

# Under Cover

With only scattered returns reporting, April's Under Cover questionnaire has already served its purpose. In a few choice words, the alumni reporting have found weak spots that need to be strengthened to provide a better *Sooner Magazine*.

Easily the two best criticisms are provide 1) more alumni news of the Roll Call type, and 2) more mention of the happenings at the Medical School. Both are just criticisms and will be valuable in next year's editing program.

The most controversial item was the inclusion in the magazine of the *Oklahoma Quarterly*. Them what was for, was strong for. Them as was against, was set in their ways. On the basis of the first 12 returned questionnaires, 8 thought the *Quarterly* was a good to excellent item for the magazine. Four thought it was fair to poor. Yet 9 thought the *Quarterly* was receiving too much space.

I think that I'm inclined to agree with the majority in each case. I think the *Quarterly* is of sufficient high quality and interest to be retained but that we should either 1) expand the magazine so none of the usual news is missing, or 2) limit the *Quarterly* to a few less pages. This first course of action probably will be the editorial policy next year.

Just for the record, here's how the first 12 voted on the various questions:

## UNDERGRADUATE AND UNIVERSITY NEWS

1. Undergraduate and University news coverage is excellent (7), adequate (3), poor (1), no comment (1).

2. Undergraduate and University news as presented in the magazine is interesting (11), dull (0), boring (1).

3. The student columnist's "Covering the Campus" is more interesting (6), less interesting (5) than a straight news summary. No comment (1).

Time Out for D. B.—The comments in this area lead me to believe that we are not too far off base with our present policy.

Although on No. 3 the vote is close, I personally believe that there is something refreshing about having a student report the news along with his own opinions.

## ALUMNI AND UNIVERSITY NEWS

1. I believe Alumni and Association news coverage (include Roll Call) is excellent (1), adequate (7), poor (4).

2. Alumni and Association news as written and presented in the magazine is interesting (9), dull (3), boring (0).

Comment: The chief criticism is that there just flat is not enough personal alumni news. I concur heartily. Part of this shortage is due to the ineptitude of the editor. But for the only time in this report, let me shift a part of the blame to the reader. If we do not know something has happened to an alumnus or alumna, we cannot report it. Everyone can help solve the difficulty by reporting anything of importance that happens to you and yours or to alumni in your area.

## SPORTS

1. Sports coverage is excellent (6), adequate (4), poor (2).

2. Sports news as presented in the magazine is interesting (11), dull (1), boring (0).

3. Magazine space devoted to sports is too much (0), adequate (9), too little (1). No comment (2).

Comment: This sports coverage business is a sore point with me. I try to devote enough space to cover the high spots of an excellent sports program. However, I do not see the value of eliminating sports entirely as some alumni do, or in turning the magazine into a *Sporting News*. Somehow or other this particular issue is the hardest to resolve of any editorial problem. We will continue to present the high spots of our sports activities, but we will present them in their proper perspective. They are just another part of the well rounded University program.

## Editorial Content

1. Under Cover is interesting (10), dull (1), boring (1).

2. Under Cover adds to (11), detracts from (1) the magazine.

3. On the Sooner Scene is interesting (9), dull (1), boring (1), no comment (1).

4. Sooner Salutes are interesting (10), dull (2), boring (0).

## Special Articles

1. The inclusion of the *Oklahoma*

*Quarterly* in the magazine is excellent (4), good (4), fair (1), poor (3) idea.

2. The *Quarterly* is receiving too much (9), too little (3) space.

3. The Sooner Specials (those articles dealing with Southwestern life) are excellent (3), good (7), fair (1), poor (1) idea.

Comment: The comments on the *Oklahoma Quarterly* have already been touched upon at the beginning of this article.

The best and most constructive information was written in the "if I were editor" space.

Some of the comments were: "... strive toward quality of each and every item." "Include more faculty news." "More informal pictures, comments on alums; features on campus, profs, etc. as it was..."

The questionnaire and the limited results are not a scientifically tested program. We have far too few returned questionnaires at this writing to determine a trend. However, I am confident that the suggestions already submitted will, if incorporated into the magazine program, make a better publication.

There is one further evaluation I should like to make on the basis of the scant returns. While in many instances our good marks far outweighed our bad, the bad were necessary. Apart from personal veracity and opinions, the bad marks will also provide a stimulant for better work.

## Special Notice . . .

Before closing the column for the month, I would like to remind all readers that next month's issue, which will be labelled July, is a combination issue of the month's of June and July. To conform to Post Office regulations we cannot call the magazine June-July. So do not expect a June issue. The July publication will be in the mails the first week in July.

## . . . The Class of 1951

The Class of 1951 will receive only one more issue of the *Sooner Magazine* (July) as a first year alumnus or alumna. Many of you have indicated to me a refreshing interest in the publication and a desire to continue receiving it. To insure continued membership in the Alumni Association as well as to receive the *Sooner*, you should mail your check for renewal to the Alumni Office, University of Oklahoma, Norman. An annual membership costs but \$4.00 and includes Bud Wilkinson's Football Letter in the fall, priority on athletic tickets and many, many other services.