

# Sooner MAGAZINE

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## Contents

- 1 Sooner Scene
- 2 Campus Notes
- 5 Love Thy Neighbor
- 6 The Generation Gap by *Nevitt Sanford*
- 12 The Activist Student by *Donald Scruggs*
- 18 Styles of Youth by *Robert J. Berger*
- 20 Student Subcultures
- 24 Reflections of a Greek by *Jane Buchanan*
- 25 How to Succeed in Leading with or without Really Trying by *Mary Jane Gatchel*
- 26 A View from the Arena by *Roger Mickish*
- 27 Football

THE COVER: In a calculated reactionary move, the magazine cover for the first time in over thirty years is totally typographical—or just about anyway. The designer is, of course, that old mossback, Michael Dirham.

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## Sooner Scene

What's new at OU? We regularly hear this question from alumni and friends, and this fall the answers have added significance. There is a new President and a new administration which mean new ways of doing things and new points of emphasis.

Last year President J. Herbert Hollomon launched a study of the University (SOONER MAGAZINE, May) aimed at the future and designed to produce a long-range plan for the University. The hundreds of recommendations from the more than five hundred students, faculty, alumni, and other citizens on the twenty-three study committees have been assembled in the final report which will be published at the Oct. 18 inauguration of President Hollomon. The report examines the role and objectives of the University for the next ten to twenty years. For me, its tone is set by the following statement: "The University of Oklahoma should take as its most general mission not only the responsibility to assist people of all ages to renew and adapt themselves to a changing, complicated social world in search of purpose but also to accept an appropriate leadership to extend our frontiers wherever they are found."

There emerged nine major directions in which academic study and action programs should be aimed. These are the life of the mind, the artistic and cultural environment, the spiritual and moral environment, the economic and industrial environment, the urban environment, the social environment, the physical and mental environment, the natural environment, and the international environment. I believe that the test which must be applied in implementing the report's recommendations is found in the word "relevance." If the University's teaching, research, and service are relevant to the society and to the University itself, then it can be significant, dynamic, and influential.

To discuss the anticipated changes and new programs that are being initiated this fall, the Alumni Association with the cooperation of the high school relations department, the Oklahoma Center for Continuing Educa-

tion, the Alumni Development Fund, the office of cultural and entertainment programs in fine arts, and the legal counselor is taking programs into Oklahoma cities (and out-of-state cities also) to discuss with alumni and parents "What's New at OU."

The meetings have been well attended and stimulating. The first was at Wewoka on Sept. 5. Other meetings have been held at Elk City, Clinton, Ardmore, Ponca City, Tulsa, Vinita, Lawton, Enid, Bartlesville, McAlester, Oklahoma City, and Altus. Coordinator for the conferences is Mrs. Leonard Blood, of the Alumni Association staff.

And we are grateful for the planning and organization given to us at each conference by the following alumni: *Wewoka*—Mrs. Fred Cochran, Milt Phillips (Seminole), Charles Diamond (Holdenville), and William Love (Wetumka). *Elk City*—Larry Wade, Charles Engleman (Clinton), and W. J. Bacon (Sayre). *Ardmore*—George Hann Jr., Mrs. Paul Allen (Davis), Paul Reed (Sulphur), Mrs. K. J. Kiskorna (Marietta), and Mrs. Richard Phillips (Madill). *Ponca City*—Mrs. J. W. Burns, Mrs. Osie B. Van Valkenburg (Blackwell), Mrs. O. L. Trueblood (Tonkawa), and Jack McCarty (Newkirk). *Tulsa*—Ron McDaniel, Mrs. Guy Berry Jr. (Sapulpa), Dr. Robert Tidwell (Broken Arrow), and Harold W. Fry (Sand Springs). *Vinita*—John Campbell, Dr. Bruce Carter (Miami), June Faulkner (Claremore), and Mrs. Jane Wilkerson (Pryor). *Lawton*—Woody Wolverton, Mrs. Jack Maurer (Duncan), and Mrs. Joe Bud Minton (Walters). *Enid*—Lee Thompson Jr., George Dinkler (Hennessey), and Mrs. J. A. Bontrager (Perry). *Bartlesville*—Virgil Gaede, Kenneth Roberts (Dewey), Mrs. O. L. Grigsby (Nowata), Mrs. Don Hampton (Pawhuska), and Tommy H. Keene (Barnsdall). *McAlester*—Dick Hefton and George Giacomo. *Oklahoma City*—Marvin Emerson and the executive committee of the OU Alumni Club. *Altus*—Coy Shadid, Mrs. Ben Langdon (Mangum), and Boone Hazelette Jr. (Hobart).

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