

Under Cover

By David Burr, '50

APRIL 1, 1952. For me easily the nicest month of the year. It may be merely a strange set of coincidences, but something nice usually happens to me and mine in the month of showers.

Once, as a mere slip of a boy, I won a dollar prize for playing scales on the violin. My competitors were equally talented artists in the 9-12 bracket. My win was the greatest thing that ever happened to me. When I got home, my family took time off from papering the house to congratulate their young Heifitz and to take the buck off my hands. We never found it again and the supposition is that if anyone wanted to peel the paper off several rooms in our home they would find my scaly dollar bill.

The second most important event in this month, which is also my entry-into-the-world month, was the receipt of my draft notice. The parents and family had a regular orgy with much affectionate slapping and merriment.

So you can plainly see that with these good luck omens behind me, I can hardly fail in any mission that I start in April.

Seriously an important magazine event is around the well known corner and it will take more than omens of good luck to carry it off successfully. At month's end I am sending to the judges our entries in the national alumni magazine contest.

The contest is a function of the American Alumni Council and embraces most of the alumni magazines in the U.S. Although, at this writing, I do not have the official rules before me, the usual means of competition is by circulation groups, i.e., 5,000-8,000, 8,000-11,000, etc.

We will be judged on many phases of alumni editing—undergraduate news, alumni and faculty news and features, editorial content, general appearance, and many, many more. These are the tangibles and help measure the journalistic competence of the editor and his staff. The results may not be to the editor's liking but they have proved to be a stimulant.

The intangibles, the vigor and invention, that go into our magazine can not be judged accurately by those unfamiliar with the desires of our readers. I have labored under the opinion that Oklahoma graduates would not long tolerate a conservative type magazine. I have also held that we could be personal in our approach to you. I have believed that we do not need a fixed format for the magazine but rather a flex-

ible one that could, if I were imaginative and resourceful enough, show improvement month-by-month.

So while we are being judged with other alumni publications, the time is ripe for a judging among our own people. I want to see what you think of the magazine. Since flattery can obviously get us no place, I know that you will be candid in your remarks.

In each of the following categories select the best answer from your viewpoint. Then send the questionnaire to David Burr, Edi-

tor, *Sooner Magazine*, University of Oklahoma, Norman, Oklahoma.

Oops!

Inadvertently, the names of Frank A. Herald, '10ba, Austin, Texas, and Stanley W. Blanchard, '29bs, San Antonio, were left off the list of contributors to the O.U. Foundation and Alumni Development Fund Rolls of Honor (February, 1952.)

The Association of Women Students felt a tongue-in-cheek story concerning that organization in the January magazine tended to poke fun at the good works being conducted by A.W.S. In a letter to the editor the president of A.W.S. set the record straight.

For the sin of omission in the first instance, and for a warped sense of humor, the editor asks forgiveness.

UNDERGRADUATE AND UNIVERSITY NEWS

1. Undergraduate and University news coverage is: _____excellent; _____adequate; _____poor.
2. Undergraduate and University news as presented in the magazine is: _____interesting; _____dull; _____boring.
3. The student columnist's *Covering the Campus* is: _____more interesting; _____less interesting than a straight news summary.

ALUMNI AND ASSOCIATION NEWS

1. I believe Alumni and Association news coverage (including Roll Call) is: _____excellent; _____adequate; _____poor.
2. Alumni and Association news as written and presented in the magazine is: _____interesting; _____dull; _____boring.

SPORTS

1. Sports coverage is: _____excellent; _____adequate; _____poor.
2. Sports news as presented in the magazine is: _____interesting; _____dull; _____boring.
3. Magazine space devoted to sports is: _____too much; _____adequate; _____too little.

EDITORIAL CONTENT

1. Under Cover is: _____interesting; _____dull; _____boring.
2. Under Cover _____adds to; _____detracts from the magazine.
3. On the *Sooner Seen* is: _____interesting; _____dull _____boring.
4. *Sooner Salutes* are: _____interesting; _____dull; _____boring.

SPECIAL ARTICLES

1. The inclusion of the *Oklahoma Quarterly* in the magazine is: _____excellent; _____good; _____fair; _____poor idea.
2. The *Quarterly* is receiving: _____too much; _____too little space.
3. The *Sooner Specials* (those articles dealing with Southwestern life) is: _____excellent; _____good; _____fair; _____poor idea.

MISCELLANY

1. If I were editor of the *Sooner Magazine*, I would make the following changes or additions:

Signed _____

I cannot urge you strongly enough to give the editor your opinions. They will not be discounted. They will be considered seriously.