

25 Years of Journalistic Training

HOLLYWOOD'S "colossal" dramas of newspaper life, like so many other offerings which spring from the cinema capitol, are usually exaggerated. The swashbuckling, carefree reporter, who would move heaven and earth to get the desired story, isn't quite so dramatic and glamorous in real life. At your favorite theatre you usually see the reporter as one with a "dead pan" countenance, the butt of all the jokes and usually wearing clothes that are either too noisy or a bit outmoded. You marvel that anyone could be so dumb and you dismiss the version by saying, "Oh, he's just a newspaper guy."

Present-day newspaper offices are marked by the absence of this type of journalist. A few of the "old boys" still hang on but the younger members of the staff, and those who are obtaining the promotions and salary raises are an entirely different group. The number of letters that come regularly into the journalism school office asking for graduates to fill newspaper vacancies sufficient evidence that no longer valid is the rule that newspaper men are born, not educated.

Early-day editors were convinced that the only way to learn the newspaper business was to go up through the shop—starting as devil, perhaps, and maybe some day becoming boss. But as the graduates of journalism schools are turning out to be better journalists, the antagonism of the "old guard" is disappearing. The high percentage of graduates holding responsible positions is proof that excellent work is being done in the journalism school.

Oklahoma's pioneer position in the field of journalistic education is attested by the fact that instruction was first given on the campus in the fall of 1908, the year in which the Missouri School of Journalism, the oldest in the world, was established. Professor Jerome Dowd, former North Carolina newspaper editor, and Professor T. H. Brewer, former staff member of daily newspapers and a magazine in Nashville, Tenn., both still active members of the University faculty, alternated as instructors in the first course. Eight students enrolled in the course, which was listed as English 33.

Adopting a proposal made by President Stratton D. Brooks the Board of Regents at its meeting May 27, 1913, approved a plan to establish a school of journalism.

For three years Professor Brewer was head of the school.

H. H. Herbert, who had served as city editor of the *Freeport* (Ill.) *Daily Jour-*

nal, telegraph editor of the *Peoria* (Ill.) *Evening Journal* and has held other positions of a similar nature, joined the University faculty in 1913. He taught two journalism courses the first semester, three the second and for the next two years taught five courses each semester.

Then in 1917 Professor Herbert was named director and the school, reflecting the increase in University enrolment, began to grow rapidly. Through the formative years of the school's existence Director Herbert carefully built up the standards of work, and through his endeavors gained for Oklahoma a foremost position in the journalism world.

Starting its twenty-fifth year this fall the school, with upwards of two hundred major students enrolled, has multiplied eight-fold in size. Offering two courses taught by one instructor during its first semester, the school has grown until today it has a faculty of eight, teaching thirty-six courses leading to a certificate in journalism, a bachelor of arts degree in journalism and also a master of arts degree in journalism.

When Mr. Average Reader picks up his evening newspaper today he isn't interested merely in a brief chronicle of a happening; he wants to know the significance of the event, just why and how it happened and all of the background he can get. It is for this reason that the journalism student of today is taught that concise, accurate and colorful writing alone is not enough to fit him for his chosen profession. He is required to take many courses that will aid him in interpreting the news of the day.

Instruction in journalism at Oklahoma does not end in classroom theories, for in each topic, assignment and project the student "learns to do by doing." Classes are turned into newspaper offices and shops where conditions, requirements and standards are the same as in professional plants. *The Oklahoma Daily*, student newspaper, receives wire news from Associated Press just as newspapers all over the nation receive it.

Students in advanced reporting spend two days each week covering regular and feature assignments for the *Oklahoma News*, Oklahoma City. They are regular assignments—not just make-believe affairs—and the stories are printed in the *News*. Those enrolled in the editing class work at the copy desk of the *Daily Oklahoman*

at least three hours a month for four months.

When the pendulum of news values swung to pictures the school was the first in the nation not only to offer instruction in news photography in co-ordination with reporting but also to sponsor the first annual short course in photography, which attracted 150 visitors from ten states.

Another "first" scored by the school was its development of the study of community journalism, a field in which it has attained national recognition. Small-town publishers all over the United States look to the Oklahoma school for recognition when the annual selections for Professor John H. Casey's "All-American Newspaper Eleven" are made.

For two years the Oklahoma chapter of Sigma Delta Chi, national professional journalism fraternity for men, has won the Kenneth C. Hogate award which is presented to the chapter that had the most members actively engaged in newspaper work in the preceding five-year period.

Equipment of the school includes a complete engraving plant, four darkrooms for laboratories in photography, and the use of the \$20,000 printing plant of the Journalism Press, Inc., as a typographical laboratory. This plant is the one in which the *Oklahoma Daily* and other student publications are printed.

Organized May 5, 1916, by Professor Herbert, the Oklahoma Interscholastic Press Association is the oldest high school editors' organization in the United States. From its inception in Oklahoma the movement has spread until nearly every state in the union has a scholastic press association. Two meetings of the group are held on the campus each year with prizes being awarded to outstanding publications at the spring meeting.

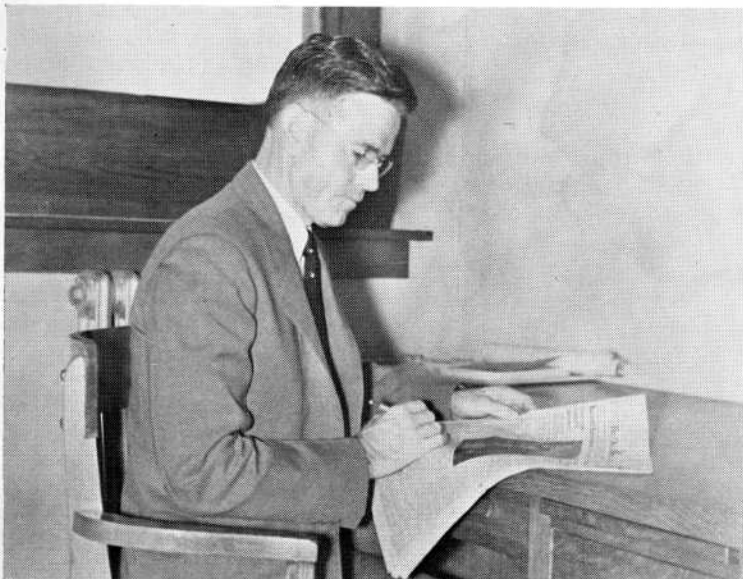
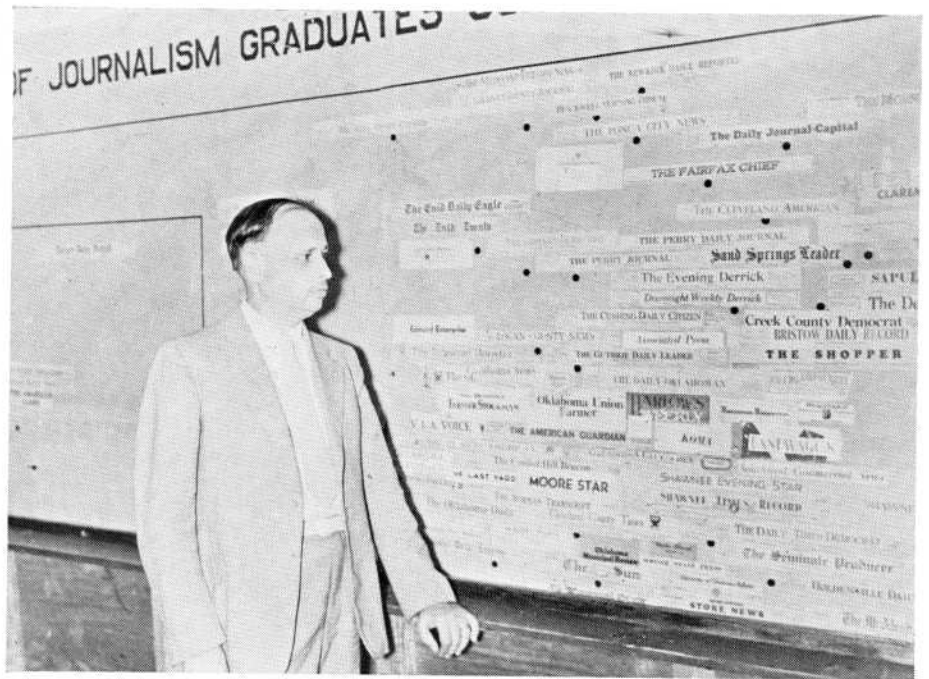
Sooner State Press, a weekly publication containing news and articles of interest to folk in the Fourth Estate and unique nationally because it is the only paper of its kind published by a School of Journalism, is sent to all state newspapers.

In its contacts with the press of the state and nation the school renders numerous services, some of the major ones being: (1) conducting surveys for the Oklahoma Press Association, (2) serving as a clearing house on matters of employment and the sale and trading of newspapers, (3) participating in programs of the state association, (4) inviting leading newspaper men and women of the state to appear in the journalism lecture series, and (5) providing the service of faculty

By Stewart Harral, '36

ALL OVER OKLAHOMA

H. H. Herbert, Director of the School of Journalism, looks over a map showing how graduates of the school are now holding positions on newspapers in all parts of Oklahoma.



COPELAND IS BACK

After spending a year at Louisiana State University completing work for a master's degree, Fayette Copeland, '19, has returned to resume his duties on the journalism faculty.

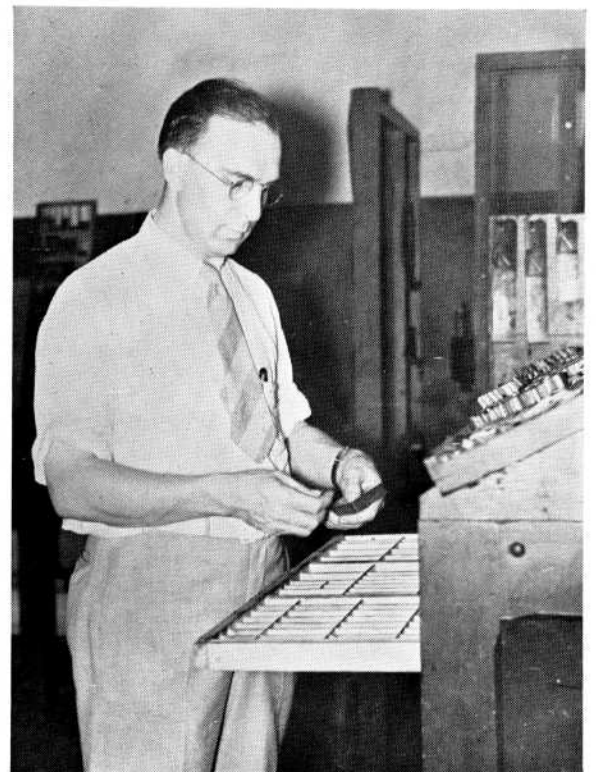


NEW PROFESSOR

Albert A. Sutton, shown on the right setting type, came from South Dakota to become assistant professor of journalism.

CAMERAS POPULAR

Carl Smith, Camera Club president last year, typifies the new trend toward pictorial journalism.



members in judging newspaper contests in other states.

Much of the success of the school is due to the guidance and leadership of Professor Herbert. A 60-hour week is a normal one for him because in addition to directing all of the activities of the school he serves as secretary-treasurer of both the American Association of Teachers of Journalism and the American Association of Schools and Departments of Journalism, two positions he has held since 1929. He is former president of the Southwestern Journalism Congress, is a member of the Press Congress of the World, the National Editorial Association and other organizations.

Other faculty members besides Professors Herbert and Casey are Fayette Copeland, who spent last year in teaching and doing graduate work at Louisiana State University but returned to Norman this fall; Miss Grace E. Ray, assistant professor; Stewart Harral, assistant professor; Miss Frances Hunt, instructor, and Charles H. Brown, assistant.

Albert A. Sutton, superintendent of the printing laboratory of South Dakota State College, Brookings, and formerly a member of the staff of the *Emporia Gazette*, edited by William Allen White, joined the faculty this fall as an assistant professor.

"By their works ye shall know them." by the achievement of the alumni of the school shall the success of the school be measured. What are the Oklahoma graduates doing?

Journalism graduates are holding many responsible positions throughout America. They are filling as many different jobs as there are types of journalism. And the number is large for there are reporters, desk men, all sorts of specialized newspaper writers, promotional managers, freelance writers, teachers, advertising salesmen, correspondents, newspaper association employes, trade journal editors, advertising salesmen, correspondents, newspaper association employes, trade journal editors, advertising copywriters and agents, radio continuity writers—the list goes on and on. Many now own small town newspapers.

It is difficult to select a representative group of graduates and former students but the following are cited as some who have attained more than ordinary success in the many different positions and types of work for which the school gives preparation:

Editorial writer—Tully Nettleton, *Christian Science Monitor*; Washington, D. C.; national president, Sigma Delta Chi.

Publisher—Dorrance R. Roderick, president and publisher, *El Paso* (Texas) *Times*.

Advertising managers—Wesley I. Nunn, advertising manager, Standard Oil Company of Indiana, Chicago; Harry B. Bul-

len, advertising manager, First National Bank and Trust Company, Tulsa.

Advertising agent—Marvin Tobias, vice-president, Ridgeway Company, St. Louis, Mo.

Associated Press staff men—Jack Fischer, general staff, Washington, D. C.; Frank W. Ewing, regional staff, Washington; Paul T. Miller, correspondent, Harrisburg, Pa.

United Press staff men—Ted Maloy, bureau manager, New Orleans, La.; Alfred F. Steen, radio news writer, New York.

Columnist—Jack Stinnett, writer of the syndicated column, *In New York*, New York.

Metropolitan daily newspaper executive—Walter A. Morrow, editorial director of Scripps-Howard newspapers in the southwest.

Daily newspaper editor and publisher—Charles A. Guy, editor, *Avalanche and Journal*, Lubbock, Texas.

Managing editor—Charles E. Green, managing editor, *Austin* (Tex.) *Statesman*.

City editor—Jack Bell, *Oklahoma City Times*.

Sports editors—Robert W. Ingram, sports editor, *El Paso* (Tex.) *Herald-Post*; George Christmas, assistant sports editor, *St. Paul* (Minn.) *Dispatch*.

Sports publicity director—Harold Keith, University of Oklahoma.

Small daily publishers—Harrington Wimberly, *Altus Times-Democrat*; Buff B. Burtis, *Clinton Daily News*; Orville E. Priestley, *Crowley* (La.) *Daily Signal*.

Small daily editors—D. Clarence Frost, *Hobart Democrat-Chief*; Sam W. Schwieger, *Perry Daily Journal*; Ned Shepler, *Lawton Constitution*.

Small daily business managers—Harold Belknap, *Norman Transcript*; Fred B. Shepler, *Lawton Constitution*.

Weekly publishers—H. Merle Woods, *El Reno American*; I. L. Cook, *Bristow Shopper*; Carlton Cornels, *Sayre Sun*.

Reporters—Frank L. Dennis, *Daily Oklahoman*; Malvina Stephenson, *Tulsa World*.

Political writers—Seward R. Sheldon, *Cleveland* (Ohio) *Press* and Scripps-Howard Alliance.

Feature writers—Virginia Nelson, *Daily Oklahoman*; Ernie Hill, *Oklahoma News*.

Oil editor—Hal Gallaway, assistant oil editor, *Daily Oklahoman*.

Radio editor—Paul P. Kennedy, *Cincinnati* (Ohio) *Post*.

Society editors—Ruth Meister, *Akron* (Ohio) *Times-Press*; Virginia Love Scott, *Daily Oklahoman and Times*.

News photographer—John Harold Turner, *Daily Oklahoman*.

Trade journal editors—Neil Williams, representative, *Oil and Gas Journal*, Hous-

ton, Tex.; Leroy A. Ritter, business news publications, Oklahoma City.

Publicity directors—Joseph W. Hicks, Public Utility Engineering and Service Corporation, Chicago; Willard H. Campbell, G. Fox & Company, Hartford, Conn.

Advertising copywriter—Grace Williams, Mandel Brothers Department Store, Chicago.

Radio newscaster—William R. Moore, station KVOR, Colorado Springs, Colo.

Radio writers—Hoyte Allen, station WLS, Chicago; Mrs. Fannie Inez Norris, station WTAM, Cleveland, Ohio.

Press association field managers—Vernon T. Sanford, Oklahoma Press Association; Ralph T. Baker, Kansas Press Association; Raymond Kimball, Arkansas Press Association.

College journalism teacher—Charles E. Rogers, head of the department of industrial journalism, Kansas State College, Manhattan.

Authors and magazine writers—George Milburn, Pineville, Mo.; John Joseph Mathews, Pawhuska; W. Foster Harris, Norman; Richard Caldwell, Sapulpa; Jesse F. Gelders, Oklahoma City.

Playwright—Robert F. Whitehand, Iowa City, Iowa.

Book publishers—Joseph A. Brandt and Savoie Lottinville, University of Oklahoma Press.

Women who have been particularly successful include Mrs. Dorys Hollenbeck Farley, editor, *West Plains* (Mo.) *Journal*; Mrs. Hattie Mae Lachenmeyer, editor, *Cushing* (Okla.) *Citizen*; Beth Campbell, Associated Press, Washington; Beryl Barnett, instructor in journalism, Central High School, Oklahoma City; Elaine Boylan, librarian, *Dallas* (Tex.) *Morning News*; Mrs. Weldon Ferris (Ruth Smith Ferris), advertising and promotion manager, *Altus* (Okla.) *Times-Democrat*; Mary Kimbrough, reporter and columnist, *Tulsa* (Okla.) *Tribune*; Mrs. Edna Muldrow, college teacher and magazine writer, Weatherford; Mrs. Frances Gorman Risser, contributor to children's publications, Ardmore, and Mrs. Mattye Wilson Williams, city editor, *Altus* (Okla.) *Times-Democrat*.



Former faculty member dies

Franz Kuschan, who taught cello and theory of music at the University in 1918-22, died suddenly during the summer, and funeral services were held at Wilmington, Del. He was head of the department of cello and theory at Drake University, Des Moines, Iowa, at the time of his death.



Accidentally shot to death

Harry Lee Cook, '27ex, employe of a bonding company in Dallas, Texas, was accidentally shot to death in July at Wichita Falls, Texas. Mistaken for a prowler when he apparently was searching for a friend's residence, he was shot and died soon after in a hospital. Mr. Cook formerly was a member of the advertising staff of the *Frederick Leader*.