

L E T T E R S

Return of Sooner Magazine

Wanted to drop a note and tell you how attractive the new *Sooner Magazine* is. Thanks for returning to this format; I hope the University sticks with it and in fact increases the frequency to at least six times a year and preferably twelve.

The art direction on the magazine is attractive, and I see no disadvantage in staying with the black and white insides. I would argue, however, that there is no reason for starting your volume and number series over again. In fact, one of the fine things you have going, as you imply in this issue, is the tradition of the history of the magazine. Why not build on that tradition in continuing the numbering of the magazine that takes it back many years?

I've watched the publishing of *Sooner Magazine* with some bemusement over the years. It's on again, off again frequency and format isn't anything that the University can be proud of. I would hope that a method of financing can now be found to continue the magazine in its present format, while building on frequency, content, pages, and continuity.

I suspect that one result of the magazine's turbulent times has been the "growth" of the number of newsletters and magapapers that I seem to receive from the individual colleges of the University. Without a stable University magazine to tell their story, they have had to invent their own. (Plus the fact that no magazine will have the space to tell the complete story of these colleges to their satisfaction.) The University would be well advised to examine its communications policy and communications vehicles to alumni and other publics and bring some uniformity and consistency to them — and perhaps save a buck in the process.

Keep up the good work.

Ronald E. Keener, '67MA
Springfield, IL

Editor's Note: Only a journalism graduate would have noticed the new series volume and number! We don't like it either, but deferred to advice

from the OU catalog librarian. During the old Sooner Magazine's dying days, issues appeared sporadically, and the volume and number were dropped completely. Earlier one editor, who shall remain nameless, even used two volumes in one year.

The born-again *Sooner Magazine* is a beautiful publication, and I hope the Foundation is being given encouragement to continue its support. I hesitate making comparisons with the past since David (David A. Burr, *Sooner Magazine* editor 1948-57) turned out prize-winning magazines in the 1950s, but the color, artwork, type and layouts make it a class publication and certainly a credit to the old *Sooner Magazine* tradition.

C. Joe Holland, '37BA
Professor-Emeritus of Journalism
Norman

Editor's Note: We avoid voicing comparisons in our home as well, Joe. David's nine-year editorship produced several national prizes, notably the Sibley Award as the nation's best alumni magazine. After four years of trying for my own Sibley (1959-62), I finally married for one, confident that the laws of many states would consider his award community property.

How pleased I was to receive my copy of the *Sooner Magazine* for Spring, 1981. Back in the sixties when I joined the alumni association one of the major reasons I did so was to receive the regular copies of the magazine. It had so many good solid articles on the University of Oklahoma and academia in general that I admit to having saved many issues for guidance purposes. One of the articles I still consult yearly and even more frequently was President Cross' explanation of the responsibilities of a college professor. It has been useful in my own life and in counseling others . . .

Your article on "The Return of the *Sooner Magazine*" I thoroughly enjoyed since it gave me some explanation of what happened to it in the past and some perspective on your new version of it. Let me say that I think the new look is a splen-

did one — very timely, carefully done, and most useful. I have already used the articles on "Those Students Look Vaguely Familiar" and "Is This Language Necessary?" Here at Purdue we also notice the seriousness, job-orientation, and respect of our students. Furthermore, as a student of Latin American History under the late Max Moorhead, I am well aware of the importance of Spanish in my research and my trips to Latin America . . .

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"Parlez vous, y'all!"

We were certainly pleased to see that the equipment manufactured by a "Sooner company" was featured in the Spring issue of the *Sooner Magazine*. Our equipment was pictured in the article entitled "Is This Language Necessary?" It is encouraging to see that not everyone has given up on foreign language education in the United States, and we appreciate the good job Donna Murphy did in writing the article.

James J. Goodin, President
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Oklahoma City, OK

Editor's Note: The University of Oklahoma Faculty Senate soon will appoint a committee to work with a similar group from Oklahoma State University on the possibility of reinstating some form of foreign language requirement at the two schools — dependent, of course, on a favorable ruling by the State Regents for Higher Education.

"Thanks, Dr. Taylor"

I have just finished reading the Spring 1981 issue. Let me say I thoroughly enjoyed reading about Dr. Taylor's research. Since I almost died from (a blood clot) in 1958 after a gun shot wound that left me paralyzed, I am glad to see someone doing research in this area.

Thanks again, Dr. Taylor.

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