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HISTORY OF THE DEPARTMENT OF JOURNALISM
UNIVERSITY OF NORTH DAKOTA

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THE EARLY YEARS

Almost from the day the University of North Dakota opened in 1884, UND students showed an interest and enthusiasm for journalistic activities that for many years went largely unmatched by either the university administration or the faculty. Within two years of the beginning of classes at the university, the students were publishing their own “newspaper,” a magazine-style journal titled University News. There were no classes in journalism at UND. No academic credit was given for working on the student publication. And no thought was being given to starting a journalism program. But the students wanted a “newspaper” so they published their own.

The first issue of University News was largely the work of student A.R. Griffith who gathered and edited the material and had it printed in East Grand Forks, under, one imagines, the rather apprehensive scrutiny of university officials. Years later Griffith was to write “it was natural” that he should start a paper when he entered the university, because he had worked for several years in the composing room and on the editorial staff of the Grand Forks Herald.

But it was not an easy task, starting a newspaper, even with “much advice and assistance” from Prof. Henry Montgomery. “A paper to voice the sentiments of students, and to boost the cause of the University is what I planned and hoped for,” Griffith said later.

The paper was printed in East Grand Forks, which meant many a cold walk between the print shop and the university for the young editor. “We had blizzards and intense cold in those days... How far away seemed that lone University building standing by itself out on the bleak prairie... During the long walk to college and back to town many of my editorial plans were created. None of the students had enjoyed any newspaper experience and so the details were left entirely to my efforts. It was glorious to be of some use in those pioneer days.”

There were no funds available from the university for such a publication; the University News had to be self-sustaining through advertisements and sales. But it was a success. And in 1888 it became a monthly called The Student, the forerunner of today’s student newspaper, Dakota Student.

In the first year of the university’s existence there were five faculty members and 79 students (only one of whom, Fanny Allen of Thompson, was enrolled as a college student, the other 78 were considered high school students). But enthusiasm for writing and the “literary arts” was high during these early years. The students not only began publishing their own “newspaper,” but also began forming literary societies and other groups. The first of these student groups was the Adelphi Society, a literary organization founded in January of 1885. The constitution for the organization was written by student Fred Cathro during Christmas vacation of 1884-85. He was named the first secretary of the Adelphi Society. He later became director general and then manager of the Bank of North Dakota. The Adelphi Society also maintained the university’s first reading room. Some of these early student groups became important parts of the academic programs and activities of the university—including the department of journalism.
A student editor of the 1890s, J. F. Douglas, recalled those years, "I remember how we worked to get items of some news value and occasionally to get a take-off on some student in the preparatory school. We took our job very seriously and we looked forward to the arrival of each monthly issue with a feverish interest." When he reported to the students, O'Connor found that "they were still advertising among the businessmen of the city to justify the publication of a monthly publication could probably "serve a purpose as an historical document class, taking it out of the hands of the student body ....

decided that hereafter the monthly magazine would be published by the senior Student, and one of the students pushing for a weekly newspaper, recalled how he called the idea. In 1936 J.F.T. O'Connor, who had been the associate editor of the 1906 journalism had yet been established."

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or journalistic experience. "Editors were chosen largely 'on suspicion.' That is, he came into the job with no previous training for newspaper work and no occasion to particularly concern himself with the problems of publishing a newspaper."

"Practically no high schools had publications at that early date and a great many students came from towns that had no weekly newspaper to dramatize newspaper life sufficiently to arouse youthful interest ... and no department of journalism had yet been established."

And none would be established for quite some time. In 1906 there was still only Squires' half-credit course in journalistic writing. But some of the students wanted to turn The Student into a weekly newspaper called The Dakota Student. The faculty and administration were against the idea. In 1906 J.F.T. O'Connor, who had been the associate editor of the 1906 Student, and one of the students pushing for a weekly newspaper, recalled how he was called into the office of "one of the most distinguished members of the faculty" who had been "appointed to interview me to stop all this nonsense. I was passed into the professor's office and the interview is still fresh in my memory. He came to the point quickly and stated that the faculty was not in sympathy with the movement to establish a weekly paper and, further, that the faculty had decided that hereafter the monthly magazine would be published by the senior class, taking it out of the hands of the student body. . . ."

O'Connor disagreed. As a parting shot he told the faculty member that a monthly publication could probably "serve a purpose as an historical document and that I was sure I could get enough support in the student body and enough advertising among the businessmen of the city to justify the publication of a weekly." When he reported to the students, O'Connor found that "they were still firm in their determination to have a weekly paper."

So they did.

The monthly Student magazine became the Dakota Student, adopted a newspaper format, and began publishing weekly. As O'Connor told it years later, "We wrote our articles at night in our bedrooms and then assembled to discuss the material submitted to the editor-in-chief for his approval. . . . Students who were in the University at the time the first issue was published will recall how delighted everyone was with it." When he made these comments in 1936, O'Connor was comptroller of the currency for the United States.

In 1910, John A. Taylor of the English department took over instruction of journalism at the university and added a half-credit course in magazine writing to the curriculum. It was under these rather inauspicious conditions that journalism education at the University of North Dakota got its start.

FOUNDOING A DEPARTMENT

Despite the lack of enthusiastic support by the administration and faculty for student journalistic efforts, student interest in journalism continued to grow during the next decade. It was a decade that would end with World War I, but that would also see the early growth of modern communication technologies such as radio, wire services and modern printing techniques; a time of exposes by the "latter-day muckrakers and other would-be reformers; a time when psychology and modern advertising and propaganda techniques began to be used to sell not only goods but ideas, bonds and wars through the mass media; a time of general social turmoil with labor and union movements, the suffragettes, and a fear by many of "Reds;" a time of the great flu epidemic; the draft; and more.

All of this must have had an impact on UND students, and those who would be UND students, in the decade of the 1920s.

Perhaps

Some students did, at any rate, become more aware of the problems of a "free press." The editor of the 1916-17 student newspaper was called before the university president for publishing jokes the president did not like. Hardy a cause célèbre. And yet, when the editor, John Rohwerder, recollected the incident several years later in a special edition of The Dakota Student, he wrote, "I am a firm believer in a strictly student publication. No University publication should be "saddled and bridled" by faculty control or rulings, neither should it be edited for personal or functional gain or advantage. It should not engage in petty political squabbles nor arouse enmity within the rank and file of the student body."

In the academic year of 1920-21, journalism education at UND began to undergo a significant change, not a small part of which was due to the arrival on campus of two transfer students, Frank Webb from Wisconsin (he later became UND alumni director), and Glenn Bruce from Minnesota. Both "were interested in journalism and interested in seeing a definite course established" at UND. As Vernice M. Aldrich, the 1922-23 editor of the student newspaper recalled, "Webb and Bruce formed the University Press Club with about 100 student members and Webb as president. In the spring of 1921 the students petitioned the university's Board of Administration to hire a full-time journalism instructor with the ultimate goal of establishing a department of journalism. The student action resulted in the university hiring its first journalism instructor, Lawrence F. Murphy, in August of 1921, and offering a minor in jour-

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nalism for the first time. The journalism minor consisted of several "technical journalism" classes and a few English literature classes. Murphy was hired as a member of the department of English to be an "Instructor in English with special work in Journalism." His salary was $2,000 a year.

Murphy was a recent graduate of the University of Wisconsin with some newspaper production experience. His first contract called for him to teach two courses in rhetoric, but after he arrived at UND, Murphy lost little time turning them into courses he called "journalistic English." In 1921, by Murphy's count, there were not more than five undergraduate students enrolled in the university newspaper as an honorary fraternity.

In 1922, Murphy recommended that the paper publish daily the next year. As the editor Vernice Aldrich, he most likely believed that if the men were going to establish a journalism fraternity, Murphy probably thought that if the men were going to establish a journalism fraternity at UND, the women journalism students— and there were many— should be able to have an organization of their own. At any rate, in November of 1921 the university approved charters for two new journalism organizations at the university, one for men, Gridiron, and one for women, Matrix.

While at the University of Wisconsin, Murphy had been a member of Sigma Delta Chi, and he most likely believed that a chapter of the organization at UND would greatly enhance the journalism program here because most of the existing chapters were located at far larger schools than UND. In October of 1921, Murphy selected 11 members of the UND Press Club to organize Gridiron "for the express purpose of petitioning Sigma Delta Chi." Membership in Gridiron was all-male and "limited to students taking courses in Journalism and doing practical work on student and regular publications... whose scholastic records are approved by the director of the courses in Journalism."...

The Gridiron petition to the national fraternity was successful, and on April 7, 1922, the executive council of Sigma Delta Chi granted 10 members of Gridiron a charter to establish the North Dakota chapter of Sigma Delta Chi. The members of the first charter were Otis Bryant, Edward Butler, Thomas Ennis, Leslie Erhardt, Walter Folley, John Nilles, Paul Samuelson, Theodore Speiser, Richard Watson and Francis Webb.

Matrix held initiation ceremonies at UND in 1921 for its first members. The charter members were Myrtle Fisher, Dorothy Daene, Charlotte Moe Yoder, Constance Tucker, Alice Austin, Vernice Aldrich, Verona Hansen, Victor Johnston and Wesley Johnson.

The news service first started by the Press Club would eventually become the University News Bureau and, later, the Office of University Relations, the public relations arm of the university. The activities of the Press Club also marked the beginnings of the establishment of close ties between the university journalism program and the editors and publishers of the newspapers throughout the state. Through the years, these ties would lead to the eventual housing of the North Dakota Newspaper Association within the department of journalism and the establishment of the North Dakota Press Hall of Fame at UND.

Although the Press Club was already in existence, Murphy apparently saw the need for separate journalism organizations for men and women. This was probably because he wanted to establish a local chapter of the national journalism fraternity, Sigma Delta Chi, which at the time was an all-male organization. (Sigma Delta Chi was started in 1909 at DePauw University by staff members of the university newspaper as an honorary journalism fraternity for future journalists. For years it was known as the national honorary professional journalistic fraternity. Today it is called the Society of Professional Journalists. Although it began as a student honorary fraternity, it has since been taken over primarily by professional chapters and members. Sigma Delta Chi did not accept women members until 1969.)

Murphy realized that in order to establish a chapter of Sigma Delta Chi at UND, a local group of journalism students would have to petition the national organization. Because Sigma Delta Chi was an all-male fraternity, Murphy

Murphy also helped promote the Press Club, the student organization which Webb and Bruce had started in October of 1920 to "promote interest in good journalism at the university and the state of North Dakota." The Press Club was open to UND students above the rank of freshman. The members met twice a month "to study newspaper methods and ideals" and often heard guest lecturers at their meetings. By the fall of 1921, when Murphy arrived on campus, there were between 75 to 100 members in the club and it had, in the words of some of its members, ...been instrumental in raising the standard of the Student, the University newspaper and has managed several publicity campaigns for different activities." The Press Club maintained "a press bureau which furnishes weekly service to state papers. This service is in the form of ne"
which was published for many years. Matrix was an active campus organization for many years, and in 1947 it became a local chapter of Theta Sigma Chi, a national journalism organization for women, now called Women in Communications, Inc.

Besides helping to establish Sigma Delta Chi and Matrix at UND, Murphy was also active in promoting high school journalism. In May of 1922 he helped school journalists. Journalism and the American Society of Journalism School Administrators cooperated with the American Association of Schools and Departments of Journalism Quarterly, published, in March of 1924, the first issue of what would later become Journalism Quarterly, which was published for many years. Matrix was an active campus organization for many years, and in 1947 it became a local chapter of Theta Sigma Chi, a national journalism organization for women, now called Women in Communications, Inc.

Another graduate of the University of Wisconsin was hired to replace Murphy. Roy L. French was named head of the department of journalism in 1924 and remained as head until 1927. During the second semester of the 1927-28 school year, Bump and Mader added a course called newspaper production to the department’s curriculum. It was a course based on one taught at Colorado where Bump had been an instructor the previous year. The class had the students editing and “publishing”. The North Dakota Star, a simulated newspaper. Josephine Hosch was student editor in 1925-26. The next year Erhardt became an instructor in journalism. Two new courses, law of the press and advertising for the country weekly, were added to the journalism curriculum during French’s last year as department head; and a second full-time faculty member was hired that year, Ambrose D. Gannon, a former New York newspaperman. And Edward K. Thompson, Dakota Student editor in 1926-27 who went on to become editor of Life magazine for many years, was hired as a student assistant.

As head of the department of journalism at UND, French was also very active with student groups. He had a great deal to do with promoting the Flickertail Follies, the campus variety show which was sponsored by Sigma Delta Chi off and on for more than 30 years. The first Follies was presented in the spring of 1924 as a money-raising activity by Sigma Delta Chi.

While at UND, French was elected national president of Sigma Delta Chi—the only journalism educator to ever hold that post. The other presidents have all been professional journalists. French left UND in 1927 to become head of a new department of journalism at the University of Southern California.

In 1936, former Dakota Student editor Lyle Webster, who was then working for the U.S. Department of Agriculture in Washington, D.C., recalled the days when Murphy and French headed the department and advised student journalists: “My memories of Student days are more of people than of things. I think of Vernice Aldrich, the student editor who gave me my first assignment as a freshman ... of Lawrence Murphy and Roy French who taught me that journalism I know ... of Les Erhardt, who was instrumental in getting me into this journalism business ... of Chuck Evans, who liked an editorial scrap above all else ... of Ed Thompson, who always wanted an issue ...”

French’s replacement as head of the department was Franklin E. Bump, who had originally been hired out of the University of Colorado to take the place of Ambrose Gannon, the second man in the two-man department. Bump has been described by one historian as “a mild-mannered man who worked well with newspapers, editors of the state, and who was especially helpful to them in establishing the North Dakota Press Hall of Fame at the University of North Dakota.” The second faculty position was filled by Joseph H. Mader, a recent University of Minnesota graduate. During the second semester of the 1927-28 school year, Bump and Mader added a course called newspaper production to the department’s curriculum. It was a course based on one taught at Colorado where Bump had been an instructor the previous year. The class had the students editing and “publishing”. The North Dakota Star, a simulated newspaper. Josephine Hosch was student editor in 1926-27 who went on to become editor of Life magazine for many years, was hired as a student assistant.

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It was during this period that Bump worked closely with editors and
Turner was student director of NIPA. She was also an assistant editor on the
were 83 schools represented as compared to the first year’s total of 20. Bertha
Dakota managing editor. (He would later serve as head of the department for many
1935 a small job press was installed. Peter Morgan was the supervisor of the
printed at the new “university press” for the first time. The department added
Student, which was still being printed downtown. Sigma Delta Chi had agreed to
set aside a percentage of profits from the Flickertail Follies receipts to help pay
several years there had been talk about building special printing facilities for use
by the department’s classes and that the university could use to print the
specially constructed to bear the weight of heavy printing equipment, if and
Merrifield Hall, which had been built at a cost of $350,000. The building was
formally dedicated in February 1930. The opening of Merrifield Hall doubled the classroom space of the university.

The department of journalism was assigned space on the bottom or
basement floor of Merrifield Hall. Part of this space was used for Dakota Student
distribution offices and a portion was allocated for use as a printing lab. The elementary printing course offered by the department was limited by the narrow selection of hand-set foundry type available and the lack of other equipment. For several years there had been talk about building special printing facilities for use by the department’s classes and that the university could use to print the Dakota Student, which was still being printed downtown. Sigma Delta Chi had agreed to set aside a percentage of profits from the Flickertail Pollies receipts to help pay for a new printing plant. By helping to promote the pollies the journalism faculty members were also helping to promote an improved journalism program.

During construction of Merrifield Hall, a portion of the foundation had been specially constructed to bear the weight of heavy printing equipment. If and when the department could afford to equip a print lab. For the first couple of years that the department was in Merrifield, the space allocated for the printing lab was used mostly for storage, except for a small amount of printing equipment at one end of the room. A Minneapolis printing firm had donated an old Washington hand press to the department, but it was useless for classes. But in the fall of 1931 the department bought and installed an old Linotype, a cylinder press, a folder and other equipment. In November 1931, the Dakota Student was printed at the new “university press” for the first time. The department added more equipment in 1935, including a paper cutter, type and imposing stones. In 1935 a small job press was installed. Peter Morgan was the supervisor of the press and Ed Washburn was a university printer until 1934 when LeRoy Gilbertson was hired.

In order to print the Dakota Student and other university work, a local pressman, a compositer, a bookbinder and several student assistants were hired. In 1943 Joseph W. Hughes, a printer for the Grand Forks Herald, was hired to teach technical courses for the department of journalism and to manage the university press. Hughes worked for the university until his retirement in 1972. The press is now managed by Ralph J. Weisgram.

During Christmas vacation of 1947-48, the university press moved from Merrifield Hall to a wooden building built during World War II behind the Education Building. In 1966 an offset press was installed to replace the old letterpress press that had printed the newspaper for years. The university press stayed in that location until the 1970s when it moved to Chandler Hall.

Over the years the university press has evolved from a graphics arts and teaching lab for the department of journalism to being the university’s printer. Production methods have also changed. Today, offset printing has by and large replaced letterpress printing. But for small and specialized jobs, the older process is occasionally used. And the old Linotype machine—which is still listed on the department of journalism’s annual equipment inventory sheets—is still used to set type.

Classes are no longer taught at the university press, but the university press is still printed there. However, today the staff members of the Dakota Student set their type electronically on video display terminals in their editorial offices in McCannel Hall, and provide the press with camera-ready pasteups. Gone are the days of students struggling up to press time, writing headlines and cutlines on scraps of paper in the “backshop” and handing them to harried Linotype operators, while trying to squeeze just one more line of metal type into the last column.

The beginning of the 1930s was a busy and growing time for the department of journalism, and there was little indication at the start of the decade of the hard times to come. The Great Depression had begun, but university students were still primarily preoccupied with campus-related activities.

The lead editorial in the first issue of the Dakota Student in the fall of 1929 was titled “It Looks Like A Happy New Year.” The editorial’s author op­timistically proclaimed: “The university is off on another year, with every indication that it will be the biggest one yet. . . .” In its second edition, the student newspaper began a campaign to change the university’s “peep name” from Flickertails to Sioux. The campaign was largely one of staff-authored bogus letters-to-the-editor and public opinion polls that purported to show universitywide support for the name change. Several years later, former editor Al Austin recalled the Dakota Student campaign: “For years our cartoonists (Ernie Wenner most of the time) had been trying to draw convincing pictures of huge Flickertails chasing midget Bison, but they never clicked.

“So in the fall of 1930, while I was homecoming chairman and editor of the Dakota Student at the same time, we decided it was time for something to be done about it—especially since a Sioux Pow Wow theme would be a natural for the Homecoming Committee. So what did we do but start writing opinions to ourselves about why the name Flickertail wasn’t so hot, and how Sioux would be a natural ‘handle’ for the University.”

“The next step was to take it up editorially, pointing out how the student body was demanding change. After that the Athletic Association was a cinch. ‘Sioux’
was adopted as the official name, and gradually became accepted all over the country."

A front-page banner headline in the Oct. 3, 1930, Dakota Student proclaimed the name change.

Selection of the editors for the student newspaper had been placed under the control of a board of publications back in the 1920s when Lawrence Murphy had arrived to head the department. This change had solved a lot of the selection-process problems—but not all of them. In the spring of 1931, Austin and his staff were upset with the board’s selection of Donald F. Reinoehl as the next year’s editor of the Dakota Student. Austin, and 18 members of his staff, resigned in protest—after publishing a special “extra edition” of the paper. The April 2, 1931, extra carried a banner head in 144-point, bold face, all caps type declaring: STAFF RESIGNS. It also included several articles explaining why the staff had quit.

The mass resignations had little lasting effect. Reinoehl took over as editor and published the next issue of the Dakota Student on time the following week. A tougher challenge, from Reinoehl’s point of view, came in November when the paper was printed on campus for the first time. Reinoehl would write later of that first on-campus production night, that it almost made him wish the paper was still being printed at The Record plant—even if that meant facing the crusty shop foreman, makeup man and Linotype operator, “Dutch” Lawrence, whom Reinoehl described as the “personification of the hard-bodied printer.” Editor Reinoehl added, “I’ve seen hard-bodied gentry since, but ‘Dutch’ was the master. He often struck his knuckles against the (Linotype) machine and lighted his cigar on the sparks.

At all events, the grief of putting out the first paper in our own plant almost made ‘Dutch’s’ magnificent rages seem enjoyable. We had a hodge-podge of tank arrangement, and being about the earliest vintage and having been just set 1,460, 1,144-point, and published the next issue of the Dakota Student. In a campus straw vote, the students elected Hooper over Roosevelt 380 to 286 votes. Oscar Buttedahl, a 1930 UND journalism graduate, and night editor of the Bismarck newspaper. The university marked its 50th anniversary in the spring, and Lawrence marked his 50th year in journalism. He later became the White House correspondent for the National Broadcasting Company. In April of 1936 he revived the university news service, which had been founded by the student Press Club in the 1920s, and then, in the spring of 1937, he was appointed by UND President John C. West to “found a University News Bureau.” Ruder kept his revived News Service Bulletin, but the bureau was no longer a student-run operation; it became a part of the university administration. In its first year, the University News Bureau placed more than 12,000 inches of university-related copy in North Dakota newspapers.

After graduation, Ruder remained at UND to work on a master’s degree in sociology, which he was awarded in 1942. J. Lloyd Stone, for whom the university’s Alumni Center is named, said, after Ruder won the Pulitzer, “Mel Ruder learned to work at the university. Depression days were not easy for him, but the difficult assignments then, as now, were a challenge. He has not changed.”

Joseph Mader remained as head of the department of journalism through the spring of 1936. When the 1936-37 school year began in the fall, Carelton R. Lee was named head of the department, with John Sim, a journalism graduate, as assistant instructor, and John Dewey, another journalism graduate, as assistant instructor. Sim was department head for one year. In the fall of 1937, G. Bjorn Bjornson became the head of the department. He remained until 1939. He later became the White House correspondent for the National Broadcasting Company (NBC). While department head, Bjornson changed the feature writing class. He also added courses in newspaper advertising and elements of newspaper photography. Mel Ruder replaced John Dewey on the staff, and Sim became an instructor. At the start of the next school year, 1939-40, Sim became acting head of the department.

In the fall of 1940, Arnold Cecka, class of 1931, became the first UND journalism graduate to become head of the department of journalism. He held the post for three years: Ruder resigned after the first semester in 1940, and Cecka succeeded him. As head of the department, Cecka changed the second semester of the university news for the Grand Forks Herald three times a week.

In April of 1936 two journalism majors applied for the editorship of the Dakota Student, Melvin Ruder and Robert Kunkel. The Board of Publication was divided over the selection for more than two weeks. Unable to choose between the two candidates, the board voted to name Kunkel editor and Ruder managing editor. Ruder went on to win a Pulitzer Prize in the 1960s for coverage in his newspaper, the Hungry Horse Times, of massive floods in Montana. Years later Kunkel was to say about the race for editor of the student paper: “In some ways you could say that I won the title and Mel won the job, for being the tireless worker he has the put far more into the paper than I did, although we used to take turns supervising the final assembly . . .”

When Ruder arrived as a freshman at UND he had less than $100. The Depression years were not easy. He worked at the Common to pay for 35-cent meals, did part-time work as a janitor to pay for his dorm room in Budge Hall, and also worked in the library for $7.50 a month. During the summer of 1936 he worked as a photographer at Yellowstone Park—cashing in a little on the journalism skills he had been learning at UND.

As an undergraduate, Ruder also worked as a student assistant in the department of journalism. In January of 1936 he revived the university news service, which had been founded by the student Press Club in the 1920s, and then, in the spring of 1937, he was appointed by UND President John C. West to “found a University News Bureau.” Ruder kept his revived News Service Bulletin, but the bureau was no longer a student-run operation; it became a part of the university administration. In its first year, the University News Bureau placed more than 12,000 inches of university-related copy in North Dakota newspapers.

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Contemporary Affairs class to Press and World Affairs. He also changed the Elements of News Photography class to Elementary News Photography.

It was during Cecka's tour of duty as head of the department that he staged a "shooting" in the reporting class. Cecka had journalism student Alton Glenn Solrie shoot him with a pistol loaded with blanks. As Cecka dropped to the floor, supposedly mortally wounded, two women fainted and the class was in an uproar. Cecka then got to his feet and told his students to "write it down." A demonstration of this kind was used in the class for several years.

In a sense, journalism at UND came full circle in 1945, when Cecka left UND in the spring because of World War II, and Edward Butler became department head for the 1945-1944 school year. Butler hired Vernice Aldrich to teach the history of journalism and publicity classes. Both had been signers of the original 1921 petition by students asking for the establishment of a journalism major at UND. Now, some 20 years later, Butler and Aldrich were working as professional journalists in the Grand Forks area when they were asked to help the department through the war years. It was also in 1945 that Joe Hughes arrived to teach the printing classes and to manage the university press; and a Grand Forks Herald photographer, Thal Evanson, was hired to teach the news photo courses as a part-time instructor.

During the last year of the war, Richard B. Eide, associate professor of journalism, became head of the department. Hughes, O'Neil and Evanson remained as instructors, and E.C. Eyler was hired as an instructor. In the fall of the following academic year, 1945, G. Marvin Shutt became the first professor of journalism at UND and head of the department. He remained one year. During that time he changed the community newspaper course to one called printing and publishing, with Joe Hughes as instructor. Shutt also introduced courses in radio scriptwriting and advanced news photography. O'Neil and Eyler were also on the staff.

THE AUSTIN YEARS

The war and early post war years at UND brought dramatic changes to the campus. During the war the university had seen many of its students, staff and faculty members leave to join the military; more than 150 former UND students died while serving in the military during World War II. In 1944 UND became a center for training glider pilots—many of whom later saw duty in the invasion of Europe.

By the fall of 1946 ex-GIs were returning by the thousands to college and university campuses throughout the country to resume or begin their college education. Many of the returning vets were older than the "typical" college student, and many were married. The influx of returning vets student-marrying. The GI Bill program forced changes in teaching and academic programs throughout higher education. There are historians who assert that the education of these thousands of young men and women dramatically changed the entire fabric of American society, and spurred the start of the social and technological revolution which would, in a few short years, change America, and much of the rest of the world, caught up in the Cold War, the UN "police action" in Korea, the threats and promises of the nuclear age and the era of space exploration.

By the fall of 1946 a building boom to UND as the university strained to catch up to rapidly increasing enrollments and the expansion of academic and professional programs. Enrollment in the fall of 1946 hit an all-time high with a 25 percent increase over the previous record. That fall, freshman accounted for more than half of the university's total students. There were only 279 seniors. The Oct. 4, 1947, Dakota Student reported, "As the largest freshman class in history crowded classrooms to overflowing, the registrar's office anticipated an all-time peak of 2,500 students to enroll by the end of the week. . . ."

Student housing was hard to come by, especially for married students. The housing squeeze was eased somewhat during the year with the construction of 98 trailers and a few new dormitories. Some of these would be used for more than 35 years. Construction of theignite research lab, the student memorial union, the medical science building, and the field house, among others, was started in the late 1940s and early '50s. Some of the older buildings—including Woodworth Hall, which had been badly damaged by fire—were torn down.

At the start of the 1946 school year, Al Austin was one of the many veterans returning to campus life. During the war Austin had been in the Army. He served in the intelligence section of the 10th Corps from 1942-44. He was in the Pacific Theater and was awarded a battlefield commission on Leyte in 1944. He was awarded the Bronze Star, and was a member of the occupation forces in Japan.

Austin came back to UND to become professor of journalism and head of the department of journalism—a post he would hold until 1969. With Austin's return, the five-man faculty of the department claimed a unique distinction: all were men who were then working for, or had worked for, the Grand Forks Herald. Faculty members in 1946 were: Austin, who had been a night editor at the Herald for many years before the war; T.A. Evanson, who taught photo classes and was a Herald photographer; J. Warren McClure, who taught advertising courses and was advertising manager at the Herald; Fred O'Neil, Herald night editor, who was starting his fifth year on the department's faculty, teaching reporting and editing classes; and Joe Hughes, who taught the printing and publishing course and managed the university press. He had worked for the Herald for 19 years before coming to UND. Austin, O'Neil and Evanson were all UND graduates. McClure had graduated from Ohio University and earned a master of arts degree at Northwestern.

In the spring of 1947 UND hosted the annual meeting of the North Dakota Press Association (NDPA) in Merrifield Hall. The main meeting room of the convention was in Merrifield 300. Not a few of the older editors and publishers were buffing and puffing their way up the three flights of stairs several times a day when someone placed a sign on one of the upper landings that read: "Others have made it, you can too."

Proceeds from the follies were donated to the student memorial union fund and used to send delegates to the national SDX convention in Chicago in the fall of 1946. Although construction of the student memorial union did not begin until July of 1949, the idea had been around for a long time. There had been talk in the 1930s.
of a student union. But it wasn't until 1944, when Dakota Student editor Sally Oppegard began pushing for a fitting memorial to University of North Dakota World War II dead, that the momentum for a fund drive to finance construction of the union began to grow. The drive faltered. But, in the spring of 1946, UND students circulated and signed petitions to add a $5 fee to their registration payments to support the construction of a student union. The petitions and the union proposal were accepted by the State Board of Higher Education, and the union-journalism fund at last began to grow. At this time, Lloyd Stose encouraged former students to also support the fund drive. A governing board was selected to oversee the fund drive and union construction. Over the years, the UND student chapter of Sigma Delta Chi contributed more than $10,000 to the student memorial union. Austin served as president of the union's governing board and took part in the ground-breaking ceremonies in July of 1949.

In 1946 the university press was still located in Merrifield Hall next to the department of journalism on the basement floor. The large letterpress press used to print the student newspaper could only be run at night because it made so much noise. University press was moved to a different building the following year. The Dakota Student editorial offices were also in the basement of Merrifield in 1946, next to the department's library and the North Dakota Press Hall of Fame. The geology and geography departments shared office and classroom space on the same floor. The English, history, sociology, language, psychology and engineering drawing departments were located on the upper floors of Merrifield Hall.

Among the first innovations that Austin made as head of the journalism department was the establishment of a weekly series of "Lectures in Practical Journalism." In the series, members of the working press, editors, publishers and reporters from throughout the area, spoke to journalism students each Friday afternoon during the school year. This program was continued for many years.

In the fall of 1947 the department added another full-time member to its faculty, Walter S. Look, a 1942 graduate of UND who was working as editor of Commercial West, a banking publication in Minneapolis. Look's experience on weekly newspapers was seen as an asset because of the department's drive toward establishing a professional curriculum emphasizing community journalism. At the time, there were 10 daily newspapers and more than 110 weeklies in North Dakota. The faculty and the students felt that more job opportunities for graduates would be available on weeklies than on daily or large city newspapers.

The Associated Press wire service to the journalism lab was resumed in the fall of 1947, an expanded photography course was added to the curriculum, and a darkroom was built. O'Neill, Evanson, McClure and Hughes remained on the faculty.

It was also in 1947 that Matrix members successfully petitioned to become a local chapter of Theta Sigma Phi, a national women's honorary society. The original petitioning members were: Elise Brown, Mary Dooley, Prudence Ertravesang, Corrine Glander, Irene Lee, Joyce Lee, Carol Leitich, Betty Oppegard, Julia Hutchinson Ramney, Judith Rea, Eileen Stewart, Joyce Sundeen and Dorothy Swenson.

During the 1948-49 school year, the department became one of 21 schools and departments of journalism in the country to be accredited by the American Society of Journalism School Administrators (ASJSA). The organization's requirements for accreditation, as reported in the July 18, 1949, Summer Dakota Student, were that schools must "maintain a full professional program" and "aim especially at the training of general practitioners (the type of graduate demanded by most newspapers, magazines and trade publications); they must strive to serve especially the publications of their own state or section; they must be committed to a liberal philosophy of professional training with strong emphasis on general cultural studies in addition to journalism techniques..."

Throughout the next decade and a half, the emphasis in the department was placed on the development of practical news-editorial, advertising and broadcast journalism courses. Particular emphasis was given to student internships, participation in field trips where journalism students would help produce an edition of a local newspaper. By the fall of 1948 the journalism and speech departments were cooperating to offer a "radio-journalism" major. Students gained broadcasting, experience working for the campus radio station, KFJM, which, in October of 1948, marked its 25th year at UND.

By 1950 there were two chapters of Sigma Delta Chi in North Dakota—one for undergraduates at the university, and one for professional journalists. The professional chapter received its charter in 1947. Membership in both groups was still limited to men. Austin served for many years as faculty advisor to the under­graduates chapter and as secretary of the professional chapter.

For the student chapter of Sigma Delta Chi, the '50s were a busy and an award-winning decade. The UND chapter won eight consecutive (and eventually a total of 10) Bogue professional achievement awards in national SDX com­ petitions, continuing a string started in 1948. The annual memorial plaque was awarded based on a percentage of chapter members graduated in the previous five years who were still working in journalism. The UND SDX chapter also won the national Beckman chapter efficiency award three years during the '50s, adding to the chapter's victories in 1925 and 1926.

It was during the '50s that the UND undergraduate SDX chapter began publishing The Goose, a humor magazine. The editor of the first edition, published in February of 1953, was Bob Wheeler. Irv Letofsky was "vice editor," and Lowell Anderson was photographer. Other staff members, as listed in the masthead, were Dick Enger, Marv Ness, John Rhodes, Duane Clark, Al Finkenstein and Jim Schrimpff. The magazine was started because, as the editors put it, "There has long been a crying need for a genuine humor magazine on the University campus.

"Well, it just so happened that a group of us were sitting around a smouldering wormwood log late one night, casually kicking the devil out of an old dried piece of conversation, when, as always happens when the litterati gather, someone mentioned the goose. Immediately the mob rose in unison and chorused, 'What a name for a humor magazine. Everyone knows there is nothing siller than a goose.' And that's how The Goose was hatched."

By the time the next issue of The Goose was published in February of 1954, the editors had talked the members of the women's journalism fraternity, Theta Sigma Phi, into helping them sell the publication. (Women journalists had, in the 1920s, been the first UND students to publish a humor sheet on campus.) Because the magazine was supposed to be a money-raising endeavor for the local SDX chapter, the staff of the 1954 edition of The Goose bumped the price from a dime to 25 cents. The level of the humor stayed the same. Apparently, the 1954 issue was the swan song for The Goose, and it folded. Down, but not out, the chapter members sought other projects. In 1955 the SDX chapter published a 32-page News Correspondent's Guidebook that was sold to newspapers throughout the state. It was designed to help the untalented country correspondents working for the state's smaller newspapers learn some of the basics of gathering and writing
news. It was published for several years and revised in 1970. In the early 1960s the student SDX members turned to selling advertising on desk blotters as a money-raising project. The blotters were printed and distributed for free to UND students each fall. The project was continued for several years, but often barely covered expenses.

In 1950, Life magazine covered the 50th annual Flickertail Follies and much fuss was made then, and since, about the national exposure for UND. More than 400 UND students took part in that year’s follies.

It was also in 1960 that fighting broke out in Korea, and many UND students left for yet another war. The Korean War ended in July of 1953, and by the fall the university was once again planning for an influx of returning veterans.

In September of 1952, Donald M. Gillmor joined the UND journalism faculty as an assistant professor. Gillmor was a native of Fort Frances, Ontario. He had graduated from the University of Manitoba in Winnipeg in 1949 and earned a master of arts degree from the University of Minnesota in 1950 with a major in journalism and minors in English and political science. Before joining the UND faculty, Gillmor worked as a reporter and news editor on the Winnipeg Free Press. He had also worked for the Forum in Fargo and in the advertising department of the Grand Forks Herald.

Throughout the 1950s and 1960s, Austin was busy with journalism education activities at local and national levels. In 1950 he was national secretary of the American Society of Journalism School Administrators (ASJSA), and became chairman of that group in 1952. In 1956 he served as chairman of the ASJSA accreditation committee. From 1952-53 he edited the ASJSA Quarterly Bulletin. Beginning in 1965, Austin served a three-year term as head of the ASJSA’s summer faculty fellowship committee.

In the early 1950s Austin served three years as national vice president in charge of undergraduate affairs for Sigma Delta Chi. He also served as chairman of the organization’s national Council of Undergraduate Advisers for four terms. From 1955 to 1956 he was vice chairman of the national SDX Committee on Advancement of Freedom of Information. For many years he was involved in FOI activities, and wrote many articles about freedom of information problems in Latin America. In 1955 Austin was awarded the Wells Memorial Key, the highest individual honor given by Sigma Delta Chi. In 1962 Austin received a plaque at the national SDX convention in Tulsa, Okla., in recognition of his long service to the UND undergraduate chapter. He had served 16 years as the chapter adviser. In 1970 he was honored by the ASJSA at its 25th anniversary meeting in D.C. And in 1972 he was among the first recipients of the SDX Distinguished-Teaching-in-Journalism award, presented at the national convention that year.

Austin was also a member of the Association for Education in Journalism (AEJ), and served on the executive committee of AEJ from 1952-53. In 1966 he was elected chairman of the AEJ recruitment committee. In 1963 he was named to the accrediting committee of the American Council on Education in Journalism (ACEJ).

In 1961 Austin was presented with a national Outstanding Chapter Adviser award by Theta Sigma Phi, the national women’s honorary journalism society. He was presented with the certificate at a special banquet at the Dacotah Hotel by chapter president Beverly Scheltema. The certificate said, in part, “Because of your distinguished career as a journalist and your qualities of leadership and integrity and devotion to your profession, you have been an inspiration to the students whom you have taught and counseled.”

In 1957 Austin took a leave of absence from UND to complete a year-long study sponsored by Dow Jones and Company Inc., publishers of the Wall Street Journal, on vocational opportunities and recruitment problems facing American journalism. At the time, Bernard Kilgore, president of the company, was quoted as saying that Austin had been selected to conduct the study by executives of the Wall Street Journal, “... because of his practical experience in newspaper work, and his high standing as an educator in the field and his outstanding work with students and organizations devoted to journalism.”

The purpose of the study, Kilgore said, was “... to simply find out why so many of the best qualified young men are not being attracted to newspaper work. We would like to know whether anything can be done to improve this situation and if so, where and when.” Austin’s study determined that supervised, on-the-job training under newsroom conditions was one of the best methods for introducing talented young people to newspaper work. The results of Austin’s study led to the establishment of the Newspaper Fund, a training program funded by the Wall Street Journal.

In 1960, following up on the findings of his study, Austin conducted a journalism training project in the newsroom of the Burlington, Vt.; Free Press, and in 1966 served as a consultant on the establishment of a journalism program at the University of Vermont. During the summers of 1967 and 1968, he was a visiting professor of journalism at the Vermont school.

During these years, Austin also kept close ties with the professional world by working part-time at the Grand Forks Herald until 1967, and, for 13 summers, working on the copy desk at the Minneapolis Star.

In 1963 Austin was named to the advisory board of Pulitzer Prizes. Austin also found time to become active in city and state politics. He served as fifth ward alderman on the Grand Forks City Council from 1962-1966, and from 1966 served as a consultant on the establishment of a journalism program at the University of North Dakota. During the summers of 1967 and 1968, he was a visiting professor of journalism at the Vermont school.

In 1963 Austin was named to the advisory board of Pulitzer Prizes.

In 1966 Dr. George Starcher became president of the university.
establishing the association's headquarters at the university and making the manager of the association a part-time member of the journalism faculty.

Paul C. Schmidt, who had joined the UND journalism faculty in 1957, was named the association's first manager in May of 1958. Today, the North Dakota Newspaper Association offices are located in the basement of Merrifield in the area where the university press was first housed 50 years ago. Schmidt served for 13 years as the press association manager. He retired as manager in 1972 and was replaced by Gene Carr, a UND journalism graduate. Before coming to UND, Schmidt had worked on newspapers in Minneapolis and St. Paul. From 1950 to 1957 he was publisher of the Enaerinn, N.D. Independent.

With Gillmor on leave for a year during 1955-56, the department hired Charles Bellman as an instructor in the fall of 1959. Except for one semester, Bellman remained on the UND faculty until the end of the spring semester in 1962. In addition to teaching, he served as faculty adviser to NIFA. When he left, he became the editor of Plain Talk, a weekly in Vermillion, S.D.

In the fall of 1960 the journalism faculty consisted of Austin, Hughes, Bellman, O'Neil, Dibbern, Schmidt and Clayton Ness, who owned a local camera and photographic supply store and was teaching the photo courses for the department part time. Despite the several names on the faculty roster, the department was officially a three-member faculty: Austin and Bellman were the only full-time faculty members; the others filled the third full-time position.

When school started in the fall of 1960, there were 43 students majoring in journalism at UND. At that time, the journalism program was still small and the department was officially a three-member faculty: Austin and Bellman were the only full-time faculty members; the others filled the third full-time position. But significant curriculum changes were still a few years off.

It was also at the start of the 1962 school year that Archie Hill, a public school teacher and administrator from South Dakota, joined the faculty, replacing Bellman. Hill had a master's degree in journalism from South Dakota State College, Brookings. He had also had experience as a high school publications adviser. As part of his duties at UND he became the NIPA faculty adviser. Gillmor had earned his Ph.D. from Minnesota in the fall of 1961 and had returned to UND.

Harvey Jacobson, a 1962 UND journalism graduate and director of the university's news bureau, joined the UND journalism faculty on a part-time basis in the fall of 1961. During summer months as an undergraduate, Jacobson had worked as a reporter and assistant wire editor on the Fargo Forum. He earned his master's degree from UND in 1966. As a graduate student he had reorganized UND's news bureau and became its director. In 1960 he took a two-year leave of absence to work on his Ph.D. in mass communication at the University of Wisconsin. In 1962 he returned to UND to again head the news bureau. He received his Ph.D. in 1967. The UND news bureau under Jacobson's direction won numerous national awards in college public relations publication competitions during the 1960s. In 1963 a new course, survey of mass communication theory, was added to the department's curriculum with Jacobson as teacher.

In the fall of 1963 the Newspaper Fund, sponsored by the Wall Street Journal, awarded the department a $1,000 grant to conduct a one-week workshop for high school journalism teachers during the summer of 1964. This was the first of several summer workshops that the department held during the next few years.

The summer workshops were developed by Hill. They included an Institute for High School Journalists and Writers, a Workshop for High School Journalism Directors, and the Old West Writers' Workshop. The latter was designed for freelance writers and advanced journalism students. In August of 1964 Hill held the first of a series of Badlands Writers Workshops. The workshop, co-sponsored by the department of journalism and the North Dakota travel department, was held in the Theodore Roosevelt National Memorial Park, with headquarters at the Custer Trail Ranch. In 1967 the workshop included a 436-mile, 30-day wagon train trail ride. At night, when the "pioneers" made camp, they would participate in a Wagons West pageant of folk songs and dances. The trail ride was headed up by Sandra Korsmoe, a UND senior. A 1968 writers' workshop revived the Bad Lands Cowboy, a newspaper supposedly originally published in Medora in 1884.

The journalism department had, since 1946, been supervising publication of the Summer Dakota Student. The newspaper was written and edited by members of summer reporting classes. This arrangement ended after the summer of 1960.

A mini-boom in journalism enrollments was just beginning in the mid-1960s. In the fall of 1963 there were about 50 majors; there would be close to 100 journalism majors by the end of the decade.

Limited funds, increasing enrollments, lack of adequate space and equipment in some of the labs, new demands for communication and theory courses, changes in the educational backgrounds and research interests of journalism faculty members, and disagreement over the future direction of the department would, by the late 1960s, contribute to major educational problems in the department.

NEW DIRECTIONS

Gillmor resigned his post as professor of journalism and coordinator of the UND honors program in 1966 to join the faculty at the University of Minnesota. Hanno Hardt was hired to replace him. Hardt joined the faculty as an assistant professor of journalism. He was a German citizen who had earned his master's and Ph.D. from Southern Illinois University. He taught the reporting, radio and television news writing, history of journalism, press and world affairs and introduction to communication theory courses while at UND. In addition to his academic background, Hardt had had two years of reporting and editing experience on the Hudson Register-Star in New York, and, before coming to the United States, he had worked as a reporter in Germany and studied law for two years at Kieler University.

In 1966 Bernard O'Kelly was named dean of the College of Arts and Sciences. Journalism is a department in Arts and Sciences.

Late in the spring of 1966 the department of journalism began planning to seek accreditation of its news-editorial sequence by the American Council on Education for Journalism (ACEJ). In reviewing the department's academic...
During the 1966-67 school year, Hardt and Jacobson pushed for changes in the basic curriculum. Some relatively minor changes were made with little difficulty, but Austin opposed major changes in the curriculum. Among the minor changes were: the introduction of an interpretative reporting class to be taught in the fall of 1967, and revision of credit for the basic and advanced photography courses, with the latter being offered for two credits. The photography classes were now being taught by Colburn Hardt III, a UND graduate who had worked as a staff photographer for the Grand Forks Herald and was now working for the UND News Bureau. Another Herald staff member, Bob Dunnan, was helping Hill with the advertising courses. Dunnan lectured and Hill ran the lab sessions. Minutes of the departmental faculty meetings indicate that in the spring of 1967 there had been "allocations and misgivings expressed in various places" about some of the courses that Hill was teaching. Essentially, the concern was that graduate-level seminars in public relations and advertising were not graduate-level caliber.

After a special meeting with Dean O'Kelly in April of 1967, the faculty approved changes in the upper level courses taught by Hill—dropping them to lower division courses and making one an independent-study course. Schmidt also replaced Hill in teaching the editing class.

Some of the questions and problems touched on in the spring of 1967 were dealt with more thoroughly during the summer months. Hardt served as acting chairman of the department during the summer while Austin was working as a visiting professor at the University of Vermont.

The 1967-68 academic year would be a turning point for the department. Basically, the academic problems facing the UND department of journalism at this time centered on the old dilemma of "theory" versus "practice." That is, on questions of how much of a university-level journalism program should be devoted to practical, "hands-on" laboratory courses such as those that train students in reporting and copy editing, and how much of a university-level program should be devoted to "theoretical" concerns such as research into and critical analysis of human communication and society, of the various roles of the journalist and the mass media in today's world and consideration of ethical, legal and historical questions regarding the press, advertising, broadcasting and public relations.

The journalism curriculum at UND in the mid-1960s had not changed significantly from that of the 1930s or '40s. The emphasis was on practical, laboratory work, aimed primarily at preparing students for jobs on newspapers.

Although various faculty members had, from time to time over the years, expressed concern about the rather narrow focus of the journalism curriculum, it was during the summer months of 1967 that the journalism faculty began a concerted push for substantial revisions of the department's curriculum. A faculty curriculum committee of Hardt, Schmidt and Jacobson recommended several changes that would be acted upon at one of the first faculty meetings during the fall semester."

In an "extraordinary meeting for discussion of curriculum and catalog changes" on Sept. 20, 1967, with Dean O'Kelly and two associate deans, the journalism faculty took part in an "exhaustive discussion... of the curriculum changes proposed by the curriculum committee of the department."

members of the journalism faculty were Austin, Dibbern, Hardt, Hill, Hughes, Hvidston, Jacobson and Schmidt.

The faculty committee urged that the number of required journalism courses be reduced for journalism majors, so that students would take no more than 25 percent of their university course work in journalism classes. In short, journalism majors would have to take more courses in the liberal arts and sciences, and fewer in journalism.

The faculty suggested a core curriculum of 21 hours of journalism courses be established, and that journalism majors choose electives in journalism to bring the total to 31-33 hours of journalism classes out the 128 hours needed to graduate. The faculty also urged that the credit hours for the printing and production classes be lowered. The proposed 21-hour core curriculum was: six hours in reporting, three hours in printing and publishing, three hours in editing, three hours in newspaper production, three hours in history of journalism and three hours in law of the press.

The journalism faculty suggested that a minimum grade point average of 2.5 for journalism graduates be adopted because "... the journalism curriculum is a professional one, students who major in this field should maintain an academic standing that is slightly higher than the 2.2 GPA required for graduation by the College of Arts and Sciences."

During the meeting the journalism faculty agreed unanimously that if the ACEJ accrediting team "strongly recommends that three quarters of a journalism major's undergraduate credits be in fields other than journalism, the department should adopt the formula proposed by the... curriculum committee." Austin, however, dissented on the recommendation to require a 2.5 grade point average of all journalism majors. He also registered objection to the proposed reduction of credit hours for the newspaper production courses. And Austin voted against the successful motion to incorporate the Lectures in Practical Journalism into the reporting classes.

Austin's objections to major changes in the curriculum were understandable. He had, after all, been department chairman since 1946, and was a graduate of the UND program. Change is seldom easy to deal with—especially if you think it's wrong. His views were also reflected in the comments of the 25 UND journalism graduates he surveyed prior to the meeting. The graduates were all working journalists. Many opposed current changes. Among the comments were these:

"What in hell is going on at UND? First they drop the follies and now they want to drop practical journalism courses. If I were to return to school I probably would change a few things. ROTC, two years of Spanish and Geography courses simply wasted my time. But I must say that I don't regret any of my journalism classes. I think that the journalism program at North Dakota is sound and respected, and has been for a long time."

"As far as the quality of journalism training offered at UND is concerned, I think the record speaks for itself. UND graduates do not have to take a back seat for anyone."

"Perhaps UND is a little light on copy reading and editing. The newspaper industry is finding this true of all journalism programs."

"I can see no reason to restrict J-students to 35 hours. J-students should be encouraged to take as much journalism for credit as possible. I wish I could have taken more."

"I would abolish the entire requirement for maintaining an average."

"Grades don't make the working journalist."

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"History of journalism doesn’t have much to offer."

"Academic approach to journalism is not needed, to a large extent, for general assignment reporters. The practical aspect, if you pardon the redundancy, is practical. Personally, the practical courses are the only ones I can relate to in the cold, wintry days of grinding out copy. You need to be specific."

"Theory courses are good if handled correctly. The course I took (Theory of Mass Communication) was too bogged down in statistics and norms, and I couldn’t relate all the technical lingo to practical use."

But times had changed. And what once might have been adequate for a “good” education, it was argued, simply was no longer adequate. Although “practical” courses were needed, the greater need was now seen to be for journalism students to obtain a broad, liberal arts background which would permit them to develop the abilities and competencies to cope with social and technological change, and to think for themselves. Training in the “old ways” did not meet these new goals. Alumni support of the UND journalism program has always been strong and many of the changes in the curriculum were welcomed by alumni and publishers as overdue.

Although the journalism faculty had approved the curriculum changes—at least in part—hopes of improving the department’s chances of gaining accreditation, the modifications were too little, too late.

The accrediting team, after visiting the campus in November of 1967, did not recommend that ACEJ accreditation be granted to the UND news-editorial sequence.

In its report, the accrediting team noted that the “faculty has forced the issue of curriculum revision...” and it pointed out that the “...chairman and faculty approved a new curriculum after long disagreement, was forced by reluctance to change on the part of (the) chairman.” The team also reported, “No record is kept of students after graduation; current records of students in journalism office are limited. Placement not recorded, but is generally known.”

SDX keeps an updated file on all its members who have left, and on professional members. Recruitment is limited to high school workshops and meetings. Student advising seems regular and devoted.

In their report, team members pointed out that the “journalism quarters are definitely inadequate, especially in the laboratory area of a usable journalism library in the department... The budget is clearly inadequate for secretarial and administrative help. Salary budget should be raised to permit hiring staff equipped to teach major courses needed in the curriculum.”

The accrediting team also said, “The weakest aspect of the department is the present curriculum, heavily dominated by techniques training; lacking an introductory survey course in press and society; offering history of journalism only as an elective; and highly repetitive in reporting and editing courses. No limit to journalism credits is designated at present, and transcripts showed credit ratios of more than one-third journalism in some student programs.”

After meeting with journalism students, the team wrote, “Students believe they are learning to write, and they like their teachers as persons and deeply respect some of them as teachers. The most articulate students are delighted at the introduction of the theory course, and ask that more courses emulate its intellectual challenge. Advisers are available and work with students outside classes. Professional achievement of graduates seems adequate.”

The team suggested, “That within two years, the effect of the proposed new program can perhaps be examined and judged.”

With the failure to gain accreditation would come the realization that significant changes had to be made in journalism education at UND. The student demand for a journalism program was clearly evident in the steadily-growing enrollments. There was also growing academic interest in developing a communication program, an area that the existing journalism and speech departments did not cover. In April of 1968 the journalism department approved a proposal to establish a Communication Research Center. The proposal said the center would serve to encourage individual research of faculty and students, provide research facilities to aid regional mass media in conducting media-oriented research projects, and act as a coordinator of communication research activities in the region.

Hanno Hardt also informed the department in the spring of 1968 that he would be leaving to join the faculty at the University of Iowa in the fall. The journalism faculty learned in May of 1968 that the department had not been accredited. At a faculty meeting with Dean O’Kelly on May 14, there was “considerable discussion of the reasons for the committee’s recommendation.” Minutes of the meeting say that O’Kelly “did not dispute any part of the committee’s report,” but that Austin “said he felt the committee ‘did give a rather hasty report’ of some of the phases of the journalism program.”

The minutes also show there was concern that the department might be phased out, perhaps making it part of the speech department. Jacobson asked O’Kelly if the faculty could expect help from the administration. The minutes report that “Dean O’Kelly replied that the Journalism Department has been and will be vulnerable, but that ‘both the president and I support plans for improvement.’”

It was clear that significant changes had to be made in the department. Hill was granted a one-year leave of absence and he resigned before the semester ended. Dave Vorland, a UND journalism graduate, was hired as an instructor to replace Hill for the 1968-69 school year, and upon Hill’s resignation, agreed to stay on for the 1969-70 school year. Vorland had earned his master’s degree in journalism at the Medill School of Journalism at Northwestern University in 1966. He had worked two years as a public information officer for the North Dakota Highway Department.

During the summer, Hardt again served as acting chairman of the department while Austin was spending a second summer at the University of Vermont.

At the end of August, Hardt left for the University of Iowa. Before leaving, Hardt wrote a final memo to the journalism faculty, summing up his thoughts on the future of the journalism program at UND. He said, in part, “... strong leadership could turn this rather aimless and outdated program into an imaginative and thought-provoking curriculum that would attract intelligent students and an enthusiastic faculty. This department could become an example of modern journalism education because it is small enough to adapt to administrative and curricular changes and finds good cooperation from other departments for interdisciplinary programs. This is not always the case at larger universities. If this department is to survive the next years, its faculty must look into the future and examine the aims and purposes of journalism education at UND.”

During the fall semester, two members of the speech department faculty, Dave Beach and Troy Baker, helped teach in the journalism department. Beach also taught during the spring semester.

In February Austin was granted a one-year leave of absence to work as director of the Model Cities Project in Fargo. Paul Schmidt was named acting chairman and promoted to assistant professor. A search committee was formed to hire a new department chairman and an
additional faculty member. Committee members were Schmidt, Jacobson and Bernard Brommel, chairman of the speech department.

At the start of the spring semester, another UND journalism graduate, Jack McDonald, was added to the faculty as an instructor. He had earned his master's degree at American University. He later graduated from the UND law school. One of his clients is the North Dakota Newspaper Association.

At the end of the spring semester, Dibbern resigned his part-time teaching position.

Hividton, who was teaching the news photo classes as a part-time instructor, was also working as university photographer for the Office of University Relations. He later was named chief photographer of the Fargo Forum. He stayed on the UND faculty until the end of the 1971-1972 academic year.

In April, Herbert Strentz was named the new chairman of the department. The job had been offered to other candidates who had visited the university during the year’s search, but they had, for a variety of reasons, turned the offer down. At the time, Strentz was finishing work on his Ph.D. at Northwestern University while teaching at the University of Kentucky. He had earned his bachelor’s degree at Fresno State College in California, and had returned to the University of Minnesota where he had worked as a reporter and copy editor with the Fresno Bee and had worked for the Associated Press in Albany, N.Y. He had also been an instructor at Bakersfield College in California.

Strentz took over as chairman at the beginning of the 1969-70 school year. In 1962, recalling his appointment, Strentz said that the fact the job had been turned down by other candidates helps explain “... how a person with as little experience as I wound up as chairman. By that time, UND was desperate. It has always puzzled me that the others turned down the position... because the university was ready to make a commitment to get the program accredited and they were ready to move. ... It was a good, positive environment to work in. I was lucky to stumble into it. I can’t figure why others turned it down.”

A new additional journalism faculty position was filled by Keith R. Stamm, who had earned his BS, M.S and Ph.D. at the University of Wisconsin and was teaching at the University of Alaska. He had worked as an editorial assistant and technical writer and instructor at the University of Wisconsin.

W. Barnett Pearce was hired to fill a newly-created joint faculty position funded by the departments of journalism and speech. This new position was created to help establish a communication program. Pearce was finishing work on his Ph.D. at Ohio University. He had earned his bachelor’s degree from Carson Newman, and his MA at Ohio. He had no journalism experience.

At the start of the 1969-70 academic year, Austin asked to cut short his leave with the Model Cities Program and return to UND early. But President Starcher said no. As Strentz remembers it, “I recall him saying that I should have time to make my own mistakes. It was a good decision on his part and gave Keith, Barnett and me time to get things going along without worrying about Al’s reactions.”

Austin returned to campus in the fall of 1970, and ended his UND career with nine more years of full-time teaching. He also continued his service as secretary of Sigma Delta Chi during a time when the professional chapter achieved success in getting shield laws passed by the state Legislature. He also did consulting work, principally with the Garrison Conservancy District.

There were 77 journalism majors—45 men and 32 women—when school started in fall. By the spring semester this increased to 83 majors, 51 of whom were men and 32 women.

During the previous year, significant improvements had been made in off-

ices, classrooms and equipment, but there was still a need for more space and remodeling of some classrooms. A new photo darkroom laboratory was being built in Sayre Hall and would be ready in 1971.

The department hired its first secretary, Caroline Lertud, in 1969. Although it was only a half-time appointment, the addition of a secretary, Strentz reported, “... meant all kinds of good things for the department. It’s beyond me how the department functioned before it had a secretary. Faculty busy work has been lessened and we are able to spend more time on course preparation and research... the workload indicates there will be a need for a full-time secretary by the 1971-72 school year.”

Of greatest concern to the new chairman and the faculty was the question of accreditation. Thus, during the year, a great many curriculum changes were made in light of the recent failure to gain accreditation. By the end of his first year as chairman, Strentz could report the following changes:

—The introduction of a communication major offered jointly by the speech and journalism departments.

—Establishment of a journalism advisory committee of students who helped in departmental decision-making. Richard Cline was chairman.

—Lowering of the required number of hours in journalism classes from 21 to 15—thus providing students with a greater opportunity for selecting journalism electives.

—Addition of a new survey course required of all journalism, communication and speech majors, called introduction to communication.

—The dropping of the course, the press and world affairs, and the addition of a course called research methods in communication.

—The renumbering and shifting of emphasis in several journalism courses. The new catalog would: list reporting public affairs instead of a second semester of reporting; show editing and copyreading as a lower division class rather than an upper division one; list Introduction to graphic communication instead of printing and publishing; show that introduction to theory was changed from two credits to three; show that the graphics, second semester of reporting and the newspaper production courses were no longer required of all journalism majors.

In a year-end report to Dean O’Kelly, Strentz said there was also a need on campus to recognize “... journalism and communication as respectable, and in time, strong areas of study at UND. I think journalism may take care of itself, but I am concerned that the new communication curriculum might develop into a high-powered vocational major instead of an area of study related to the behavioral sciences.

We have a communication major now, but the listings in the course catalog include, I think, too many technique or ‘how to’ courses. Over the next few years, I hope the university will develop a communication curriculum independent of speech and journalism, not one that is only a stepchild of those two departments. Our orientation in communication and, to a degree, in journalism, should be toward the behavioral sciences. I believe we already have sufficient behavioral science emphasis in our journalism curriculum, but that orientation is not too evident in the communication listings.”

At the end of the spring semester, Vorland resigned to join the journalism faculty at St. Cloud State College in Minnesota. He returned to the UND office of University Relations in 1973. John Bowes, who was completing his Ph.D. work at the University of Michigan, was hired as an assistant professor to replace Vorland. Bowes had earned his master’s degree in 1965 at Syracuse University and his bachelor’s from Hamilton College in 1964. Bowes had no journalism
The legible attempt to control the student press.

Regarding student rights, freedoms and responsibilities, the state board deemed by them appropriate. . . .

To criticize at will, and to espouse any cause, whether campus oriented or not, publications should be free to act as the voice of the student body, to praise or denounce the president of the institution. The board's statement said, in part, "Student publications should be free to act as the voice of the student body, to praise or criticize at will, and to espouse any cause, whether campus oriented or not, deemed by them appropriate ... ."

By having each institution develop its own code of conduct and policies regarding student rights, freedoms and responsibilities, the state board defused the legislative attempt to control the student press.

During Street's first year as chairman of the department, the decision was made to try again for ACEJ accreditation during the 1970-71 school year. The ACEJ accrediting team visited UND in December of 1970 and found that the program had improved. In their final report, the accrediting team members noted, "Student morale and respect for the journalism unit has (sic) been substantially improved since the 1967 visit. Students state that they are being challenged, and a number express excitement over the dimensions of the new program. Students participate in departmental affairs and have a close working relationship with the faculty. Professional achievement of journalism graduates is wide ranging and above average both in the profession and in journalism teaching."

The team also said the university "... should not lose sight of the need for a building that would house all segments of communication," and "visitors noted that the faculty members were interested in establishing a school of communication, and that such programs, when well supported, usually enhance undergraduate instruction. In concluding its report, the team said, "The department is to be commended for making the news-editorial curriculum more flexible than it was three years ago and for providing opportunities for students to do some work in broadcast fields. Students expressed a desire for strengthened offerings in advertising, public relations and magazine journalism."

ACEJ accreditation was granted to the UND news-editorial sequence in the spring of 1971.

Also in the spring of 1971, Stamm resigned to accept a faculty position at Indiana University, and a few months later, Paul Schmidt, manager of the North Dakota Newspaper Association and part-time journalism faculty member, announced his resignation from his NDNPA post effective January 1. As Schmidt's replacement, Strentz recalled that "The search for Paul's successor was a difficult one. In some ways, I think Carr's appointment was the most important one made in the journalism department since the decision was made to move Street out as chairman."

A native of Grand Forks, Carr got his start in the newspaper business as a printer's devil and sports writer for the Warren Sheaf while in high school. As an undergraduate student at UND he worked as a part-time printer in the university press and was news editor of the Dakota Student. In 1961 Carr bought the Hillsboro Banner and became its publisher. He also owned interests in the Hatton Free Press and the Steele County Press at Finley. He sold those interests when he took over the NDNPA.

Finding a full-time replacement for Stamm was not as successful. As a temporary solution to the staffing problem for the 1971-72 school year, the department hired Barbara Bowes in a part-time position and asked that Ted Frederickson, a UND journalism graduate who was finishing his studies for a master's degree in communication at American University in Washington, D.C., be hired to fill the remaining three-quarters of the vacant faculty slot. Bowes had earned her bachelor's degree at West Virginia University and her master's degree at Michigan State University where she was a doctoral student.

Frederickson had graduated magna cum laude from UND and had worked for the Grand Forks Herald. But, as an undergraduate, he had been a controversial editor of the Dakota Student. At first the UND administration balked at hiring him.

As editor of the Dakota Student, Frederickson had, among other things, editorially opposed the establishment of the ABM system, advocated that...
academic credit not be given for ROTC activities, chastized the American Legion, condemned racism in Grand Forks, supported the right of Communist Gus Hall to speak on campus, criticized the UND administration, and, in Frederickson’s words, “... gave my writers the freedom to use slang words that could be offensive to grandmothers in Northwood, N.D.”

There were members of the university administration who did not want to hire Frederickson, despite the fact that the department faculty and the dean had approved the journalism program appointment. When the journalism faculty members made it clear they wanted Frederickson for the job, UND President-designate Thomas Clifford reconsidered the decision and approved Frederickson’s appointment.

With the start of classes in the fall of 1971, the search was started anew to fill the faculty position full time. During the spring semester of 1972, Tom Deats, who was completing work on his Ph.D. at the University of Iowa, was hired to fill the position with the start of classes in the fall. Deats had earned his bachelor’s and master’s degrees at Chico State College in California. He had worked for a couple of years as a reporter, photographer and deskman on different California newspapers, and had taught photography courses at Chico State. He had also been a full-time adviser for two years to the Chico State student newspaper, yearbook, literary magazine and campus radio station before going to Iowa. He had also done public relations work during the summers when he was working on his master’s. He received his Ph.D. from the University of Iowa in June of 1972.

During the summer of 1972, Pearce told the university he would be leaving at the end of the fall semester to accept an appointment at the University of Kentucky. While at UND, Pearce had been named director of the newly-created communication program offered through the speech and journalism departments. He had also won an outstanding teacher award.

Establishment of the communication program had not gone smoothly. In 1968, when a faculty committee first began working on a plan to establish the communication program at UND, there had been agreement among the speech and journalism department faculty members that “...a communications major should be part of an interdisciplinary program and that journalism should play a more active role in developing and participating in graduate work...” But by 1971 Jacobson reported that attempts to discuss improving the rather meager communication program with Bernard Brommett, the chair of the speech department, had been futile. Jacobson said that Brommett “... did not feel discussion of the communication program was necessary at this time.”

The department of journalism in August of 1971 approved proposals for establishment of a division of communication. But the department of speech, on Sept. 7, 1971, approved, by majority vote, the motion: “The department desires only to continue and to strengthen the cooperative program in communication, but does not at this time desire to enter a divisional structure.” Although there have been changes in program directors over the years, there has been no substantial change in the communication program since 1971.

Pearce’s resignation was a reflection of his frustration over the lack of growth in the communication program.

In the fall of 1972 a search was started for a replacement for Pearce and John Baird was hired effective with the start of classes in the spring. Baird was finishing his work toward a Ph.D. at Indiana University.

When classes began in the fall of 1972, there were approximately 120 journalism majors, a little more than half of whom were women. Deats was assigned to teach the graphics course. In addition to teaching Communication 100, and classes in research methods and campaign news coverage, John Bowes was serving as a consultant to the Citizen’s Advisory Committee for the West River Diversion project organized through the North Dakota State Water Commission. He was conducting research on the social attitudes toward, and government-agency-public communication patterns in, large scale rural resource development projects in southwestern North Dakota. Barbara Bowes was serving as director of the Communication Research Center on a part-time basis. She had been promoted to assistant professor.

Several curriculum changes took effect in 1972. These included major revisions in the foreign language requirement, and journalism offerings under three sequences: news-editorial, advertising-public relations, and broadcast journalism. Options to the two-year foreign language requirement now included 10 to 12 hours in research courses, or 18 hours in specified social science courses. A fourth option that permitted students to select an area of study of particular interest to them that was not covered by the other options was also allowed.

Departmental approval of this option was required.

During the 1972-73 school year, the journalism department faculty began work toward establishing a professional advisory committee that would meet once or twice a year with the faculty members to discuss programs, priorities, etc. In May the department published the first edition of the Lab Tab, a laboratory newspaper as part of the newspaper production class.

In June of 1973, Paul Schmidt retired from the faculty, but remained as an assistant professor of journalism, emeritus, and consultant to the Office of University Relations.

When the 1973-74 academic year began, enrollment in journalism and communication classes reached 346. There were 163 men and 184 women enrolled in the fall semester. In the spring semester, 228 men and 135 women enrolled. Although these totals include students who were not declared journalism majors, they are indicative of the increase in enrollment the department was facing in the early 1970s. There were 127 journalism majors.

As communication program director, Strenz urged in November of 1973 that the university plan for two additional faculty positions in speech and journalism within the communication program to meet anticipated growth. He also called for the construction of a communication building “within the decade” and noted the immediate need for an editing and graphics lab. The department was getting a video display editing terminal—one of the first in the state—and needed room for it and updated lab facilities for offset graphic technologies. For the most part, the graphics lab, which was located in the Industrial Technology building, was still a letterpress lab. Strenz urged the need to upgrade the radio and television program to the level of a tenure-track faculty position to teach the broadcast courses being offered in the speech and journalism departments.

The department was also going to be faced with ACEJ reaccreditation of its news-editorial sequence during the 1976-77 academic year. Strenz asked that the speech and journalism departments “give serious consideration to seeking accreditation of a Radio-Television sequence at the university.” He added that the departments of journalism and marketing and the school of business and public administration should “give thought to seeking accreditation of the journalism program in courses Advertising and Public Relations.”

By the spring of 1974, the journalism and marketing departments had
developed a cooperative major in advertising and public relations. Degrees were granted through either the College of Arts and Sciences or the College of Business and Public Administration.

Cherry remarked in his 1973-74 year-end report, "The relative ease with which this major was developed and approved is evidence of how departmental cooperation can better utilize university resources and offer improved programs for UNO students." This was a far cry from the struggles to establish and maintain a communication program and a cooperative journalism-speech broadcasting major. The latter still has not been fully developed, and the communication program has, over the years, slowly dwindled away. But in 1974 there was still some hope that the communication program could be made to work, and that the problems facing establishment of a strong broadcasting sequence in journalism could be overcome.

By the end of the 1973-74 school year, the department's professional advisory committee had been established. Members of the committee included John Lux, who was then publisher of the Grand Forks Herald; Norm Schroeder, news director of WDAY-TV in Fargo; Marge Potter of the Cass County Repetser in Casselton; Lyle Huseby, a Fargo attorney; and Carol Kleinschmidt, a 1971 graduate of UND who was working in public relations for the North Dakota Highway Department. The journalism department also published its second edition of the Lab Tab in May of 1974 and had used the newly-acquired Hendrix video display editing terminal in its production. The department's video display terminal was not one of the first in the state, but the UND department was one of the first college journalism departments in the nation to acquire this type of equipment. Earlier in the year, a graphics class had produced a prototype newspaper called New Ground.

John and Barbara Bowes resigned their faculty positions in the spring of 1974 so he could accept a position with the University of Washington. Lowdes (Rick) Stephens, who was completing his Ph.D. studies at the University of Wisconsin, was hired to replace John Bowes. Stephens had strong interests in communication research, and also had background in public relations activities. He had earned his bachelor's and master's degrees from the University of Kentucky, and had worked on mass communication research impact studies in Appalachia. After his arrival at UND, Stephens also became CRC director, filling the post that Barbara Bowes had held. Stephens received his Ph.D. in 1975.

Baird resigned his joint journalism-speech appointment in the spring of 1974 to accept a job at the University of Michigan.

Jacobson resigned in mid year to become assistant to the vice president for academic affairs and development at the University of Michigan. Vorland was hired as director of the Office of University Relations and later was appointed to the journalism faculty. Lerud, the department's first secretary, resigned in November of 1973 and was replaced by Dee Podell.

With the resignations and increasing enrollment figures, the department was again faced with staffing and space problems when classes started in the fall of 1974.

Steve Rendahl was hired during the summer of 1974 to fill the vacancy left by Baird's resignation. Rendahl had earned his bachelor's degree at Concordia College, Moorhead, Minn., in 1966 and his master's from UND in 1968. He was finishing work on his Ph.D. at the University of Minnesota when he was hired. From 1966-71 he had taught at St. Cloud College, Minn. The journalism department also hired Frederickson again as a part-time faculty member to help teach the reporting, advertising and graphics courses. Frederickson was completing requirements for a law degree at UND after having spent two years at

Georgetown Law School in Washington, D.C.

There were 339 students enrolled in journalism and communication classes in the fall of these, 150 were journalism majors and 20 were broadcast majors.

In May of 1975, the production classes published the third edition of Lab Tab in magazine format. At the end of the semester, Streitz resigned to become dean of the School of Journalism at Drake University in Des Moines, Iowa. Denta was named acting chairman of the department for the 1975-76 school year and head of the search committee to find a new chairman. In August, Podell, the department secretary, resigned to return to college and Kari Lizakowski was hired to replace her.

During the summer of 1975, Phil Carter was hired on a one-year appointment to teach introduction to Journalism, advanced reporting and portions of the reporting class. He had earned his master's degree in education at the University of Minnesota, where he was also working on his Ph.D. He had taught journalism and English courses for several years at high schools and at Central Missouri State University. He had also been a research associate at the University of Missouri.

Also during the summer, the department acquired a Compugraphic 2961 phototypesetting machine, several light tables from the Hilleboe Banner, a used waxer and a new film processor. A small editing and graphics lab was built in rooms 12 and 12A of Merrifield, and room 10 became the reporting lab. Thus, when school started in the fall of 1975, the department had, for the first time, its own offset graphics lab. Production classes that year published two issues of the Lab Tab in magazine format.

During the spring semester of 1976, Marcella Harfield was hired as department secretary to replace Lizakowski, who had resigned.

The search for a new permanent chairman continued into the spring semester. Dean O'Kelly, who had been involved in an earlier turning point in the department's history, urged the frustrated search committee not to recommend someone who was "not as good as Streitz or Jacobson." The journalism faculty also met with President Clifford to express concern about the state of the search and the department. Although reaccreditation had been postponed—ACEJ had agreed to postpone its visit until a new chairman had been on the job for a year—the faculty members were concerned about the lack of qualified candidates for the position and the need for establishing stronger relationships with professional journalists in the state. The faculty asked Clifford to establish a presidential advisory committee of interested professionals and others to help the department. The faculty also requested additional space for the journalism department and for an increase in the amount of money available for faculty travel. Clifford agreed with the requests and also included an extra $1,000 in the department's budget for the next year for a visiting lecturers program.

Merrifield Hall was renovated during the summer of 1976. There were 339 students enrolled in journalism and communication classes in the fall of these, 150 were journalism majors and 20 were broadcast majors.
lowered and covered with acoustic tile, the walls were repainted, the floors in some rooms were carpeted, the windows were replaced and an “air conditioning” system was installed. During the renovation process the department of journalism and the newspaper association shared office space in the basement of Budge Hall (which has since been torn down).

In June, Rick Stephens resigned from the faculty and as director of the Communication Research Center to accept a position at the University of South Carolina. Rendahl was named head of the Communication Research Center. Stephens’ resignation was due in part to the fact that faculty opportunities for communication research were likely to continue to be limited at UND. This, coupled with the failure of the communication program to ever really “take hold” and his interest in teaching graduate students, contributed to Stephens’ decision to resign. The department did, in fact, over the next few years, retreat, philosophically at least, from the march toward an emphasis on communication theory and research, and returned to a more “traditional” path.

When school started in the fall of 1976, the department of journalism moved into its newly-renovated quarters in Merrifield with a new chairman, but still plagued with staffing problems. A search for a replacement for Stephens was begun and Ted Frederickson, who was now city editor of the Grand Forks Herald, was hired to fill the vacant faculty position starting with the spring 1977 semester. However, as a temporary replacement during the fall semester, Chuck Haga, a UND graduate who had been a reporter on the Grand Forks Herald and was working on his master’s degree in history at UND, was hired to help teach the reporting classes. As an undergraduate at UND, Haga had been editor of the Dakota Student and nearly as controversial as Frederickson. Where, as an undergraduate, he had been editor of the student newspaper’s public relations course for majors. (Several years earlier, the department had divided the public relations course into two sections. The second section was set up as university service course designed for non-journalism majors. It has evolved into today’s promotional methods classes for non-majors.) Vorland’s part-time teaching was in addition to his duties as head of the Office of University Relations. He taught the public relations course for majors until the end of the 1981-82 school year.

During the spring of 1977, the newspaper production class revived the lab newspaper, North Dakota Star. A Compugraphic 7200 headliner and an old Star tape perforator were acquired for the graphics lab and use in the production class. Additional cameras for the photo classes were purchased, and five electric typewriters were installed in the reporting lab. The SOX chapter began work on tape perforator were acquired for the graphics lab and for use in the production of North Dakota Star.

In November of 1977 the ACEJ accreditation team visited the campus. In their report, the accrediting team noted that although the number of students majoring in journalism and the total of student credit hours taught by department had more than doubled since the start of the ’70s, the size of the faculty was the same. They pointed out that even if the proposed additional position was approved by the university, it would “... relieve some of the pressures but will still be less than the staff needed to handle the range of teaching and advising now taking place in the unit.” The team noted that the “cultural environment and some experience in public relations and advertising” on various newspapers in the Midwest. Weide remained on the faculty through the 1979-80 school year.

Marlene S. Daniels was named director of NIPA in the fall of 1979—thereby becoming the organization’s first professional director. It was a part-time appointment. The organization had grown so large that the department thought the

Consider the scope of the program and the numbers of students served. Amounts in all categories of the budget... are stringent.” But, despite the limited budget and increased enrollments, the team members said faculty morale was high and that “there is a general sense of optimism.”

The team recommended that the department’s news-editorial sequence be reaccredited by ACEJ. In the spring of 1978 the sequence was granted reaccreditation. President Clifford said, “The accreditation report was quite positive about how the department is meeting its obligations to provide a quality undergraduate program in journalism. And recommendations contained in the final report will be helpful to us as we continue to improve the quality of professional instruction in journalism, broadcasting and advertising.”

During the 1977-78 school year, the department had begun work on establishing admission standards and a consideration of a language test for students planning to major in journalism. There were also several changes in curriculum that were, for the most part, a “fine tuning” of the existing program. However, a new course in legislative reporting and a recently-approved internship program were added to the curriculum. There was also increased financial support from alumni and friends of the department during the year.

Rendahl was presented with the Amoco Foundation Outstanding Teacher award at the annual Founders’ Day banquet in February of 1978.

In August, Harfield resigned as secretary and Edith Snelstad was hired as her replacement. Also, before the start of the 1978-79 academic year, Frederickson was granted a year’s leave of absence and Kevin Carwell was hired as his replacement to teach the reporting and production classes.

Carwell was the state political reporter for the Fargo Forum and had extensive professional reporting experience. He was a graduate of North Dakota State University where he had been a member of the student newspaper’s public relations course for majors. He returned to the Forum at the end of the spring 1979 semester. Anne Valentine, a reporter for the Grand Forks Herald, was hired as a lecturer to teach the special article writing class during the spring semester. It was also in the spring of 1979 that the department received the university’s McDermott Award for departmental excellence in teaching and service. The award, which was presented at the Founders’ Day banquet, included a plaque and a $1000 stipend.

The spring of 1979 also brought the “flood of the century” to Grand Forks and the UND campus. Among other things, the high water forced cancellation of NIPA’s annual spring convention.

Unlike the spring flood waters, fall journalism enrollments did not recede; they continued to climb to record levels. The faculty noted a significant trend as an increasing number of students were selecting the advertising and public relations sequences, rather than the news-editorial courses. This trend continued into the 1980s when the department was allocated an additional faculty position to help meet the growing demands created by increased interest in the advertising and public relations sequences.

Just before the start of classes in the fall of 1979, Al Austin announced his retirement. As a temporary replacement, Terrence Weide was hired as an assistant professor. He had earned his bachelor’s degree at Creighton University and his master’s at Northern Illinois University, DeKalb. He had limited teaching experience and some experience in public relations and had worked on various newspapers in the Midwest. Weide remained on the faculty through the 1979-80 school year.

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director should be a paid employee. Journalism students still held the posts of editor and staff members on the Northern Journalist, but Daniels took over many of the chores that for nearly 60 years had been done by students. Daniels was a UND graduate and had had some experience in high school journalism and professional broadcasting.

On Oct. 20, 1979, the department helped sponsor "Al Austin Recognition Day" to honor Austin for his many years of service to UND and the profession of journalism. Several hundred friends, former students, editors, publishers and UND representatives attended a special dinner that night in Austin's honor.

Haga rejoined the UND journalism department faculty on a full-time basis in the fall of 1979 when he was named to replace Frederickson, who resigned during his leave of absence. Haga had earned his master's degree in history from UND in 1978 and had spent 1978-79 studying in Norway, where he attended the University of Oslo. He had studied various aspects of the Norwegian press, including access to meetings, codes of conduct and press coverage of crime, suicide and racial conflict.

By the time the fall of 1980 four new faculty members had been named to fill the various vacancies, part-time positions, etc., in the department of journalism.

Howard Good was hired as an assistant professor of journalism to fill the post Haga had held. Good had earned his bachelor's degree from Bard College in 1973, a master's degree in American Studies at the University of Michigan in 1977, and a master's in journalism at the University of Iowa. He had worked for several years in different editorial positions on such newspapers as The Ann Arbor News and The Charlotte Observer, and taught creative writing at the University of Michigan.

Zena Beth McGlashan also joined the UND faculty in the fall of 1980. With her appointment as assistant professor, McGlashan became the first woman in the history of the UND department of journalism to hold a full-time, tenure-track faculty position. She had earned her bachelor's degree from the University of Montana in 1961, her master's degree from California State University, Northridge, in 1974, and her Ph.D. from the University of Iowa in 1978. McGlashan had several years of professional journalism experience on newspapers and was the author of numerous academic articles. She was teaching as an assistant professor of journalism at Penn State when she joined the UND faculty.

Harley Straus, who was also teaching at Penn State, joined the department in a three-quarter time position as an assistant professor of journalism. He was hired to help teach photography and to help in other classes as needed. Straus had earned his bachelor's degree in 1962 at the University of Minnesota. He had earned a master's degree in journalism from the University of Oregon in 1965 and had completed all but his dissertation for the Ph.D. at the University of Iowa School of Journalism. He has won a number of awards in photography and his works have been printed in several publications, including The Journal for Education in Photjournalism.

Fred Lukens, a UND graduate who was working for a local advertising agency, was hired as a temporary, part-time lecturer to teach the advertising classes. He had earned his bachelor's in 1978 and his master's in 1979 from UND. He remained on the faculty until the end of the 1980-81 academic year.

During the spring semester of 1981, the department hired Kathryn M. Rybka to fill the advertising position starting with classes in the fall. Rybka was teaching at the South Dakota State University when she accepted the UND job. She had earned her bachelor's degree in 1979 at Michigan State University and her master's degree at the University of South Carolina in 1980. Rybka left at the end of the 1981-82 academic year to get married, and moved to South Carolina.

In the spring of 1982, Snortland resigned as department secretary and Bonnie Harris was hired as her replacement.

Tom Jones was hired to replace Rybka. Jones was teaching at Louisiana State University while completing work on his Ph.D. at the University of Southern Mississippi. He had earned his bachelor's degree in 1959 and his master's degree in 1967 at the University of Alabama. He had several years of experience teaching advertising, graphics and photography, and had professional journalism experience.

In August, Daniels resigned as NIPA director to accept a job as a reporter for KTHI-TV in Grand Forks. Shannon Gullikson, a 1981 UND journalism graduate, was named NIPA director in September.

Before classes started in the fall, Keel began a one-semester developmental leave to study the Canadian press. McGlashan was named acting chairperson for the fall '82 semester. Two people were hired as temporary part-time lecturers for the fall semester: Haga, who was working as a reporter for the Grand Forks Herald, was hired to teach public affairs reporting, and Kathie Anderson, a UND graduate student, was hired to teach special article writing.

FUTURE DIRECTIONS

As the University of North Dakota celebrates its centennial in 1983, the department of journalism will be marking its 60th year. The future will likely continue to bring significant social and technological changes, many of which will have direct impact on the fields of journalism, advertising, public relations, broadcasting and communication. The curriculum of the department will have to remain flexible to meet the changing information needs and educational goals of tomorrow's students and professionals. But it is also likely that, despite continued change and the "new technology," the fundamental philosophy of the journalism department's programs will remain one of combining professional training with a broad liberal arts background.

If current trends continue, there will be a shift in emphasis over the next few years from the news-editorial sequence to those of advertising and public relations. Enrollment in the undergraduate programs will likely reach a peak, level off and then decline slightly. And there will likely be increased need for development of "outreach" programs for professionals in the field, and an increase in the number of older and returning students to the campus. The future can also be expected to bring increased use of computers in the classrooms and curriculum changes related to data processing and telecommunication systems. But despite these changes, the fundamental goal of the department will probably remain one of helping young people develop their talents, incompetencies and skills for gathering, generating and understanding information in myriad forms. In short, learning to know what's worth knowing—and why.