

to take a position in the languages department at the University and has taught each year with the exception of one sabbatical leave. Her brother joined the faculty in the late twenties and the two taught in the same department until Kenneth Kaufman's death in 1945.

An indication of how successful her teaching tenure has been is reflected in the names of some of her former students. It is even more reflected in what her former students have to say about her.

Dean Glenn C. Couch, '31bs, '37ms, University College, took two semesters of beginning German from her.

"I think the most distinctive thing about her classes was the breaking away from the routine. She managed to give us a much more interesting class than the study of German grammar. I remember her standing invitation for help and I'm afraid I took advantage of that offer more times than I would like to remember.

"Miss Kaufman has been a member of the freshman advisory committee for years (she was a member of the first such committee and is on the present one although she has not served continuously) and not a single semester goes by but some former student of hers sends in students who desire to be advised by Miss Kaufman. I should think this is the highest type of tribute for Miss Kaufman's capabilities as a teacher and as a human being."

Fayette Copeland, '19ba, chairman of the school of journalism, was also a German student under Miss Kaufman. He can recall being a member of "one of the greenest groups of freshmen ever to enrol in German I" and is firm in his conviction that she had one of the toughest of teaching jobs. But just as others who have attended her classes do, he remembers her as a thorough and patient teacher with the accent on patience.

Speaking of Miss Kaufman, Savoie Lottinville, '29ba, director of University Press and another former student, feels that "she was never content to teach merely the mechanics of the language, but to imbue the student, somehow, with the spirit of the literature.

"No student of my time can forget the personal interest she took in a beginner, or the amount and quality of work she could induce by informal stimulus. I can remember the time an entire class polished off a final examination and joined a garden party immediately afterwards in the Kaufman garden, with cake and ice cream as the further reward of a semester's study of language," Lottinville said.

When Eugenia Kaufman was asked to list the organizations to which she belongs, she professed to being something

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Stewart Harral, '36ma, University director of public relations, receives the president's gavel of the American College of Public Relations Association at the recent annual meeting of the association held at the University of Michigan, Ann Arbor.

Stewart Harral:

Public Relations' Mr. Fixit

By Richard L. Disney, Jr., '37ba

He's "Mr. Fixit" of public relations. At least, that name has been tagged on Stewart Harral, '36ma, director of public relations at the University of Oklahoma, by his colleagues over the nation.

And no wonder. He has (1) written more books on the subject, (2) addressed as many groups on the subject (a count would show more if the public relations profession had an official statistician) (3) created numerous activities at O.U. which have served as models for other institutions, and (4) gets so many requests for advice that he can hardly answer them all.

His "know-how" holds respect. In September he took office as president of the American College Public Relations Association, largest and oldest of all professional organizations of its kind. More than 850 colleges and universities—most in the United States, but some in Canada and Hawaii—hold memberships in the association.

Public relations is both a necessity and a phenomena of our times, Harral explains. That's why he is invited by a variety of groups—druggists, automobile dealers, variety store managers, ministers, editors, salesmen, insurance men, building and loan association employees, bankers and many others—to show them ways of building better relations with the public.

Mr. and Mrs. Harral (Opal Freeland, '34fa, '40ba) have two sons, Larry Stewart and Donald Lane.

The boys don't always understand why their father must be away from home so much. Larry, age 4, is continually asking: "Daddy, why do you want to leave me and talk so much?"

Harral's a native Oklahoman and proud of it. Born at Calera, he attended public schools of Durant (his mother and three sisters still live there) and received a BA from Southeastern State College. He holds a master of arts degree in journalism from O.U., has done graduate work at the State University of Iowa and Columbia University.

"People used to laugh every time I changed jobs and suggest that I make up my mind about my life work," Harral said. "Actually, everything I have done contributes something to my knowledge of human relations and public relations."

Ideas? He chases them like a G-man after a public enemy. "Look at any successful person, business or institution," he reminds you, "and they seem to have one thing in common: a great ability to continually bring fresh, current thinking to their problems. When you are through changing you are through."

The O.U. public relations head has uncovered facts of all kinds—facts about employee relations, copy policy, exhibits, letters, special events, guest relations, speakers bureaus and many other factors in the big area of public relations. Countless college and universities are using his ideas and methods.

Harral's books have been widely recognized. Two of them, *Public Relations for Churches* and *Successful Letters for Churches* were dividend selections of the Pulpit Book Club. His newest, *Patterns of Publicity Copy* is on the recommended list of the Executives Book Club. His other works include *Public Relations for Higher Education* and *Publicity Problems*, which he edited. All of his books are used as texts in colleges and universities. And he has another one in mind . . . works on it "after 10 at night and in other periods of leisure time."

In addition, he has served as a contributing editor to *Public Relations Handbook*, *Public Relations Yearbook* and *Directory* and other volumes.

And that isn't all. His byline has appeared in more than 50 magazines. They include *School and Society*, *Journal of Higher Education*, *School Activities*, *College and University*, *Editor and Publisher*, *College Public Relations*, *The Nation's Schools*, *Education*, *Teachers College Journal*, *The Public Relations Journal* and others.

He is a member of Phi Beta Kappa, Sigma Delta Chi, Phi Delta Kappa, Sigma, the Educational Press Association, the American Public Relations Association, the American Association of Teachers of Journalism, the National School Public Relations Association and the Public Relations Society of America.

He gets a thrill out of teaching. Despite his heavy schedule, he teaches one course each semester. "Two national groups named me chairman to their committees on public relations curricula so I had better stay in the classroom part of the time," he will tell you. "Most important of all, I like to know what students are thinking . . . their influence in O.U. public relations is tremendous."

Three years ago officials of the National Education Association selected Harral to teach a graduate course in public relations at the National Leadership Institute which is held each summer in Washington, D. C. He taught at the institute for two summers. "I learned a lot," he said. "After all, when you have a group of students from forty-two states, Canada, Puerto Rico and Hawaii, you get an overall view of educational public relations." He has been invited to return to the institute staff but "Washington's sticky summer weather really cut down on my energy."

This Oklahoman's reputation is recognized outside of the United States. Two years ago he conducted a public relations workshop for the Canadian Teachers Association. Officials of the University of Puerto Rico asked his help in setting up a public relations office. A research expert who came over from England to study American public relations techniques spent several days interviewing him.

He has one pet peeve: "Too many people still believe that public relations is press agency, ballyhoo, stunts and tricks which fool most of the people most of the time. Public relations did start as publicity but it has many more phases today. It has many functions besides telling about someone or some group." He was emphatic.

"It also tells one group what others think of it; it helps the group or institution to determine what it must do to get the good will of others; it plans ways and means of winning that good will. Finally, it carries on activities designed to win understanding, co-operation and support."

Instruction in public relations is almost as new as canasta, electric garbage disposal units and other gadgets, O.U. pioneered in the field when Harral offered the first course in 1939. Graduate council members approved the subject for graduate credit with reluctance. Indeed, one member

of the group stated that "if we approve this course of study then the next thing will be a graduate course in baton twirling."

How many colleges and universities offer courses today? No one knows definitely but Harral estimates that there are about two hundred. His copyrighted course outline is used in scores of colleges and universities. Then last year it was chosen as the best by Philip Lesly, Chicago public relations counselor, and used as a model in his *Public Relations Handbook*, published by Prentice-Hall.

Stewart Harral's first public relations job was writing news stories for Dr. Fayette Copeland, '19ba, now director of the school of journalism, when Dr. Copeland was director of publicity in 1927.

He first smelled printer's ink when he served as editor of *The Roarer*, student newspaper at Durant highschool in his junior year. "We had our labor troubles in those days," he recalled, "because most of the staff members were seniors. But somehow we made the deadline each month."

Is newspaper experience valuable in public relations? "It's a must," he answers with emphasis. "It teaches you that there are two sides to every story." In his own five years as a journalist, he was a reporter for the *Boulder (Colo.) Daily Camera*, city editor of the *Durant Daily Democrat* and city editor of the *McCurtain Gazette*, Idabel.

In 1935 Harral returned to O.U. as graduate assistant in journalism. Ten years later he became director of the school. In the meantime, he had been serving as director of press relations and continued in this capacity even while heading the journalism school.

O.U. President George L. Cross, always alert to effective administrative procedures, announced creation of a bureau of public relations in 1948 and named Harral its head. It was the new director's job to co-ordinate all major contacts between the University and its publics. Now O.U.'s public relations setup is widely known. Many universities and colleges have patterned their programs after the one Harral designed.

He loves his job ("there's variety, it's challenging") and he backs public relations ("nothing can endure without favorable public opinion") but he can still laugh about them.

And he can make other people laugh, too. As an after-dinner speaker, he has brought chuckles to audiences all over the nation. "He is eminently outstanding as a speaker and a humorist," a reporter for the *Berkeley (Cal.) Gazette* said of him. "His comments possess both wit and weight," the *Nashville (Tenn.) Banner* stated. Another press comment from the *New Orleans Times Picayune* stated, "Magnetic in personality . . . is the best after-dinner speaker to come this way in many a moon." And the *Wichita Beacon's* remark was that "He has both a heart and a funny bone."

He's always been interested in humor. As a kid in grade school he clipped jokes and read them on the Friday afternoon programs. He has studied the subject for years. But he doesn't have a cut and dried formula for what's funny and why. "The moment you make a serious study of humor," he explains, "you are like the little boy who tore up the bellows to see where the wind came from." He is very sure that the true nature of an individual is revealed in what makes him laugh. And he adds, "It's more important that you laugh at yourself than to laugh at others."

Facts of his life are listed in a number of biographical books. They include *Who's Who in Public Relations*, *Who's Who in Methodism*, *America's Young Men*, *Who Knows and What*, *Who's Who in the Southwest*, and the supplemental service of *Who's Who in America*.

This fun-loving fellow enjoys church work. He is quick to explain that his religious philosophy

"isn't a 'pie in the sky' sort of thing—it's a way of life—a force which gives life direction, unity and power." His Sunday school lessons are broadcast each Sunday by KNOR, Norman. As an ordained deacon in the Methodist church, he speaks to many groups each year.

Hobbies? Playing with the two sons is the main diversion. But the Harrals like flowers—they have a hothouse built on the back of their home. And there's a shop in the basement. Once an ardent golfer, Harral quit a few years ago. "But I am getting old enough to take it up again" he assures you.

It takes a jack-of-all-knowledge to hit the top in public relations. So author-teacher-humorist-administrator-lecturer-Stewart Harral stands at the peak.

He qualifies truly to be public relations' "Mr. Fixit."

Schnee Elevated to Veep

Verne H. Schnee, director of the University Research Institute, has been appointed vice president in charge of development.

Continuing as director of the Institute, Schnee will also represent the president's office in faculty personnel problems, research projects under government sponsorship, military use of space and other facilities of the University, training of students for the armed services, and in other problems involving government participation.

Hefley Fund Established

An emergency aid fund for graduate students in education has been established in honor of Dr. John T. Hefley, '01ba, '35ed, long-time University professor and librarian in the college of education who died early last summer.

Disbursements from the fund, which was set up by friends of the late professor, will be made upon written recommendation from the dean of the College of Education.

The Hefley Memorial Fund awards may be either gifts or loans, depending upon the circumstances of the student involved.

Good Goes to Wisconsin

Leonard Good, '27fa, professor of art at the University since 1943, joined the faculty of the University of Wisconsin in September.

One of the outstanding art professors and better known artists in the southwest, Good had been an O.U. faculty member since 1930.

Mr. and Mrs. Good, who is the former Nancye Dooley, '24fa, '28ba, Norman, have one son, Leonard, Jr., 11.

Termites Stage Invasion

Harry Truman and President Cross have one big problem in common—termites.

During recent windstorms Mrs. Cross noticed that the house seemed to be swaying. Investigation exposed termites at work. Matters became worse when the family started to move daughter Mary Lynn's piano and one leg went through the termite-riddled floor.

So President Cross' white house is undergoing repairs—just as President Truman's abode on Pennsylvania Avenue got an overhauling.