

Alumni News

J-PR Department

1958

U. of Md., College Park

Press Alumni Organized

The Maryland Alumni Press Club was organized this past school year in a series of meetings in the new Journalism Building.

Officers were elected, a constitution was drawn up, and solicitation of members began with dues at \$1.

Officers named were president, George Cheely '52, CBS News, Washington; vice president, Charles Puffenbarger '51, assistant city editor, Washington Star; recording secretary, Mrs. Barbara Pridgen Heine '53, Ellicott City; treasurer, James Coyne '53, information director, International Road Federation, Washington.

The executive committee consists of Larry Dahlin '55, Rockville; Miss Adele Chidakel '55, Washington Star; E. M. (Jay) Jackson III '53, editor-manager, Maryland Gazette, Glen Burnie; Ronald Pierce '53, Hyattsville.

Dr. Earl Newson, director of the editorial journalism sequence in the department of Journalism and Public Relations, was named executive secretary of the club.

The constitution calls for an annual meeting and a program designed to serve Maryland alumni engaged in journalism or public relations, undergraduates, and the J-PR department.

A job-placement program is under consideration, and the club may publish the Alumni News.

Largest Class, 45, Graduated This Year

Forty-five, the largest J-PR graduating class to date, received bachelor's degrees in 1958. This includes one to be graduated in August. Seven majored in journalism, 38 in public relations.

Last year the department graduated 38 majors.

1958 graduates (* indicates journalism major) were: John E. Allen, Boston; George Berberian, College Park; Carole H. Bowie*, Silver Spring; E. Maxine Boyer, Hyattsville; George W. Darlington, Hyattsville; Robert P. Carey, Baltimore; Robert G. Dexter, Englewood, N.J.; James Dixon, Baltimore.

Wallace E. Downey, Brooklyn, N.Y.; Robert E. Emery, Silver Spring; Eugene P. Famiglietti, Washington; Joan L. Gaylor*, College Park; Allen N. Gerstel, Silver Spring; William T. Gillen, Brooklyn, N.Y.; Milton E. Godfrey jr., Baltimore.

David R. Heinly*, Hyattsville, Donald N. Helfstein, Hyattsville; Houston G. Ingram, Hyattsville; Frank W. Just, Baltimore; H. Wayne Kennedy, Annapolis; Joan Stogner King*, Hyattsville; James Long, College Park; Charles R. Madary, Baltimore; Conrad Malloy, Silver Spring; Charles B. McCurley, Baltimore.

Jean Wasson Milstead, Hyattsville; Robert E. Moran, Baltimore; Thomas A. Murray, Hyattsville; Robert A. Nardone, Bloomfield, N.J.; Benny J. Negro, Bradbury Park; Richard G. Noll, Baltimore; Jack O'Neill, Hyattsville; Martin L. Parks, Baltimore; Anne Cannon Polumbo, Arlington, Va.; William Rains*, Parsons, Tenn.

Robert Hudner, Westport, Conn.; Jeffrey Sidney, Brooklyn, N.Y.; Jan A. Strompf, Silver Spring; Sidney Sussman*, Silver Spring; Paul Tonetti, Richmond Hill, N.Y.; George W. Townsend, Absecon, N.J.; Doris A. Walter*, Washington; George A. Ward, Greenbelt; Donald E. Witten, Hyattsville; John Woodall, Hyattsville.

Graduates by years have numbered as follows:

	J	P.R.	Total to date
1949	4		4
1950	11		15
1951	20		35
1952	10	1	46
1953	17	10	73
1954	10	12	95
1955	10	18	123
1956	10	14	147
1957	6	34	187
1958	7	38	232
	<u>105</u>	<u>127</u>	

Journalism Scholarships

The Montgomery County Press Association this past year established a \$200 annual scholarship for journalism majors at the University from that county.

The first recipient was John E. Young, 3502 Taylor Street, Chevy Chase, who had been working summers and parttime during the school year for the Prince Georges Post.

The 1958-9 scholarship has been awarded to John R. Powell, 8523 Garland Ave., Takoma Park.

Other journalism scholarships for the coming year have been assigned as follows:

Harold G. Taylor, 749 Melville Ave., Baltimore, \$500 from the Baltimore Sunpapers.

John E. Young, \$375, from the Baltimore News-Post and American.

Thomas D. Hanlon, formerly of Philadelphia, \$375, from the Baltimore News-Post and American.

Recipients of the journalism scholarships are chosen by the J-PR faculty from majors of high scholastic performance and interest in journalism careers.

Two New Courses

Two new journalism courses are now being offered for the first time in the Department of Journalism and Public Relations.

Dr. Earl Newsom this fall will teach Newspaper Typography, a required course for senior journalism majors.

Prof. Alfred Crowell this summer is offering Scholastic Journalism for education majors who advise highschool publications.

Top PR Major Cited

A program for annual recognition of excellence in the study of public relations at the University has been set up by the Baltimore chapter of the American Public Relations Association.

John Allen, editor of the 1958 Terrapin, was cited by APRA May 5 as the top PR major graduating this year, upon recommendation of the faculty of the J-PR department.

A certificate was presented to Allen by Brooks Nichols, president of the Baltimore chapter. The chapter also provided a plaque bearing Allen's name for placement in the department's reading room.

Allen had a high grade average, was listed in "Who's Who in American Colleges and Universities, was president of Omicron Delta Kappa, and president of the student chapter of APRA.

Allen was a leader last fall in helping obtain a student chapter of APRA for the Maryland campus, the first in the United States. Dr. Donald Krimel is the chapter adviser.

Two New Professors

Two professors have been added to the J-PR faculty, which now consists of six fulltime men.

Dr. D. Earl Newsom of Drumright, Okla., is associate professor of journalism and director of the editorial journalism sequence. He formerly taught at Texas A. & M. College, has had more than 10 years of newspaper experience of all kinds.

Werner Severin this fall becomes the department's first full-time instructor of press photography. He used the summer of 1958 to complete his master's in photo journalism at the University of Missouri. Mr. Severin has had professional experience on Look magazine and World Wide Photos.

Pi Delta Epsilon Sees South Pole Pictures

Thomas J. Abercrombie, photographer for the National Geographic magazine, showed his pictures shot in the Antarctic to the Pi Delta Epsilon dinner May 17 in Stone House Inn, Silver Spring.

The 27-year-old "photographer of the year" lectured while manipulating the slide projector, shortly after his return from the South Pole.

Many of the pictures were silhouettes. Crowded conditions and lighting problems in the snow caves were a severe test for the photographer. A lot of the aerial shots were of unsurpassed quality, as were many of the closeups.

Dave Halliday, president of PDE and former editor of the Old Line, presided.

A number of alumni and members of the Maryland Alumni Press club attended.

Talbot Speer to Give Newspaper Week Address

Talbot T. Speer will give the 1958 National Newspaper Week address at the university.

Mr. Speer, former university alumni president, is publisher of the Capital-Gazette Press, Annapolis.

He will speak on some phase of Newspapering Oct. 3 in Symons hall to students and faculty of the J-PR department.

The 1957 address was given by J. Russell Wiggins, executive editor of the Washington Post and Times-Herald.

He charged that peacetime utilization of atomic energy had ground to a dead halt because of secrecy clamped by government on information.

Risk capital needs some protection, Wiggins said, before industry can apply atomic energy information for peacetime purposes.

"Private firms are reluctant to invest \$45 millions to build the simplest kind of generating plant," Mr. Wiggins declared, "when the government already knows of an infinitely cheaper and a more efficient method but is not yet releasing the information."

Academic Standards Raised

Beginning this fall a series of actions by the faculty of the Department of Journalism and Public Relations, designed to raise standards, will become effective.

The catalog now specifies a prerequisite of at least a "C" average in freshman English for enrollment in Journalism 10, Introduction to Journalism.

A prerequisite for beginning editing in the junior year, Journalism 160, will be at least a "B" in one of the two sophomore journalism courses.

In the fall of 1957 screening out of unqualified prospective majors in the department was raised from 14 percent to 30 percent in Journalism 10. Thirty percent of the 68 enrolled in the course received D, F, or W, and 46 percent received A, B, or C.

In the fall of 1956, 14 percent of the 50 students enrolled in the course received D, F, or W, and 42 percent received A, B, or C.

The faculty is re-outlining and beefing up each of its courses so as to improve the quality of offerings, requirements, and performance.

a course in modern philosophy is being added in the upper division as a requirement for all majors in the department.

First Press Institute Staged

Twenty-five publishers and approximately 50 students in the Department of Journalism and Public Relations attended the first annual meeting of the Maryland Press Institute Apr. 11 in the Student Union.

Panels discussed "Editorial and Reportorial Coverage of Political Campaigns" and "Editorial and Reportorial Coverage of Municipal and County Governments."

Moderator of the first panel was Roger B. Farquhar, editor of the Montgomery County Sentinel. Members: Norman W. Harrington, publisher, Easton Star-Democrat; E. M. Jackson III, editor, Maryland Gazette and Glen Burnie News; Oscar L. Morris, editor, Salisbury Times.

Moderator of the second was Miss Gertrude L. Poe, president of the Maryland Press Association and editor, Laurel News-Leader. Members: Edmund C. Mester, executive secretary, Maryland Municipal League; George M. Miller, mayor, Takoma Park; Hal R. Silvers, director for civil defense, Prince Georges county; Ray Martin, editor, Carroll County Times.

Prof. Robert G. Carey and E. M. Jackson III planned the institute sponsored by MPA and the J-PR department. Ray Martin served on the planning committee.

Highschool Journalists Meet

Approximately 600 highschool journalists and 50 teachers attended the 12th annual convention of the Maryland Scholastic Press Advisers Association at the University Apr. 19.

The convention staged three projects: publications ratings, 12 clinics, and a writing tournament in addition to holding three general sessions.

Members of the Maryland Sigma Delta Chi chapter judged the publications, served as guides, and co-sponsored the convention with the Department of Journalism and Public Relations.

All events except the general sessions were held in the new Journalism Building.

For the first time Instructor Werner Severin held a photography clinic and contest in the department's photography laboratories.

J-PR Facilities Excellent

Physical facilities of the J-PR department at Maryland now are top-notch except for lack of a typography lab or any mechanical equipment.

Reporting, editing, picture editing, and photography labs are excellent. The department receives the AP TTS news wire and NEA news and feature services.

Approximately 100 sophomores each year take News Reporting I, and 50 per year enroll in News Reporting II. This means that five or six reporting labs are scheduled the first semester and four or five the second.

More use is being made of visual aids: 16 mm movies, slides, tapes, records.

In July it was reported that temporary walls will be placed in the press room to make two classrooms for use this fall. If and when mechanical equipment for the department and student publications is purchased, the walls can be removed without damaging the building.

Dedication of the new Journalism Building Nov. 23, 1957, was attended by some 200 news, public-relations, and political celebrities at an open house, ceremonies, lunch, and football game.

President Wilson H. Elkins welcomed the group, and BPA Dean J. Freeman Pyle presided.

William Dwight, president of the American Newspaper Publishers Association, gave the principal address.

Speeches were given by Gov. Theodore R. McKeldin, Maryland Senate President Louis L. Goldstein, Delegate Daniel B. Brewster, Benjamin L. Williams representing P. R. organizations; Oscar Morris, president, Maryland Press Association; E. M. Jackson jr, chairman, MPA journalism education committee.

Graduates of the J-PR department met the first time, organized, and elected officers.

What Grads Are Doing

Class of 1950

Harry M. Ortiz is editor of the Bureau of News for Southern Pacific Co. He and wife Niki live at 370 Buckingham Way, San Francisco 27. They have a girl, Karen, 2, recently added a boy, William Peter. Harry writes: "Dick Levine and Clyde Houle, former Diamondback and Old Line staffers, and their families also send regards from the San Francisco Bay Area.

Class of 1951

Don Addor is layout and photo editor for the Navy's All Hands magazine. He has been studying oil painting (portrait) two years and still does a bit of free lancing with his camera. Don lives at 3400 Plyers Mill Rd., Kensington.

Charles W. Piffenbarger is assistant city editor of the Washington Evening Star. Lives at 6805 Riggs Manor Dr., Hyattsville.

Alfred S. Robinson uses "public relations through underwriting" for Allstate Insurance Co., has written us a five-page open letter to undergraduate majors in public relations. He thinks the study of P.R. is the greatest, adds: "By publication time will have another addition, our fourth." Address: 19139 2nd Ave., N.W., Seattle 77.

Bernard M. Serio (1020 Collwood Rd., Baltimore 28) has been appointed Baltimore District credit manager for the U.S. Steel Supply Division of U.S. Steel Corp., and he has been promoted to captain in the air force reserve. He was graduated from the University of Baltimore in June with a degree in industrial management. Serio has completed a nine-month correspondence course in credit analysis directed by the National Credit Office in New York City.

Class of 1952

Eugene A. Bozay is still maintaining the status quo as a research analyst in the Library of Congress. He lives at 1500 Massachusetts Ave., N.W., Washington, D.C.

George Cheely is a television reporter for CBS News assigned primarily to Capitol Hill. His first child, Keith Frederick, was born last November. The family lives at 612 North Carolina Ave., Washington 3, D.C.

Joan M. Wolle is public relations director for the Maryland State Department of Health, where she is now developing a health-education program in conjunction with the public-relations and information program. In June, 1957, she received a master of public health degree from Yale University School of Medicine, Department of Public Health. Her thesis was "Television and Health Education." Joan works at 2411 N. Charles St., Baltimore, invites J-PR grads to stop in there. Home address: 207 Third Avenue, S.E., Glen Burnie.

Class of 1953

Doris Retzker Blaney's first child, Edward Bradford, Jr., was born June 30. She writes a weekly column of local chit-chat for the Anne Arundel Star. The Blaneys live at Rt. 2, Box 456, Severna Park.

Philip C. Geraci (Monterey Stage, Gt. Barrington, Mass.) is associate editor of Audiocraft magazine, leading (if you don't believe it, ask him) mag in the field of audio, high fidelity and sound. Far from Madison Ave., the Geracis are nestled in the hills of western Massachusetts, America's summer playground, where winter's 6-foot drifts and 20-below weather make summer (both months of it) almost more desirable and dreamed of than advertisers.

Edna Griswold Lytle (Lime Kiln Rd., Fulton,) is an expeditor in the purchasing department of the Johns Hopkins University Applied Physics Laboratory.

Elmer M. (Jay) Jackson III (9 Admiral Rd., N. Severna Park) is editor-manager of the Maryland Gazette, Glen Burnie. He worked with Prof. Robert Carey in setting up the MPA-J-PR department's first annual one-day short course for weekly reporters, the Maryland Press Institute. He also served as a speaker on political reporting.

Dorothy Golomb Miller (1917 Fox St., Hyattsville,) is associate editor with the National Candy Wholesaler's Association.

Mabelle Beck Nestor is living a life of leisure while husband Paul does a stretch as air force dentist. Visitors are welcome: Phone Butler 3-3414, 8567 Krull Pkwy., Niagara Falls, New York. Their permanent home is at 2702 Lyndhurst Ave., Baltimore 16.

Leroy A. Weeks (2803 Hampden Ave., Baltimore 11) is personnel manager and labor-relation manager for Holtite Mfg. Co., Inc., and Cat's Paw Rubber Co. He has been getting help from Bob McNally, a '53 grad who is with Western Electric Co., in laying ground work for a company publication.

Martin S. Zadavec (1503 30th St., N.W.,) is a sports writer for the Washington Post and Times-Herald.

Class of 1954

Clyde E. Bourke (623 Round Oak Rd.) is operating a public-relations business in Baltimore.

Willard S. Cahill is in charge of publicity and public relations for General Electric Co.'s Heavy Military Electronic Equipment Department in Syracuse, lives at 201 Sunnyfield Rd., Camillus 2, N.Y. The department designs and builds a wide variety of electronic systems for the military services. He travels quite a bit all over the country doing publicity for HMEE, moved from Schenectady in January. A second daughter, Cynthia Ann, was born last August. Bill says job opportunities in industrial journalism are slow this year but urges graduates interested in getting into the field to check the defense industries where there were several openings. (Editor's note: Insurance companies have been adding to publications staffs, too.)

Elin Lake Ewald (17 E. 77th St., New York 21) has left the New York Journal-American, where she was fashion editor, because of her husband's night-time viewing chores as TV critic for the newly merged UPI. She is trying to write some fiction during the one or two hours a day the magic eye isn't turned on in the living room. Alumni in the area are invited to stop by for a chat.

Eli Fritz (5025 N. Winthrop Ave., Chicago 40) is news editor for Hospitals, journal of the American Hospital Association. Last April he was married to Miss Carol Elman, a graduate of Roosevelt University, Chicago. After honeymooning in Mexico they looked for a new apartment.

Lt. P. James Hansen, Jr. (102 Willow Rd., Windsor Forest, Savannah, Ga.) is still piloting a B-47 for the U. S. Air Force and enjoying it very much. The Hansens have a new daughter, Susan Jane.

Bruce Palmer (Box 1239, Cheyenne, Wyo.) as general manager of the Wyoming Motor Club (AAA) says the department should add a course in mimeographing to the PR curriculum. "I do most of my own publicity work, and this course would have been handy." (Editor's note: How can we do that while asking for approval of Proof Reading 2 and Pasteups 3?)

Harry H. Soghigian (1717 Kilbourne Pl., N.W., Washington, D.C.) is assistant to the publisher of Television Digest in charge of southern sales and promotion.

Myra Spectre (5014 Pimlico Rd., Baltimore 15) writes news and feature copy, for the Naomi Duff Smith Agency, as well as a bit of radio-TV info. "It's still a fun job," she says.

Paul E. Waring (87-15 37th Ave., Jackson Heights 72, N.Y.) writes advertising copy (industrial and PR) at Western Electric Co. headquarters.

Class of 1955

Robert E. Baechtold (22 W. Myrtle St., Alexandria, Va.) is reporting and editing on the Washington staff of Army Times. Other news: Same old jazz.

Harvey Casbarian is a navigator-bombardier with the 446th Bombardment Squadron, McCoy AFB, Orlando, Fla. The Casbarians live at 209 Coleus Dr., Azalea Park, Orlando, are expecting the first child in August.

Adele Chidakel (3701 Marison St., N.W., Washington 15, D.C.) is a dictationist for the Star. She also writes byline articles for the Sunday magazine.

Arlene Gotts Hess (2325 42nd St., N.W., Washington, D.C.) has been three years with the international division of RCA in combination secretarial and public-relations work.

William E. Holland is a navigator in the USAF at Keesler AFB, Biloxi, Miss.

William M. Morris (7109 Exfair Rd., Bethesda 14) was to be married in July to Miss M. Louise Jessee at Lebanon, Va. He is managing editor of the NADL Journal, published by the National Association of Dental Laboratories.

Class of 1956

Mr. and Mrs. G. Richard Park (Carmen Ebandjieff) and son Chris live at 160 Colony Rd., Silver Spring. Dick is an administrative assistant in the estates and trusts department of Union Trust Co. He plans to graduate at Georgetown Law Center in February, 1959, will take the District bar exam in December, 1958.

Campbell R. Rankin (7303 Baltimore Blvd., College Park) works in the Washington Hospital Center.

Dietrich Conrad Smith is an investigator for Retail Credit Co. on the West Coast. He was married last August to Miss Patricia Lawrence of Towson, a graduate of Towson State Teachers College in 1955. They live at 117 Apt. A, W. Hillsdale Blvd., San Mateo, Calif., are expecting their first child in October.

Class of 1957

Edward F. Heymann (6509 York Rd., Baltimore 12) is sales promotion manager for Alban Tractor Co., tri-state sales organization for Caterpillar earthmoving equipment.

Ejner J. Johnson recently purchased a new home at 8619 Hoerner Ave., north of Baltimore. He is assistant Sunday editor for the Baltimore News-Post and American. A second edition to the family is expected in September.

Janice Lorna Kinsler lives at 1501 16th St., N.W., Washington, D.C.

Katherine Dockett Miller (2 $\frac{1}{2}$ Spa View Circle, Annapolis) is assistant to the supervisor of public relations, Westinghouse Electric Corp., Friendship electronics plant, Friendship International Airport, Baltimore. Her chief job is editing the local insert in the Westinghouse News. She was married to DeWolfe H. Miller, Jr., last December. He graduated in June at the University of Baltimore and went into military service.

Class of 1958

Martin L. Parks (4314 Wentworth Rd., Baltimore) in August will be looking for a communications job after returning from military service.