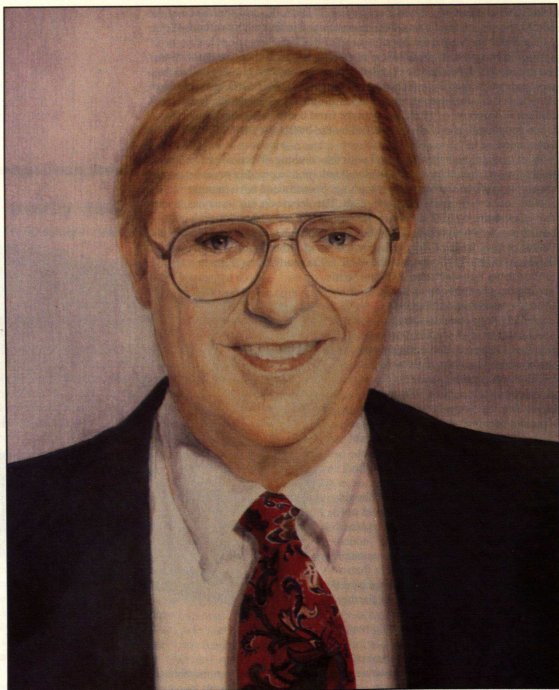


This portrait of Steve Shinn was done by artist Angelia Pannell, an MU graduate student from Lebanon, Mo.



Ye Olde Ed

On Nov. 20, the Publications and Alumni Communication office, Suite 407 in the Donald W. Reynolds Alumni and Visitor Center, will be named for Steve Shinn, BJ '50, MA '71. Shinn edited the *Missouri Alumnus* magazine for 24 years before retiring in 1991. Here the editor emeritus shares some of his favorite columns from the past, as well as a current one.

February 1970

The Village Inn, says *Sports Illustrated*, is one of the favorite hangouts at Ol' Mizzou. That's right. The Village Inn — a relatively new pizza house near the Coronado — is a swinging place. At least it was one Thursday night when three of us from the Alumni Office checked it out.

Ye Olde Ed was there purely in the interests of research. After all, you can't report accurately the goings on around the Uni-

versity and never get out of Jesse Hall. The others probably just wanted a beer. In any event, we caused quite a stir.

We heard the dread whisper, "liquor inspectors," and some of the fuzzier-checked youth quietly disappeared out the back door; some girls quickly shoved their beer cups to the other side of the table, and the management began a flurry of checking ID cards.

Later, after it had become clear that we were not liquor inspectors, the young managers allowed as how it was helpful to have us there.

"This has been one of our easiest nights to control," they said. "Come back any Thursday; we'll give you a free pitcher of beer if you'll just stand in the corner and look old."

June 1970

This is our fourth spring since returning to the Columbia Campus. So we should have known better. We should have known that the students would do something that would require a report to the alumni and saved space for it. But we didn't, so the individual divisional features scheduled for this

issue were scrapped in favor of an explanation of what happened those few days in May.

The first spring four years ago featured a chalk-in at the courthouse. As we recall, it involved a thousand or 1,500 students who were protesting some other students' being arrested for writing on the sidewalk.

The next year the "uprising" took the form of an old-fashioned panty raid; last spring was highlighted by the 12-letter-word-obscenity-free-speech controversy; and this year, of course, Cambodia and Kent State set things off.

Next spring, as the weather gets warm after a Boone County winter and finals get closer, there'll probably be something else. Anyway, we're going to save space.

September-October 1973

Lest this be the only column in the world that hasn't talked about

Watergate:

I've worked for two newspapers, two major corporations, and a large public university. Some of my best friends are lawyers. I've

worked in political campaigns and the PTA, taught Sunday School, been a deacon, and spent considerable time in a lot of bars with a lot of people. Some of my best friends are reporters, admen and PR types. And, Ladies and Gentlemen, I can report to you that there are little watergates everywhere.

If the syndrome troubles you — as it does me — you probably can start doing something about it not very far from where you are.

March-April 1975

One of the last true "gentlemen" was Ye Olde Ed's first real boss. He tipped

his hat when he met a woman, although to him, they were never women, always ladies. So, as the *Alumnus* herewith announces that forthwith in its pages a woman will no

longer be referred to the second time around as Mrs. Jones, Ms. Smith, Miss Doaks, or Dr. Doe — but simply as Jones, Smith, Doaks, and Doe — you can see how far from his early training Ye Olde Ed has strayed.

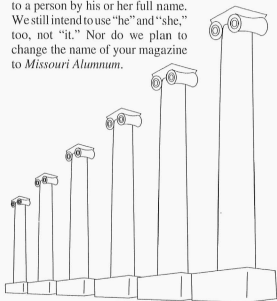
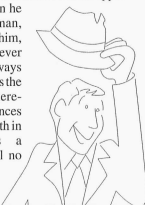
Equally, of course, we won't be saying Mr. Jones or Dr. Doe when referring to a man, either. Just Jones and Doe. So, pay attention, reader. Carefully note the gender, if you can (or if you care), when we first refer to a person by his or her full name. We still intend to use "he" and "she," too, not "it." Nor do we plan to change the name of your magazine to *Missouri Alumnus*.

January-February 1976

Alumni and all Missouri must soon decide just what they want their State University to be. The University is steadily falling behind the other universities in the Big Eight in terms of state funding.

Many questions need to be answered. Should student fees be increased substantially? Is the funding formula used by the Coordinating Board fair? Should the multi-mission State University be treated differently from the junior colleges and regional universities? Is the University's image so poor with the taxpayers and alumni that politicians can make political hay by cutting the University down? Should the University lose off programs and departments? Maybe entire divisions and campuses?

It's difficult to get a handle on words like "quality," "efficiency," "bureaucracy," "cheap shot," and "fat," — and these words already have been used — but there never will be a more appropriate time to take a reasoned look at the University and the State.





May-June 1976

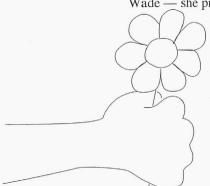
The relationship of blacks to the University of Missouri-Columbia is really much too complex to be explored in one article in the *Missouri Alumnus*. We knew that when we started researching the story on black athletes at Mizzou.

More than 35 interviews and 10,000 words later, we had opinions and facts on race relations on the Campus, in the town, in the state; between faculty, students and administrators. The story ended up concentrating only on the football program, but obviously there is much more to it than that.

Linda Wallace and Jim Ellis, the two black journalism students who helped with the story, had some reservations about the way it finally was written, and their objections are included with the article. Ye Olde Ed has a couple of things that he feels, too:

- Every big-time college football coach is going to play the people he thinks are the best, the ones whom he believes can help him win. The coach may be wrong in his assessment of the talent, but the pressures for winning are too great for him consciously to let racial considerations interfere with his assessment.
- There is racism everywhere in America — not just in Columbia. But it behooves Ol' Mizzou to do everything it can to make things better.

November-December 1981



The brief obituary of Nan Wade, 91, appears elsewhere in this issue. Miss Wade — she preferred that to being called Dr. Wade — taught for many years at Northeast Missouri State University at Kirksville. She earned four degrees from Mizzou: an AB in 1911, a BS Ed in '15, an MA in '28

and a PhD 10 years later.

What a span of time over which to continue your studies — what a wealth of knowledge she possessed! Miss Wade taught English, literature and French, and Ye Olde Ed took something over 30 hours of course work with her at Kirksville.

She easily qualifies as one of the two college professors who influenced me most, and it is a course in 19th century English poetry that I remember best.

The text was edited by four University of Missouri faculty, including Ed Weatherly, now professor emeritus at Mizzou. The book still has a prominent place in the living room bookcase, and I still read it fairly often.

How Miss Wade let us enjoy Wordsworth and Coleridge and Byron and Shelley and Keats and Tennyson and Arnold and Fitzgerald! And especially Robert Browning. And especially "Love Among the Ruins."

Oh heart! Oh blood that freezes, blood that burns!

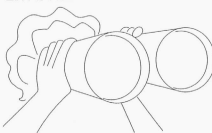
Earth returns

For whole centuries of folly, noise and sin!

Shut them in,

With their triumphs and their glories and the rest!

Love is best.



May-June 1984

It's a little late to apply, but the search for a new president of the University of Missouri has been reopened. At their meeting May 4, the curators aborted the first selection process and announced they would handle the hiring of the CEO of the four-campus system themselves.

Originally, the curators believed they had plenty of time. A year ago, they established an elaborate process involving separate committees of students, faculty and alumni from each campus to send forward nominees to a system-wide committee that would then pare the list. The curators, of course, were to make the final selection.

But the process faltered when, one by one, the four finalists withdrew. The last to do so was UMKC Chancellor George Russell, who made his announcement just prior to the curators' call for a further search.

"... The University is too important to have its top leadership filled by default," Russell said. "We all want the same thing. This is a fine University with a fine faculty."

And he might have added, with a fine group of students and alumni. All the constituencies and the entire citizenry of Missouri wish the curators well. The stakes are high.



Fall 1987

When I was a high school freshman, it was macho for the guys to carry a condom in their watch pockets. It wasn't very expensive, and most of us could carry the same one indefinitely.

We usually got them from vending machines in service station restrooms. The signs said they were sold solely for the prevention of disease. But we knew better.

This past summer, the university installed such vending machines in men's and women's restrooms in the Memorial Union and Brady Commons with the endorsement of the Campus AIDS task force. And it really is for the prevention of disease.

Winter 1989

Welcome to the largest *Missouri Alumnus* magazine ever published — 92 pages, count 'em, 92 pages. It's our special Sesquicentennial Celebration issue, leading to the Celebration's opening ceremony and flag-raising Jan. 13 on Francis Quadrangle.

We hope you return to Campus sometime during the Sesquicentennial year — and that you feel more at home than Ike Cooper, class of '01,



who came back in 1909, when the University was but 70 years old. "Defoe is about the only prof over there that I know," Cooper told the *Columbia Tribune*. "That school is full of strangers. I went to Booche's place, and Booche was the only fellow I knew. I hear they have started celebrating St. Patrick's Day over in the engineering department. The town has changed, too. I feel as much a stranger as those old gray-bearded boys that come back here at Commencement and wander around the Columns and look dazed."

Fall 1990

One of the challenges in telling the MU story is presenting the critical funding needs without implying Miz-zou is going down the drain — or, vice versa, talking about the many, many good things going on without making it seem everything is hunky-dory.

Alumni can find much to be proud of in this issue's story about MU's mission. For example, the article points out the library is the largest research library in the state. But when I became editor of the *Alumnus* in 1967, we were bragging that the library was considered one of the finest in the Midwest. Then we ranked 30th in number of volumes; now we rank 42nd. Even more significant, in 1967 we ranked 56th in number of volumes added. Last year we ranked 95th among 119 research libraries across America. In 1967, MU was 42nd in the total money spent for books and journals. Last year we were 94th.

This drop in rankings is not a matter of priorities. Everyone knows that a library is central to the mission of a great university. Chancellor Haskell Monroe puts every bit of spare money he can find into the library. The library is his pet project. MU simply needs a higher level of funding. In another 23 years, we don't want our brag to be that we have the best research library in Boone County.

Editor emeritus notes

When the Publications staff saw my portrait for the Shinn Suite, they said it didn't look natural. The guy in the picture was smiling. Apparently, they don't remember me that way.

Well, when you get your name on a suite of offices, there's a lot to smile about. Former MU President Elmer Ellis said nothing should be named after a living person, because he or she might later do something embarrassing. The folks who named the library after the former MU president knew they had little to worry about. I would imagine those responsible for my honor are considerably more nervous.

If the *Missouri Alumnus* has been successful over the past quarter century, the most important reason is that the reader believes what it says. And that credibility is possible only because the various University administrations let the editor choose what to print and, to the best of his ability, tell the truth.

Now, I was always mindful of my responsibility to see that the magazine was, on balance, supportive of MU, and I was not unmindful that the chancellor likely would be one of the readers.

I remember a discussion with Chancellor John Schwada about an article that had not particularly pleased him. He ended by saying that, nonetheless, he believed the editor deserved the same academic freedom in producing the magazine that a teacher had in a classroom.

I had come to MU from a company where once we reprinted an entire magazine because I had put a story about the chairman of the board on Page 13 rather than Page 2. Schwada's philosophy was like a breath of fresh air and set the tone for the *Alumnus* in the years to follow.

In the more than 24 years that I was editor, the administration never censored a story, nor did a chancellor ever exert pressure to get a story killed.

I should have smiled more frequently. — Steve Shinn



A suite guy

One thing I've learned since taking over as editor of the *Missouri Alumnus* is that if MU administrators like a story, there's a decent chance it'll be a dud with our readers. And vice versa. It's an outside-in, inside-out existence.

I now understand the tightrope walked by my former boss and now *Missouri Alumnus* editor emeritus, Steve Shinn. No wonder he was grouchy some days. Shinn was tough. He was a stickler for solid reporting. Typos disgusted him. With decisions, he'd gather the facts, make up his mind and stand his ground. But the good days far outnumbered the bad.

He grew up in northern Missouri; his father made a good living for his family as manager of a chicken hatchery. Shinn graduated first in his class with an AB degree from Northeast Missouri State University in Kirksville. Then he came to MU to earn a journalism degree with honors in 1950. In 1971, he completed a master's at MU.

Accepting a job offer from Guy H. "Bus" Entsminger to become editor of *Missouri Alumnus* in 1967, Shinn believed MU needed an alumni magazine that was interesting, believable and supportive. He introduced a colorful, lively editorial product for members of the MU Alumni Association. That same year, Shinn started the communications committee, an advisory board to the magazine. This 21-member group of nationally respected journalists charts the magazine's course and evaluates each issue. The likes of Wilbur Garrett, BJ '54, former editor of *National Geographic*, and Bob Burnett, AB '48, former chief executive officer of Meredith Corp. in Des Moines, Iowa, have served.

In 1987, with the support of MU campus leaders and the MU Alumni Association executive committee, Shinn introduced a novel concept for a public university magazine — "preach beyond the choir." Regardless of membership in the MU Alumni Association, all MU graduates hear from their alma mater four times a year. Few public universities place such importance on communicating with all their alumni. To help pay the freight, Shinn instituted an advertising program that has grown from \$30,000 in 1984-85 to \$106,884 in 1989-90.

The magazine kept pace with technology. In 1967, the magazine's printing was converted from letterpress to offset, and in the 1980s, *Missouri Alumnus* took advantage of the efficiency and economy of desktop publishing.

Shinn believed in balance. When the day's work was done, he'd put on his coat and head home to wife Anna Ruth, BS Ed '70, M Ed '75, EdSp '83, and children Eric Shinn, BS '75, M Ed '78, MS '81; Alan Shinn, BS Ed '76; and Amy Shinn Elliott, M Ed '80. He often told me that being a parent was his favorite role in life.

— Karen Worley