

University of Missouri-Columbia

# Bulletin



Journalism

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# School of Journalism Calendar

## First (Fall) Semester

Registration  
Registration  
Classwork begins, 7:40 a.m.  
Labor Day Recess

1979-80

Thurs., Aug. 23  
Fri., Aug. 24  
Mon., Aug. 27  
Mon., Sept. 3

1980-81

Mon., Aug. 25  
Tues., Aug. 26  
Wed., Aug. 27  
Mon., Sept. 1

## Thanksgiving Intersession (Recess)

Registration (½ hour)  
Intersession begins, p.m.  
Intersession ends, 12:00 midnight  
Classwork resumes, 7:40 a.m.  
Classwork ends, 5:30 p.m.  
Stop Day  
Final Examinations begin  
First Semester ends, 5:00 p.m.

Tues., Nov. 13  
Tues., Nov. 20  
Sun., Nov. 25  
Mon., Nov. 26  
Tues., Dec. 11  
Wed., Dec. 12  
Thurs., Dec. 13  
Thurs., Dec. 20

Tues., Nov. 18  
Wed., Nov. 26  
Sun., Nov. 30  
Mon., Dec. 1  
Thurs., Dec. 11  
Fri., Dec. 12  
Sat., Dec. 13  
Sat., Dec. 20

## Christmas Intersession

Registration (3 hours)  
Intersession begins, 5:00 p.m.  
Intersession ends, 12:00 midnight

Tues., Dec. 18  
Thurs., Dec. 20  
Sun., Jan. 13

Tues., Dec. 16  
Sat., Dec. 20  
Sun., Jan. 11

## Second (Winter) Semester

Registration  
Registration  
Classwork begins, 7:40 a.m.

Thurs., Jan. 10  
Fri., Jan. 11  
Mon., Jan. 14

Thurs., Jan. 8  
Fri., Jan. 9  
Mon., Jan. 12

## Spring Intersession (Recess)

Registration (1 hour)  
Intersession begins, 12:30 p.m.  
Intersession ends, 12:00 midnight  
Classwork resumes, 7:40 a.m.  
Classwork ends, 5:30 p.m.  
Stop Day  
Final Examinations begin  
Second Semester ends, 5:30 p.m.  
Commencement

Tues., March 18  
Sat., March 22  
Sun., March 30  
Mon., March 31  
Wed., April 30  
Thurs., May 1  
Fri., May 2  
Fri., May 9  
Sat., May 10

Tues., March 17  
Sat., March 21  
Sun., March 29  
Mon., March 30  
Wed., April 29  
Thurs., April 30  
Fri., May 1  
Fri., May 8  
Sat., May 9

## First Journalism Summer Session

Registration; classwork begins, 7:40 a.m.  
Memorial Day Recess  
Session ends, 12:00 midnight

Mon., May 12  
Mon., May 26  
Sun., July 6

## Second Journalism Summer Session

Registration, classwork begins, 7:40 a.m.  
Session ends, 12:00 midnight

Mon., July 7  
Tues., Aug. 26

## Campus Eight-Week Session

Registration and Orientation  
Classwork begins, 7:30 a.m.  
Independence Day Recess  
Summer Session closes, 5:00 p.m.  
Summer Commencement

Mon., June 9  
Tues., June 10  
Fri., July 4  
Fri., Aug. 1  
Fri., Aug. 1

## Campus Four-Week Session I

Registration and Orientation  
Classwork begins, 7:30 a.m.  
Independence Day Recess  
Session I closes, 5:00 p.m.

Mon., June 9  
Tues., June 10  
Fri., July 4  
Thurs., July 3

## Campus Four-Week Session II

Registration  
Classwork begins, 7:30 a.m.  
Session II closes, 5:00 p.m.  
Summer Commencement

Mon., July 7  
Tues., July 8  
Fri., Aug. 1  
Fri., Aug. 1

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# School of Journalism, 1979-80

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# The Faculty

**Roy M. Fisher, B.S.,** Dean; Prof. Reporter, Hastings (NE) *Tribune*, 1940; Pratt (KS) *Tribune*, 1940-41; reporter, 1945-52; assistant city editor, 1952-56, features editor, 1956-58, editor, 1966-71, *The Chicago Daily News*; assistant managing editor, 1958-62, *World Book Encyclopedia*; executive editor and vice president, 1962-66, Field Enterprises Educational Corp.; Nieman Fellow, Harvard University, 1950-51; lecturer, Medill School of Journalism, Northwestern University, 1950-55; University of Missouri since 1971.

**Milton Gross, A.M.,** Assoc. Dean; Prof. Advertising and selling, Vick Chemical Company, New York, 1940-41; instructor in journalism, Texas College of Mines, El Paso, 1941-42; National Executive Secretary of Alpha Delta Sigma, professional advertising fraternity, 1947-61; advertising consultant to KOMU-TV 1953-58; member, 1959-68, vice chairman, 1964-65, chairman, 1965-67, Accrediting Committee, American Council on Education for Journalism; secretary-treasurer, A.C.E.J., 1968—; educator co-chairman, Central Region, American Association of Advertising Agencies, 1964-66; member, National Advertising Review Board, 1978—; Assistant Dean, 1963-70; Acting Dean, 1970-71; University of Missouri since 1942.

**Earl F. English, Ph.D.,** Dean Emeritus; Prof. Emeritus. Reporter, Imlay City (MI) *Times*, 1920-22; printer-operator, 1922-25; reporter, 1926-28, *Kalamazoo Gazette*; Newark (NJ) *Ledger*, 1925-26; instructor in printing and journalism, Peoria (IL) High School, 1928-37; instructor in typography, Bradley College, 1934-36; instructor in journalism, State University of Iowa, 1937-41; copy editor, *Daily Oklahoman*, 1941; associate, State University of Iowa, 1941-45; Executive Secretary of the Accrediting Committee for Schools of Journalism, 1946-48; member, Accrediting Committee, 1951-58; President, Association for Education in Journalism, 1953-54; President, American Association of Schools and Departments of Journalism, 1958-1959; American Council on Education for Journalism, 1965-68; Distinguished Service Member, American Society of Newspaper Editors; President, Northwest Missouri Press Association, 1964; chairman, screening committee, W. R. Hearst Foundation, 1969-70; Associate Dean, 1949, 1951-70; board of directors, Lee Enterprises, Inc., 1969-75; Honor Award for Distinguished Service in Journalism, University of Missouri, 1970; University of Missouri since 1945, retired, 1975.

**Frank L. Dobyns, M.A.,** Chairman, Advertising Dept.; Prof. Advertising department, *Daily Oklahoman*, 1946-47; sales promotion department, Phillips Petroleum Company, 1947-48; editor and publisher, Edmond (OK) *Sun and Booster*, 1948-65; newspaper consultant, 1965-66; National Chairman, Academic Division, American Advertising Federation, 1975-76; University of Missouri since 1966.

**G. Thomas Duffy, Prof.** Reporter, editor, Granite City (IL) *Tribune*, 1930-31; reporter, city editor, news editor, managing editor, editor, East St. Louis *Journal*, 1931-61; newscaster, Station WTMV, East St. Louis, 1945-48; visiting professor, University of Missouri, 1961; University of Missouri since 1961.

**W. David Dugan, Jr., M.A.,** Chairman, Broadcasting Department; Prof. Account executive and announcer, WESB, Bradford (PA), 1952-54; TV director and sportscaster, WICU-TV, Erie, 1954-56; anchorman, reporter, sports play-by-play, WCBS, New York, 1957-59; TV correspondent and radio news broadcaster, CBS News, New York, 1959-67; executive producer, Public Broadcast Laboratory of NET, 1967-69; producer-correspondent CBS News, New York, Faculty Summer Program for Minority Students, Columbia University

Graduate School of Journalism, 1969-71; general manager, KBIA, 1972-74; University of Missouri since 1972.

**Clifton C. Edom, B.J.,** Prof. Emeritus, Printing staff, R. R. Donnelly & Sons, Chicago, 1927-29; editor and publisher, Edgar (WI) *News*, 1929-30; feature writer, photo-engraver, *Wausau Daily Record-Herald*, 1930-35; editor, Tasopé Publications, and educational director, Aurora School of Photoengraving, 1935-43; founder and national adviser, Kappa Alpha Mu, photojournalism fraternity; University of Missouri since 1943; retired, 1972.

**Paul L. Fisher, Jr., Ph.D.,** Director, Freedom of Information Center; Prof. Correspondent, United Press, Columbia, 1945-46; assistant, 1947-48, director, Linotype Curriculum, 1948-64; operator, since 1946, of the (private) Press of the Crippled Turtle; executive secretary, Freedom of Information Center, 1959-64; University of Missouri since 1947.

**Roger A. Gafke, M.A.,** News Editor, Prof. Instructor, McKendree College, 1962-63; and Belleville Area College, 1962-65; news director, WIBV, Belleville (IL), 1965-67, 1967-68; city editor, *Metro-East Journal*, East St. Louis (IL) 1967; news director KFRU, Columbia, 1968-72; news director, KBIA, Columbia, 1972-76; editor, National Public Radio, Washington, 1978; University of Missouri since 1968.

**Rod Gelatt, M.A.,** Prof. News director, WSUI, Iowa City, 1950; night news editor, KSTT, Davenport, 1950; news editor, WHO-AM-TV, Des Moines, 1950-57; instructor in radio-television journalism, Washington & Lee University, 1957-59; instructor and assistant to the director, 1959-62, and head, radio-television sequence, 1962-63, School of Journalism, State University of Iowa; news director, 1963-72, public affairs director, 1972-74, KOMU-TV; managing editor, 1974-76; news director, KBIA, 1976—; University of Missouri since 1963.

**Robert W. Haverfield, A.M.,** Placement Director; Prof. Naval Service, 1941-45; advertising manager, Missouri Power & Light Co., 1945-48; editor, *Linage*, news magazine of Alpha Delta Sigma, national advertising fraternity, 1950-63; International Harvester Professor's Fellowship, 1954; Leo Burnett advertising agency AAAA Fellowship, 1961; Carl Byoir and Associates public relations summer fellowship, 1963; permanent judge of national "Oscars in Agriculture" competition since 1961; educational adviser, Direct Mail Advertising Association, 1969; research consultant, Leo Burnett, Ltd., London, summer, 1973; co-chairman, Central Region educator committee, AAAA, 1975-77; University of Missouri since 1948.

**Edward C. Lambert, Ph.D.,** Prof. Circulation department, Wichita Eagle, 1928; reporter, Peabody (KS) *Patriot*, 1928-30; reporter, Cedar Falls (IA) *Daily Record*, 1933-35; supervisor of student publications, Cedar Falls High School, 1935-37; instructor in journalism, director of publicity and radio activities, East High School, Aurora (IL), 1937-40; special events announcer, news editor, WMRO, Aurora, 1940-43; director of journalism, Stephens College, 1946; news director, KFRU, Columbia, 1947-53; asst. to president, TV, 1953-66; asst. to chancellor, TV, 1966-71; general manager, KOMU-TV, Columbia, 1955-58; producer-moderator, Missouri Forum, KOMU-TV, University of Missouri Extension Division Tape Network, 1959—; consultant, KMOX, St. Louis, and CBS Radio, 1960-67; University of Missouri since 1946.

**Angus McDougall, M.A.,** Prof. Teacher in Wisconsin high schools: Gibraltar Union H.S. 1939-40, Shawano H.S. 1940-41, Wisconsin Rapids H.S. 1941-45; School of Modern Photography, New York City, 1945-46; staff photographer, *The Milwaukee Journal*, 1946-55; staff photographer, 1955-59, associate editor-photographer, 1959-71, *International Harvester World* and *I. H. Today* magazines; Magazine-Roto Photographer of the Year, 1955; Picture Editor of the Year, 1964; Editor of the Year

Award, 1971, from National Press Photographers Association; University of Missouri since 1972.

**Thomas C. Morelock**, A.M., Prof. Emeritus. University Publisher, University of Missouri, 1921-22; editor and publisher, *Green City (MO) Press*, 1922; reporter and copy reader, *Quincy (IL) Daily Herald*, 1922-24; acting dean, 1932; Office of War Information, New York City, 1943-45; professor and director, Office of Public Information, University of Missouri, 1945-67; University of Missouri since 1924; retired, 1967.

**Ernest C. Morgan**, Ph.D., Prof. Reporter and editor, *Corpus Christi Caller-Times*, 1953-67; teaching associate, University of Texas, 1967-69; reporter, Long News Service, State Capitol, Austin (TX) 1969; University of Missouri since 1969.

**J. Philip Norman**, A.M., Prof. Sales, Sunbeam Corporation, Chicago, Minneapolis, Pittsburgh, 1938-41; advertising manager, assistant to sales manager, Aslesen Company, Minneapolis, 1945-46; advertising department, Trane Company, La Crosse (WI), 1946-49; editor and publisher, *Princeton Times-Republic*, *Green Lake County Reporter*, 1949-55; state manager, ABC, AP, CBS, NBC, UPI news election service, Missouri, Kansas, 1976-; University of Missouri since 1955.

**Keith P. Sanders**, Ph.D., Chairman, Editorial Dept.; Prof. Sports editor, *Ashland (OH) Times-Gazette*, 1960-61; *Dover Daily Reporter*, 1961-62; sports news director, WOUB-TV (Athens), 1964-65; instructor in journalism, Bowling Green State University, 1963-64; research assistant, Mass Communications Research Bureau, 1965-66; instructor in journalism, 1965-67; University of Iowa; University of Missouri since 1967.

**Eugene W. Sharp**, A.M., Prof. Emeritus. Reporter, *Oklahoma City Times* 1922-23; telegraph editor, *McAlester News Capital*, 1923-24; reporter, *Colorado Springs Gazette Telegraph*, 1930; reporter, *Kansas City Times*, 1930-31; acting dean, 1945; University of Missouri since 1924; retired, 1969.

**Dale R. Spencer**, A.M., J.D., Prof. Reporter, *Pocatello (ID) Tribune*, 1939-43 (intermittently); sports correspondent, *Salt Lake City Tribune*, 1943; instructor in journalism, University of Missouri, 1949-50; sales manager, E. W. Stephens Co., Columbia, 1950; *Buffalo (NY) Evening News*, summer, 1952; weathercaster, *KOMU-TV*, 1953-58; University of Missouri since 1950.

**William Stephenson**, Ph.D., Prof. Emeritus. Freelance journalist, London, 1929-35; tutor, University College, London, 1933-35; assistant director and director, Institute of Experimental Psychology, University of Oxford, 1935-48; marketing consultant, London, 1935-48; consultant psychologist to British Army, 1943-47; consultant, Indian Army, 1946; reader in psychology, Oxford, 1943-48; visiting professor of psychology, University of Chicago, 1948-50; University of California, 1951-52; Walker Ames Professor, University of Washington, 1953; lecturer, University of Chicago, 1953-55; director of research, Nowland & Co., Greenwich (CT), 1955-57; associate editor, *Psychological Record*; University of Missouri since 1958; retired, 1973; John F. Murray Distinguished Professor, University of Iowa, 1974—.

**William H. Taft**, Ph.D., Director of Graduate Studies; Prof. Reporter, 1932-33, later summers, *Mexico (MO) Ledger*; public relations director, Westminster College, Fulton, 1933-37; and *Hiram College*, Hiram (OH), 1939-40; correspondent, *Cleveland Plain Dealer*, 1939-40; assistant professor, Youngstown College and Hiram College, 1946-48; chairman, English Department, Defiance College, 1948-50; chairman, department of journalism, Memphis State College, Memphis (TN), 1950-56; copy desk, *Memphis Commercial Appeal*, 1950-55; historian, Missouri Press Association, 1963—; University of Missouri since 1956.

**Elmer W. Lower**, M.A., Visiting Professor. Reporter, *Louisville Herald Post*, 1933-34; *Flint Journal*, 1934-35; bureau manager, U.P., Jefferson City, 1935-36, Cleveland, 1936-37; Washington correspondent, U.P., 1937-38; picture journalist, NEA, 1938-39; wirephoto editor, Chicago, photo assignment editor, New York, A.P., 1939-42; COI, OWI, 1942-45; foreign correspondent, *Life*, 1945-51; chief information division, Office of U.S. High Commissioner, Germany, 1951-53; CBS News, 1953-59; NBC News, Washington, 1959-61, vice president, New York, 1961-63; president, news, special events, public affairs, ABC News, 1963-77; distinguished visiting professor, Syracuse University, 1977-78; University of Missouri since 1978.

**John Angelides**, B.J., Adjunct Prof. Editorial writer, *Lindsay-Schaub Newspapers*, 1961-62; reporter, night city editor, *St. Louis Globe-Democrat*, 1962-74; news director, KMOX (CBS), St. Louis, 1974—; University of Missouri since 1976.

**David Hendin**, M.A., Adjunct Prof. Director, New York semester in science writing; vice president and executive editor, United Feature Syndicate and Newspaper Enterprise Association, 1978— (with NEA since 1970); nationally syndicated columnist, "The Medical Consumer," Newspaper Enterprise Association, New York, 1973 - 77; author *Everything You Need to Know About Abortion*, 1971; co-author, *The Doctor's Save-Your-Heart Diet*, 1971; author, *Save Your Child's Life!*, 1972; author, *Death as a Fact of Life*, 1972; *The Life Givers*, 1976; *Guide to Ancient Jewish Coins*, 1976; *The World Almanac Whole Health Guide*, 1977; co-author, *The Genetic Connection*, 1978; *Collecting Coins*, 1978; University of Missouri since 1971.

**Ruth B. Bratek**, A.M., Assoc. Prof. Display advertising representative, *St. Joseph News Press & Gazette*, 1945-46; advertising and business manager, *West Plains Daily and Semi-Weekly Quill*, 1947; assistant advertising manager, *Macon (MO) Chronicle-Herald*, 1948-49; vice-president, *Chronicle-Herald Publishing Co.*, 1960-70; University of Missouri since 1956.

**William A. Bray**, B.J., Assoc. Prof. Printer-operator, *King City (MO) Tri-County News*, 1940-42, 1946; editor-publisher, *Odessa Odessan*, 1948-53; Associated Press correspondent, 1948-53; executive director of Missouri Press Association since 1953; past president, Newspaper Association Managers; University of Missouri since 1953.

**Brian S. Brooks**, M.A., Assoc. Prof. Sports editor, *Pulaski (TN) Citizen*, 1962-63; reporter, copy editor, *Memphis Press-Scimitar*, summers 1966-68; teaching assistant, *Columbia Missourian*, 1967-69; instructor, University of Missouri, summer 1969; information officer, 1st Cavalry Division, U. S. Army, Bien Hoa, Vietnam, 1971-72; copy editor, editorial writer, night city editor, *Memphis Press-Scimitar*, 1972-74; University of Missouri since 1974.

**Won H. Chang**, Ph.D., Assoc. Prof. Public Information officer, Korean government, 1961-63; information and administrative officer, United Nations Special Fund, 1963-66; production, *Los Angeles Herald-Examiner*, 1968-70; teaching and research assistant, University of Iowa, 1970-72; University of Missouri since 1972.

**Jane E. Clark**, A.M., Assoc. Prof. Copywriter and television writer-producer, D'Arcy Advertising Co., St. Louis 1952-56; women's editor, *St. Louis Globe-Democrat*, 1960-67; University of Missouri since 1967.

**Ruth C. D'Arcy**, B.A., Assoc. Prof. Assistant experience editor, 1943-51, experience editor and teen page editor, 1951-68, women's editor, 1968-71, accent on living editor, 1971-74, *The Detroit News*; University of Missouri since 1975.

**Joseph B. Forsee**, M.A., Assoc. Prof. Circulation manager, *Sedalia (MO) Democrat-Capital*, 1955-65; circula-

tion manager, St. Joseph (MO) *News-Press & Gazette*, 1965-73; circulation manager, St. Louis (MO) *Post-Dispatch*, 1973-78; president, International Circulation Managers Association, 1977. University of Missouri since 1978.

**Dale L. Gaston**, M.A., Assoc. Prof. Editor and publisher, Beggs (OK) *Independent*, 1946-48; Okmulgee County News, 1948-58; Tahlequah Times, 1958-70; Fort Gibson Post, 1967-70; Locust Grove Times, 1967-70; Chouteau Sun, 1968-70; Tahlequah Free Press, 1967-69; University of Missouri since 1970.

**J. Robert Humphreys**, M.A., General Manager, the *Columbia Missourian*; Assoc. Prof. News editor, WRYO, Rochester (PA), 1949-50; KSRV, Ontario (OR), 1950-52; advertising sales staff, 1952-53, commercial manager, 1953-63, general manager and co-owner, 1963-70, president, 1962-65, Inland Publishing Co., Ontario; board of directors, Inland Radio, Inc., 1955-70; University of Missouri since 1970.

**George Kennedy**, Ph.D., Assoc. Prof. Reporter, Wilmington, (DE) *News Journal*, 1964-67; reporter, editor, *The Miami Herald*, 1967-74; professional journalism fellow, Stanford University, 1969-70; University of Missouri since 1974.

**Robert P. Knight**, Ph.D., Director of Continuing Education, Assoc. Prof. Reporter, Austin (TX) *American*, 1953-56; Fulbright Fellow, University of Chile, Santiago, Chile, 1957; reporter, Midland (TX) *Reporter-Telegram*, 1958; instructor in journalism, Midland High School, 1958-60; research and publications assistant, Midland Independent School District, 1958-63; instructor in journalism, Texas A & M University, 1963-65; University of Missouri since 1965.

**Harold Lister**, M.A., Assoc. Prof. News editor, the Brookfield (WI) *News*, news editor, Elm Grove *Elm Leaves*, news editor, *Wauwatosa News-Times*, all 1954-60; radio newscaster, WAUX, Waukesha, 1954-59, WVTV, Milwaukee, 1968-69; managing editor, Hales Corners *Tri-Town News*, editor, *Greenfield Guardian*, editor, *South Milwaukee Voice-Journal*, all 1962-65; editor, *Milwaukee Engineering*, 1965-67; University of Missouri since 1969.

**Daryl R. Moen**, M.A., Managing Editor, *Columbia Missourian*, Assoc. Prof. Managing editor, assistant general manager, Portage (WI) *Daily Register*, 1967-72; managing editor, DeKalb (IL) *Daily Chronicle*, 1972-74; University of Missouri since 1974.

**Joye Patterson**, Ph.D., Assoc. Prof. Public Information Officer, Baptist Memorial Hospital, Memphis (TN), 1950-60; Fellow in Medical Journalism, University of Missouri Medical Center, Columbia, 1960-65; research associate, National Science Foundation, Washington, 1974-75; University of Missouri since 1965.

**Donald P. Ranly**, Ph.D., Assoc. Prof. Reporter, Milwaukee (WI) *Catholic Herald Citizen*, 1965-67; editorial manager, *The Messenger Press*, Celina (OH), 1967-69; managing editor, *Philosophy Today*, 1968-1973; director-producer, WCAE-TV, St. John (IN), 1969-1973; associate professor of communication arts, Calumet College, East Chicago (IN), 1969-1973; University of Missouri since 1973.

**Donald G. Romero**, Ph.B., Assoc. Prof. Emeritus. Assistant managing editor, *Scribner's Magazine*, 1934-35; managing editor, *The Spur*, 1935-37; managing editor, MacFadden Publications, 1937-41; associate editor and staff writer, *Popular Science*, 1941-46; associate editor, *Outdoor Life*, 1948-50; associate editor, *Christian Herald*, 1953-56; associate editor, *Medical Economics*, 1957; McGraw-Hill Fellowship, *Business Week*, *Engineering News Record*, 1964; University of Missouri since 1958.

**Linda Jo Shipley**, Ph.D., Assoc. Prof. Reporter, Lincoln (NE) *Journal*, 1965-66; retail advertising saleswoman, Lincoln *Journal-Star*, 1966; market research analyst, ITT

Aetna Management Co., St. Louis, 1968-69; research assistant, Psychological Associates, St. Louis, 1969-70; research associate, Management Behavioral Sciences, Inc., New York City, 1970-71; National Defense Education Act Title IV fellow, University of Pennsylvania, 1971-73; University of Missouri since 1974.

**Robert L. Terrell**, Ph.D., Assoc. Prof. Reporter *New York Post*, 1966-68; *Newsweek* stringer, Atlanta, researcher-writer, Southern Regional Council, Atlanta, 1968-69; instructor, Negro College Newspaper Editors' Workshop, Clark College, Atlanta, 1969; copy editor, *San Francisco Chronicle*, 1970; instructor, Golden Gate University, 1970-71; lecturer, University of California at Berkeley, 1971; asst. prof., St. Mary's College, Moraga, CA., 1971-76; director, office of experimental and extended education, St. Mary's, 1975-76; University of Missouri since 1976.

**Phillips R. Brooks**, M.A., Bureau Chief, Missouri Government Radio News; Asst. Prof. Reporter, KFRU, Columbia, 1969-71; editor, KLZ, Denver, 1970; reporter, National Public Radio, Washington, 1972; University of Missouri since 1973.

**Manuel Leon Lopez**, B.A., Asst. Prof. Editor, Pima County (AZ) *Farmer*, 1955; editor, *San Manuel Miner*, 1956; acting editor, *Coolidge Examiner*, 1957; staff writer, *International Harvester World* and *Today* magazines, Chicago, 1962-66; picture editor, *National Geographic*, 1966-70; photographer, *Chicago Daily News*, 1970-76; lecturer, Northwestern University Evening Division (Chicago), 1975-76; picture desk, *Chicago Tribune*, 1976; University of Missouri since 1976.

**William McPhatter**, M.A., Asst. Prof. Sales, Charles Pfizer, Inc., 1967-68; assoc. director of public relations, NAACP Legal Defense and Educational Fund, 1968; asst. editor, *Business Week*, 1970-73; public relations manager-publications manager, R. J. Reynolds Industries, Inc., 1973-76; University of Missouri since 1976.

**Dick Nelson**, M.A., News Director, KOMU-TV; Asst. Prof. Reporter, KLIK Radio, Jefferson City, 1967-69; reporter, American Forces Radio-Television Service, Seoul, South Korea, 1970; State Capitol Reporter, KOMU-TV, 1971; reporter, education editor, State Capitol correspondent, news production coordinator, WKY-TV (now KTVY), Oklahoma City, 1971-75; University of Missouri since 1975.

**John Rhein**, B.S., Publications Manager, Office of Public Information; Asst. Prof. Instructor, Hadley Tech High School, 1950-54; printing production manager, sales representative, St. Louis printing firms, 1954-68; University of Missouri since 1968, School of Journalism since 1975.

**Arthur A. Terry**, B.J., Asst. Prof. Chief, layout and production, *National Geographic*, 1960-68; associate professor and department chairman, BFA program, Rochester Institute of Technology, 1968-74; University of Missouri since 1974.

**Donald S. Walli**, M.A., Asst. Prof. Public relations and account executive, Campbell-Ewald Co., Detroit, 1957-62; account executive, Dancer-Fitzgerald-Sample Inc., New York, 1962-66; senior account representative, J. Walter Thompson, Inc., New York, 1966-68; account supervisor, Henderson Advertising Agency, Greenville (SC), 1968-74; instructor in advertising and assistant director of Media Development Center, University of South Carolina, 1974-75; University of Missouri since 1975.

**Steve Weinberg**, M.A., Asst. Prof. General assignment reporter, *Metro-East Journal* (East St. Louis, Ill.), 1970-72; instructor in journalism, University of Missouri, 1974; Washington editor, *Wall Street Letter*, 1975; business writer, *Des Moines Register*, 1976-78; lecturer in journalism, Drake University, 1977-78; University of Missouri since 1978.

**Roger H. Allbee, Jr., B.A.**, Operations Manager, KOMU-TV; Instructor. Studio crew, cameraman, director, studio supervisor, production manager, 1957-64, assistant program director, 1964-72, manager of operations, 1972—, KOMU-TV, Columbia; University of Missouri since 1967.

**Charles Burke, M.S.**, Executive Producer, KBIA; Instructor. Reporter-announcer, WFLN, Philadelphia, 1966-68; Rotary International Fellow, Chile, 1968; reporter-anchorman, WLYH-TV, Lancaster, 1968-69; WTOL-TV, Toledo, 1969-70; WPVI-TV, Philadelphia, 1970-72; correspondent, ABC News, Vietnam, New York, and Chicago, 1972-74; adjunct professor, Temple University, Rider College, 1974-75; producer-reporter, New Jersey Public Television, Trenton, 1974-76; University of Missouri since 1976.

**Jay Bushinsky, M.A.**, Director, Mid-East reporting program, Instructor. Reporting, editing, *Miami (FL) Herald*, *Middletown (NY) Times Herald-Record*, *Jerusalem Post*, *Chicago Daily News*, 1963-78; Eastern Mediterranean correspondent, *Chicago Sun-Times*, 1978—; University of Missouri since 1978.

**Kathy Casteel, M.A.**, Instructor. Feature writer, *East County Sentinel*, Antioch, CA, 1973; intern, *Pittsburgh Post-Gazette*, 1974; ass't. city editor, *Springfield Daily News*, 1977-78; ass't news editor, *Springfield Leader and Press*, 1978-79; University of Missouri since 1979.

**Randall Covitz, B.J.**, Instructor. Sports reporter and writer, *Memphis Press-Scimitar*, 1972-79; University of Missouri since 1979.

**Lisbeth W. Chapman, B.A.**, Instructor. Assistant to the president, Richards and Barrington, Washington, D.C., 1968-69; assistant to director for public relations, Bridgeport (CT) Hospital Medical Center, 1969-70; public relations consultant, Cerebral Palsy of Fairfield County (CT), 1972; associate director for communications, Columbia United Way, 1975-76; University of Missouri since 1976.

**Harold V. Cordry, M.A.**, Instructor. Reporter, copy editor, assistant telegraph editor (part-time), book reviewer, jazz reviewer, assistant feature editor (editorial page), assistant editor of Sunday magazine, *The Kansas City Star*, 1965, 1966, 1967-73; staff writer (magazine features), Valentine-Radford Advertising, Kansas City, 1973-74; occasional book reviewer, *St. Louis Post-Dispatch*, *St. Louis Globe-Democrat*, *Chicago Daily News*, 1974-75; publications editor, 1974-77, special assignments, President's Office, 1977—University of Missouri; book reviewer, *The Kansas City Star*, 1978—; University of Missouri since 1974, School of Journalism since 1978.

**James K. Gentry, M.A.**, Instructor. Sports reporter, *Memphis Commercial Appeal*, 1970-73; sports editor, *The Columbia Daily Tribune*, 1973-74; sports slotman, *Rocky Mountain News*, Denver, 1974-75; news editor, managing editor, *The Columbia Daily Tribune*, 1975-76; University of Missouri since 1976.

**Theodore A. Griffin, B.J.**, Instructor. Sales, KSIB, Creston, IA, 1949-50; sales, 1950-58, local-regional sales manager, 1958-62, general sales manager, 1962-64, station manager, 1964-68, general manager, 1968-71, KFEQ, St. Joseph; executive vice-president, Missouri Broadcasters Ass'n, 1971—; partner, Rontedick, Inc. (KCHI-AM-FM), Chillicothe, 1974—; University of Missouri since 1977.

**Paul C. Morgan, Jr., M.J.**, Instructor. Reporter, Hattiesburg (MS) *American* and Nashville *Tennessean* 1959-63; PIO, U. S. Army, 1963-66; public relations representative, Shell Oil Co., New Orleans and New York, 1966-69; Carl Byoir (Honeywell Information Systems), Boston, 1969-71; public relations representative, Kaiser Aluminum & Chemical Corp., Oakland, 1974-75; senior public infor-

mation officer, Bank of America, San Francisco, 1975-76; University of Missouri since 1976.

**Mackie Morris, M.A.**, Managing Editor, KOMU-TV; Instructor. Columnist, Bonham (TX) *Daily Favorite*, 1966-67 and 1969-70; copy editor, reporter, Greenville (TX) *Herald Banner*, 1970-72, and sports editor, 1972-75; assistant editor, *East Texas Football Magazine*, 1973-75; teaching assistant, *Columbia Missourian*, 1975-76; teaching assistant, sports director, KOMU-TV, 1976-77; University of Missouri since 1977.

**William A. Mulligan, M.S.** Instructor. Assistant to the publisher, Owensboro (KY) *Messenger and Inquirer*, 1965-70; editor, *The Marshall Courier*, *The Tribune-Democrat*, Benton (KY), 1970-71; managing editor, *Henderson Gleaner-Journal*, part-time 1971-73, part-time 1973-74; graduate student adviser, *The Murray State News*, 1973-74; copy editor, *The Columbus (OH) Dispatch*, 1974-75; coordinator of publications, Murray State University, 1975-78; University of Missouri since 1978.

**David L. Smith, M.A.**, Instructor. Reporter-photographer, KQTV, St. Joseph, 1972-74; KTVY, Oklahoma City, 1976-78; University of Missouri since 1978.

**Susan L. Stiegemeier, B.J.**, Advertising Director, *Columbia Missourian*, Instructor. Retail advertising sales, 1975-76, advertising manager, 1976-78, *Rolla Daily News*; University of Missouri since 1978.

**John Ullman, M.A.**, Instructor. Ass't editor, *Outdoor Indiana*, 1968; ass't makeup editor, *Indianapolis News*, 1969; managing editor, *Indianapolis Journal Newspapers*, 1969; editor, *Pentagram News*, Washington, 1970-71; copy editor, *Washington Post*, 1972; staff writer, Ralph Nader Congress Project, 1972; staff writer, National Press Club study of White House and media relations, 1972; University of Alaska, 1973-75; Environmental Conservation Fellow, National Wildlife Federation, 1976-77; Nate Hazeltine Memorial Fellow, Council for the Advancement of Science Writing, 1978-79; executive director, *Investigative Reporters and Editors, Inc.*, 1978—; University of Missouri since 1975.

**Max R. Utsler, M.A.**, Instructor. Reporter, Galesburg (IL) *Register Mail*, 1967-70; reporter, WGIL, Galesburg, 1968-69; news editor, WAIK, Galesburg, 1970; sports information director, Knox College, 1969-70; instructor, Osseo School System, Osseo (MN), 1971; asst. news director, KOMU-TV, 1972—; photographer, reporter, producer, KMBC-TV, Kansas City, summers of 1974, 1975; University of Missouri since 1972.

**William J. Willis, M.A.**, Instructor. News editor, Edmond (OK) *Sun & Booster*, 1970-72; staff writer, *The Daily Oklahoman*, 1972; editor, Longview (TX) *Morning Journal*, 1973; assistant city editor, *Dallas Morning News*, 1973-75; director of public information, Dallas Baptist College, 1975-77; editor, Garland (TX) *Daily News*, 1977-78; University of Missouri since 1978.



# Educational Philosophy

The state of Missouri established the world's first School of Journalism in 1908 to strengthen the effectiveness of public communications in democratic society. The faculty has a basic commitment to educate students in the responsibilities and skills of the professional journalist. It also has a broader commitment to advance the profession of journalism through scholarly research, analysis and criticism, and through special programs to serve the communications media.

Built on a broad general education, training in the skills and responsibilities of journalism constitutes the core of the School's program. The Bachelor of Journalism degree is a professional degree, and the undergraduate program, with its operating media, is the foundation of the School.

Because of the increasing need in journalism for men and women educated beyond the bachelor's degree, the School's M.A. and Ph.D. programs have been re-evaluated and expanded through the years. These programs are designed to provide the profession with journalists who are both broadly educated and professionally competent to deal with the complex issues of contemporary society. These graduate programs, furthermore, provide scholarly research of mass communications and provide this and other schools of journalism with men and women who have the skill and understanding of purpose needed to sustain the profession in the future.

The Missouri concept of journalism education deeply involves students in the practical, day-to-day work of the communications media. Students work under faculty supervision on the *Columbia Missourian*, a daily newspaper serving the city and surrounding area; write, produce and broadcast news and public affairs programs for the University-owned and -operated television station, KOMU-TV (an NBC affiliate), and for its radio station, KBIA; and, through internships administered by the School of Journalism, work in news and advertising departments of newspapers and broadcasting stations in various parts of the nation. Thus, working shoulder-to-shoulder with experienced professionals on the faculty and elsewhere, Missouri students learn the professional disciplines that can be mastered

only in the crucible of daily performance under pressure.

Students work with faculty on most staff committees and on the various policy and operating boards of the School's publications. Again, by direct experience in dealing with the affairs of the School, students develop a competency that better enables them to deal with the affairs of the profession they will serve.

No profession makes demands upon a more various knowledge than does journalism. The handling of the news of the complex and confused world of today is an humbling responsibility. The curriculum of the School of Journalism recognizes that journalism is both a discipline of its own and a synthesis of all the disciplines of our culture. The journalism student must, therefore, be well grounded in the humanities, social sciences and the natural sciences. Yet the student's relationship to the various disciplines of scholarship is a special one. As students' concepts of professionalism mature, they become deeply involved, yet uniquely detached from the issues of their world. The journalist is first of all an observer, then a reporter, only lastly an analyst and advocate.

Because this is a professional school with commitments to the profession of journalism, the curriculum is in part a structured one. It has requirements in history, science, writing, languages, news handling, advertising and principles of journalism—for these are essential elements in a journalist's education. But the curriculum provides great latitude as well. With sympathetic and knowledgeable guidance, the student has a wide discretion to aim at the particular competencies desired.

Finally, the objective of the School of Journalism is to develop within students an appreciation of the professional journalist's highest role in society—to provide society with a basis of understanding and mutual confidence upon which diverse peoples can find common principles and goals.

## A Brief History

The School of Journalism was the first regularly organized school of journalism in the world. Journalism had been taught at the University of Missouri in the academic year 1879-80 as part of the required work in English in the junior year. The course was listed and described in the catalog in this rather interesting way: "History of Jour-



nalism. Lectures with practical explanations of daily newspaper life. The Spectator, the London Times, the New York Herald.”

Prof. David R. McAnally, Jr., head of the English Department, taught this course for five years and it may well have been the first journalism course to be offered regularly in any university.

In 1885 Professor McAnally returned to newspaper work, and for a decade the only journalism taught in the University was some work in news writing in English classes. The Missouri Press Association in 1898 passed a resolution recommending the establishment of a chair of journalism in the University. From that time until the founding of the School 10 years later, the Association was active in promoting it.

Walter Williams, who was to become president of the University in 1930, was named the first dean of the School of Journalism. On his retirement from the deanship, he was succeeded by Frank L. Martin, who had been a professor in the School since 1909. Dean Martin died in 1941, and Frank Luther Mott became dean the next year. In 1951 Dr. Mott was made dean emeritus and continued on the faculty as professor emeritus of jour-

nalism until his death in 1964. Earl English was appointed dean in 1951 and became dean emeritus in 1970. In 1971 Roy M. Fisher, editor of *The Chicago Daily News*, was named dean.

## The Missouri Plan

The Bachelor of Journalism degree requires that students do three-fourths of their course work in the liberal arts, the sciences and the social sciences, and one-fourth in professional journalism courses.

Stressed in the basic journalism education at the School are writing, editing, fundamentals of advertising and business management, and the relationship between journalism and society. Specialization within the field of journalism may be pursued after these essentials are met.

The School's plan requires two years of study above the high school level before the student enters the School and two more years in the School for the Bachelor of Journalism degree.

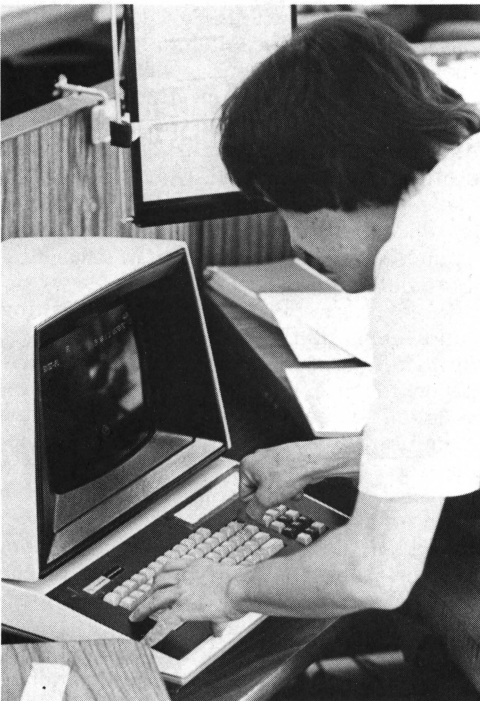
After admission to the School, a candidate for a B.J. degree completes 30 hours of professional courses in the School of Journalism, 20 hours of approved upper-level courses in the arts, sciences and humanities, and 10 hours of electives, 5 of which may be in journalism courses. Thus, upon completion of the four-year undergraduate program, the student will have 85 to 90 hours in the arts, sciences, social sciences, and humanities, and 30 to 35 hours of professional work in journalism, some of the latter involving laboratory work under faculty supervision on print or broadcast media.

The Missouri Plan assures the journalism graduate a broad liberal education, considered necessary for a journalist whose work may span many segments of today's complex society, as well as the professional courses within the discipline of journalism itself.

Work on a Master of Arts degree in journalism may emphasize either professional competency in a specific area of journalism or specialization in journalistic or communications research. The master's degree usually requires at least three terms of work after attainment of the B.J. or its equivalent.

## Accreditation Status

The American Council on Education for Journalism, most recently in 1975, has accredited the following sequences offered by the School of Journalism: Advertising,



*All editing students learn techniques of operation of video display terminals.*

Magazine, News-editorial, Newspaper Publishing, Photojournalism and Radio-television News.

This accreditation is endorsed by the following:

American Newspaper Publishers Association  
 American Society of Newspaper Editors  
 Associated Press Broadcasters Association  
 Associated Press Managing Editors Association  
 Broadcast Education Association  
 Inland Daily Press Association  
 International Association of Business Communicators  
 International Newspaper Advertising Executives  
 Magazine Publishers Association  
 National Association of Broadcasters  
 National Conference of Editorial Writers  
 National Newspaper Association  
 National Press Photographers Association  
 Public Relations Society of America  
 Radio-Television News Directors Association  
 Society of Professional Journalists, Sigma Delta Chi  
 Southern Newspaper Publishers Association  
 Western Newspaper Foundation  
 Women in Communications, Inc.

The School's medical writing program is approved by the American Medical Writers Association. The School is a member of the Bureau of Advertising and the American Newspaper Publishers Association and is an associate member of the American Business Press, the American Association of Industrial Editors, the International Association of Business Communicators, the Direct Mail Advertising Association and the Magazine Publishers Association.

## Campus & Facilities

The School of Journalism is housed in Jay H. Neff Hall, Walter Williams Hall, the Journalism Addition, and Gannett Hall—a four-building unit located on a northern corner of the UMC campus—and laboratory work is carried on at radio station KBIA, and at television station KOMU-TV. Neff Hall was built in 1920, the gift of the late Ward A. Neff, an alumnus, in memory of his father, who had been a Kansas City publisher. Walter Williams Hall was built in 1937 and KOMU in 1953. The Journalism Addition, completed in 1961, houses the *Columbia Missourian* and the KBIA newsroom. Gannett Hall was completed in 1979.

Neff and Walter Williams halls house classrooms, the main office areas, faculty offices, a student lounge, an auditorium, advertising and graphics laboratories, the Journalism Library, the Graduate Studies Center and the Freedom of Information Center.

In the spring of 1974 the Frank E. Gannett Foundation announced a gift of \$500,000 to the School of Journalism. The legislature

provided \$650,000 and with other gifts the money was used to build Gannett Hall. The new building increases the School's basic newswriting and broadcast laboratory space, adds a large auditorium-classroom and provides a Programs Center for special projects carried on by the School.

## Columbia Missourian

Students, supervised by faculty members with professional experience, do all news, editorial, feature, photographic and advertising work on the *Columbia Missourian*, a daily-Sunday teaching newspaper of general circulation for the city of Columbia and for the mid-Missouri market.

Classroom instruction is coordinated with laboratory experience, and students in the School of Journalism combine their liberal arts education with professional training in journalism.

The first issue of the *Missourian* was published the first day classes met in the School of Journalism, September 14, 1908.

Until 1920, the paper was published by the University Missourian Association, in which any member of the student body was eligible for membership. When the *Missourian* moved to Neff Hall, alumni of the School formed the Missourian Publishing Association, raised capital and assumed responsibility of operating the paper. The capital was returned to the alumni-investors in 1926, and the Missourian Publishing Association was reestablished as a non-profit alumni association. The Association is made up of members rather than stockholders, and surplus of the *Missourian* is used to expand and improve the School's teaching and publishing facilities.

In effect, the *Missourian* is a continuing endowment of the School of Journalism, furnishing students with a teaching newspaper free of expense or difficulty of management. Members of the Association—alumni and former students—elect a nine-man board of directors which employs a manager, upon the recommendation of the Dean of the School of Journalism.

In 1971, the *Missourian* converted from letterpress to offset production, with the latest computer-controlled phototypesetting equipment, and offset presses. Radio KLX-247 is the two-way mobile service between reporters on the scene and the news room. The newspaper is a full member of the Associated Press and subscribes also to the services of UPI, NEA, *The New York*

*Times*, *The Chicago Sun-Times*, and the *Christian Science Monitor*.

The School installed its first video display editing terminal in 1973. All students in Newspaper Editing now learn the fundamentals of electronic editing on one of the 12 VDT's in the editing department of the *Missourian*.

An executive committee has overall administrative responsibility to the directors of the *Missourian* Publishing Association for the editorial and financial success of the *Missourian*. It consists of the dean, the president of the *Missourian* Publishing Association, the business manager, managing editor, advertising director, circulation director, and production superintendent of the *Missourian*, and two students selected by the Journalism Students Association.

"Vibrations" is a magazine and entertainment guide supplement which was added to the *Sunday Missouriian* in 1972. It is researched, photographed, written and edited by students in the magazine and photojournalism sequences of the School.

An editorial policy committee is responsible for establishing the policies to be reflected in the editorials of the *Missourian*. Members are identified in the masthead of the *Missourian*. The non-voting chairman is the teacher in the course, Editorial Page Direction, and the membership consists of three faculty members, appointed by the dean, and three students in the editorial writing class, selected by the Journalism Students Association.

## KBIA, KOMU-TV

The University of Missouri began operating its own television station on Channel 8 in Columbia in 1953. In a manner similar to that employed on the *Missourian*, students in the School of Journalism are trained under the supervision of professional faculty and staff members at KOMU-TV, an affiliate of NBC. Students prepare and broadcast the station's daily news reports from early morning through midnight, produce public affairs and other broadcasts, and work closely with the professional staff in all other aspects of television news.

KBIA, UMC's public FM radio station, covers central Missouri with a 100,000-watt stereo signal. The School of Journalism produces a full schedule of news and public affairs programming on the station. KBIA is an affiliate of National Public Radio, and by special arrangement carries CBS news from KMOX, St. Louis.



KOMU-TV and KBIA fulfill the double role of providing community service and professional training.

Journalism students gain fundamental broadcast training in the School's radio and television laboratories, then complete advanced laboratory work under faculty supervision as staff members of the stations' news departments. For the introductory course in broadcast news, students must have access to a suitable audio cassette recorder.

The School's broadcast department concentrates on broadcast news, advertising and station management. Students interested in careers in broadcast entertainment will be better served elsewhere.

## Journalism Library

The Frank Lee Martin Library is housed in Walter Williams Hall. It regularly receives virtually all the periodicals devoted to journalism—more than 300. It also gets some 200 newspapers—at least one daily from most states, and one or two from each major foreign country. The physical size of the library was enlarged by more than 50 percent when it was renovated in 1974, and it now contains more than half of the 35,000 volumes relating to journalism, which are available to students. The remainder are shelved in the UMC Ellis Library, which contains more than 1.9 million volumes and an equal number of microfilms.

# Journalism Admission

Undergraduate programs of the School of Journalism begin with the junior year and lead to the Bachelor of Journalism degree. Students who have met the following requirements may be admitted:

1. Completion of 60 credit hours of work at the University of Missouri, or another accredited two- or four-year institution, with a cumulative grade point average of 2.75 or higher.

This requirement may be waived by the Journalism admissions committee when the student has demonstrated unusual motivation toward a journalism career, or when he or she possesses cultural, ethnic, or other attributes especially required in journalism.

Students who have a cumulative grade point average of 2.5 to 2.74 and who achieve a satisfactory score on the Journalism Entrance Selection Test may, with permission of the dean of the College of Arts and Science, take two courses in journalism in a summer session. Their enrollment will be in the College of Arts and Science. They may be admitted to the School of Journalism after they complete the summer session if they meet the following requirements:

- a. They must carry a full load (a minimum of six hours);

- b. They must take at least five hours of journalism courses, three hours of which must be 105 News;

- c. They must earn at least a 2.75 grade point average for the session.

2. Completion of a course of study that includes all listed entrance course requirements and other academically accepted courses in the arts, sciences and social sciences as specified by the School of Journalism; and

3. Application for admission and completion of necessary entrance examinations and procedures announced in the *Journalism Bulletin*. Applications should be sent to the Director of Admissions, 130 Jesse Hall, Columbia, Mo. 65211.

## Required Courses

1. **Foreign Language:** Unless students have completed four or more high school units in a foreign language, they must complete college work through a reading, com-

## How to Apply

To enter the School of Journalism the prospective student should obtain an application form and entrance test form from the Director of Admissions, and return the application to the Director of Admissions and the test to the Admissions Committee of the School of Journalism. Cutoff dates for undergraduate enrollment applications for the School of Journalism are July 1 for fall and December 1 for winter semesters. Students are notified of eligibility by the Director of Admissions.

position or conversation course beyond the intermediate level (generally 11 to 13 hours).

The advanced course may be taken after admission, but should not be delayed. It counts only as elective credit.

The language requirement may be waived by a proficiency examination in the foreign language.

2. **Science:** One semester of either physical, behavioral or biological science, including laboratory (with a minimum of four hours credit), or Math 10, College Algebra, or its equivalent.

3. **Economics:** Five hours. UMC students should take Economics 51.

4. **American Government or equivalent:** Three hours.

5. **Literature:** Six hours, at least three of which must be in the English language.

6. **English:** The student must present evidence of proficiency in English composition, which may be fulfilled by completing one or more of the following or the equivalent: English 60, Exposition, or 65GH, Honors Exposition, with a grade of B; or English 60 or 65GH with a grade of C and a satisfactory grade on the English Proficiency Examination. In addition, students whose native language is other than English must present a TOEFL score of at least 525.

7. **Entrance Test:** The student must satisfactorily complete an entrance test.

While not required for admission, one or more of the following courses is advised: American History, General Sociology, General Psychology, Introduction to Philosophy, Principles of Marketing, Elementary Accounting, Statistics, General Anthropology.

**Credit by Examination.** CLEP credit, other credit by examination and bonus credit

awarded for completion of advanced courses may serve as bases for fulfilling entrance requirements but such credit is not accepted for academic credit.

**The Arts and Sciences and Unacceptable Credit.** The student's first two college years should consist of a broad sampling of the richness and variety afforded by the whole university. Students should choose courses in the humanities, liberal arts, sciences and social sciences.

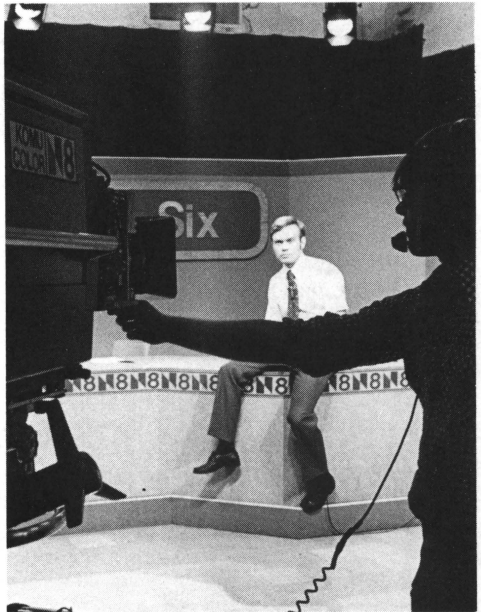
The School accepts no journalism or communication credit in the 60 hours required for admission. In certain instances, transfer students may be excused from repeating some introductory journalism courses. Students excused from any course in journalism are still required to complete a minimum of 30 hours of journalism credit at UMC.

The School of Journalism does not accept credit in basic military science, basic physical education, typing or shorthand, and no more than three hours each of applied or performance music, dance, drama, or studio art.

A maximum of five hours of non-introductory journalism courses may be counted in the elective credit required for the B.J. degree. Such courses must have been taken in a journalism sequence accredited by the American Council on Education for Journalism and not repeated by the student in the School of Journalism.

Generally, in order to gain the broad sampling students need as a foundation for advanced courses in various fields, they will limit courses taken in their freshman and sophomore years to no more than three in any one field.

**Admission with a Bachelor's Degree.** Students who have been graduated with accept-



*Broadcast news students work under faculty supervision to produce news shows for KBIA and KOMU-TV, more than 18 hours daily.*

able bachelor's degrees, with a GPA of at least 2.75 from a recognized college or university, may be admitted to the School of Journalism. Students so admitted are required to complete all specific entrance requirements which they did not complete as undergraduates, including the advanced course in a foreign language. They must also complete History 251 or History 358 and an additional upper-level history course, if such courses were not included in their undergraduate programs. Advertising majors must complete Marketing 204, Principles of Marketing, or its equivalent.

An acceptable degree is one for which the student has completed at least 120 semester hours or the equivalent, including at least 85 hours of non-vocational, non-professional general education (liberal arts, science and social science) credit, as determined by the admissions committee of the School of Journalism.

**Typing Skill.** Journalism courses require the use of the typewriter, often against deadline pressure, and the new technology of journalism demands ability to handle an electric typewriter skillfully. Prospective journalism students should therefore learn to use the typewriter before entering the School. During the second semester students are enrolled, they must demonstrate a typing proficiency of 40 words per minute.

## Transfer Deadline

Second-semester sophomores in the College of Arts and Science should apply to the Admissions Office for a permit to enroll in Journalism as soon as they have started classes in their final prejournalism semester. Only those students whose grade point average is 3.0 or higher may preregister for their first semester in the School of Journalism. The deadline for such applications precedes the preregistration periods by about two weeks.

# Requirements for Graduation

Upon entrance to the School of Journalism, students choose advisers in their major field who assist them in planning a program. *However, fulfillment of all requirements for graduation is the responsibility of the student.*

At the beginning of their last term students must file with the dean an application for graduation, and at the same time supply requested information for their permanent files.

The School of Journalism confers one undergraduate degree, Bachelor of Journalism (B.J.). To obtain the degree of Bachelor of Journalism, students must fulfill the following conditions:

**1** They must be regularly admitted to the School.

**2** They must complete at least 20 hours in the College of Arts and Science, the College of Business and Public Administration, or other divisions intended for upperclassmen (listed in the catalog by numbers 100 and above). The courses included in these 20 upperclass hours must be approved by the dean of the School of Journalism and must include History 251, Twentieth Century America, or History 358, Our Times: U.S. Since 1945, and an additional upper-class course (three hours) in history. Advertising majors must take Marketing 204, Principles of Marketing.

Students who enter the School with an acceptable bachelor's degree from another school must include, in addition to journalism credit, History 251, Twentieth Century America, or History 358, Our Times: U.S. Since 1945, and an additional upper-class course (three hours) in history. An advertising major must complete Marketing 204, Principles of Marketing, or its equivalent.

**3** They must present at least 10 hours of elective credit for work done either in journalism or in other divisions at their own option, and with approval of the Dean of the School of Journalism.

Up to five hours of journalism may apply in the 10 hours of electives required for the

B.J. degree. Students may take more journalism if their total program exceeds 120 hours.

Thus the student presents 60 hours for admission and adds 30 hours of professional journalism courses, 20 hours of upperclass arts and science or other division credit, and 10 hours of electives, making 120 hours of credit required for graduation.

The student's general education should be spread broadly among the liberal arts, sciences and social sciences. Students may take no more than two courses in any single department; not more than two in literature, two in psychology, etc., to be counted in the 20 hours of upper-class general education courses. They may gain more depth in a nonjournalism field by counting more courses taken in that field in the 10 hours of electives.

**4** The advanced course in the foreign language must be completed, the credit to count only in the 10 hours electives.

**5** They must complete at least 30 credit hours in professional journalism, including these basic courses totaling 11 hours:

- 100 History & Principles of Journalism (3)
- 300 Mass Media and Society (2)
- 105 News (3)
- 120 Advertising Principles & Practice (3)
- 189 Senior Assembly (0)

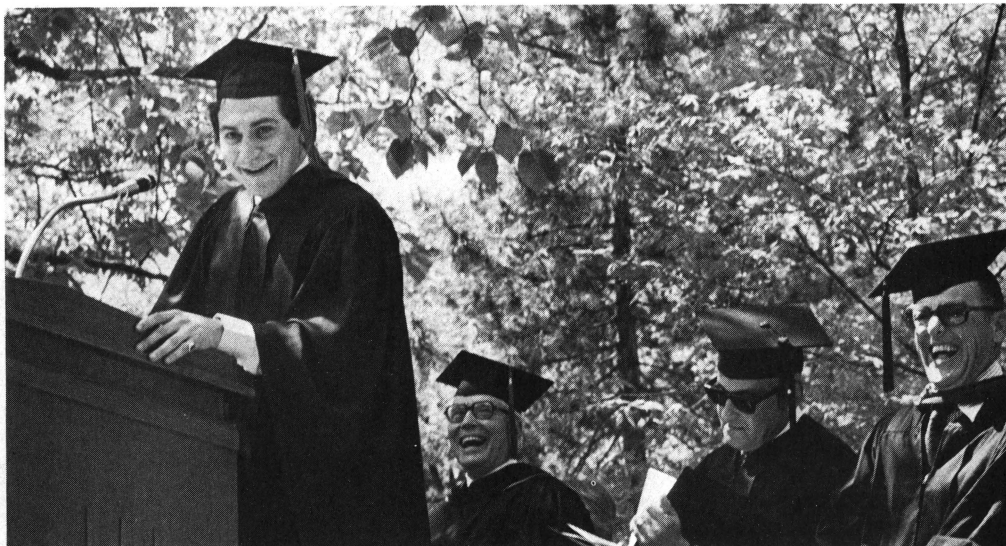
## News-Editorial Major

**An additional 15 credit hours required**

- 110 Editing (2)
- 304 Communications Law (3)
- 306 Reporting (3)
- 307 Advanced Reporting (3)
- 310 Newspaper Editing (2)
- 311 Advanced Newspaper Editing (2)

### **Suggested Electives**

- 140 Basic Press Photography (3)
- 302 The Foreign Press (2)
- 308 Law and the Courts (2)
- 314 Basic Issues in the News (3)
- 315 Reporting of Public Affairs (3)
- 316 Science Writing (3)
- 317 Reporting Local Government (2)
- 336 The Graphics of Journalism (2)
- 338 Business Journalism (3)
- 353 Broadcast Reporting (3)
- 360 Feature and Special Articles (3)
- 373 The Community Newspaper (3)
- 374 The Suburban Press (2)
- 375 Newspaper Management (2)
- 387 Journalism as Communication (2)



*Commencement in May is a happy time and even the participants were broken up last year by the dusty humor of the class president.*

## Advertising Major

**An additional 16 credit hours required**

- 110 Editing (2)
- 321 Advertising Copy, Layout & Production (3)
- 323 Advertising Salesmanship (3)
- 328 Retail Advertising (2)
- 336 The Graphics of Journalism (2)

(Advertising majors must also complete Marketing 204, Principles of Marketing, or its equivalent.)

**At least 4 hours from the following group**

- 322 Psychology in Advertising (2)
- 324 Advertising Campaigns (2)
- 325 Media Promotion (2)
- 326 Broadcast Advertising (3)
- 327 Direct & Mail Order Advertising (2)
- 330 Advertising Markets & Media (2)
- 331 Advertising Management (2)
- 332 Public Relations (3)

### **Suggested Electives**

- 140 Basic Press Photography (3)
- 304 Communications Law (3)
- 306 Reporting (3)
- 310 Newspaper Editing (2)
- 338 Business Journalism (3)
- 345 General Semantics in Journalism (2)
- 362 Magazine Production (3)
- 364 Business Communications in Public Relations (2)
- 375 Newspaper Management (2)
- 376 Newspaper Circulation and Marketing (2)
- 387 Journalism as Communication (2)

## Magazine Major

**An additional 16 credit hours required**

- 110 Editing (2)
- 306 Reporting (3)
- 336 The Graphics of Journalism (2)
- 361 Magazine Article Writing (3)
- 362 Magazine Production (3)
- 363 Magazine Editing (3)

### **Suggested Electives**

- 140 Basic Press Photography (3)
- 302 The Foreign Press (2)
- 304 Communications Law (3)
- 305 Critical Reviewing (2)
- 307 Advanced Reporting (3)
- 316 Science Writing (3)
- 332 Public Relations (3)
- 338 Business Journalism (3)
- 345 General Semantics in Journalism (2)
- 360 Feature and Special Articles (3)
- 364 Business Communications in Public Relations (2)
- 365 Advanced Magazine Writing & Editing (3)
- 366 Magazine Layout (2)
- 367 American Magazine History (2)
- 368 Magazine Publishing (2)
- 387 Journalism as Communication (2)

## Photojournalism Major

**An additional 17 credit hours required**

- 110 Editing (2)
- 140 Basic Press Photography (3)
- 144 Intermediate Press Photography (2)
- 306 Reporting (3)

341 Staff Photography (3)

342 Photojournalism (4)

### Suggested Electives

304 Communications Law (3)

336 The Graphics of Journalism (2)

345 General Semantics in Journalism (2)

360 Feature & Special Articles (3)

362 Magazine Production (3)

363 Magazine Editing (3)

373 The Community Newspaper (3)

387 Journalism as Communication (2)

## Newspaper Publishing Major

### An additional 15 credit hours required

110 Editing (2)

306 Reporting (3)

310 Newspaper Editing (2)

336 The Graphics of Journalism (2)

373 The Community Newspaper (3)

375 Newspaper Management (2)

### Suggested Electives

140 Basic Press Photography (3)

304 Communications Law (3)

321 Advertising Copy, Layout & Production (3)

325 Media Promotion (2)

338 Business Journalism (3)

345 General Semantics in Journalism (2)

360 Feature and Special Articles (3)

374 The Suburban Press (2)

376 Newspaper Circulation and Marketing (2)

387 Journalism as Communication (2)

## Radio-Television Major

### An additional 14 credit hours required

101 Introduction to Broadcast News (2)

304 Communications Law (3)

353 Broadcast Reporting (3)

355 Radio Reporting and Editing (3)

358 Television Reporting and Editing (3)

### Suggested Electives

110 Editing (2)

140 Basic Press Photography (3)

306 Reporting (3)

308 Law and the Courts (2)

317 Reporting Local Government (2)

326 Broadcast Advertising (3)

328 Retail Advertising (2)

332 Public Relations (3)

345 General Semantics in Journalism (2)

351 Television News Photography (2)

356 Television News Production (3)

357 Station Management (3)

359 Television Seminar (3)

382 Broadcast Public Affairs (3)

387 Journalism as Communication (2)

**6** In addition to these credit hours, the student's record must satisfy the following requirements:

a. An average of 2.75 on admission.

b. An average grade of C in journalism courses, and an average grade of C in all courses taken after admission to the School of Journalism.

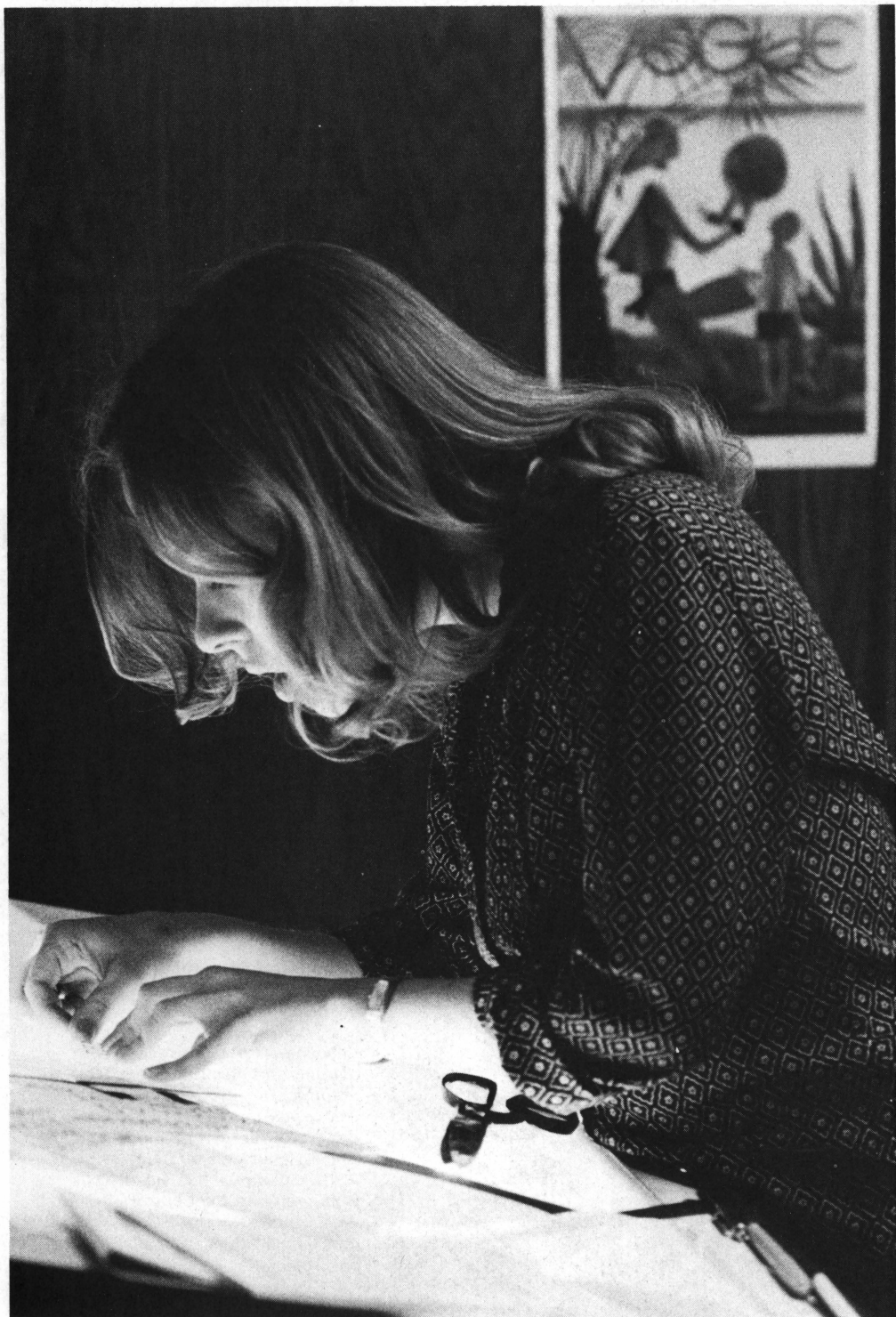
c. An average grade of C in all courses. This requires that students who present on their total record more than the required number of hours must maintain the C average for those extra hours.

**Internship for Credit.** Two hours credit may be earned for employment in journalism. The student must apply in writing to the Journalism Placement Office and receive approval before commencing work; the employer must agree to pay the student for a minimum of 10 weeks, and to submit a letter of appraisal of the student's work. Upon returning to school, the student enrolls in the course, Internship, for two hours credit and in another Journalism course agreed

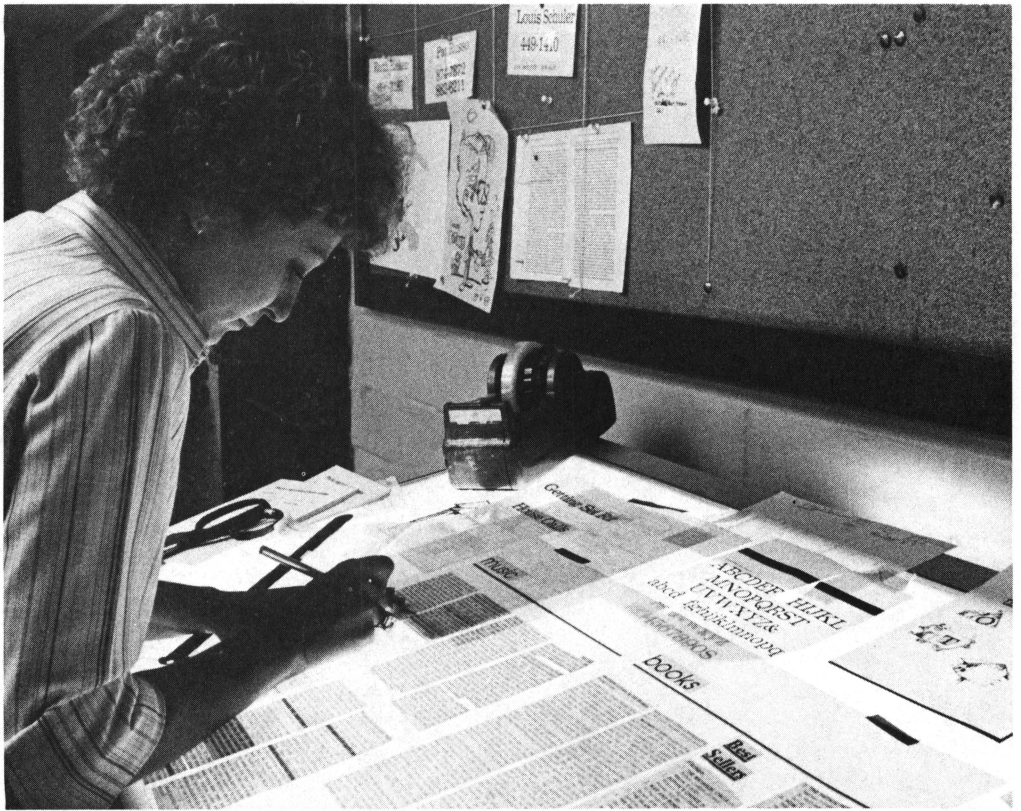


*Opportunities are listed by category on the job board. Depth of columns of cards indicates health of the job market.*





*Some students concentrate on learning to write for general and specialized magazines; others learn the highly specialized, artful techniques of planning, layout and production of magazine pages.*



Advanced magazine students produce a weekly supplement to the *Missourian*, "Vibrations," and after researching and writing the articles and features, directing the work of photographers and planning the layouts, they put the pages into final paste-up for the *Missourian's* production department.

Reporting students work on both manual and electric typewriters, preparing for the eyes of teacher-editors the stories they bring in from the city and the area. The *Missourian's* audience is not just the campus, but the city of Columbia and the Central Missouri area which surrounds Columbia and Boone County.

upon by the student and adviser before the start of the program. Choice of this course depends upon the student's area of interest; upon its successful completion, the same grade is awarded in both courses if the letter of evaluation from the employer indicates the same level of work. If the letter reflects a lower appraisal, a lower grade is awarded in Internship.

**Reporting Requirement.** All students, including graduate students, who enroll in Reporting 306 or 307 must complete at least one-half a semester on assignment from the *Missourian* city desk. This requirement is prorated for Intersession and Summer Session students.

**A.B.-B.J. Combination.** Students who combine their studies in the School of Journalism with studies in the College of Arts and Science may obtain degrees from both. Two degrees may be granted to students when they have completed all requirements for the B.J. degree and in addition have completed the equivalent of one semester's work amounting to at least 12 hours credit (a total of at least 132 credit hours) and all other requirements for the arts and science degree.

## Sequences of Required Courses

### First Semester

**Advertising:** History & Principles (3) or Mass Media & Society (2); Advertising Principles (3); The Graphics of Journalism (2).

**Magazine:** History & Principles (3); Mass Media & Society (2); News (3).

**News-Editorial:** News (3); History & Principles (3); Mass Media and Society (2).

**Photojournalism:** News (3); History & Principles (3) or Mass Media and Society (2); Basic Press Photography (3).

**Publishing:** History and Principles (3) or Mass Media and Society (2); News (3); Advertising Principles (3).

**Radio-Television:** News (3); Advertising Principles (3); Introduction to Broadcast News (2).

### Second Semester

**Advertising:** History & Principles (3) or Mass Media & Society (2); Advertising Copy, Layout & Production (3); Retail Advertising (2); News (3).

**Magazine:** Advertising Principles (3) or The Graphics of Journalism (2); Editing (2); Reporting (3).

**News-Editorial:** Advertising Principles (3); Editing (2); Reporting (3).

**Photojournalism:** History and Principles (3) or Mass Media and Society (2); Advertising Principles (3) or Editing (2); Intermediate Press Photography (2).

**Publishing:** Editing (2); Reporting (3) or The Graphics of Journalism (2); History and Principles (3) or Mass Media and Society (2).

**Radio-Television:** History and Principles (3) or Mass Media and Society (2); Communications Law (3); Broadcast Reporting (3).

### Senior Assembly

All students are required to take Senior Assembly, for no credit, preferably in their third semester in the School of Journalism.

### Third Semester

**Advertising:** Editing (2); Advertising Salesmanship (3) plus electives.

**Magazine:** Magazine Editing (3); Magazine Production (3); or Magazine Article Writing (3) or Advertising Principles (3) or The Graphics of Journalism (2).

**News-Editorial:** Newspaper Editing (2); Advanced Reporting (3); Communications Law (3).

**Photojournalism:** Advertising Principles (3) or Editing (2); Staff Photography (3); Reporting (3).

**Publishing:** Newspaper Editing (2); Newspaper Management (3); Reporting (3) or The Graphics of Journalism (2).

**Radio-Television:** History and Principles (3) or Mass Media and Society (2); Radio Reporting and Editing (3) or Television Reporting and Editing (3) plus electives.

### Fourth Semester

**Advertising:** Electives.

**Magazine:** Magazine Article Writing (3); or Magazine Editing (3) or Magazine Production (3) plus electives.

**News-Editorial:** Advanced Newspaper Editing (2) plus electives.

**Photojournalism:** Photojournalism (4) plus electives.

**Publishing:** The Community Newspaper (3) plus electives.

**Radio-Television:** Television Reporting and Editing (3) or Radio Reporting and Editing (3) plus electives.

# General Information

## Journalism Advisement

Journalism students should switch to advisers in their own sequences after they are admitted to the School (prejournalism advisers are not assigned by sequence). Student advisement is to be done only by regular members of the faculty, and the student has every right to make and keep a copy of the adviser's "Journalism Advisement" form on which the student's progress is recorded.

**Maximum Hours per Semester in Journalism Courses.** A student may register for no more than 10 hours in journalism courses in any semester except by special permission of the dean in instances where the student has completed most of the general education requirements.

**General Education (Upperclass 20 Hours).** Approximately three-fourths of the student's program for the B.J. should be in the liberal arts, natural sciences and social sciences. Students' general education should be spread broadly among the liberal arts and sciences; they may take no more than two courses in any single department to be counted in the requirement of 20 hours upperclass general education courses.

**Courses Below 100.** A student should enroll in introductory general education courses (which count only as electives) only when they are prerequisites for advanced courses necessary to the student's program, or when they have a special application to the student's interests.

**Journalism Credit Maximum.** No more than five hours of journalism may apply in the 10 hours of electives. Students may take more journalism if their total program is to exceed 120 hours.

**Foreign Language.** The advanced course must be completed. If taken after admission to the School, it counts only in the 10 hours electives.

**Editing (110).** This course may not be combined with 105, News, except by special permission of the dean. It should immediately follow 105, News.

**Communications Practice (112).** No student may take more than two hours credit in this course. Students must have completed



*A spacious reading room provides a comfortable study area and makes resource materials easy to get to and use.*

all available credit in the course in which they wish to continue this laboratory instruction. Students must present a 112 Communications Practice Agreement, signed by the supervising teacher, by the adviser and by the dean in order to complete enrollment in the course.

**Problems (199).** Designed for students who have completed Advanced Reporting and wish to set up a project (before enrollment and with approval of the department chairman) such as a specialized reporting course in the Public Affairs Program.

**400 Courses.** Only graduate students may enroll in Journalism courses numbered 400 or higher, except by special permission of the dean.

## Students from Other Divisions

Students from other divisions, under certain conditions, may take courses in the School of Journalism without being admitted to the School. These conditions are (1) students must receive the permission of their respective deans, (2) they must have completed at least 60 hours with a 2.75 or higher cumulative average, (3) they must lack no more than one of the courses required for admission to the School, and (4) they must have completed specified prerequisites for the course they wish to take.

No student who has failed to fulfill all journalism entrance requirements in English composition may take any course in the School of Journalism, except 120, Advertising Principles and Practice.

These conditions apply specifically to students from other schools who seek to enroll in Journalism courses under the MMACU program.

Students with junior or higher standing in the College of Business and Public Administration may enroll in Advertising Principles, and so may students in other divisions who have completed 60 hours with a 2.75 or higher average.

## Teachers of Journalism

Students enrolled in the College of Education may complete a minor in journalism consisting of a minimum of 15 hours. Each student's journalism courses are selected in consultation with an adviser in the School of Journalism.

## Semester Credit Hours— Maximums & Minimums

The hour, which is the unit of credit given in the University, is the equivalent of a subject pursued one period a week for one semester of 16 weeks.

A student in the School of Journalism may take no more than 16 hours a semester, except that an undergraduate student who has established a *B* average the year before may carry 17 or 18 hours, and one who has established an *A* average may carry 19 hours. In both instances special permission of the dean is required.

No student may take less than 12 hours of work in one semester, except that the dean may reduce the minimum in necessary cases. The maximum for students employed as graduate teaching assistants is 12 hours a semester; the minimum is 8 hours.

## Additive Hours

The hours required for the B.J. degree shall be increased when a student's unexcused absences from faculty-designated events exceed the allowable maximum announced by the faculty prior to the event.

## Probation, Suspension, Dismissal

Journalism students are placed on **probation** when either their journalism or their

overall, term or cumulative, GPA falls below 2.0. Students may remain on probation no more than one term. They regain good standing when both their term and cumulative GPA's, for journalism and overall, climb to 2.0 or higher.

Students may be placed on academic probation and may be declared ineligible to enroll if they neglect their academic duties.

Students are ineligible to enroll for a period of one regular semester (**suspended**): when their term GPA (journalism or overall) is 1.5 or lower; when they pass less than one-half of their work in any term; when they are on probation and their term GPA is 2.0 or lower.

Students are ineligible to enroll for a period of one calendar year (**dismissed**): when their term GPA (journalism or overall) is 1.0 or lower; when they pass less than one-fourth of their work in any term; when they have once been suspended and again become subject to suspension; when they fail to perform their academic duties.

A student who has been ineligible to enroll may be readmitted only upon the approval of the dean of the school or college in which the student desires to enroll. As a condition of readmission, the dean may set forth stipulations with regard to minimum standards of academic work which must be maintained by the student. If the student after readmission again becomes ineligible to re-enroll, his ineligibility is normally considered permanent.

## “Pass/Fail” Grading System

A student may take a maximum of one *Satisfactory/Unsatisfactory* course each academic term and may present a maximum of 12 hours of *S/U* credit for admission to the School of Journalism. After admission to Journalism, a student may take, on an *S/U* basis, up to 12 of the 60 hours required for the B.J. degree.

A student receives a grade of *Satisfactory* for *C* or higher, and *Unsatisfactory* for *D* or lower. *S/U* courses are not available to students on scholastic probation.

Courses taken on an *S/U* basis are not used in calculating a student's grade point average.

No student may take a course specified as a requirement in his major on an *S/U* basis. This restriction specifically includes Recent United States History and Twentieth Cen-

tury America for all majors, and Principles of Marketing for advertising majors.

Before electing to take a course on a pass/fail basis the student should evaluate the advantages and disadvantages of the *S/U* grading system.

Grades are significant not only in the satisfaction of degree requirements, but also for many other internal and external purposes where an evaluation of academic achievement is made, such as intercollegiate athletics, academic honors, elections to honorary societies, admission to graduate or professional schools, employment opportunities, change from one academic major to another, transfer from one academic division to another, transfer from one university to another, and others.

A student who elects to take courses under the *S/U* grading system may be affected adversely in such areas.

Students may petition to or from *S/U* status only during “full refund periods”—the third through the sixth classwork days in the fall and winter semesters.

## Ethics of Journalism

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students are expected to observe strict honesty in academic programs and as representatives of school-related media.

Should any students be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in assigned work, they may be subject to a failing grade from the course teacher and such disciplinary action as may be recommended by the dean, pursuant to University regulations.

## Adding, Dropping Classes

Students may change their original enrollment only with the approval of their adviser and the dean. No student may register in the School or in any course, other than Problems, Special Readings, or Research, after the expiration of two weeks following the first day of classes in regular session or the equivalent thereof in a shorter session.

A student may withdraw from a course without penalty until six weeks after the semester begins, so long as total enrollment does not fall below the 12-hour minimum requirement.

A student who withdraws from a course after the six-week period is eligible to re-

ceive a grade of *W* if he or she is making a grade of *D* or higher in the course.

Students who wish to withdraw from a course must process the appropriate form no later than two weeks before the last scheduled day of classes.

The petitioning procedure may begin on the third classwork day of each term and can be initiated only by the student.

A “full refund period” extends from the third through the sixth classwork days in the Fall and Winter semesters, and includes the third and fourth classwork days in a summer session.

Cessation of attendance in a given class does not constitute a formal withdrawal, and attending a course without officially petitioning does not entitle a student to receive credit for the course. Petitions are not approved retroactively; therefore, changes in class schedules should be effected immediately. Petition forms are available in the Office of the Dean, 100 Neff Hall.

## Summer Sessions

The School of Journalism offers two summer sessions, the first beginning in mid-May and the second in early July. Students may combine one or both of the sessions with the regular University summer session if their enrollment does not exceed eight hours at any one time. They may earn approximately one hour of credit per week of enrollment through the summer.

Classes are smaller in the summer sessions, and students have a maximum opportunity to consult on a one-to-one basis with faculty members. Because labs are smaller, students’ opportunities are much greater for publishing and broadcasting experience on the media.

## Intersessions

Intersessions are offered during Thanksgiving and Christmas holidays and during the spring recess. Enrollment is limited, work is in laboratory courses only, and one hour of credit is granted for each full week of work.

In a term preceding a student’s enrollment in an intersession, the student must enroll for the lecture portion of the intersession course, in 102, Intersession Colloquium (0).

Students who wish to do some of their work in intersession should make arrangements for enrollment with the instructor of the intersession course as soon as possible after they are admitted to the School.



*Advertising students learn theory and techniques in classrooms and laboratories, then work under faculty supervision as sales representatives in Columbia with advertisers who support the Missourian.*

# Fees & Expenses

UMC attempts to keep fees and expenses at a minimum. The University reserves the right to change the fees at any time. The following schedule lists the fees and estimated expenses for an undergraduate student. Fees for graduate students will vary from this schedule.

## Academic Year (August - May)

	Semester	Year
<b>Incidental Fee</b> .....	\$360	\$720

(12 or more hours)

\$30. per credit hour or fraction thereof for partial enrollments. Includes laboratory fees, library privileges, health services.

<b>Student Activities Fee</b> .....	.24	.48
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(11 or more hours)

\$2. per credit hour or fraction thereof for partial enrollments and certain intersessions. Includes student government, student activities, programs, guest lecturers, etc. Excludes tickets for UMC athletic events.

<b>Room and Board</b> .....	.730	1.460
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Includes double room in an UMC residence hall, 20 meals per week (no Sunday evening meal) and \$10 social fee.

<b>Total UMC Fees</b> .....	\$1,114	\$2,228
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<b>Books and Supplies</b> .....	.100	.200
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Estimate for necessary books and miscellaneous supplies.

<b>Personal Expenses</b> .....	.389	.778
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Estimate for personal items, entertainment, laundry, limited transportation, etc.

<b>Total Estimated Fees &amp; Expenses</b> ..	\$1,603	\$3,206
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<b>Out-of-State Tuition</b> .....	\$720	\$1,440
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(12 or more hours)

For students enrolled for 7 credit hours the nonresident tuition will be \$120; for 8 credit hours, \$240; for 9 credit hours, \$360; for 10 credit hours, \$480; for 11 credit hours, \$600.

Nonresident students enrolled for 6 or less hours pay no out-of-state tuition. Applies only to out-of-state residents (and residents of Missouri for less than one year) and is to be paid in addition to the incidental fee and student activities fee.

## Summer Session

(4-, 6-, or 8-week term, June-August)

	Term
<b>Incidental Fee</b> .....	\$180

(6 or more hours)

\$30. per credit hour or fraction thereof for partial enrollments.

<b>Student Activities Fee</b> .....	.12
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(6 or more hours)

\$2 per credit hour or fraction thereof for partial enrollments and certain intersessions.

<b>Room and Board</b> .....	.300
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8-week session, double occupancy in an UMC residence hall. \$150 for 4-week session.

<b>Total UMC Fees</b> .....	\$492
-----------------------------	-------

<b>Books and Supplies</b> .....	.60
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Estimate for necessary books and miscellaneous supplies.

<b>Personal Expenses</b> .....	.159
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Estimate for personal items, entertainment, laundry, limited transportation, etc.

<b>Total Estimated Fees &amp; Expenses</b> .....	\$711
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<b>Out-of-State Tuition</b> .....	\$360
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(6 or more credit hours)

For students enrolled for 5 credit hours the nonresident tuition will be \$240; for 4 credit hours, \$120. Nonresident students enrolled for 3 hours or less pay no out-of-state tuition. Applies only to out-of-state residents (and residents of Missouri for less than one year) and is to be paid in addition to the incidental fee and the student activities fee.

Detailed information on fees and expenses, including supplemental fees, is furnished in the UMC *General Information Bulletin* and the *Schedule of Courses*. Upon request, the Cashier, 123 Jesse Hall, will furnish the pamphlet *Tuition and Residence Rules*.

**Refund of Academic Fees.** Subject to certain exceptions and upon receipt of a written request to the Manager of Cashiering, students leaving school or dropping courses for which they have paid fees will receive a refund of fees. Fee refunds are paid in accordance with the following schedule:

Time of Withdrawal	Percent Refunded
<b>16-Week Semester</b>	
Before day classwork begins .....	100% (less \$10 cost of handling registration)
Within two calendar weeks from day classwork begins .....	70%
After two calendar weeks and up to and including six calendar weeks .....	50%
<b>8-week Summer Session</b>	
Before day classwork begins .....	100% (less \$10 for cost of handling registration)
Within one calendar week from day classwork begins .....	70%
After one calendar week and up to and including three calendar weeks .....	50%
After three calendar weeks .....	No refund

**Refund of Housing Fees.** University room and board charges and the contract deposit are refunded in accordance with the terms of the contract.



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# UMC Application for Admission

## Undergraduate & Graduate

**1** Applications for admission and complete transcripts for all schools and colleges of the University of Missouri-Columbia should be sent to the Director of Admissions, 130 Jesse Hall, Columbia, Missouri 65211 and should be on file not later than May 1 (Freshmen) and July 1 (Transfer and Graduate Students) for Fall Semester; December 1 for Winter Semester; and May 1 for Summer Session. (Supplemental applications are required for admission to the School of Health Related Professions, the College of Veterinary Medicine, the School of Medicine and the School of Law.

**2** Freshmen applicants must submit an official high school transcript (with class rank) and required test scores.

**3** Undergraduate transfer applicants must submit official transcripts from each college attended. (Transfers entering Arts & Science or Journalism must also submit a high school transcript.)

**4** Graduate applicants must submit an official transcript showing baccalaureate degree and transcript(s) showing any additional graduate work. Additional information concerning graduate study may be obtained from the Graduate School, 205 Jesse Hall.

**5** Out-of-state applicants: It is the duty of each applicant to apply and register under the proper residence and to pay the proper tuition fees. A pamphlet giving detailed information on tuition and residence rules may be obtained from the Admissions Office, 130 Jesse Hall or the Cashier's Office, 123 Jesse Hall.

**6** Financial aid: An application for admission to UMC does not serve as an application for financial aid. UMC accepts either the Family Financial Statement (FFS) of American College Testing or the Financial Aid Form (FAF) of the College Scholarship Service. Both forms are available in school counseling offices. They are released just preceding a

new calendar year and should be filed by April 30. Late applications will be considered according to the date received and the availability of funds. Questions should be directed to the Office of Student Financial Aids, 11 Jesse Hall.

**7** Housing: An application for admission to UMC does serve as an application for housing. Student housing information and applications for University-owned residence halls are mailed to all who apply for admission. Beginning February 15, this material will be mailed to those who have applied for the fall semester (October 1 for the winter semester, April 1 for the summer session).

### Return to:

Director of Admissions  
130 Jesse Hall  
University of Missouri-Columbia  
Columbia, MO 65211

No transcript can be accepted directly from the student; admission status cannot be determined until complete credentials are on file in the Admissions office. Failure to complete this form fully or giving of misinformation concerning previous enrollment in other colleges or universities will void your admission. All transcripts become the property of UMC.

Because of limited enrollment and/or higher minimum standards, general acceptance as a student at the University of Missouri-Columbia does not guarantee acceptance to specialized or professional programs.

Some information requested is required by Title VI of the Civil Rights Act of 1964, Title IX of the Higher Education Amendments of 1972 and section 504 of the Rehabilitation Act of 1973 and is for the purpose of reporting to Federal Compliance Agencies concerning equal education opportunity, in order to keep the records required by the Federal Government, and to assure that there will not be discrimination on the basis of race, color, religion, handicap, national origin or sex.

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# APPLICATION FOR ADMISSION

<b>16. High School attended</b>		<b>17. Date of H.S. Graduation</b>	H. S. CEEB _____
Name	City	State	Month
			Year

18. Name and location of ALL colleges attended, Dates of attendance, Degrees earned or expected prior to enrollment at UMC. (If none, enter "none") If currently enrolled, indicate in date space. List schools beginning with most recent. (Failure to indicate colleges or universities in which you have been enrolled will void your admission.)	LOCATION (CITY & STATE)	DATES OF ATTENDANCE	DEGREES EARNED	DEGREE DATES	
1.					C E E E N L B Y
2.					_____ _____ _____
3.					_____ _____ _____
4.					_____ _____ _____
5.					_____ _____ _____

<b>19. Date of Birth</b> _____	<b>20. Previous to enrollment, will you have satisfied the 1 Year residence requirement in Missouri?</b> <input type="checkbox"/> No <input type="checkbox"/> Yes
Month    Day    Year	(See instruction no. 5)

<b>22. I would like information regarding UMC fraternities and sororities.</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>23. Religious Preference (Optional)</b> _____
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<b>25. Did Parent or Guardian attend UMC one semester or more?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>26. (Graduates Applicants Only) Have you taken the required Graduate level examinations?</b> If yes, have these scores been submitted to the UMC Graduate Offices? <input type="checkbox"/> Yes <input type="checkbox"/> No
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<b>26. Check to receive information on:</b> <input type="checkbox"/> Army ROTC <input type="checkbox"/> Navy ROTC <input type="checkbox"/> Air Force ROTC <input type="checkbox"/> Marine ROTC	<b>27. Legal Signature (In Ink)</b> _____
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<b>29. Sex</b> <input type="checkbox"/> Male <input type="checkbox"/> Female	<b>30. Ethnic Origin</b> <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Black-Non Hispanic	<input type="checkbox"/> Hispanic <input type="checkbox"/> White-Non Hispanic <input type="checkbox"/> Non-Resident Alien
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**This information is optional and requested for purposes of reporting to Federal Compliance Agencies only and will not be used in determining admissions status:**

# UNIVERSITY OF MISSOURI-COLUMBIA



## UNIVERSITY OF MISSOURI-COLUMBIA

Please Print (In Ink) or Type and DO NOT Write in Shaded Areas.

See Additional Instructions on Reverse Side.

UMC Student Number	UMC Social Security Number
_____	_____

1. Name

Last

First

Middle

Maiden

2. Social Security Number

\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|

3. I would like information concerning financial aid? (See instruction no. 6)

Yes  No

4. Veteran of the U.S. Armed Forces?

Yes  No

5. Permanent Address and Telephone Number (This address will be used for all University correspondence prior to your first registration)

Number & Street or RFD No.

Apt. No. or Box No.

City

State

Zip

Country

Area Code

Telephone Number

Country

6. Name of  Parent,  Spouse, or  Guardian/Other (Check One)

Last

First

Middle

7. Address of  Parent,  Spouse, or  Guardian/Other (Check One) (if different from item 5)

Number & Street or RFD No.

Apt. No. or Box No.

City

State

Zip

Country

8. Previously been enrolled at UMC?  Yes  No

If yes, when \_\_\_\_\_

9. Ever enrolled in Correspondence (Indep. Study) or Extension Courses at UMC?  Yes  No

If yes, when \_\_\_\_\_

Extension Courses

If yes, when \_\_\_\_\_

10. School or College entering (Check One)

Ft. access  07 Agriculture;  01 Arts & Science;  14 Education;  17 Engineering;  24 Home Ec.;  54 Public & Comm. Serv.;  21 Forestry, Fisheries, Wildlife.

Soph. access  47 Nursing.

Jr. access  04 Business & Public Administration;  27 Journalism.

Grad. access  50 Library & Informational Science;  59 Graduate;  57 Vet. Medicine;  37 Medicine;  31 Law.

11. Immediate degree sought at UMC? Academic major \_\_\_\_\_

Spec. \_\_\_\_\_ Doc. \_\_\_\_\_ Prof. \_\_\_\_\_ None \_\_\_\_\_

12. Applying as (Check One)  Undergraduate  Graduate

13. Term of expected entrance (Check One)  Fall  Winter  Summer

Year: \_\_\_\_\_

14. (Undergraduate Applicants Only) If you have taken the G.E.D. High School Equivalency Test, indicate date.

Month \_\_\_\_\_ Year \_\_\_\_\_

15. (Undergraduate Applicants Only) Leaving High School early to attend UMC?  Yes  No

LVL-MOD  O.E.C.

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UMC

Application for  
Admission

Undergraduate &  
Graduate

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# Off-Campus & Special Programs

## Public Affairs Reporting

The School of Journalism offers a program of study in Public Affairs Reporting to prepare students for reporting the complex issues and processes of our times at the local, state, national or international level.

The student may choose among a number of programs, on and off the Columbia campus. Each offers professional training in a type of public affairs. Among these programs are local public affairs in Columbia; state government reporting in the Missouri state capital, Jefferson City; reporting of the federal government in Washington; political and economic reporting in London; and programs in which students study and report in New York, the Middle East, Hong Kong and Taiwan (the Washington and London programs are specialized graduate programs).

Students interested in reporting for print or broadcast media are eligible for the programs, specialties in the news-editorial and broadcast news sequences of the School of Journalism.

The program requires study of economics, history, political science, public administration, sociology and other disciplines related to public affairs as well as thorough training in the skills of journalism.

The program requires intensive practical reporting of public affairs during the students' last semester. The reporting is done in one of the School's specialized reporting programs.

## Graduate Economic & Political Reporting in London

Graduate students who wish to demonstrate professional competence in reporting may enroll for the fall semester in a program directed by a faculty member of the School of Journalism in London.

In order to be considered for the London program, a student needs a strong background in British politics and European economic history. Students focus on economic and political problems associated with Britain's participation in the European

Economic Community. There is one extended trip to the Continent for interviews with Common Market officials in Belgium, France or Germany.

Students are expected to develop their own stories and arrange for publication of their material in American news media.

## Graduate Reporting in Washington

The graduate reporting program in Washington is for a Master of Arts degree candidate (Plan B) whose ambition is to report or edit news of government and the social and economic problems with which the government must deal.

An opportunity also exists for M.A. (Plan A) candidates to conduct research and write a thesis in Washington in the general area of media-government relations. Those interested are advised to contact the liaison professor for the Washington program early in their course work in the M.A. program.

Graduate students qualifying for the reporting program spend their final semester in the nation's capital working under the supervision of an experienced Washington correspondent who is a full-time faculty member of the School of Journalism. Outlets include the *Columbia Missourian*, other daily and Sunday newspapers, several radio stations, and magazines.

Emphasis is placed on stories that develop skill in analyzing, interpreting and backgrounding the news. Assignments bring students into contact with senators, congressmen, federal officials in executive departments, local and state officials, and lobbyists on opposite sides of public issues. Teaching techniques include group and individual interviews with news sources, formal and informal seminars, and detailed individual discussions with the director of the program, as well as with other members of the Washington press corps.

Although students are expected to produce a significant number of stories suitable for broadcast or publication, they are judged chiefly on the quality of their writing and the depth of their understanding of the news.

The goal of the curriculum is to equip graduate students to face their responsibilities as journalists who must tell not only what happens to the public's business but why. They are not required to be experts or to perform at the level of veteran Washington correspondents.

Assigned stories and those developed by the students themselves are expected to

challenge the imagination, develop skill in asking questions, and build confidence in writing and reporting skills.

Issues reported range over such diverse areas as politics, arms control, housing and urban development, energy policy, education, environmental pollution, science and public policy, and foreign affairs. Students seeking to specialize in business, medical or science reporting, for example, are helped to do so.

Special preparation for Washington work is advisable. The number who can take part in the program is limited, and preference is given to those best prepared. Master of Arts candidates interested in the program should consult the liaison professor for the program mid-way in the first semester of graduate work.

## State Government Reporting Program in Jefferson City

The School operates a state government reporting program in Jefferson City, 30 miles from Columbia, under the direction of two faculty members—one print-oriented and the other a broadcast newsman. Undergraduate, as well as M.A. (Plan B) students, are eligible to participate in the program. Students report on the activities of the General Assembly when it is in session, and on activities of other state departments and agencies when the legislature is not meeting.

Broadcast students provide in-depth public affairs news coverage for KMOX, KOMU-TV, and Missouri Radio News, which serves KBIA and five other public radio stations throughout Missouri. Print reporters provide news coverage of both spot news and longer analytical stories to 50 daily and weekly newspapers through Missouri Press News, a cooperative venture between the School and the Missouri Press Association.

Journalism 311, Advanced Newspaper Editing, is waived as a requirement for undergraduate news-editorial majors in the Public Affairs Reporting programs.

Graduate students who enter the program are assigned to the state capital full time, and come into regular contact with various officials at all levels of state government, including lobbyists and legislators. Along with their reporting, Plan B students are encouraged to take an accompanying seminar in which students meet informally to discuss media coverage of state government with Supreme Court justices, state depart-

ment heads, elected state officials and members of the capital press corps.

## Graduate Reporting Programs in Asia

In Hong Kong, students participate in a reporting program set up as an exchange between the School of Journalism and the Mass Communication Center of the New Asia College, Chinese University. Publication emphasis is on the developing rapprochement between the United States and China, as well as between Japan and China.

The Plan B graduate reporting program in Taipei is affiliated with the Department of Journalism, College of Chinese Culture, by means of a faculty-student exchange program limited to two Missouri students each year. Reporting emphasis is on developing Asian relationships with the United States. Publication outlets are the responsibility of the student.

## Science, Medical & Environmental Reporting

Students who wish to take science, medical, environmental or outdoor writing as an area of concentration may do so while enrolled in the news-editorial or magazine sequence leading to a Bachelor of Journalism degree. Requirements for these areas include the following:

1. Be regularly admitted to the School of Journalism.
2. Complete at least 30 hours in Journalism, including History and Principles, News, Editing, Newspaper Editing, Advertising Principles and Practice, Senior Assembly, Mass Media and Society, Reporting, Feature and Special Articles, and Science Writing.
3. Complete at least 30 hours in the physical, biological and social sciences, and environmental studies. See the faculty coordinator for these areas for listings of suggested courses.
4. Complete a total of 120 credit hours and otherwise meet conditions and regulations required for the B.J. degree.

Students who wish to work toward a master's degree in journalism with specialization in science, medical or environmental writing may do so by completing the professional and research courses required for the M.A. and including in their program graduate-level courses in the sciences, natural resources or environmental studies. Students interested in these areas should con-

sult the faculty coordinator for suggested program outlines. A campus-wide interdisciplinary committee also serves in an advisory capacity to graduate students interested in environmental studies.

## Graduate Science, Medical & Environmental Reporting in New York

M.A. candidates with an interest in science, medical or environmental journalism may apply for the Plan B reporting program in New York. Students who meet the qualifications for this program spend their final semester in the news-editorial offices of Newspaper Enterprise Association (NEA) in New York City. While there they function as staff reporters under the supervision of NEA's executive editor, who holds a University faculty appointment.

The program provides individual story evaluation and discussions with the editor-

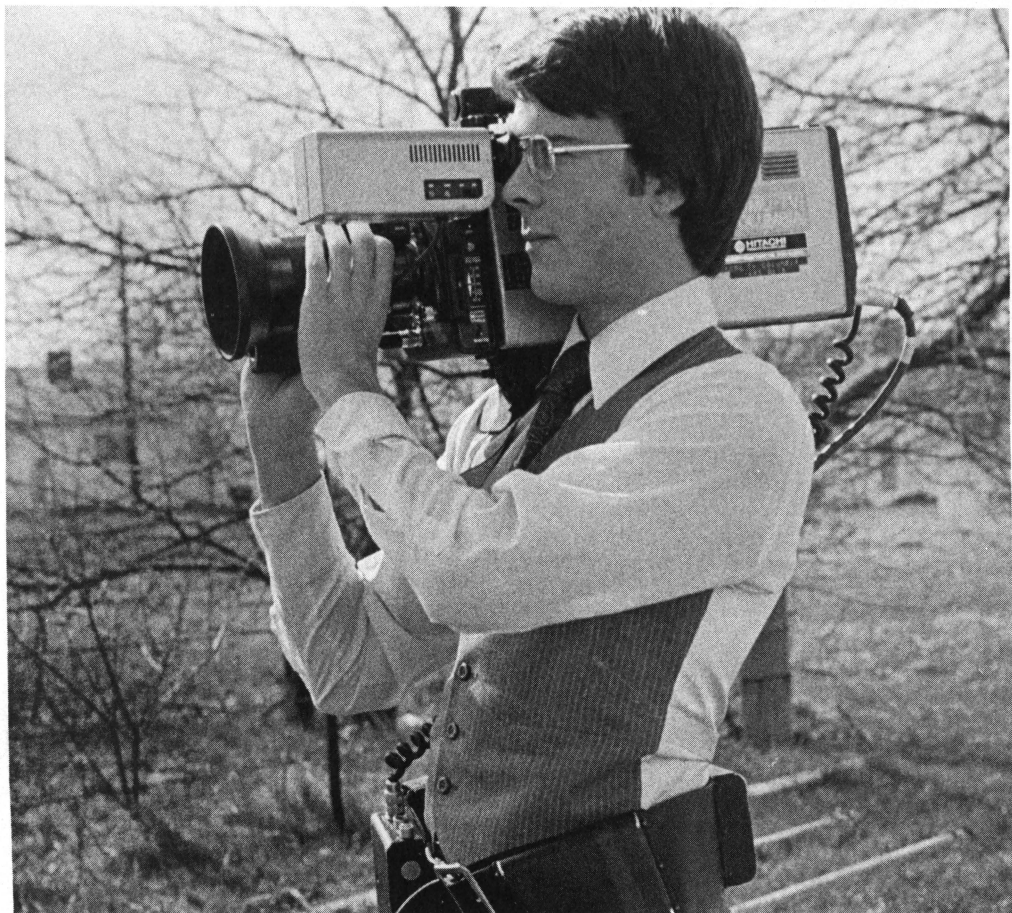
adviser and informal discussions with other NEA staff writers and editors, and with the science staffs of a number of newspapers and magazines published in the New York area.

In addition to assignments, students are encouraged to develop self-initiated stories. Opportunity is provided to attend major scientific conferences and to visit research centers and institutions in the area.

Emphasis is placed on gathering and interpreting the news of science for a mass audience. Students are evaluated for development of professional competence in science reporting and for their understanding of professional and public issues pertinent to this field.

The program is kept purposely flexible so that it may meet the particular needs and interests of each student. It may include experience in writing about science or medicine or environment, or any combination of these specialties.

Some special preparation is recommended. Students who wish to participate in



the New York program should consult with the campus coordinator regarding recommended readings and suggested courses, and application should be made at the end of their first semester in the graduate program.

## Specializations, Cooperative Agreements

The School of Journalism welcomes cooperative agreements with other disciplines. It expects those programs to enhance the education of journalism students and to provide a base for graduate work later.

The School offers students from another discipline a program designed to provide an understanding of the news process—an understanding valuable to students and to the communications industry—and to allow them to enter the School's graduate program without delay upon completion of a bachelor's degree.

Because of crowding in the School's newsrooms, courses directly related to the three media are not open to the outside students while they are undergraduates in another discipline.

The School expects that cooperative agreements will result in formal programs for 12-15 hours of undergraduate study in each discipline by interested journalism students. The School expects that such programs, carefully advised, will reduce the number of students only casually interested in study of another discipline.

Journalism students may earn six hours of upperclass credit in the non-journalism specialization toward the 20 hours upperclass arts and science requirement for graduation from the School of Journalism. The remaining credit in the specialization is recorded as elective credit.

The School requires that students from other disciplines have the same minimum GPA and the same minimum number of credit hours for entrance as regular journalism students.

## Business & Economic Reporting

To obtain the degree of Bachelor of Journalism with a concentration in business and economic reporting, students must meet requirements for the news-editorial major and pass 338, Business Journalism. They must also complete 12 hours of courses in the

College of Business Administration or in the Department of Economics. A student interested in pursuing work toward a master's degree in journalism with some specialization in business journalism may do so by completing the professional and research courses regularly required for the degree and including in the program a selection of graduate-level courses in the College of Business Administration or in the Department of Economics, which are approved by the student's adviser.

## Public Relations

There is no public relations sequence in the School of Journalism, but students can prepare themselves in that area by selecting appropriate courses to supplement their major requirements. They should arrange for advisement by the teacher of the public relations courses.

## Sociology-Journalism

This program permits journalism undergraduates to enter the Graduate School for work in sociology and sociology undergraduates to enter the Graduate School for work in journalism, having already taken as many required courses as possible.

Journalism undergraduates may take up to 12 hours of sociology courses under the direction of an adviser in sociology; sociology undergraduates may take up to 16 hours of non-media courses in journalism, with the help of a journalism adviser.

Sociology students become eligible to take journalism courses when they have earned 60 credit hours with a GPA of at least 2.75. Journalism students may take sociology courses without being part of a formal program.

## Public Affairs-Journalism

The basic aim of this program is similar to that of the sociology-journalism program: to prepare students for graduate work. Political science students with a minimum of 60 credit hours and a 2.75 GPA may take up to 13 hours of journalism in the public affairs option of a B.S. in Public Administration. Journalism courses recommended include History and Principles, News, Editing, Advertising Principles, and Mass Media and Society. While it is hoped the students will go on to Graduate School in journalism, the values of journalism courses are obvious for city officials who may never go beyond the bachelor's degree.

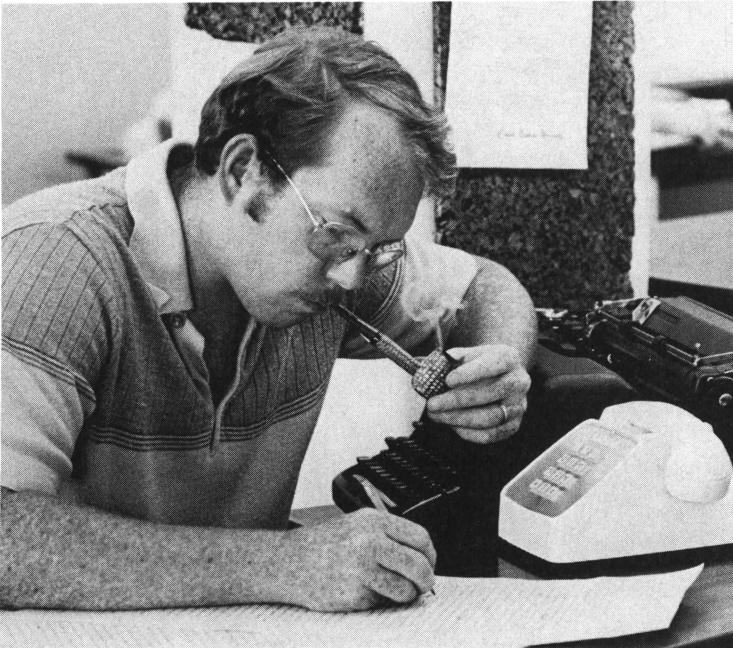


*Students function, always under faculty supervision, as reporters, editors, directors, producers and on-the-air talent as they man the KBIA newsroom 18 hours a day, with frequent feeds to National Public Radio. KBIA is the University's public radio station.*





*Glass panes fronting the entrance of Gannett Hall mirror Jesse Hall to the south and Neff Hall, north. The new building, completed in 1979 and the fourth in the journalism complex, houses newswriting laboratory, radio and television training labs and special rooms for mid-career and extension programs, as well as a new auditorium.*



*"Some time for leisurely thought..." All stories are produced under at least some deadline pressure, but some require extra attention—and more than just an hour or two of hard work.*

# Graduate Study

## Master of Arts

The Master of Arts degree in journalism is designed to build upon the students' backgrounds of education and experience and prepare them to meet their professional objectives.

The student can choose between two programs of study for the Master of Arts degree. The choice of program is dependent largely on the student's background, career objectives and personal choice.

The choice of program should be made only after students have carefully assessed their professional objectives and have sought the advice of a potential faculty adviser. For some students, particularly those with an undergraduate degree in journalism, Plan A is the best approach. For others, particularly those who wish to develop a specialized competence (science writing, for example), Plan B is the best approach.

Frequently, students take the same professional journalism courses under either Plan A or Plan B. However, their primary preference dictates whether they complete a thesis or a project to fulfill degree requirements.

All graduate students are expected to be well-grounded in the liberal arts and in the basic professional courses. Both Plan A and Plan B students may pursue the Ph.D. program after successfully completing prescribed research courses and professional media work.

Students should wait until they have completed the basic professional courses before deciding upon which plan to pursue.

## Admission

Students who wish to take graduate work in journalism should apply to the Admissions Office, 130 Jesse Hall, Columbia, Mo. 65211. They should apply at the same time to the Graduate Studies Center of the School of Journalism, Columbia, Mo. 65205. Application deadlines are March 1 for fall and September 1 for winter semesters.

An applicant is required to have an undergraduate GPA of at least 3.0 (A=4.0) or the equivalent during the last two years of undergraduate work.

Students interested in the graduate program are furnished a School of Journalism Graduate Questionnaire to submit with their formal application. Letters of recommenda-

tion and the questionnaire are used to evaluate the students' backgrounds. This information is also used in awarding fellowships and other financial assistance.

The Graduate Record Examination, Part I, is required.

In exceptional cases, the Graduate Studies Committee considers each student on the applicant's own merits, allowing for prior professional service, military experience and work in the mass media.

## Academic Requirements

A student who has not completed an undergraduate journalism major in a division accredited by the American Council on Education for Journalism is required to complete 104, News Practicum, and 109, Editing Practicum.

In addition, all candidates for the Master of Arts must take the following courses or their equivalents, a total of 36 hours. At least 18 hours must be in 400-level courses.

320 Dynamics of Advertising (3)

390 History of Mass Media (3)

422 Mass Media Seminar (3)

487 Journalism as Communication, or 488 Research Methods in Journalism (2)

490 Research (Thesis) or 499 Area Problem (Plan B) (4-8)

491 Graduate Assembly (0)

A graduate credit reporting course (3)

A graduate credit editing course (2)

Additional graduate credit courses (12)

Candidates with broad liberal arts backgrounds take most of the 12 elective hours in journalism; candidates with need for certain non-journalism courses are required to include those courses in their programs.

Students who enter with a narrow undergraduate field of study, or whose thesis or Plan B project requires specialized courses, may be required to take up to six additional hours of graduate-level course work outside the School (in addition to the basic 36 hours).

An adviser may require additional preparatory journalism course work at the 100 (non-graduate credit) level for students whose M.A. course of study emphasizes work in a particular sequence or department.

The Director of Graduate Studies may waive the requirement for 104, News Practicum and 109, Editing Practicum. He may also waive advertising and history courses for students who enter with a bachelor's degree from an accredited journalism program, or who can show other acceptable journalism training or professional experi-

ence. In such instances, additional course work in journalism, or in disciplines outside the School of Journalism, is required to bring the student's total of graduate credit hours up to at least 36.

Graduate-level courses in reporting and editing are required of all M.A. candidates, including students who can verify professional experience and who may be excused from other undergraduate requirements.

## Grade Point Averages

The grade point average in the Graduate School is based on the student's entire graduate record in courses numbered 200 and above, taken in the University of Missouri at Columbia. To remain in good standing, a graduate student must maintain a cumulative grade point average of 3.0 or better. For graduation, a student must have a grade point average of 3.0 or higher in all graduate courses.

At the end of any semester, graduate students whose cumulative grade point average is below 3.0 are placed on probation. If at the end of the following semester their cumulative grade point average is 3.0 or better, students are removed from probation. Students on probation who fail to raise their cumulative grade point average to 3.0 may be allowed a second and final probationary semester on the recommendation of the adviser. Students are subject to dismissal upon failing to raise their cumulative grade point average to 3.0 by the end of a second probationary semester or at any time that their semester or cumulative grade point average falls below 2.0.

Although the Graduate School does not include 100-level courses in the GPA, the School of Journalism counts these in figuring the student's grade point. Students may be dropped if they receive three C's in any one semester.

## Plan A

Candidates for the Master of Arts degree with research orientation will complete 490, Research, for a total not to exceed 8 hours. The product of the Research course should be a thesis showing capacity for investigation and independent thought.

A student with an accredited undergraduate journalism degree who chooses Plan A should enroll in 490, Research, early in the program and begin discussions with a potential faculty adviser in the student's general field of interest regarding the subject matter of thesis research.

The candidate must pass a written comprehensive examination and must pass an oral examination justifying the thesis as a work acceptable to the graduate faculty. The oral exam is evaluated by a committee made up of the adviser as chairman, and two other members of the journalism faculty, plus one faculty member outside journalism. The thesis topic must be approved by the Director of Graduate Studies.

## Plan B

Candidates for the Master of Arts degree with professional orientation will complete 499, Area Problem, for a total not to exceed 8 hours. The product of the Area Problem course should demonstrate a high level of professional competence in a designated area of journalism. Students should determine their area problem by the end of their first semester, or during the second semester if they take undergraduate professional courses. They should discuss their interests with faculty members and eventually produce written proposals outlining projects they intend to undertake to demonstrate professional competency. Proposals should point out criteria that may be used by each student's committee in evaluating the success of the undertakings.

The proposal for the area problem should have the approval (signature) of three faculty members, one of whom agrees to serve as adviser. It also should be approved by the Graduate Studies Committee.

The adviser may assign the student to special study in preparation for the project with credit available under Journalism 495, Area Seminar.

An area problem must constantly be supervised by the faculty adviser so that direction and progress of the project may be appraised. Individual off-campus projects are virtually unacceptable because of this requirement.

When the criteria of professional competency as set forth in the proposal is thought to be fulfilled, a student must pass an oral examination conducted by the adviser and two additional faculty members, in which a student justifies the work. The student also must pass a written comprehensive examination required of all candidates for the M.A. degree.

Finally, if the student has engaged in an individual project, a detailed written report covering the significant factors involved in the project must be submitted. The adviser must furnish a copy of this report to the

Office of Graduate Studies where records of completed projects become available to faculty members and students.

## Foreign Students' Master's Degree (Plan C)

Foreign students who wish to study the philosophy and methodology of American journalism without mastering the specific skills and techniques required of English-speaking students may follow a special curriculum for a master's degree, as prescribed by the Committee on Foreign Student Study. They may take 34 hours and write a thesis, or 40 hours with no thesis.

Students in this special program, designed to accommodate second-language limitations, must enroll as hearers in 104, News Practicum, and 109, Editing Practicum. They must take 306, Reporting, but may arrange with the Committee to do part of the required work in their respective native languages. Other required courses include 300, Mass Media and Society; 487, Journalism as Communication or 488, Research Methods in Journalism; 302, The Foreign Press or 303, International Journalism or 404, Theory of International Communications; and 403, The Literature of Journalism.

Under the thesis option, students must complete a total of 34 semester hours, including 8 hours for thesis, 16 hours in journalism, and 10 hours in non-journalism graduate credit courses. The program without thesis requires completion of 40 semester hours including at least 30 in journalism courses and 10 in non-journalism courses.

The chairman of the Committee on Foreign Student Study serves as coordinator for students who choose this special program; the Committee serves as the students' thesis committee and prepares and evaluates special comprehensive examinations.

Any foreign student who wishes to earn a regular Plan A or Plan B degree is encouraged to do so. Those who opt for Plan C choose their journalism electives mainly from the following courses: 410, Philosophy of Journalism; 402, Theory of Mass Communication; 424-425, Controls of Information; and 400, Problems. In some circumstances, non-degree students may be admitted.

## Completion of the Degree

The M.A. candidate taking undergraduate professional journalism courses should en-

roll in 490 Research (Plan A), or present a program outline (Plan B) in the second semester.

Early in the semester preceding the one in which the student expects to complete degree requirements, an Application for Degree, listing the entire program and other pertinent data, should be submitted to the Graduate School. During the first six weeks of the semester in which students expect to complete the program specified in the Application for Degree, they must check personally with the Graduate School to confirm that all arrangements for their graduation have been completed.

Students must be enrolled in the University the semester they graduate, and may enroll "for graduation only" at any time before the last two weeks of the semester. They are held responsible for following all Graduate School regulations, as well as additional regulations of the School of Journalism.

Plan A students should obtain from the Graduate School a copy of the regulations governing the preparation of theses, and check carefully the schedule of deadlines for completion of theses.

The work included in a program for the M.A. degree must be completed within a period of eight years after first post-baccalaureate enrollment.

## Graduate Teaching Assistants

A limited number of graduate teaching assistantships is available. Appointments are generally limited to advanced M.A. and Ph.D. candidates. Teaching assistants may not serve while on probation, and must take a minimum of eight hours (maximum 12), except in their final semester when fewer hours may be needed for graduation.

## Off-Campus Graduate Reporting

Graduate students who wish to demonstrate professional competence in reporting may qualify for enrollment in any of several graduate reporting programs which are described in this bulletin under the heading, "Off-Campus and Special Programs." They include economic and political reporting in London, Washington, Jefferson City and Hong Kong, and science, medical and environmental reporting in New York.

# Doctor of Philosophy

The main objective of doctoral study in journalism is to develop advanced research facility and to integrate this skill and orientation with a depth of general scholarship in mass communications. The Ph.D., the highest academic degree, requires a high level of scholarly thought and production. While it is normally considered a research degree, it is designed to fit a variety of academic aims. Students must expand their intellectual horizons, gain a theoretical framework for understanding communication and refine their ability to communicate effectively.

Work toward the Ph.D. degree should be attempted only by the outstanding student, whose scholastic record leading to the bachelor's and master's degrees has demonstrated the highest capacity for scholastic attainment, and whose experience has provided a foundation for distinguished professional achievement.

A grade level of 3.0 (4.0=A) is required for admission. This includes all work attempted on the bachelor's and master's programs. The School of Journalism Graduate Studies Committee reviews each case, with careful attention to the student's last year of academic work, military experience and activities after receiving an undergraduate degree.

The Graduate Record Examination, Part I, is required.

It is recommended that the student have two years of professional experience before applying for candidacy.

Students take theoretical courses which stimulate investigation and spur independent and creative thought and action. They must specialize or concentrate in three rather broad academic areas, two of them related to journalism (for example, International Journalism and Mass Communications Research and Theory), and the other related to one academic field outside journalism (for example, Sociology).

Candidates may take the regular examination in two foreign languages, or may (1) take a block of courses in a collateral field such as statistics in lieu of one language, or (2) evidence fluency—in reading, speaking and writing—in only one language, or (3) offer a second language of nine semester hours of college-level course work recently passed with a grade of C or better.

During the first semester of graduate study beyond the master's degree (or its equivalent), doctoral students should consult with

specialists in their area to discover what research opportunities exist there. During this time they should study the *Graduate School Bulletin* carefully. Although there is no minimum number of credit hours specified for the Ph.D. in journalism, from 50 to 65 beyond the master's degree is common. The only graduate courses in journalism required of all Ph.D. candidates are 422, Mass Media Seminar; 488, Research Methods in Journalism; 489, Advanced Research Methods; and 490, Research.

Students are not admitted to candidacy for the Ph.D. in journalism until they have passed a qualifying examination, which must be taken the semester after completing nine graduate hours on the Ph.D. program. No candidate may take the Ph.D. qualifying examination more than twice. A candidate who fails the examination the first time must take it again the next time it is offered in order to remain enrolled in the University.

The residence requirement for the Ph.D. is the equivalent of two years of graduate work beyond the master's degree, exclusive of work taken to substitute for one foreign language.

Toward the end of the program, the student takes the comprehensive examination, administered by the advisory committee. Questions are given in two areas or "emphases" of journalism and in one area outside journalism which the student has chosen. This examination must be completed at least seven months before the final oral examination (primarily on the dissertation).

The writing of the dissertation follows the completion of the comprehensive examination. The dissertation is expected to be a contribution to knowledge in the general field of communication. It is read and appraised by three members of the journalism faculty and by one member of the University faculty outside of journalism, all of whom are on the student's committee. Following the approval of the dissertation by the candidate's committee, the final oral examination is conducted. The student receives the Ph.D. degree upon successful completion of this final oral examination.

# Special Programs

Throughout its more than 70-year history, the University of Missouri School of Journalism has been committed to continuing education for professional journalists. Budgets for professional programs total more than half a million dollars annually. Most funds come from gifts, grants and fees. Programs serve more than 5,000 persons each year.

With the opening of Gannett Hall in 1979, the programs gained a centralized facility. This includes a 300-seat auditorium and an 80-person conference center, The Forum, with the latest in audio-visual equipment.

International, national and state competitions, workshops and research facilities continue to draw professionals from all over the country. These persons add a dynamic element to undergraduate and graduate education at the School. Faculty also conduct traveling workshops for the Missouri Press Association, the Missouri Broadcasters Association and various state and national professional groups.

## Business Journalism

This multifaceted program encourages excellence through the Business Journalism Awards, made possible by a continuing educational grant from INGAA (Interstate Natural Gas Association of America) since 1964. Awards exceed \$4,500 yearly.

Award-winning writers come to the campus in the fall for a two-day Business Journalism Workshop. They examine important business and economics news issues, together with journalists from throughout the country and with students, faculty and business leaders. Winning stories appear in a 150-200-page reprint booklet.

The Herbert J. Davenport Fellowships in Business and Economics Reporting give 15 practicing reporters and editors a month of intensive study of economics, accounting, finance and techniques of reporting business and economics news.

## Freedom of Information Center

The FoI Center, established in 1958, collects and disseminates materials about the flow and control of information. It serves 1,200 subscribers with its monthly Freedom of Information Digest and its monthly Center Reports. The more than 400 Reports probe

media problems, usually connected with government actions.

The heart of the operation is the Center file. It is updated daily with materials culled from 25 U.S. newspapers and 300 magazines, plus publications from professional associations here and abroad.

The Center's support comes from sales, subscriptions and the FoI Foundation, which gets funds from foundations and media trade associations.

## Investigative Reporting

The Investigative Reporters and Editors, Inc., established its national headquarters at the School of Journalism in 1978. IRE, organized in 1975 by a group which included Pulitzer Prize winners, provides educational services to reporters, editors and others interested in investigative journalism and seeks to maintain high professional and ethical standards.

IRE's Paul Williams Memorial Resource Center at the School contains files of investigative newspaper stories and broadcast scripts. The bimonthly *IRE Journal* examines successful investigative projects and includes how-to tips and techniques, as well as resource lists and book reviews by IRE members.

The staff at IRE headquarters provides support services for regional and national conferences on investigative reporting. IRE also has an active book publishing schedule of how-to manuals.

## Lifestyle Journalism

The J. C. Penney-University of Missouri Journalism Awards have encouraged excellence in newspaper lifestyle sections and reporting since 1960. Annual awards exceed \$13,500.

Each March the 29 newspaper competition winners join 42 lifestyle reporters and editors in a five-day workshop. Topics range from reporting and management to graphics and press law.

The *Penney Press*, a semi-annual tabloid, keeps editors throughout the U.S. informed about lifestyle trends.

The Penney-Missouri Magazine Awards, begun in 1967, promote excellence in lifestyle writing in U.S. magazines. Awards total \$6,000 in six categories and are presented in November at a New York luncheon.

Penney-Missouri flying workshops, begun in 1978, offer one-day seminars for lifestyle editors, in cooperation with state press associations.

## Minorities Development

Recruiting talented minority high school and college students for journalism careers is a year-round School goal because of the minority shortage in the media. The School, the Newspaper Fund of Princeton, NJ, and Missouri papers have offered a two-week summer Urban Journalism Workshop since 1971. A Minority Broadcasting Workshop operates concurrently. Sponsors include the School, the Missouri Broadcasters Association and 25-plus stations.

More than 200 blacks and other minorities have attended, and more than half have subsequently chosen journalism careers.

Since 1977, the School, the Fund and the Greater St. Louis Association of Black Journalists have joined in a seven-Saturday workshop, also career-oriented. A four-Saturday workshop began in Kansas City in 1979, with that city's National Association of Black Journalists chapter. Both workshops offer college scholarships.

A quarterly, *Shop Talk*, begun at the School in 1978, offers career data to former Fund workshopers.

## Photojournalism

The Pictures of the Year competition, begun in 1943, selects the best photojournalism from newspaper, magazine and picture editing categories. Highest honors go to the Newspaper and Magazine Photographers of the Year and the winner of the World Understanding Award.

More than 10,000 photos are submitted annually in the world's largest news-

oriented photo contest. The competition is co-sponsored with the National Press Photographers Association under an educational grant from Nikon, Inc.

Since 1976, a book based on the competition, *The Best of Photojournalism*, has been published annually by Newsweek Books and NPPA.

A one-week Photojournalism Workshop has been held each year since 1949 in a Missouri town. Forty professional photographers produce picture stories under the direction of a faculty of outstanding photographers and editors.

## Scholastic & Collegiate Journalism

The Missouri Interscholastic Press Association (1923) and the Missouri College Newspaper Association have offered seminars and competitions for more than 50 years. Both publish newsletters and provide annual critiques.

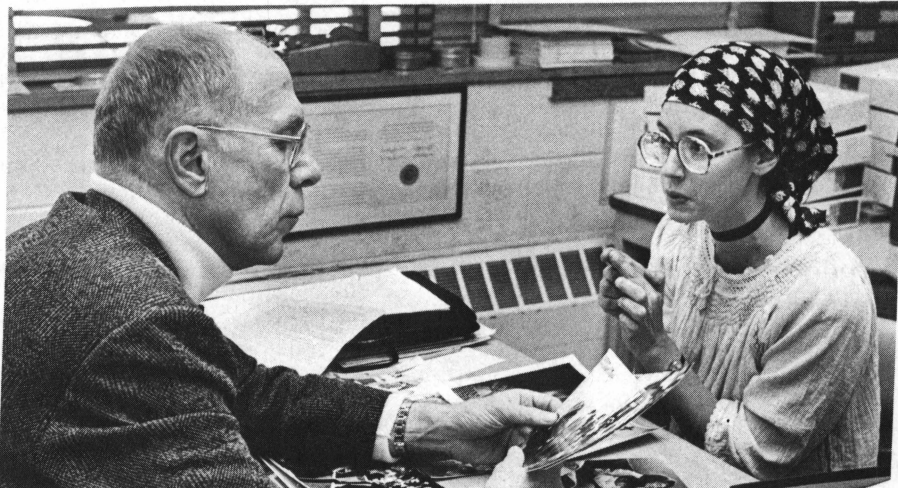
A one-week Summer Media Workshop, begun in 1956, develops skills for high school students and teachers.

High School and College Journalism Day, during Journalism Week, honors the Collegiate Journalist of the Year and the Missouri Student Journalist of the Year, Missouri Journalism Teacher of the Year, Administrator of the Year and Contributing Medium.

## Independent Study

History and Principles of Journalism and High School Journalism are offered by corre-

*Photojournalism students learn to defend their decisions in conferences with members of the faculty.*





spondence for students who have completed at least 60 hours of college work with a grade average of 2.75 or higher. Students taking the B.J. degree are required to take History and Principles of Journalism on the campus. Students who are interested in High School Journalism but unable to attend summer school are urged to take this course through the Center for Independent Study.

A maximum of six hours credit, approved in advance by the Dean of the School of Journalism, may be earned through independent study and accepted as partial fulfillment of the requirements for upperclass arts and sciences.

## Inland Press Association Award

Each year since 1949, the School of Journalism has presented a trophy to a newspaper in the Inland Daily Press Association for outstanding community service. Entries are judged by members of the journalism faculty and the presentation is made at the fall meeting of the Association.

## Student Organizations, Honoraries

**University of Missouri Journalism Students Association, Inc.**, was granted a state charter on May 13, 1922. All students regularly enrolled in the School of Journalism automatically become members of the Association, with administrative officers elected annually. Two representatives from each of the six sequences and the journalism graduate students are elected annually to serve on the Journalism Student Council, which is administered by the officers of the Journalism Students Association.

**Kappa Tau Alpha** is an honorary national society for journalism students, both men and women. Membership is based on scholastic standing, with the top ten percent of students eligible. The object of the society is the promotion of scholarship and high ideals among students preparing for journalism. Kappa Tau Alpha was founded March 31, 1910, at the University of Missouri. This chapter is now named the Frank Luther Mott Chapter. The national fraternity presents a cash award of \$200 each year, the Frank Luther Mott Kappa Tau Alpha Award for Printed Research in Journalism. National headquarters of Kappa Tau Alpha is located at the School of Journalism.

**Alpha Delta Sigma** is a national honorary society that recognizes outstanding scholastic achievement among students of advertising. Founded on this campus in 1913, the society is now sponsored by the American Advertising Federation and honors those students who have demonstrated distinctive talent and ability in their academic endeavors.

**University of Missouri AAF College Chapter Advertising Club** is an organization of students whose primary interest is in advertising. The club is affiliated with the American Advertising Federation, the only national association that brings together all segments of advertising.

**Chi Omicron Mu** is a quantitative research fraternity established by graduate students in journalism in 1965. Its purpose is to stimulate interest in communications research and to provide a forum for the discussion of topics in this field. Membership is open to graduate students in various communications disciplines and is by invitation only. The principal qualifications are activity in communications research and demonstration of a relatively high aptitude for creative work in communications.

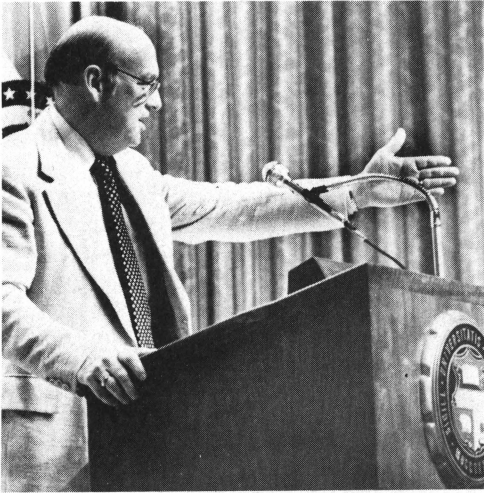
**Kappa Alpha Mu**, a national professional photojournalism fraternity, was founded April 20, 1945, at the University of Missouri to promote better photographic journalism. A grade of C or better in all other subjects, a probationary period of pledgeship and a grade of B in photographic work are required.

**The Society of Professional Journalists, Sigma Delta Chi**, was founded at DePauw University, April 17, 1909. The Missouri Chapter was installed February 22, 1913. Sigma Delta Chi defined the term "journalism" to include: the direction of the editorial policy of, editing of, and the writing of news and opinion for newspapers, magazines, press or syndicate services, professional or business publications, and radio or television stations.

**Women in Communications** is a national professional journalism fraternity for women, founded as Theta Sigma Phi at the University of Washington, April 9, 1909. It aims to bring college-trained women together in the profession of journalism, to improve the working conditions for women in this profession and to inspire its members to great efforts in this field. A grade average of C or higher, and grades of B in six hours of professional work in journalism, are required for initiation.

# Missouri Medals

Every year since 1930 the University of Missouri, through the School of Journalism, has named Missouri Medalists to receive awards for distinguished service in journalism at Journalism Week in April. Medalists have been selected from U. S. and foreign newspapers, magazines, broadcast stations, Missouri editors, alumni of the School of Journalism and other leaders in news, advertising, photography, radio and television, and other areas. Missouri Medals are based on records of performance over many years rather than upon particular instances of journalistic achievement. Deadline for nominations is November 1.

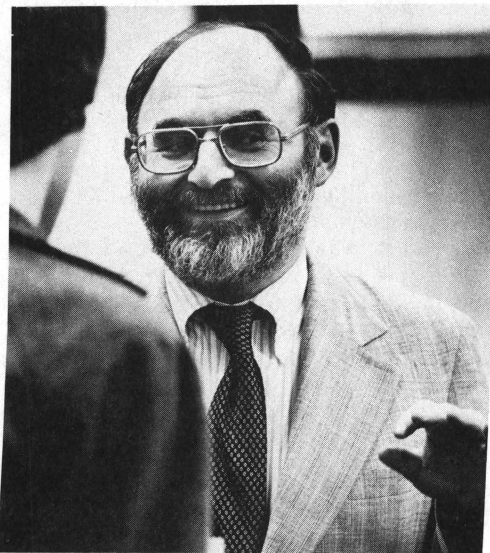


# Journalism Week

Leaders in journalism from throughout the world come to Columbia to speak at the School of Journalism during Journalism Week in April. The convocation has a history which goes back more than 70 years. Its climax is a banquet which for a number of years has attracted more than 700 guests.

During Journalism Week many state organizations hold their spring meetings—among them the Missouri Press Association, the Association of Past Presidents of the Missouri Press Association, National Walter Williams Club, the Missouri College Newspaper Association and the Missouri Broadcasters Association.

*Missouri Medalist Donald H. McGannon, left, spoke at a plenary session during Journalism Week. Victor S. Navasky, editor, The Nation, and New Yorker Washington writer Elizabeth Drew chatted with students. Other medalists in 1979 included the American Association of Advertising Agencies, Missouri broadcaster W. Earl Dougherty, columnist Mike Royko, Missouri publisher Wallace G. Vernon, and The Philadelphia Inquirer.*





1979 Missouri Medalist Mike Royko, who worked on the Chicago Daily News when it was edited by Dean Fisher, entertained the Dean and Chancellor Uehling as well as some 800 guests for 20 hilarious minutes during which he did not make a speech at the seventieth annual Journalism Banquet.

# Financial Aid to Students

Financial aid to students enrolled in residence at Columbia is offered in the form of fellowships, scholarships, assistantships, prizes and awards, student loans and employment. The University attempts to select as recipients of such financial aid those students who by virtue of their need, character and ability can qualify for such assistance.

**University Scholars:** Undergraduate students whose cumulative grade point averages are in the upper five percent of their college classes are designated as University Scholars. Missouri residents receive a \$100 waiver-of-fees in recognition of their fine scholastic standing. Out-of-state students also qualify for the same honor designation, but may not receive the waiver-of-fees.

Students may qualify for this recognition on the basis of their rank at the end of their freshman, sophomore or junior years of study at the University or at any other accredited university, college or junior college. Hence, transfer students have the same opportunity to qualify as do students previously enrolled on this campus.

University Scholars must enroll as full time students. A student otherwise qualified for this scholarship is ineligible after receiving a baccalaureate degree, accumulating 120 college hours or receiving the scholarship for eight semesters, whichever comes first.

## Undergraduate Scholarships

In addition to grants open to all students, the scholarships, fellowships, prizes and loan funds listed on the following pages are offered each year for students in Journalism. Applications should be directed to the chairman of the scholarship committee, School of Journalism, before February 1.

Verification of financial aid is made through the Office of Student Financial Aids, 11 Jesse Hall, UMC. The forms must be on file to conform with the School of Journalism deadline of February 1.

**Philip L. Blazer Memorial Scholarship:** Income from a gift of \$15,000 awarded annually to a Missouri resident.

**Oliver K. Bovard Memorial Journalism Scholarship:** A stipend of \$300, plus summer employment on the *St. Louis Post-Dispatch*, awarded annually to a student who has completed the first year in Journalism.

**Hal Boyle Scholarship:** An annual award, consisting of the interest on a fund created by the friends of Hal Boyle

(B.J. '32), to a student or students demonstrating excellence in journalism.

**Olive Coates Memorial Scholarship:** Awards paid annually from income on a gift of \$50,000 to undergraduate or graduate students.

**Tilghman R. Cloud Memorial Scholarship:** An annual award of \$200 made possible by the family and friends of the late Missouri publisher, Tilghman R. Cloud of Pleasant Hill, a Journalism alumnus.

**Copley Newspapers Scholarship:** An annual stipend of \$500.

**David E. Dexter Scholarship:** Income from a \$6,000 gift from Richard Dexter awarded annually to a student in the School of Journalism who is also a varsity athlete in football or wrestling, with a C or better average in all subjects excepting foreign language and mathematics.

**Fairchild Publications Scholarship:** A stipend of \$1,200, increasing in increments of \$150 annually to \$1,650 in 1979, given to an undergraduate or graduate student in Journalism or B&PA by Fairchild Publications, Inc.

**Eugene Field Scholarship:** Open to all students in Journalism, and awarded annually to one who is well equipped in professional ideas and in general newspaper-making ability. The scholarship consists of the income from \$1,500.

**Ann M. Frank Scholarship:** A \$1,000 stipend is offered annually to a student in the Washington reporting program of the School of Journalism, the gift of Mr. and Mrs. Maurice Frank.

**Benjamin Franklin Scholarship:** A \$1,000 stipend offered annually to a student in Journalism. The scholarship is endowed by the late John P. Herrick in memory of Benjamin Franklin.

**Gannett Newspaper Scholarships:** Two scholarships of \$750 each are awarded each year to students in Journalism who are preparing for a newspaper career.

**Bob Goddard Memorial Scholarship:** Income from a fund established by friends of the longtime *St. Louis Globe-Democrat* columnist, an alumnus of the School of Journalism, provides the stipend for an award to an undergraduate majoring in print journalism.

**John P. Herrick Scholarships:** Two \$1,000 stipends offered annually to students entering the School of Journalism. Residents of New York State are given preference.

**Mrs. John Pierce Herrick Scholarships:** Two \$1,000 stipends awarded annually to two young women enrolled in Journalism.

**Robert M. Ibrahim Scholarship:** Income from a grant of \$10,000 awarded annually to an undergraduate student who demonstrates interest in work in Asia or the Middle East.

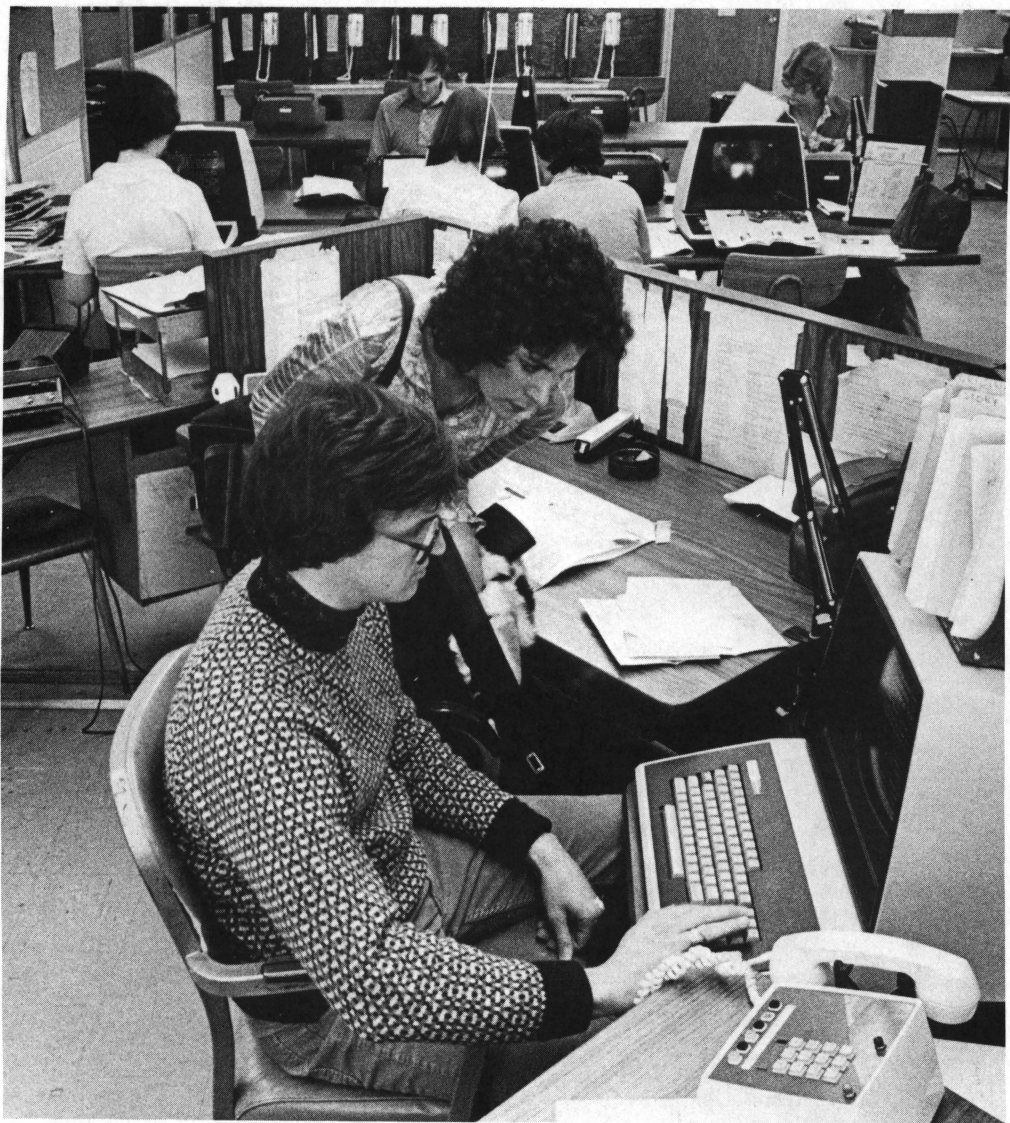
**INGAA Scholarships in Business Communications:** Two \$300 scholarships awarded to graduate or undergraduate students in Journalism who demonstrate a need, interest and talent in business news writing. Funds are provided by the Interstate Natural Gas Assn. of America. Deadline for applications is October 1.

**Robert M. Jackson Scholarship:** A \$250 scholarship awarded once each year to a graduate student in journalism.

**H. S. Jewell Scholarship:** Awarded annually to assist a student in Journalism, the scholarship represents the annual income on a gift of \$5,000.

**John W. Jewell Scholarship:** Paid from the income on a \$5,000 gift, this scholarship is awarded annually to a student in Journalism.

**Journalism Alumni Scholarship:** Open to all students in the School of Journalism and awarded annually to one chosen on a basis of meritorious class work, this scholarship, given by Journalism alumni, consists of the interest on \$1,500.



*Reporting-editing students learn to operate video display terminals, sometimes compose their stories directly on the VDT's, at other times edit their own stories and others without use of pencils.*

**Kansas City Star Award for Excellence in Journalism:**

An annual scholarship of \$500 given to a junior Journalism student for use in the student's senior year.

**Kansas City Press Club Scholarship:** An award of \$500 is made annually by the Kansas City Press Club, professional chapter of Sigma Delta Chi, to a junior in Journalism.

**The Kobayashi Scholarship:** Fuji Photo Film U.S.A., Inc., awards \$1,000 annually in honor of Mr. Setsutaro Kobayashi, board chairman of the firm's parent company in Tokyo. The scholarship is awarded to a senior in the School of Journalism.

**KTVI Journalism Scholarship:** A stipend of \$2,000 awarded to a minority student on the basis of the student's potential for a successful career in journalism, preferably broadcast journalism.

**Besse Marks Memorial Journalism Scholarship:**

Awarded annually to a student in Journalism or one entering the School, with half of the annual stipend of \$600 paid at the beginning of each semester. Preference is given to applicants from Wayne County, N.Y. and Kansas City, Mo.

**Carol Jean Cherry Mehlberg Memorial Scholarship:** A \$300 annual stipend offered to a member of Alpha Mu chapter of Kappa Alpha Theta.

**Edward R. Murrow Scholarship:** A stipend of \$1,000 provided by Edward Asner, awarded to a broadcast journalism student.

**Mary S. Pryor Scholarship:** A \$500 stipend offered annually for one academic year to a woman student in Journalism.



Many TV stories take students to Jefferson City, the state capital, and to other Central Missouri locations. But some may take camera operator and interviewer no farther than to a news source's office on one of the campuses in Columbia.

**Donald W. Reynolds Foundation Scholarships:** Two \$1,000 scholarships, one-fourth to be awarded at the beginning of each semester.

**Theodore Roosevelt Scholarships:** Two \$1,000 stipends offered annually to students in Journalism. The scholarship is endowed by John P. Herrick in memory of Theodore Roosevelt.

**Scripps-Howard Scholarship:** A \$1,000 stipend granted by the Scripps-Howard Foundation to a student who plans a career in journalism. Application forms are available from the Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202.

**St. Louis Post-Dispatch Scholarships:** (up to four each year for minority students). The St. Louis *Post-Dispatch* selects a senior resident in an accredited high school or junior college in Jefferson, St. Charles, or St. Louis counties or the city of St. Louis, Mo., or Madison or St. Clair counties, Ill., renewable, based on satisfactory scholastic record; apply by April 1 to Mr. James Millstone, assistant managing editor, *Post-Dispatch*; \$1,800.

**St. Louis Post-Dispatch Guild Unit Advertising Scholarship:** Half of a \$300 stipend awarded at the beginning of each semester to a Journalism student majoring in advertising.

**Virginia McElroy Schwartz Scholarship:** One or two awards annually from the income on a gift of \$50,000 from the estate of Mrs. Robert P. Schwartz.

**Science Writing Scholarship:** An annual award of \$500 given by a friend of the University to recognize outstanding achievement in science writing.

**Eugene W. Sharp Scholarship:** Income from a fund established by Journalism alumni in honor of Prof. Sharp,

a member of the faculty for 45 years, the stipend approximates \$450 annually.

**Sigma Delta Chi Undergraduate Scholarships:** Annual awards of \$100 each go to the two highest ranking journalism students. One of them is awarded to the highest ranking member of Sigma Delta Chi. Established by the Missouri chapter of the Professional Journalism Society.

**Frank W. Taylor Scholarship:** An annual award to a student in the School of Journalism; income from a \$2,000 gift to the School from Gertrude W. Taylor honoring her late husband.

**Jay L. Torrey Scholarship:** Awarded annually to a woman student in Journalism considered well prepared to do the work of a journalist, the scholarship consists of the income from \$2,000.

**Norman Hurst Trenholme Journalism Scholarship:** The income from a gift of \$5,000 is awarded annually to a junior, senior or graduate student in Journalism.

**Sara Lockwood Williams Scholarship:** An annual stipend of \$500 paid from interest on a bequest by the late Mrs. Walter Williams, a member of the faculty. In consideration of her keen interest in women in journalism, the scholarship committee gives preference to women students.

**Walter Williams Scholarships:** Two \$1,000 stipends offered annually to students upon entering the School of Journalism.

**Lyle Wilson Scholarship:** An award of \$1,000 presented annually by the Scripps-Howard Foundation, in honor of the late correspondent and columnist.

**Marjorie Wilson Memorial Scholarship:** A \$150 stipend, the gift of Zeta Tau Alpha sorority, offered annually to a deserving senior or graduate student in photojournalism, preferably a woman.

**Lafayette Young Scholarships:** Two \$1,000 stipends offered annually to students upon entering the School of Journalism.

## Fellowships

**Morris E. Jacobs Fellowship:** A grant of \$1,000 awarded each year to a student in journalism or a candidate for the master's degree.

**Frank Luther Mott Fellowship:** \$2,500 is awarded each year to a graduate student demonstrating an interest in magazine journalism.

**Walter Williams Memorial Fellowship in International Press Problems:** Interest on funds of the Walter Williams Memorial Foundation available every third year for a fellowship to be awarded to a candidate with a Master of Arts degree in Journalism who has passed the language examinations and is proceeding for the Ph.D. degree. The candidate should have spent two preceding graduate years specializing in the field of study roughly defined as the international press. The stipend is about \$800.

## Lectureships

**Earl English Lectureship:** Income from a fund contributed by friends and former students of Dean Emeritus English is used to bring to the campus an honor lecturer each year.

**Raymond M. Solomon Lectureship Fund:** Income from the fund provides honoraria for lectures on the subject of advertising and mass communications during Journalism Week.

## Prizes & Awards

**Sara Allen Award:** A \$30 prize honoring retired Prof. Allen is presented to a woman student who writes an outstanding feature story for the *Missourian*.

**W. B. Bickley Award in Newspaper Editing and Design:** Income from a fund established by alumni and friends honoring Prof. Bickley, a member of the Journalism faculty from 1941 until his death in 1973, is in recognition of excellence in newspaper editing.

**Cowgill Blair Annual Incentive Award:** This award for a senior journalism student in editorial writing or newspaper management is from the income of a gift of \$4,000 in memory of the former chairman and president of the Joplin Globe Publishing Co. and former member of the University Board of Curators.

**Sam Bronstein Prizes in Journalism:** Three prizes, \$300, \$250 and \$150 each, are awarded annually for the best news features written by Journalism students.

**Richard A. Cannon Photojournalism Award:** An annual prize of \$20 is given by the Journalism Students Assn. as a memorial to the late Prof. Cannon.

**Chinese-American Essay Prize:** The income from \$4,000 is awarded annually in cash for the best essay on Chinese-American affairs, under conditions announced annually by the School of Journalism. Eligible for competition are regularly enrolled UMC Journalism students of American or Chinese nationality.

**Clinton H. Denman Freedom of Information Award:** An annual award of \$100 goes to the student in Journalism who does the best research and writing in the area of Freedom of Information.

**Tom Duffy Feature Award:** An annual prize of \$25 from a gift of a former student honors Prof. G. Thomas Duffy of the journalism faculty. The winner is chosen on the basis of performance in feature writing for the *Columbia Missourian*.

**The Betty Luker Haverfield Magazine Prize.** An annual prize of \$100. Awarded to an outstanding journalism student selected by the magazine faculty.

**Donald H. Jones Newspaper Advertising Award:** An annual award of \$25 to the senior student who has done the most workmanlike job as a student salesman for the *Columbia Missourian*.

**Kappa Alpha Mu Prize:** An annual prize of \$20 to a graduating senior in recognition of outstanding individual progress in photographic work.

**Kappa Tau Alpha Prize:** An annual prize of \$100 to the highest ranking graduating senior in the School of Journalism.

**Men's Fashion Association of America Prize:** Twice each year the MFAA presents an award to a *Missourian* reporter, providing funds to cover the press preview of men's fashions usually held in Spring Lake, N.J.

**Frank Luther Mott Historical Research Graduate Award:** An award of \$1,000 granted each year to an outstanding student who is working on a thesis relating to the history of journalism.

**Kosti Ruohomaa Award:** An annual stipend of \$150 given by Black Star Publishing Co., N.Y. to the photojournalism student whose work best exemplifies the tradition and philosophy of the late Kosti Ruohomaa.

**St. Louis Advertising Club Awards:** Each year since 1947, two senior advertising students have been guests of the Advertising Club of Greater St. Louis for three days of tours, demonstrations and seminars.

**Stemmler & Fisher Copywriting Award:** An annual award of \$100 given by this St. Louis advertising agency to a junior advertising major in Journalism who has demonstrated unusual competence in the area of advertising copywriting.

**Vernon E. Wilson Medical Writing Award:** An award of \$25 presented annually to a student who has demonstrated exceptional ability in writing about health or medicine for publications directed to a general audience.

**The Tom Yarbrough Prize:** An annual prize of \$250 is awarded by a faculty committee to the student submitting the best feature article analyzing a significant urban problem and pointing the way to a constructive solution.

## Special Funds

**Mary Jo Rigler Clendenon Loan Fund:** A \$500 fund established by Mrs. Helen G. Rigler.

**Dorothy Flynn Loan Fund:** A gift of \$1,500 from the family and friends of Mrs. L. Doral Flynn.

**Clara Virginia Forrest Loan Fund:** Grants of \$100 each from a \$500 gift are from the estate of Clara V. Forrest. Students are requested to repay the money without interest after graduation.

**Clarence Dodds Lockwood Memorial Student Loan Fund:** A \$50,000 bequest of Earline A. Lockwood.

**Missouri Press Women Loan Fund:** A gift of \$1,500 from the Missouri Press Women used for loans to women students in the School of Journalism.

**Reader's Digest Travel Fund:** A gift of \$1,000 from the Reader's Digest Foundation pays expenses of students in Journalism for necessary travel to gather material for feature stories, magazine articles, and research in connection with their class work.

**Donald W. Reynolds Foundation Advertising Salesmanship Award Fund:** Awards amounting to \$2,000 a year distributed to outstanding students in the course, Advertising Salesmanship, at the end of each month and of each term.

**Donald W. Reynolds Foundation Loan Fund:** The Foundation has established a \$5,000 annual loan fund for the study of journalism and allied fields.

**Stern Placement Loan Fund for Magazine Majors:** A \$3,000 fund established by the Philip M. Stern Family Fund to make interest-free loans to magazine majors who are about to graduate, and who need financial assistance to find employment in the field of journalism.

# Professional Courses in Journalism

Courses are marked according to the following system: Courses normally taken by upperclassmen and students in professional schools such as Journalism, and without graduate credit, are numbered 100 to 199; courses normally included in an undergraduate major and therefore carrying graduate credit only for students who are not majoring in the department in which the course is given are numbered 200 to 299; upper-class courses carrying unrestricted graduate credit are numbered 300 to 399; courses for graduate students only are numbered 400 and above. The figure in parenthesis indicates the credit in semester hours.

## History, Media and Society, Law

- 100 History and Principles of Journalism (3)**, f,w, cor.
- 200 Mass Media and Society (2)**, f,w,s.
- 304 Communications Law (3)**, Prerequisite: 104 or 105, f,w.
- 308 Law and the Courts (2)**, Prerequisite: 104 or 105, f,w.
- 390 History of Mass Media (3)**, Prerequisite: for undergraduates, instructor's consent, f.

## International Journalism

- 302 The Foreign Press (2)**, f,s.
- 303 International Journalism (2)**, w.

## Reporting and Editing

- 104 News Practicum (3)**, f,w,s.
- 105 News (3)**, f,w,s.
- 109 Editing Practicum (3)**, f,w,s.
- 110 Editing (3)**, Prerequisite: 105, f,w,s.
- 238 Basic Business Communications (3)**, w.
- 306 Reporting (3)**, Prerequisite: 104 or 105, f,w,s,ss.
- 307 Advanced Reporting (3)**, Prerequisite: 306, f,w,s,ss.
- 310 Newspaper Editing (2)**, Prerequisite: 109 or 110, f,w,s,ss.
- 311 Advanced Newspaper Editing (2)**, Prerequisite: 310, f,w,s,ss.
- 314 Basic Issues in the News (3)**, Prerequisites: 306 or 353.
- 315 Reporting of Public Affairs (3)**, Prerequisite: 307, f,w.
- 316 Science Writing (3)**, Prerequisites: 307 or 360 & basic science courses or instructor's consent, f,w.
- 317 Reporting Local Government (2)**, f,w.
- 338 Business Journalism (3)**, (same as Management 338, Marketing 338, Finance 338), Prerequisite: 306, f,w,s.
- 360 Feature and Special Articles (3)**, Prerequisites: 306 and instructor's consent, f,w,s.
- 395 Area Seminar (3)**, f,w,s.

## Advertising

- 120 Advertising Principles and Practice (3)**, f,w,s.
- 320 Dynamics of Advertising (3)**, Prerequisite: instructor's consent, f,w,s.
- 321 Advertising Copy, Layout, and Production (3)**, Prerequisites: 120 or 320 & 336 or 336 concurrently, f,w,s.
- 322 Psychology in Advertising (2)**, Prerequisite: 120 or 320, f,w.
- 323 Advertising Salesmanship (3)**, Prerequisites: 321 & 328, f,w,s,ss.
- 324 Advertising Campaigns (2)**, Prerequisites: 321, 330, w.
- 325 Media Promotion (2)**, Prerequisites: 104 or 105 & 120 or 320, f,w,s.
- 326 Broadcast Advertising (3)**, Prerequisite: 321 or instructor's consent, f,w.
- 327 Direct and Mail Order Advertising (2)**, Prerequisite: 321, f.
- 328 Retail Advertising (2)**, Prerequisite: 120 or 320, f,w,s.
- 330 Advertising Markets and Media (2)**, Prerequisite: 120 or 320, f,w,s.
- 331 Advertising Management (2)**, f.
- 332 Public Relations (3)**, Prerequisite: 104 or 105, and 120 or 320, f,w.
- 336 The Graphics of Journalism (2)**, Prerequisite: instructor's consent, f,w.
- 364 Business Communications in Public Relations (2)**, Prerequisite: 332, f,w.

## Photojournalism

- 140 Basic Press Photography (3)**, Prerequisite: instructor's consent, f,w,s.
- 144 Intermediate Press Photography (2)**, Prerequisite: 140, f,w,s.
- 341 Staff Photography (3)**, Prerequisite: 144, f,w,s.
- 342 Photojournalism (4)**, Prerequisite: 341, f,w,s.

## Editorial Writing

- 352 Editorial Writing (3)**, Prerequisite: 306, f,w,s.
- 354 Editorial Page Direction (2)**, Prerequisite: 352 or instructor's consent, f,w,s,ss.

## Radio-Television

- 101 Introduction to Broadcast News (2)**, Prerequisite: instructor's consent, f,w,s.
- 351 Television News Photography (2)**, Prerequisites: 358 & instructor's consent, f,w,s.
- 353 Broadcast Reporting (3)**, Prerequisite: 101, f,w,s.
- 355 Radio Reporting and Editing (3)**, Prerequisite: 353, f,w,s,ss.
- 356 Television News Production (3)**, Prerequisites: 358 and instructor's consent, f,w,s.
- 357 Station Management (3)**, Prerequisite: 101 or instructor's consent, f,w.
- 358 Television Reporting and Editing (3)**, Prerequisite: 353, f,w,s,ss.
- 359 Television Seminar (3)** (same as 459), Prerequisite: 101 or instructor's consent, f,w,s.
- 382 Broadcast Public Affairs (3)**, Prerequisites: 355 or 358 & instructor's consent, f,w,s.



## Magazine

- 305 Critical Reviewing (2).** Prerequisites: 104 or 105 & instructor's consent. f,w,s.
- 361 Magazine Article Writing (3).** Prerequisites: 306 & instructor's consent. f,w,s.
- 362 Magazine Production (3).** Prerequisite: 336. f,w,s.
- 363 Magazine Editing (3).** Prerequisites: 109 or 110, and 306. f,w,s.
- 365 Advanced Magazine Writing and Editing (3).** Prerequisites: 361, 363 & instructor's consent. f,w,s,ss.
- 366 Magazine Layout (2).** Continuation of 362. f,w,s.
- 367 American Magazine History (2).** w.
- 368 Magazine Publishing (2).** w.

## Newspaper Publishing

- 373 The Community Newspaper (3).** Prerequisites: 104 or 105 & instructor's consent. w.
- 374 The Suburban Press (2).** Prerequisite: 104 or 105. f,w.
- 375 Newspaper Management (2).** Prerequisite: 120 or 320. f.
- 376 Newspaper Circulation and Marketing (2).** Prerequisites: 120 or 320 and instructor's consent. f,w.

## General Courses

- 102 Intersession Colloquium (0).** Graded *S/U* only. Prerequisite: dean's consent. f,w,s.
- 112 Communications Practice (1-2).** Enrollment must be completed in office of the dean, with instructor's consent. f,w,s,ss.
- 113 Internship (2).** Prerequisite: instructor's consent. f,w,s.
- 189 Senior Assembly (0).** Graded *S/U* only. Should be taken the second semester before graduation. f,w,s.
- 199 Problems (1-3).** Approval of department chairman required. f,w,s,ss.
- 301 Topics in Journalism (1-3).** f,w,s,ss.
- 345 General Semantics in Journalism (2).** f,w.
- 380 High School Journalism (2).** s. cor.
- 387 Journalism as Communication (2) (same as 487).** f,w,s.

## Courses for Graduate Students

- 400 Problems (1-4).** f,w,s,ss.
- 401 Seminar in History and Principles of Journalism (3).** w,s.
- 402 Theory of Mass Communication (3).** f,w.
- 403 The Literature of Journalism (2).** f,w.
- 404 Theory of International Communications (2).** f.
- 406 Advanced Seminar, Theory of Communication (2).** Prerequisites: 402, 404 or instructor's consent. f,w.
- 407 Information Theory (3).** w.
- 410 Philosophy of Journalism (2).** f.
- 420 Readings in Journalism (1-5).** f,w,s.
- 422 Mass Media Seminar (3).** f,w.
- 424 Controls of Information (3).** f.
- 425 Controls of Information (3).** w,s.
- 428 Seminar in Communications Law (2).** Prerequisite: 304 or instructor's consent. f,w.
- 433 Proseminar in Communications (2).** f,w.
- 459 Television Seminar (3) (same as 359).** Prerequisite: 101 or instructor's consent. f,w,s.
- 487 Journalism as Communication (2) (same as 387).** f,w,s.
- 488 Research Methods in Journalism (2).** Prerequisite: 6 hours journalism or instructor's consent. f,w,s.
- 489 Advanced Research Methods (2).** Prerequisite: 488. f,w.
- 490 Research (1-8).** f,w,s,ss.
- 491 Graduate Assembly (0).** Graded *S/U* only. f,w.
- 495 Area Seminar (3).** Designed to accompany 499. f,w,s.
- 499 Area Problem (4-8).** f,w,s,ss.

# Careers in Journalism

The School of Journalism maintains a Placement Office to help its graduates find positions for which they are qualified. During the 1978-79 school year the office processed 1,505 job openings. The office referred 1,037 students and alumni to these

## Advertising

Agency copywriters, account managers, media directors, production managers, research directors  
Industrial advertising copywriters, managers  
Magazine advertising copywriters, managers, salesmen  
Market researchers  
Newspaper advertising managers, national representatives, classified managers, salesmen  
Radio and television advertising writers, managers, salesmen  
Retail store advertising copywriters, managers, production managers

## Agricultural Journalism

Advertising copywriters, managers, salesmen  
Circulation managers,  
Editors, department and assistant editors

## Book Publishing

Advertising and promotion managers  
Editors, readers  
Sales managers, salesmen

## Industrial Press

Advertising copywriters, managers, salesmen  
Business managers  
Circulation managers  
Editors, assistants

## Magazines

Advertising managers, salesmen, representatives

Business and circulation managers  
Editors, assistants  
Layout designers  
Production managers  
Promotion managers  
Writers

## News Agencies

Copyreaders, editors, managers  
Picture editors, press photographers  
Reporters, correspondents  
Reporters, correspondents

## Newspapers (Daily)

Advertising, copywriters, managers, national representatives, classified managers, salesmen  
Business managers  
Cartoonists  
Circulation managers  
Critics (art, books, drama, movies, music)  
Columnists  
Copyreaders, copyeditors  
Editorial writers  
Editors (book section, city, feature, financial, picture, religious, roto, society, sports, Sunday, wire, women's page)  
Feature writers  
Foreign correspondents  
General managers  
Photographers  
Promotion managers, assistants  
Publishers, assistants  
Reporters, rewrite men  
Washington correspondents

jobs; arranged 56 groups of interviews for graduating seniors with newspapers, magazines, advertising agencies, industry, and press associations; recommended students for 60 summer jobs; and placed 289 graduates in journalism-related jobs. The School of Journalism does not guarantee placement, but does assist in every way possible those graduates seeking employment. Below are some of the many employment opportunities in the field of journalism.

## Public Relations

Writers, counselors  
Editors, company publications  
Association managers  
Agencies

## Radio and Television

Reporters, newscasters, producers, editors  
Copywriters  
Program directors, station managers, promotion managers  
Time salesmen, representatives

## Research

Market researchers  
Research analysts  
Reader-interest surveyors

## Syndicates

Cartoonists  
Columnists  
Editors  
Managers  
Special writers

## Teaching

College and university professors, directors of publications  
High School teachers of journalism, directors of publications

## Weekly Newspapers

Editors, reporters  
Publishers  
Advertising salesmen  
Business managers

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# University of Missouri System

The University of Missouri is one university with four campuses—Columbia, Kansas City, Rolla and St. Louis. Established in 1839 at Columbia (the oldest and largest of the four campuses), the University is recognized as the first state university west of the Mississippi River and was designated a land-grant university in 1870. In addition to its traditionally assigned tasks of teaching and research within the campus settings, the University has extended its educational benefits to all sections of the state of Missouri.

The University is governed by the Board of Curators. The president of the University and his staff coordinate programs of all four campuses. The chancellors are the chief academic and administrative officers for their respective campuses.

## Board of Curators

*Term Expires January 1, 1981*

C. R. Johnston, Springfield  
Wallace R. Stacey, Independence  
Rex Z. Williams, Rolla

*Term Expires January 1, 1983*

Daniel L. Brenner, Kansas City  
Robert A. Dempster, Sikeston  
William T. Doak, Vandalia

*Term Expires January 1, 1985*

William G. Cocos, Jr., St. Louis  
David W. Lewis, St. Joseph  
Marian O. Oldham, St. Louis

### *Officers of the Board*

Wallace R. Stacey, President  
C. R. Johnston, Vice President  
Catherine Hunt, Secretary  
Donald S. Holm, Jr., Treasurer

*General Counsel for the University*

Jackson A. Wright

## Central Administration

James C. Olson, President  
Elmer Ellis, President Emeritus  
James R. Buchholz, Vice President for  
Administrative Affairs  
Carl N. Scheneman, Vice President for  
Extension  
Melvin D. George, Vice President for  
Academic Affairs

## Chancellors

Barbara S. Uehling, Columbia Campus  
George A. Russell, Kansas City Campus  
Joseph M. Marchello, Rolla Campus  
Arnold B. Grobman, St. Louis Campus

## UMC Administrative Officers

Barbara S. Uehling, Ph.D., Chancellor  
Roy M. Fisher, B.S., Dean, School of Journalism  
Earl F. English, Ph.D., Dean Emeritus, School of Journalism  
Milton Gross, A.M., Associate Dean, School of Journalism

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