

Home at Last . . .

The New 'J' School

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O. U.'s SCHOOL OF JOURNALISM, the campus itinerant since 1913, has finally found a home of its own.

Dedication of the new \$604,000 Journalism building this month marked the achievement of a 35-year dream for countless state publishers, faculty members and supporters of the school, notably its founder, H. H. Herbert, and the present director, Dr. Fayette Copeland.

Located on the university's south oval, directly across from the Geology building, the red brick, contemporary-style structure is a far cry from the first J-building, a frame building at 300 Park Row which has been





Dr. Fayette Copeland, director of the School of Journalism, reviews events of the October 24-25 building dedication ceremonies with Cecil Brite (right), general manager of student publications. Copeland has taught at O.U. since 1921; was early ramrod for a 'J' School home.



The sons of two publishers work in the School's "back shop." At front linotype is Bob Impson, the son of Hiram Impson, the *McAlester Democrat's* publisher-editor and a 1915 graduate. Bill Walter, in background is the son of Arthur J. Walter of the *Hennessey* *Clay*

a dream in 1913 becomes a reality . . .

the women's building parking lot since a fire evicted the school in 1918.

While O.U. was still on the quarter system, the journalists were housed on the third floor of the Administration building, the Law building's second floor, the old library (now Carnegie building) and finally the Science hall, which inspired the first drive for adequate physical facilities in 1920.

Governor Jack Walton vetoed the building appropriation in 1923, so the school moved into "temporary" quarters in the University press building in 1929 and remained for nearly thirty years.

Joe McBride, Anadarko publisher, was the ramrod for the continuing journalism financial drive, both as a member of the board of regents and president of the Oklahoma Press association. The regents approved \$475,000 for the construction in October, 1955, with the remaining funds to come from outside sources.

O.U. architect Richard Kuhlman was given the job of translating the journalists' dreams into a specious three-story structure designed for maximum efficiency and convenience.

Planned to harmonize with the 6-year-old adjacent Education building, the clean lines of the new building are softened by green and black marble trim and accented by white concrete baffles.

All major functions of the building have been placed on the ground floor of the three wings. The 183-foot main wing, running east and west, contains the publications business office, advertising offices and advanced advertising classroom, *Sooner* yearbook of-

fice, professional writing department and the newsroom of the *Oklahoma Daily*.

The 3-story administrative unit south of the main wing houses the offices of the journalism director and secretarial staff, faculty and graduate student offices, one of which is occupied by the *Oklahoman* and *Times* news bureau.

Interior walls in these two wings are of a medium and lighter green, with smooth-faced brick employed for most classroom walls. The floors are of green and white asphalt tile, except where green terrazzo has been used for the main lobby and stairway. All ceilings are of white acoustical tile.

To the north of the main wing is the one-story composing and press room annex. Visitors may stop to watch the linotype operators and floormen assemble the day's edition of the *Daily* through a glass partition near the building's northeast entrance.

Brick wall with yellow glazed tile wainscoting comprise the press room's interior while the ceiling is of sound-proofed white metal material. Humidifiers have been installed to reduce the static in the newsprint as it spins through the press.

Shop employees have been provided with locker and shower rooms. A mailing room for *Oklahoma Daily* newsboys occupies the northwest corner of the annex.

The *Daily* office itself is a spacious, rectangular room with adjacent private offices for the publications supervisor, Mrs. Louise B. Moore, and the student editor. A separate room serves as the newspaper's morgue or file.

The remainder of the space is reserved

for the managing editor's office, copy desk, Associated Press and United Press International teletype machines, society and sports departments and reporters' typing desks.

Entering and leaving the building via the windows, a common practice in the old Science building days when U. S. Senator A. S. Mike Monroney was *Daily* editor, will be next to impossible now. All the windows are for light only and don't open. The building is completely air conditioned with adjustable thermostats for each area.

To take advantage of the natural lighting and heat of the sun, the classrooms were placed on the south side of the building. Areas in which natural lighting is not a factor, such as the photography laboratories and studios, were located on the north side.

Even the grouping of faculty offices was systematic. Professors in the same or related curriculums have been placed in adjoining offices, enabling the pooling of office help and a reduction in the number of secretarial employees.

The journalists kept an eye to the future in planning their building. Inside partitions can be knocked down and rearranged in years to come giving greater space control to adjust to changing needs of the school.

An elevator, located in the administrative wing, and the absence of exterior steps are conveniences provided expressly for the use of handicapped students.

For the first time Dr. David Bergin's news photography department and the photo facilities of the *Daily* and the yearbook are in separate quarters. The third floor



Oklahoma Daily writer



Jay Poynor looks over examples of student advertising layouts in John Casey's advertising copy classroom. Poynor is advertising manager for the *Oklahoma Daily*. National and local advertisers paid a whopping \$66,000 to the *Daily* last year for student-slanted advertising space.

. . . in 1958

class work area includes six darkrooms for negative development and 15 enlarger positions, general photo workroom, storage space for cameras and supplies, portrait studio and ample display boards for the department's exhibits.

The publications photography quarters adjoin the *Sooner* yearbook office on the main floor. An editing laboratory and facilities for Dr. C. Joe Holland's radio-TV classes are on the second floor with the typing labs. Equipment is to be installed for training Dr. John E. Whitaker's reporters in telephone interviewing.

Classrooms for beginning advertising students of John Casey and Leslie Rice are also on second floor with those for Robert V. Peterson's news and advertising classes. Offices of Stewart Harral's public relations studies department occupy the administrative wing's second floor.

The typography laboratory may be found on the third floor with the headquarters of the Interscholastic Press association and the Future Journalists of America.

The *Sooner State Press*, the school of journalism's most direct contact with state newsmen, is located on the second floor of the main with the offices of its editors, Miss Grace E. Ray and H. H. Herbert.

Outstanding among the new building's showplaces is the mahogany paneled Edgar S. Bronson Memorial room, dedicated to the late El Reno publisher, who instigated the original building fund drive in 1920. A \$10,000 bequest made to the school by Bronson's sister, the late Mrs. Nancy Bronson Glaize, helped realize the publisher's ambitions for the O.U. journalists.

Another room will contain historical displays and materials, a collection of books by faculty and graduates of the school and other memorabilia of the press.

The Stanley Vestal room, originally planned as a professional writing center by the late Walter Campbell, will be used as a memorial to Campbell, who used Stanley Vestal as a pen name. A portrait of Campbell, who died last Christmas day, and displays of his books, manuscripts and artifacts will highlight the room.

Adjoining the memorial area are the offices of W. Foster-Harris and Dwight V. Swain, who are carrying on the professional writing classes and conferences.

Another memorial feature is the second floor graduate seminar room dedicated by the Oklahoma City Gridiron club in honor of the late David S. Shackelford and Evert Crismore, long associated with the group's political satire show.

A large collection of gridiron scripts, programs, song adaptations and recordings from the shows staged annually for the past 30 years at the mid-winter meeting of the Oklahoma Press association, will be kept in the room.

The Fred C. Cowles memorial microfilm room was established in honor of the late publisher of the *McAlester News-Capital* by the current publishers, Lowell Turner and Lucille Cowles Turner, their son and daughter.

Plaques are now being engraved for the memorial rooms listing the more than 300 contributors and members of the OPA journalism committees whose efforts made the dream come true.

Novelists' mentor Dwight Swain lectures to new authors in their new classroom—in the old manner.

