



This Day of the Dead ceremony was performed on the Mexican island of Jamitzio.

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During the height of the Vietnam War, this woman, the wife of a Vietnamese soldier, lived behind barbed wire defenses.

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# Perfect exposure

By ROB HILL

In 1944, the life of a news photograph was over almost before the ink dried on the page. Cliff Edom of the School of Journalism changed that when he established the 50 Print Exhibition of Spot News and Feature Pictures. For the first time, outstanding news photographs were viewed and appreciated for their information, impact or beauty.

Since then, the exhibition has evolved to the Pictures of the Year with the co-sponsorship of the National Press Photographers Association, but its goal remains the same: to recognize outstanding photojournalism. Edom was instrumental in creating photojournalism as a profession by requiring truth, fairness and clarity from photographers.

Besides being the birthplace of the contest, MU is the training ground for many photojournalists who have made their mark. W.E. Garrett, BJ '54, and David Alan Harvey, Grad '67, were named Magazine Photographers of the Year, in 1969 and 1978 respectively. Both photographed for *National Geographic* magazine. Newspaper Photographer of the Year in 1977 was Bruce Bisping, BJ '75, for his work on the *Minneapolis Tribune*.

Here's a sample from the portfolios that have won the prestigious awards. ☐

## A man of vision

Before Cliff Edom, BJ '46, accepted a teaching job at MU in 1943, there was no such person as a professional photojournalist. Photographers weren't trained to report, and few newspapers or magazines allowed photographers to accurately and truthfully record world and local events.

There was no Pictures of the Year competition. In fact, Edom hadn't yet coined the word photojournalism to represent the new breed of reporting.

Edom, however, possessed an unequaled sense of what photographic reporting could become, and he turned MU into the eye of his new vision.

"He sensed what was coming in journalism," says W.E. Garrett, BJ '54, president La Ruta Maya Conservation Foundation and former editor of *National Geographic* magazine.

Edom, who was named professor emeritus when he retired from MU in 1972, died Jan. 31, 1991, at age 83 in a hospital near his Forsyth, Mo., home.

He was born near Pittsfield, Ill., and developed his interest in journalism while working on small newspapers. "I think Cliff was one of those people who could come on as a cornfed boy from Missouri or Illinois, but the truth was he had a very heavy sense of photojournalism," Garrett says.

By the time he retired, Edom had trained hundreds of journalists in the skills of photographic reporting; founded the 50 Print Exhibition of Spot News and Feature Pictures, the forerunner of the Pictures of the Year; established Kappa Alpha Mu national photojournalism honor society; and created the Missouri Photo Workshop, a weeklong immersion into documentary photography held each fall in a Missouri community.

"Cliff believed in simple things: integrity, truth and making pictures that weren't complicated and that communicated clearly," says Bill Kuykendall, director of the photojournalism sequence at MU.

In the classroom Edom could be a tough taskmaster, but he exemplified the positive ideals of teaching, Garrett says. "He taught with the Greek method of asking rather than making statements."

"Cliff appealed to students who were really dedicated themselves," Kuykendall says. "For the people who cared about the things he cared about he was inspirational. I think he infected students with his enthusiasm."

"He was not really a photographer," Garrett says. "He was more of a philosopher. He established himself as a person who set the standard for the morality and ethics of photojournalism. He really tested his students with their principles as well as their skills and reporting abilities."

Edom and his wife, Vi, shared numerous awards from the National Press Photographers Association and MU, and in 1984 the Edoms were honored with the establishment of a scholarship fund at MU. Contributions to the Cliff and Vi Edom Scholarship Fund may be sent care of Kuykendall, 27 Neff Annex, Columbia, Mo. 65211.

Approximately \$30,000 in initial contributions from former students, colleagues and friends were a telling example of the Edoms' impact on photojournalism.

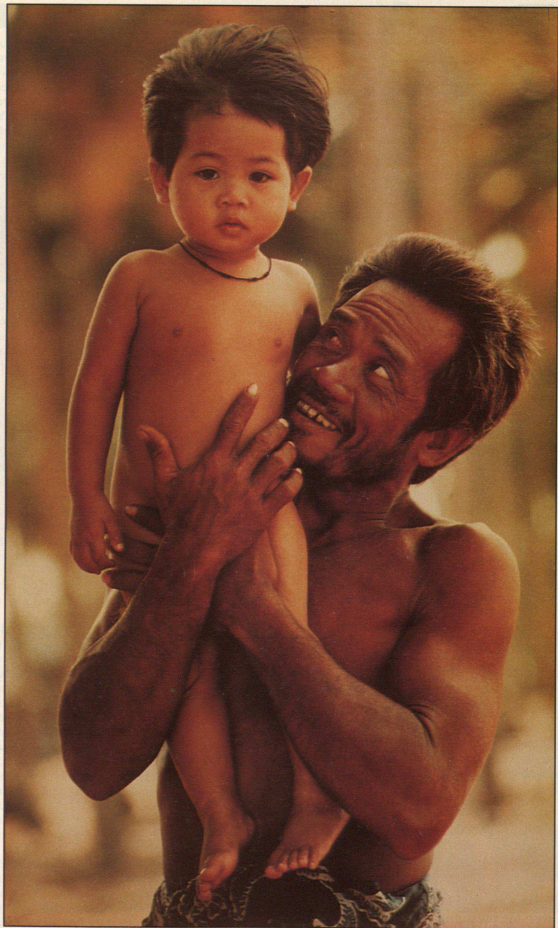
"Truly, the number of students he has put out in the profession is the best tribute," Garrett says.

## Harvey



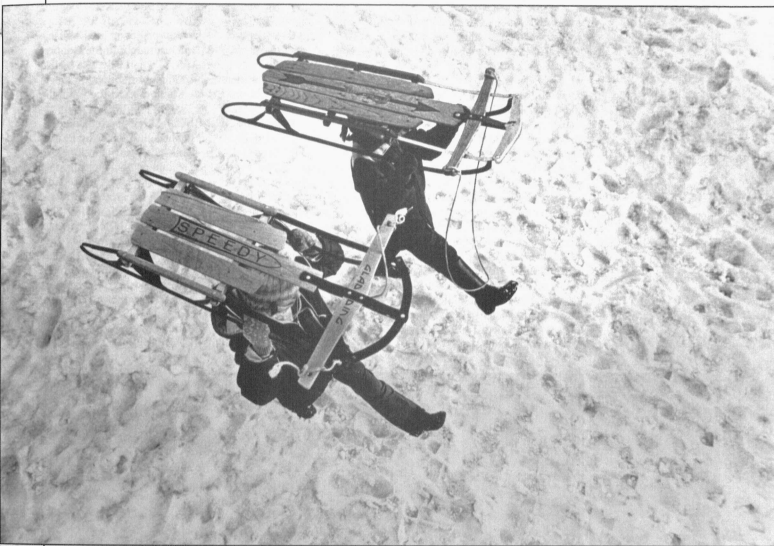
This orangutan, one of the world's rare apes, plays with a flower near a Malaysian rehabilitation center that turns animals back into the wild.

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The portrait of a Malay father holding his daughter is a universal image of a parent's love and pride.

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In a traditional trek, two Minneapolis youngsters found it easier to carry their sleds than pull them through the rough snow.

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A mother comforts her child as they stay in a shelter for battered women.

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