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P.R.

August-September, 1971



*Future Freshman Look Things Over — P. 17*



# ON WISCONSIN

August 11

Is the University of Wisconsin slowly dying? Or, more accurately, is its life being snuffed-out? At this writing, the tragic answer would appear to be "yes". All of you have read about the proposed merger of this University with others in the State. (We ran a major article on it in our April issue, and all Wisconsin residents have seen it in their local papers almost weekly since the governor made his original demands last January.) Other than the fact that we were told that a merger had to be accomplished, until recently those who called for it had said little by way of what exactly was to be done. Then, in recent weeks, four possibilities came forth from the Legislature, and finally a fifth, this one from the Joint Finance Committee. This one the governor says he liked. But this one would slowly strangle one of the world's great teaching institutions and a vital element in the life of the State of Wisconsin. It has been changed somewhat for the better, but the whole idea of merger remains, as President Weaver has said, "conceptually unacceptable."

This University has touched and bettered the lives of hundreds of thousands of state residents in its 122 years; and, truthfully, of millions around the world. Now, caught as it is between political logs as they are rolled up there at the other end of State Street, its future seems dim, indeed. The background of the current merger proposal, and President Weaver's temperate condemnation of it, are on page five of this issue. You'll see there, too, the story of what appeared to be a restoration of a sensible budget for the next biennium, although now it would appear that this money may again be taken from us. Faced by this austerity, it is ironic that the governor and his backers argue that the merger plan would control "senseless" expenditures for what he calls a proliferation of graduate and research programs, yet the plan calls for each campus within the total system to step up many services which would be extremely costly.

It is time for all who are interested in our University to speak out. It is time to help the school which gave you your education. It's high time to start paying something on that debt you owe. Don't let the University of Wisconsin stay there on the bargaining table to be bartered over. The chips are down. Where do you stand? Is there really any stirring out there that reflects our famous song and slogan, "On Wisconsin"?

Arlie M. Mucks, Jr.  
Executive Director



# Letters

To The Editor:

When former U. S. ambassador Howard Palfrey Jones received an honorary degree at our June Commencement, he delighted guests at a luncheon by reading this poem. He received it years ago, he says, from Alfred Willoughby '27, who had committed it to memory. The author is unknown, but the two men believe it appeared in the old *Life* magazine, early in the century, when the Progressive party was in its heyday and Governor Bob LaFollette was fostering the legislation which would evolve into The Wisconsin Idea. I asked Mr. Jones for a copy because I think your readers might enjoy it.

## Ah, Wisconsin

Oh, a truly sovereign state  
Is Wisconsin!  
All that's good and wise and great  
Is Wisconsin;  
Every day or two I read  
How her laws and customs lead;  
Heaven must be like, indeed,  
To Wisconsin  
Education's all the rage  
In Wisconsin;  
Everybody's smart and sage  
In Wisconsin;  
Every newsboy that you see  
Has a varsity degree,  
Every cook's a Ph.D.  
In Wisconsin.  
Trusts and bosses never mix  
In Wisconsin;  
Oh, the lovely politics  
In Wisconsin!  
Though the railroads boost the rate  
High in every other state,  
They are famously sedate  
In Wisconsin.  
People never lock their doors  
In Wisconsin;  
No one hardly ever snores  
In Wisconsin;  
Ivy drapes each prison wall  
And the jails no more appall;  
They are social centers all  
In Wisconsin.  
Matrimony cannot fail  
In Wisconsin;  
Babies all are fat and hale  
In Wisconsin;  
That's the state of married bliss  
You have read about ere this;  
Only gods may coo and kiss  
In Wisconsin.  
Oh, the state of states for me  
Is Wisconsin!  
That's the place where I would be—  
Is Wisconsin!  
I would hasten to her shore  
With a glad and grateful roar—  
Only Jersey needs me more  
Than Wisconsin!

**John C. Weaver**  
President  
University of Wisconsin

# wisconsin alumnus

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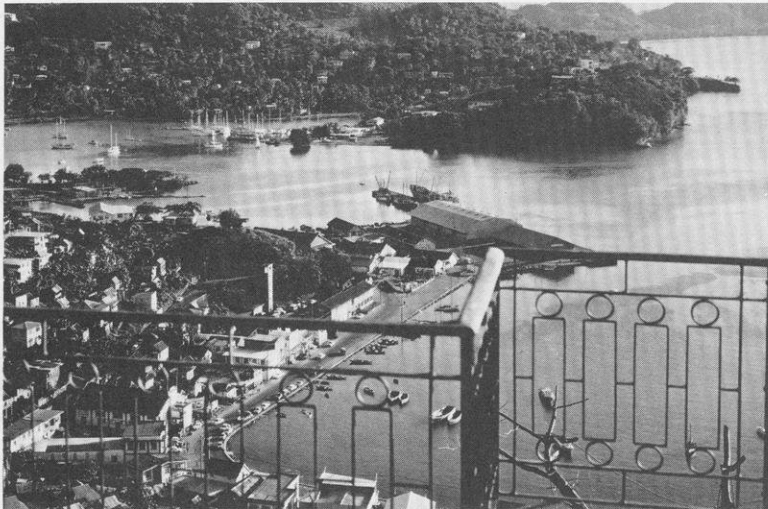
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## BUDGET / MERGER: NO PROGRESS

August 11

At this writing and following a brief flurry of activity in July and early August in which it appeared that some questions might be answered about the threats to the University's budget and its hopes for escape from a merger with the schools of the State University system, the situation has returned to a legislative limbo. Committees continue to study, President Weaver and the Board of Regents remain basically opposed to a merger although, should it come, Dr. Weaver finds one of seven proposed methods "a workable, if not desirable" bill, and some of the budget moneys which were returned to the drastically cut biennial budget may be taken out again.

**BUDGET.** In mid-July the legislature's bipartisan Budget Conference Committee "blew away the financial cloud that has hovered over the University for five months," as one reporter wrote it, by recommending that \$5.3 million be restored. Of this, \$4.8 million would be added to a previously restored \$4.5 million, thereby replacing the \$9.3 million which Governor Patrick Lucey had ordered cut from the present teaching budget "to bring UW undergraduate costs down to the Wisconsin State University system level and to reduce graduate programming by 15 percent." (WA, April).

Within ten days of this action, the Assembly Majority Leader who had served on the committee and who had sought to give back even more vital funds, blew those threatening clouds back into position when he admitted that he would "not be surprised" if the entire \$5.3 million were knocked out by pressures from both political sides.

The committee met again yesterday after a three-week Assembly vacation, and, at the end of the day,

the chairman announced "real good progress" but no agreement. The University budget is caught in a debate over the Democratic governor's proposed tax increase and a Senate Republican substitute which cuts state services but eliminates the tax increase. The major disagreement is over Republican insistence that Lucey's proposals to change the formula by which the state shares its taxes with local governments and would merge the higher educational system be taken up outside the context of the budget. Lucey and Assembly Democrats insist that the matters be taken up either in the budget or before it.

**MERGER.** On August 3 President Weaver called a press conference to condemn the first concrete merger proposal. Called Substitute Bill #5, it had the governor's approval, and was labeled by Dr. Weaver as "something akin to anarchy." The bill called for a single 16-member Board of Regents over the merged system, set a two-year study of the mission statements of each campus after the actual merger would take place, established a 9-members citizens' campus council at each institution, and sought Master's and Ph.D. programs at other campuses.

President Weaver said that the bill would not eliminate duplication in the two education systems, would not lower costs of education nor eliminate competition among the universities for tax dollars, would create a Board of Regents with opposed factions, and that its study of merger implementation after merger was an actuality was no kind of practical study at all.

Two days later Lucey and Weaver held a joint press conference to announce that the governor had made changes in the bill to reduce some of the president's objections.

The structure of the local councils was changed, to include the executive head of each campus, thereby reducing the threat of pressures from local interest groups; missions of the various campuses would remain those previously established by the state's Coordinating Council on Higher Education; a strong central administration would be preserved; and, if passed, merger would be completed before July 1, 1973, thereby preventing, in Weaver's words, "a period of stagnation and uncertainty" he felt would come from the long-term study committees originally called for. At the press conference the governor read a letter he was sending to the Senate that day, urging immediate action "if merger is to be handled outside the budget as many senators seem anxious to do." His hopes were dashed later in the day, when Senate Republicans voted in caucus to block the bill until a budget is enacted.

The next day, Friday, August 6, at the monthly meeting of the Board of Regents, President Weaver reiterated—as he had during his press conference with the governor—his basic opposition to merger.

The governor's changes in the original Substitute #5 made the bill "better mechanically but still conceptually unacceptable," Dr. Weaver said in his official report to the board.

"I agree with my Board's position that merger is not in the best interest of the University of Wisconsin, the Wisconsin State University system, or the people of this state," he said.

There was no further discussion of merger at the regent's meeting.



# Journalism for Poets, Protesters and Vice Presidents

By Fred W. Friendly

*UW Commencement Address  
June, 1971*

*Governor Lucey, President Weaver, Chancellor Young, distinguished guests, members of the Class of 1971:*

I want to begin by telling you a story. Actually it is what journalists call a story of omission and it has to do with what "can happen here" when timid or misguided editors take it into their own hands to soften or suppress those "gloom and doom" stories which some politicians would have them do in the interests of "internal peace and stability." The Vice President, in fact, would have you believe that some kind of Gresham's law seems to be operating—that "bad news drives out good news." It is true that there is an abundance of disturbing news on television and in newspapers today, but, contrary to Mr. Agnew's recipe, that situation will not be remedied by eliminating or muting protest and confrontation. It didn't work at the time of the Boston Tea Party or the Montgomery bus boycott and it won't solve the crises that the Vietnam peace marchers or the Black Panthers represent. The way to reduce the budget of discouraging news is with bold, new policies, not by the journalism of omission. The classic case of omission—and I use it in my classes as a teaching tool—is the infamous saga of the Memorial Day Massacre of 1937. Every university library ought to own a copy of the Paramount Newsreel film which was once stamped "Restricted Negative." In the spring of 1937 the CIO Steelworkers Union, in an attempt to organize little steel, was in a bitter strike against the Republic Steel Corporation. Most of the press—with the single exception of the Christian Science Monitor—and public opinion was hostile to the strike. Arthur Krock of The New York Times likened CIO picketing in those days to "banditry." On Sunday, May 30, 1937, 1,500 to 2,000 men, women and a few children faced more than 200 Chicago and private police across a broad field adjacent to the plant on Burley Avenue. The police report of that day indicated that the "crowd must have consisted largely of agitators, outsiders and malcontents because it was unthinkable that the average working man would act as the marchers had." Around 4 p.m. there was a scuffle, a flurry of excitement, some shots were fired and when it was over 10 strikers were dead and 30 persons were seriously wounded, while 60 others were hospitalized. Sixty-seven strikers were arrested. Thirty-five policemen were injured, three hospitalized. Most newspapers reported it as a mob or labor riot. The Chicago Tribune explained that the police had no choice and called it "justifiable homicide." The public response to this violence as reported by newspapers and politicians further hurt the cause of the organizing steelworkers and soon afterwards the strike was broken, the issue lost.

That would have been the end of the saga of the Memorial Day Massacre but for the fact that a cameraman, diverted on his way from Chicago to Indianapolis to cover the annual 500-mile race, was at Republic Steel when the

violence occurred. He sent several magazines of film back to the Paramount Newsreel organization in New York, which was viewed by the senior editors and never released. I keep in my office in New York the film index card which says "Restricted Negative—clips and printing of this material absolutely forbidden." Paramount News's judgment was that "our pictures depict a tense and nerve-wracking episode which in certain sections of the country might well incite . . . riotous demonstrations in theatres. For these reasons the pictures are shelved . . . and will stay shelved." Ironically, in those days, news organizations like the Paramount Newsreel were willing to suppress such realities. But a subcommittee of the Senate Education and Labor Committee—headed by Robert LaFollette, Jr. of Wisconsin—wanted to view the film. Paramount Newsreel resisted and LaFollette and his committee counsel, a young man named Paul Douglas, served them with a subpoena. When the film was screened in a secret committee hearing, a sense of shock at "this ghastly massacre" choked the room. A reporter for the St. Louis Post-Dispatch managed to be present for the viewing and reported what he saw for all to know.

*Without apparent warning, there is a terrific roar. Pistol shots and men in the front row of marchers go down like grass before a scythe . . . Instantly the police charge on the marchers. Although the mass of the marchers are in precipitous flight, a number . . . have remained behind, caught in the midst of the charging police. In several instances from two to four policemen are seen beating one man. One strikes him horizontally across the face, using his club as he would a baseball bat. Another crashes it down on top of his head. The scene shifts to the patrol wagon in the rear. Men with bloody heads, bloody shirts are being loaded in. . . . A policeman somewhat disheveled, his coat opened . . . approaches another who is standing in front of the camera. He is sweaty and tired. He says something indistinguishable. Then his face breaks into a sudden grin. He makes motions of dusting off his hands and strides away. The film ends.*

After the LaFollette hearings, Paramount Newsreel in a reverse kind of "journalistic enterprise" released the film in hundreds of theatres throughout America with fanfare music and the logo "Exclusive: Now It Can Be Told." But it was too late to matter. Public opinion and the editorials were now leaning toward the union. But the strike and an important segment of history had been obscured by the willful suppression of an horrendous act of police brutality. The Paramount Newsreel editors, either by their own timidity of what they thought the squeamish American public could not tolerate or, more likely, because of pressure from Chicago city officials or executives of Republic Steel, had taken part in a conspiracy against the people's right to know. What an irony: in those days the subpoena had to be used as a prod to wrench loose newsfilm of a man-made disaster. Today some officials subvert the subpoena

A veteran newsman tells why  
he thinks you and I are partly to  
blame for all that  
"good news tonight".

process into a weapon for harrassing investigative reporting—as they have in other circumstances to launch fishing expeditions to intimidate student protesters and therefore the university community. Therein lies a startling paradox.

I once said the newsroom and classroom were coming closer and closer together. That was in the days when I was courting my wife, the world's greatest fourth grade teacher. As a Valentine, I may have hit the mark, but as a prophet of the relationship between the educational community and the news media, I was way off target. The mutual misconceptions between these two powerful forces endure. The university and the news media continue in their own eccentric orbits. Although they occasionally cross each other's course, they generally remain indifferent to each other's existence and expectations. Indeed, journalism and education seem to be linked together more often by their mutual detractors, whether they be Spiro Agnew, George Wallace or Jerry Rubin, than by any common bond of mutual goals. Two years ago, when Congressional committees were demanding that Columbia University, and others, supply them with complete files of student protesters, including their grades and amounts of financial aid, Acting Columbia President Andrew Cordier, age 69, stood almost alone in his fight to resist such encroachments. Virtually no newspaper or broadcast station rallied to Cordier's defense. There was no news analysis pointing out the questionable fishing expedition motives of the investigators from Washington, and the implicit threat to the integrity of universities everywhere. Now, as then, most editors believe college presidents are bumbling administrators who can't handle their faculties and who are soft on those "pampered" students.

The news media, on the other hand, are barely tolerated by most academicians. They conceive of journalism as less a profession than a trade or craft which searches more for violence than for light, more for the curious than for the substantive. They can't believe that Eric Sevareid writes his own news analyses (which he does) or that Peter Davis edited "The Selling of the Pentagon" with the same integrity and faithfulness to detail as any other political scientist. Nor can they believe that journalism shares a communality of interests with universities. When Earl Caldwell of The New York Times suddenly had his notebooks on his interviews with the Black Panthers subpoenaed by a court in San Francisco, academia was silent. When Mike Wallace and CBS News were asked to hand over their Eldridge Cleaver out-takes and when Frank Stanton and Richard Salant were threatened with contempt of Congress because of their proper unwillingness to hand over *their* out-takes, there was no outcry of protest or stand of solidarity from universities. A few journalism schools and two university presidents I know of wrote letters to Congressmen, but generally the battle for jour-

nalistic independence seemed far removed from the battle to preserve universities. As one college dean put it to me, "Where there's smoke, there's fire and, come to think of it, I didn't like the way they edited that last interview with me."

Indeed the gulf which separates those who educate us for the first 20 or 25 years of our lives and those who provide illumination and insight for the rest of our lives has always been a disturbing enigma to serious journalists. Two colleagues of mine—Walter Lippmann and Walter Cronkite—who are both journalists and teachers, puzzled over that riddle in statements 50 years apart. Lippmann, in that remarkable 1921 volume, *Public Opinion*, wrote "Political science was taught in our schools as if newspapers did not exist." He continued, "It is almost inexplicable that no American student of government, no American sociologist, has ever written a book on newsgathering." Even then, Lippmann wanted educators at all levels to teach not only future journalists, but all students the habit of examining the sources and content of news dispatches. In 1971 that situation has improved only slightly. A present day edition of *Public Opinion* would have to expand the puzzle to ask why newspapermen seem to know so little about how television documentaries are assembled and why broadcast journalists, many of whom got their start in print, understand so little about the current problems and dynamics of newspapering. Cronkite recommended in a recent speech that everyone needs to know more about newsgathering and editorial performance. He said, "... it would be well if we worked with our friends of the print media to sponsor courses in high school on how to read a newspaper, how to listen to a radio newscast, how to watch television. Thus we could build a population of discerning news consumers who, by understanding our strengths and our weaknesses, would be *enlightened* critics—a boon to us all, and a certain bulwark against the charges of demagogic politicians."

What Lippmann and Cronkite were searching for is not just a scholarly analysis of how news judgments are made, or how the public can learn to deduce the discrepancy "between the conceived environment and the effective environment." What they are seeking is a kind of consumer education primer for what in the last third of the twentieth century may be the most crucial product we buy or accept. Journalism in a free society, wrote Lippmann, "should make a picture of reality in which men and women can act." Putting it another way ten years ago at another commencement, I said, "What we don't know can kill us." Today I would update that to say that what we don't *understand* will certainly kill us. What we have learned in the last decade is that the mere transmission of warnings is not enough. Ten years ago Rachel Carson warned us about Silent Spring, Dwight Eisenhower cautioned us about the military-industrial complex, and Douglas MacArthur and Matthew Ridgeway warned us about land wars in Asia. Martin Luther King, Jr. admonished us



about our racist society and the mangling of our young. Now, as we face the seventies, with one foot deep in garbage and the other mired in Vietnam while we reach for the moon and Mars, we are forced to conclude that even though we heard those early warnings, we didn't seem to comprehend.

It's easy to cop out and blame it all on the politicians. But what about the voters who gave those politicians their mandate? What about those of us in journalism who provided both of those constituencies with much of their information? Obviously something has gone wrong. But to curse the darkness and single out Johnson, McNamara and Rusk for Tonkin Gulf, or General Motors or Consolidated Edison for air pollution or U Thant or the Russians for the failure of the United Nations is an exercise in futility. Most of the decisions which have brought us to our current confluence of crises were made with general public support. Most of those decisions we made with our eyes and ears seemingly open. Although we Americans have a considerable appetite for second-guessing ourselves, the Tonkin Gulf Resolution had universal public acceptance and all but two votes in the Senate at the time it was passed in 1964. The widespread use of DDT and other chemicals was hailed as a great agricultural breakthrough by farmers and scientists alike.

The paving over of much of our countryside in the name of an interstate highway system was a sure way to get votes. Billions for space and the race for the moon had few detractors, particularly in the news media, while the expansion of our universities beyond anyone's means to sustain them had everybody's approval. From all the evidence, I must reluctantly conclude that most of the decisions which have brought America to its current predicament were based on flawed information and incomplete analysis by the political leadership *and* by the news media. I believe that a national referendum conducted at the time of Tonkin Gulf, the signal for our massive involvement in Vietnam, would have been overwhelmingly supported by most of the current doves. Likewise, a similar referendum on the \$50 billion for space and more than half of our national budget for the Pentagon would have had much the same result. It is only when the news media really perceive a problem and do their job of interpretive reporting at the proper level of excellence and penetration that decision-making can be effected. Responsible journalism searched out the facts that even the Justice Department and the President of the United States did not seem to grasp about Judges Haynsworth and Carswell. The effect of that investigative reporting, much of it done by a young broadcast reporter at WJXT, Jacksonville, Florida on millions of citizens, and *their* impact on a majority of U. S. Senators turned the tide. The case of the SST is clearly the product of comprehensive journalism involving national priorities, economics and the effect on the environment, to say nothing of the probing by two Senators from Wisconsin, all of which caused the public and then the Congress to take a second

sober look at the price we were willing to pay to bring Europe four hours closer to New York.

It is also true that some of President Nixon's legislation on the ecology and mass transportation have won their public and legislative support because enough citizens understood the issues. Indeed, one could argue that Richard Nixon and Spiro Agnew are in their current jobs because of strong public sentiment against the Vietnam War in 1968. Much of that sentiment was caused by that "living room war" in full color night after night in millions of homes whose families never understood until then "the way it is" in combat.

**T**he current irony is that at a time when journalism has so crucial a role to play, people in very high places are critical of it not for doing too little, but for attempting to do too much. If "The Selling of the Pentagon" had had the point of view of most of the cheerleading coverage of the selling of the space program, CBS News would be accepting plaques of appreciation and Walter Cronkite would have a bear hug from the Vice President. Frank Stanton, instead of being admonished to resign from the Advisory Board of the United States Information Agency, would be hailed as a statesman among communicators. What television needs is *more* searching documentaries, *more* investigative reporting, *more* news analysis, not less. It is a travesty that some of our national leaders cannot understand that when they indict broadcast journalists for doing their best, while encouraging the amusement and mercantile departments of television to do their worst, they are weakening an essential link in the nervous system by which the republic makes its decisions.

In normal times some might say that such a discussion of journalism might have little relevance to a commencement address. But to the Class of 1971, all this is hardly shop talk for professionals. The graduate, whether at Harvard or Wisconsin or Chico State, is being told that the important thing this year is not "plastics" but the vote. The message is that there are 25 million potential new voters, and you can change the destiny of America. That's at best a smokescreen and at worst a flattering palliative for those who would woo your vote. Twenty-five million new voters, even if only half that number bother to vote, can also be duped by simplistic politicians and short-changed by inadequate journalism. Inadequate journalism certainly includes sloppy reporting. But most newsmen, even those I may not admire, accept as an act of faith their responsibility to get the facts straight. It is in the interpretation of those facts and the truth that grows out of them that honest journalists can struggle with themselves and with their serious readers, viewers and critics. I subscribe to the rather ancient theory that no one correspondent or news analyst will be right all the time, but that from

The former president of CBS News, Mr. Friendly is now professor of broadcast journalism at Columbia University and a television consultant to the Ford Foundation. He produced "See It Now", "CBS Reports", and "Face the Nation", and is author of the critical volume *Due To Circumstances Beyond Our Control*.

an abundance of many divergent sources, the truth will become visible. If Howard K. Smith, who seems to understand why we are still in Vietnam, or Eric Sevareid, who does not, were the only voices, if there were a Reston or a Wicker but no Buckley or Kilpatrick, a Chicago Sun-Times but no Chicago Tribune—there might be concern. Even if there were the conspiracy among the Eastern news elite that Vice President Agnew and Governor Wallace like to speak of, there is always the strong, clear voice of the President of the United States and his articulate spokesmen who act as counterweights. In fact, it's the failure in this country to provide automatic response time for the loyal opposition, as is the case in Britain, which thwarts our decision-making process during times of crisis. Indeed, it is the president, whether his name is Richard Nixon, Lyndon Johnson or John Kennedy, who has the giant's voice, and virtually unlimited access to all channels of communication.

With the air time and space constantly available to Presidents, Governors and Mayors, we should demand that journalists listen carefully and then say "yes, but...". "Yes, but..., Mr. President, there may not be as many as 1,600 or even 1,200 American prisoners in Vietnam," or "There was no evidence of real violence in that parking lot in San Jose, California as you implied just a few days before the 1970 elections," and "Mayor Lindsay (or Governor Rockefeller), those deficit figures for New York City don't ring quite true." Every fact that J. Edgar Hoover and even Congressman Anderson may have to say about the Berrigan brothers is not necessarily completely accurate. Therefore, it must be somebody's job to say "Yes, but..." and sometimes even "No, but..." That's what news analysis and interpretive reporting is all about and after eighteen months of listening to Mr. Agnew's media-mongering, it seems to me that that's what he's against.

**T**he only proper antibody for the absolute power of politicians is the press, and the only sure control over the excesses and inadequacies of that power is the discernment exercised by the reading and viewing public. Unfortunately, most consumers of news input think very little about such matters until they either belong to the deadly school of thought which says "I don't believe anything I read in the paper" or they accept everything as gospel because it's in black and white or in living color.

If we can teach art appreciation to those who will never be painters or sculptors, history of architecture for those who will never design a building, music for the tone deaf and "physics for poets" as a Nobel Laureate does at one university, then why not journalism for physicists, physicians, protesters and even future Vice Presidents?

I agree that newspapermen and broadcasters should be doing more to explain the news material they present. If free government is going to work, all who work in communications must work harder at identifying the sources

of news reports. Meantime, the public—educators, lawyers, doctors, bankers, hard-hats and hippies—must themselves learn how to properly identify sources of news reports. They should understand that "usually reliable sources" means an off-the-record backgrounder from the White House or the Governor's Mansion. The reader or viewer, to quote Lippmann again, must learn "to look for the place where the dispatch was filed, for the name of the correspondent, the name of the wire service . . . the circumstances under which the statement was secured . . . whether the reporter saw what he describes and to try to remember how that reporter described other events in the past." Every citizen must know the difference between straight reporting, news analysis and editorials. They should recognize whether an interview or a documentary has been edited and how. They must also know that there are ellipses in broadcast journalism to indicate deletions, just as there are in print journalism. There must be awareness that news magazines are often written ten days or more before the date on the cover, and that the writer on a given story is probably neither the reporter nor the researcher, unless it is a signed article. That's nothing for the reader to beware of—just aware of.

I said earlier that there was no easy prescription for good news to drive out the bad. That does not mean that the media (and its public) should not be aware of its vulnerability to some seekers of notoriety who have discovered how to manipulate it to gain space. The bizarre and the violent have always had a short term advantage over the comprehensive and complex. That's a lesson that Lester Maddox with his ax handles, and Abbie Hoffman with his "revolution for the hell of it" have exploited. That exploitation will stop when enough editors and producers are convinced that their public is bored with flashy pyrotechnics and desires instead sustained illumination. The way "to talk back to your television set", to use Nicholas Johnson's phrase, is not by throwing a shoe at it but by understanding how it all works. When the consumer level becomes more sophisticated the noise level will subside.

Most important, we must all understand the economics of a media which precludes hour-long nightly newscasts on the network and those other forces which now threaten the existence of many afternoon newspapers. We should all understand something of the laws of equal time and regulation which prohibit presidential debates, and which make it necessary for political candidates sometimes to hock their souls to raise money for the exorbitant cost of air time. We should also understand that the last two Presidents of the United States and the last three Congresses have done nothing about a long-range, insulated system of funding for public broadcasting. And we should realize that cable television may change telecommunications as much as television changed radio, and that an FCC long-range policy on cable is now being second-guessed and threatened by the White House and certain powerful senators.

I submit that the medium is *not* the message. Mankind

*continued on page 31*



# FOUNDERS DAYS

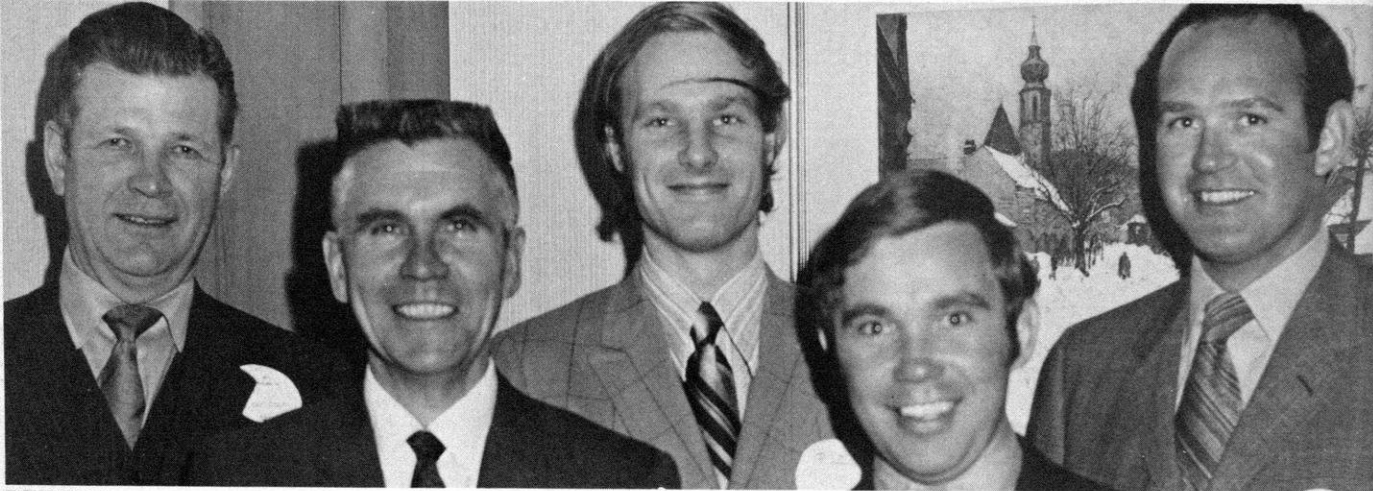
Photos from the celebrations around the country.

**PORTLAND, ORE.** (Clockwise from lower left) Jinny Pearson; Carl Pearson '29; Judy Grosvenor Goodnight '32; Scott Goodnight '30; Jean Browne; Dick Browne; Mary Nowicki; James Nowicki '68.

**DENVER.** Aleron Larson '48; Emory Langdon '49; Witte Schmidt; James Hansen '65; Douglas Rich '65.



**PORTLAND, ORE.**



**DENVER**



**DODGE COUNTY (Beaver Dam)**



**WEST BEND**

**DODGE COUNTY.** Ray Patterson '45, Distinguished Alumnus award winner; Dr. Robert Boock '38; and Prof. Eugene Cameron, speaker.

**WEST BEND.** Roger McKenna '60; UW Chancellor Edwin Young; Dick Smith '52.

**APPLETON.** Arlie Mucks, Jr.; John Jardine; Ray Smith '50; William Branta '65.

**SEATTLE.** Fritz Hanson '55; John Weber '49; Ted Szatrowski '49.

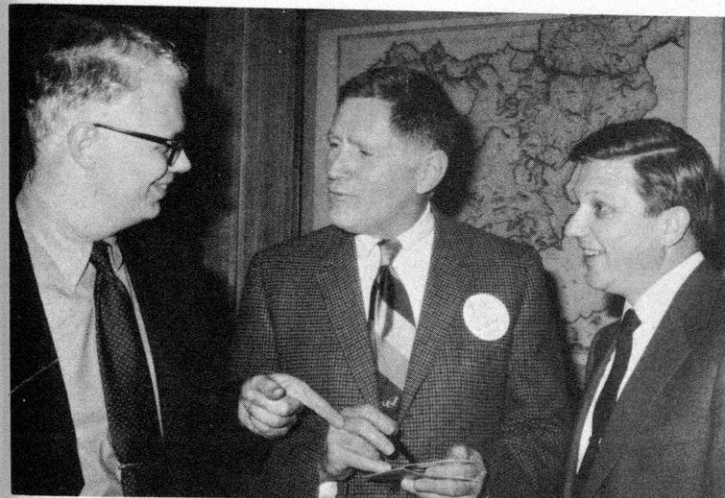
**LOS ANGELES.** Harold Frumkin '51; Agnes Moorehead (summer school) '24, Alumnus of the Year Award recipient; James Cleary '56.

**JANESVILLE.** (Back row) Richard C. Stockwell '69; Don Holloway '43; UW Regent Robert Dahlstrom; Thomas J. Basting; '62; Robert L. Douglas '62; (Front row) Phyllis Johnson Johanning '51; Joyce Kleckner Duckert '42; Sandra Funke Westphal '64; Sarah Rummele Mueller '60.

*continued*



**APPLETON**



**SEATTLE**



**LOS ANGELES**



**JANESVILLE**



**GREEN COUNTY.** Howard Voegli '52, Monticello; Robert Richardson '40, Martha Etter '68, William Gyure '48, and Karla Geiger Snively '48, all of Monroe.

**TOMAH.** Ron Sowle '61; Katie McCaul '25; Ellen Carmichael; Jay Carmichael '70.

**NEW YORK CITY.** Dick Fleming '65; Joan Sanger '46; Mrs. Charles F. Luce; Charles F. Luce, 1971 Man of the Year.

**HOUSTON.** Mark Wallace '51; Norman Gauerke '31; Marge Leiser '45; Tom Leahy '51; Glen Kratochvil '51.

**RACINE.** Joseph Lawrence, Jr. '43; Edward E. Hales '62; Athletic Director Elroy Hirsch; John Oberdorfer, enrolling UW freshman.



**GREEN COUNTY (Monroe)**



**TOMAH**



**NEW YORK CITY**



**HOUSTON**



**RACINE**

**WALWORTH COUNTY.** Seated: Paul Kremer '68, Elkhorn; UW Dean of Students Paul Ginsberg; Standing: Steve Edl '60, Lake Geneva; and students Bobbi Owen, Mary Billerbeck and Jeff Kunz.

**ROCKFORD.** Mrs. Coe Johnson; Riley Cummings; Coe Johnson '61.

**GRANT COUNTY.** Ray Heim '57; Barbara Harloff Karrmann '64; Mike McKichan '32; Shirley Hartung Eberlein '59.

**FORT ATKINSON.** Speech professor Frederick Haberman; student winners, Gene Potratz and Janice Strunk; Jonathan Pellegrin '67; William Ehrke '59.



**WALWORTH COUNTY (Elkhorn)**



**ROCKFORD**

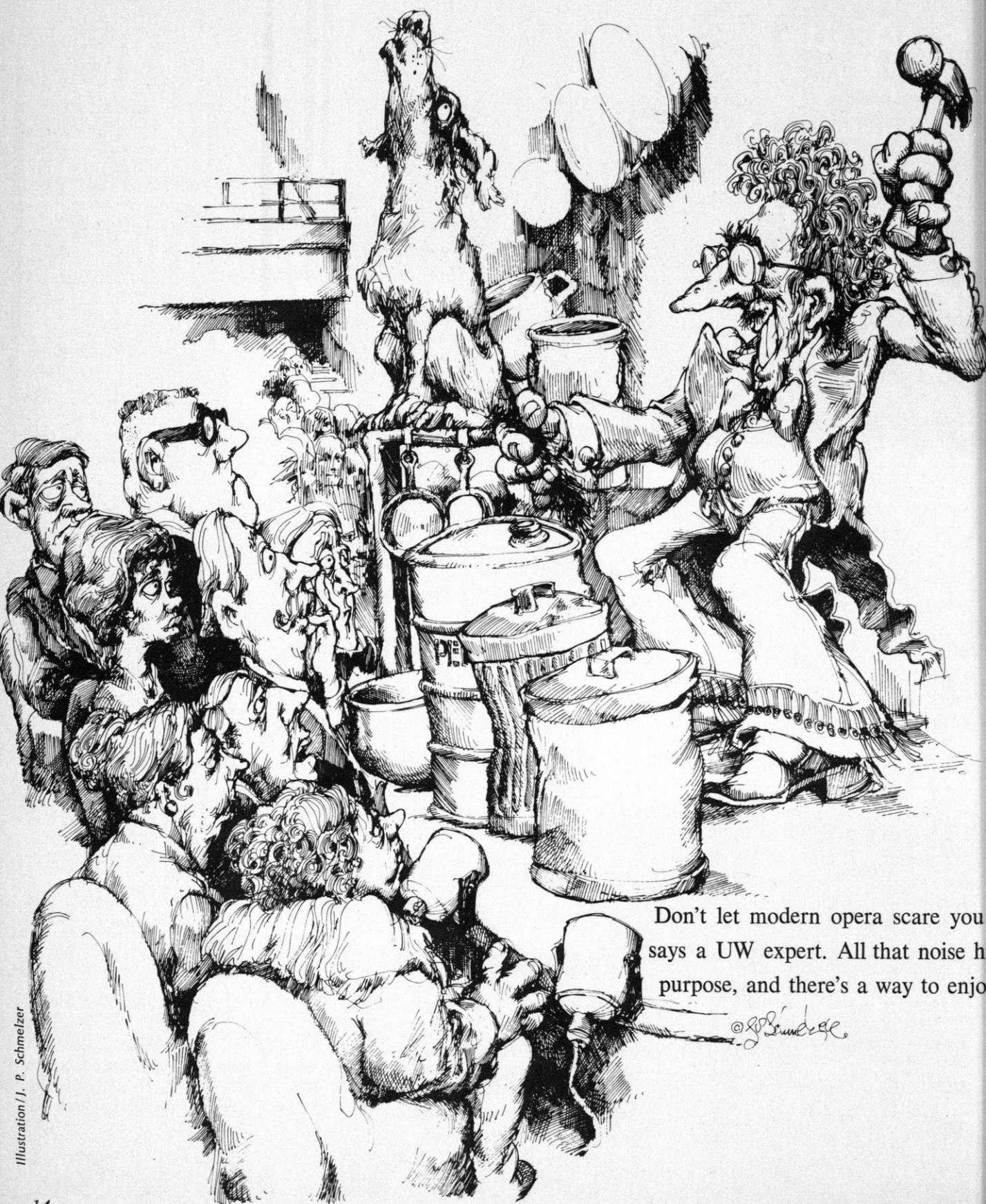


**GRANT COUNTY (Platteville)**



**FT. ATKINSON**





Don't let modern opera scare you  
says a UW expert. All that noise has  
purpose, and there's a way to enjoy

*© J.P. Schmelzer*

Illustration / J. P. Schmelzer

# That Ain't The Way They Sang It In *Aida!*

By Jody Schmitz

So you love Verdi, but the "music" of contemporary opera reminds you of a rockslide in a bottling plant? And you feel a little defensive about it, as though the growing acceptance of modern composition puts you in an ever-dwindling group of lowbrows? Well, don't worry about it: *learn* about it to get the fullest enjoyment from music, but don't worry about it, says music professor Karlos Moser. Professor Moser, who for the past 11 years on the UW faculty has directed the highly successful Opera Workshop, reminds you that the new composers are part of a fairly constant pattern of change. "To a degree", he says, "we all resist the very new in most art forms: Wagner had a terrible time getting public acceptance, and some of Puccini's most enduring works were laughed at the first few times they were performed."

But they *did* endure, we might point out, while modern operas haven't yet had the chance to prove their worth. "True," Moser says, "but one reason we go back season after season to hear our favorites is that it's easy to be coddled by 19th-century opera music. Further, their stories become familiar to us, silly as many of them are. Then, too, the fact that they're done in foreign languages gives them an inflated aura of importance. Most of those stories are pervaded with Victorian attitudes which, if we were to hear them in our own language, would embarrass us. But their foreignness appeals to us Americans who, for the past century, have been 'culture vultures' imbued with the idea that if it's foreign it's better than ours. "Apart from the differences in the music, modern opera shares much with the more familiar forms,"

Moser says. "The dramatic intent and the theatrical setting are there. You still go to an evening. You pay your money. You have an orchestra. You have a beginning and an end, and there are still the singers acting out the story."

"I wish that contemporary opera were more healthy, popular enough so that the audience might say 'Oh yes, I know that story. This is one of the great myths.' Perhaps it's Casey at the Bat, or Paul Bunyan, Antigone or Oedipus Rex. Or the myth of a miser like Jack Benny. ('We're going to a Jack Benny opera tonight!') Or even a Spiro Agnew opera. We would bring our own emotional baggage to these.

"But in the absence of this milieu, I think the opera-goer owes it to himself to do a little preparation.

"Audiences for all art forms are more selective now than they used to be," Moser says. "Few of us choose a movie just because it has Bette Davis or Elliot Gould in it: we read the reviews beforehand to find out if the story is worth our time and ticket money.

"This same selectivity is vital to the enjoyment of contemporary opera. Don't go merely out of a sense of duty. Don't go simply on the strength of the stars. You *could* do that sometimes with the older works for the sake of vocal spendor alone—I'd go 200 miles to hear Tucker in *Rigoletto* even if I *didn't* know what was going on, because I'd feel satisfied with *hearing* him and the *Quartet*. But I'd be darned if I'd go very far to see a contemporary opera without soaring music if I thought I wasn't going to know something about what they

were doing up there on the stage. "The result would be keen disappointment and a mistaken idea that the opera offers nothing.

"**Learn** the story of a modern work before you attend it. Read the reviews or pick up an outline at the library. Bring some knowledge to it. Then the dissonant music will make sense."

But what about that dissonance? "The ugly notes are there for a purpose: they shouldn't frighten us off. They aren't something painful; they're something that moves, something that cannot sit still. They contrast with consonance, which is a place of rest. The dissonance is there to move the music, the story, and your emotions. The composer's artistry is based on how he gets himself out of these dissonant situations and back to harmony."

And what if you learn about it, and go to it, and still don't like it? "Good for you," Moser says. "It shows you're an individual. We're too easily snowed by the 'experts' who say we *should* like something. Take Stravinsky, for example. He's a great composer, so we're told we ought to like *The Rake's Progress*. But I think it's a very dull work—a tough work. Stravinsky is great in certain fields, but that doesn't mean you have to enjoy this difficult and brilliant opera the first time you go to it."

In this same vein, Moser believes the public is partly at fault when it is fed, over and over, less than great opera production, even of the old familiars. "It's the audience who pays for the tickets. We should demand and get what we want, so long as our demands are based on some appreciation of what the



composer and the artists are trying to achieve.

"After all, the only valid judgment of any art form is whether or not it accomplishes what its creators set out to do. So it's unfair to judge contemporary opera in the light of what Puccini would have done with the same plot situation. Two different men have two different purposes, whether they are librettists, painters, novelists or even conductors.

**"Today's opera composer** usually intends to give you a *dramatic* experience rather than a lyrical one," Moser continues. "Because of this intent, the directors and producers may expect the audience to understand what's going on—a goal that's a little easier when the production is done in English. An English libretto should make the audience forget the music, except as a vehicle for the lyrics and story, and as a conveyor of the moods the plot calls for. If I wrote an opera today, I would like audiences to start thinking of the music and words so inextricably mixed that they could not hear the music without remembering the meaning of the words, and vice versa."

What is happening today in opera composition and production has much to do with the economics and politics of opera which often dictate reliance on the old-fashioned, tried-and-true 19th century operas. Sometimes composers go beyond the society-oriented audiences at the Metropolitan and international opera houses and find a new audience for which they write such things as *Jesus Christ Superstar*, which has been understood and enjoyed by a large audience from

the start. Moser feels that there are flaws in the work, but its intent to communicate something to the audience is successful. "I think some of the flaws are just a matter of technique," he says. "Those who want to write communicable dramatic experiences will write tunes that are memorable. They'll be different and modern, like those written by Poulenc in *Bosom of Tiresias* and by Blitzstein in *Regina*."

A problem for modern opera composers is that most have not had the apprenticeship in theater that is necessary to see what will work. "They flounder around and then, in production, they either make terrible mistakes and give up, or blame other people. They may never try opera again, or else they are forced to go into the tried-and-true," Moser analyzes. "Then there is that 'international cartel' of the deliberately obfuscating composers. They figure that if they please more than 100 people at a time they're too popular. I think they have the idea that if nobody understands their stuff *now* they'll suddenly be a big hit when they're dead."

In looking toward the future of opera, he tends to think that people in rock and folk music, in theater, and, especially, in improvisational theater are close to the opera of the future. He feels that some rock and folk composers are near opera now, with their emphasis on meaning and content, and because of their belief in the power of the voice. But, he thinks that they do not have enough overall opera writing techniques. "These are musico-theatrical experiences that have not yet coalesced," he says.

**"In some ways** I think that our day,

with its rich variety of available music is a lot like Mozart's time when he had Italian serious opera, Italian comic opera, French opera grandiose, church music and small ensemble music. He had aristocratic dinner music. He had the rising concert audience—the symphonies and piano concertos. He also was discovering Bach. Although most Mozart sounds alike to us, the more you study it, the more you see the terrific diversity. And he was able to pull them all together into fantastic operas of his own. A Mozart today could take rock and electronic and chance music and "twelve-tone" techniques and Kostelanitz music and mix them all appropriately in a new style of opera."

If there is one way that professional modern opera is going, according to Moser, it is toward the fantastic. "Many modern composers, knowing that music is not naturalistic, not realistic, have begun to realize that they are better off with way-out situations".

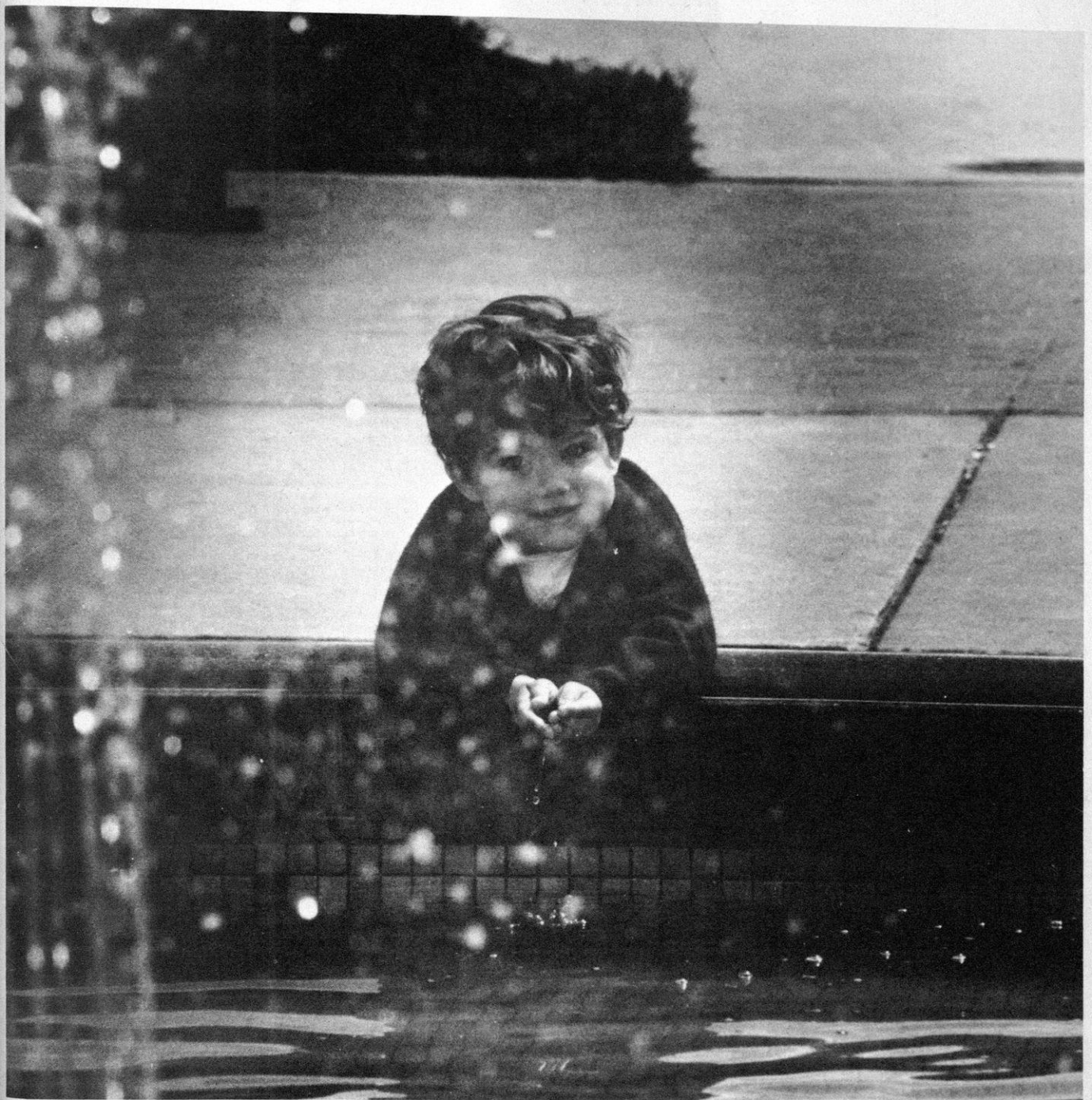
As an example, Moser points out that "the madness, the insanity of *The Devils of Loudun* by Penderecki lends itself perfectly to electronic music and strange squeaks and scrapes. Music has always been powerful in giving the effect of other-worldliness. I see a going away from naturalism and realism as an aid to opera because it pins down an attitude—a surrounding—which says: 'Okay, this is not realistic or naturalistic. Let's see where it will take us.'"

"In a sense that might be an approach to all opera that we have a chance to see," Moser adds. "Be receptive! And let's see where it will take us."

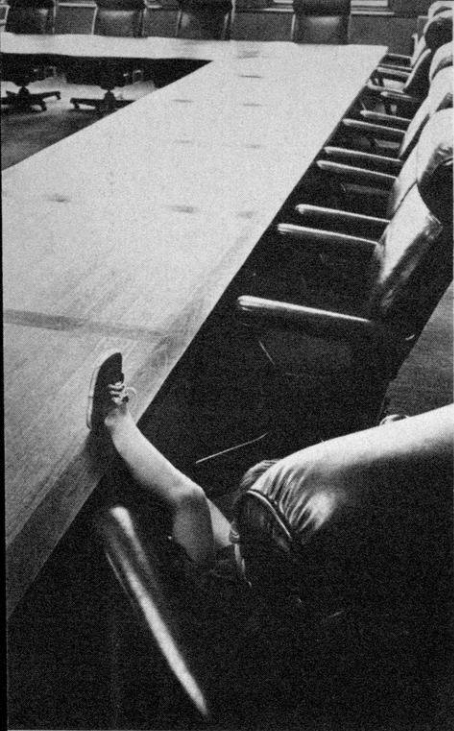
# SMALL MAN ON CAMPUS

A young man can't begin too soon to look over the university he plans to attend. This one, named Matthew, decided last month that since he will never see his third birthday again it was time to find out why practically everyone wants to be a Badger. With UW photographer Del Brown along as scout, Matthew started literally at the top (cover) with a green man who didn't have much to say. A little later (below), an aesthetic pit stop at the Brittingham Fountain on Memorial Plaza. Then, up and over the campus.

*continued*

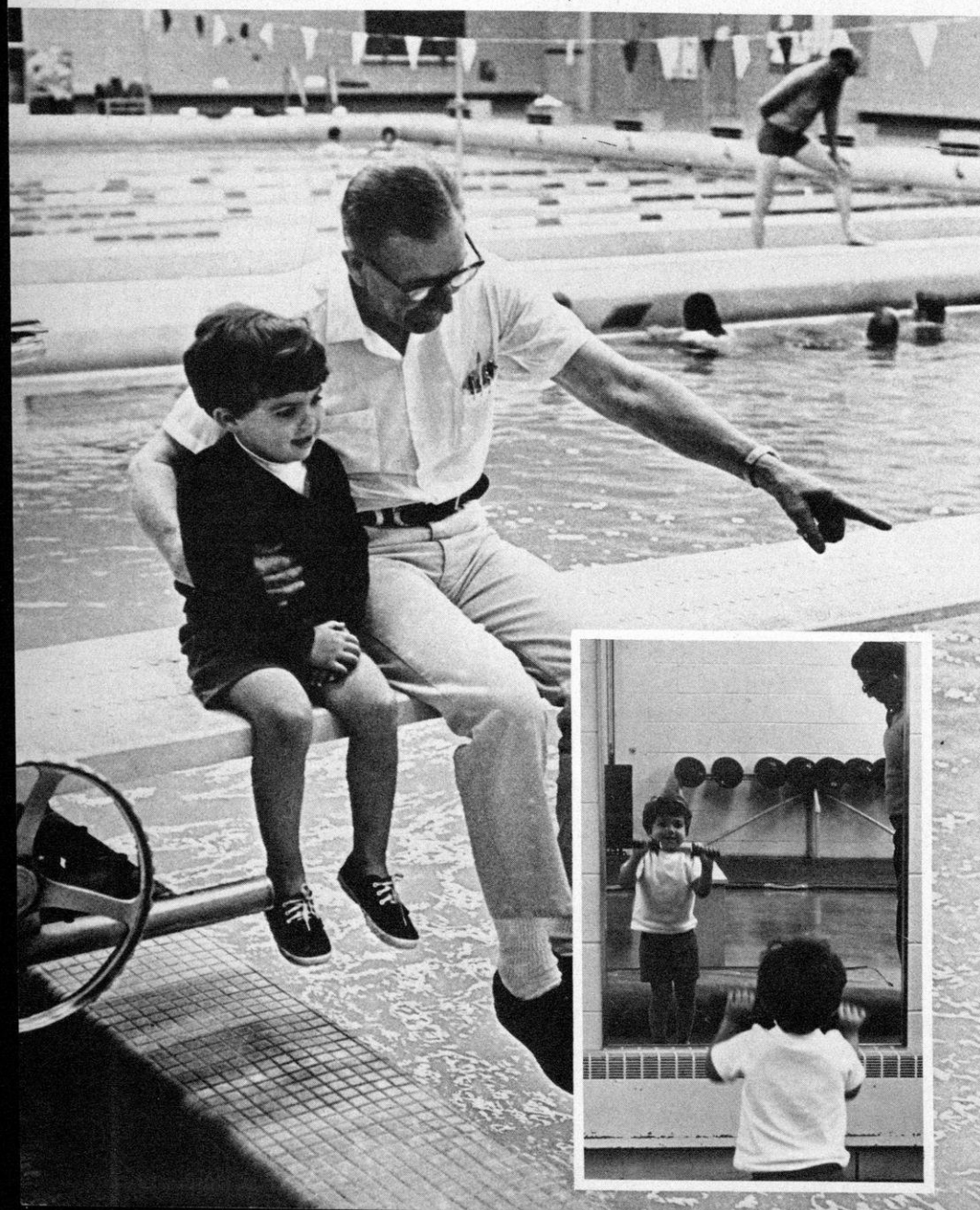




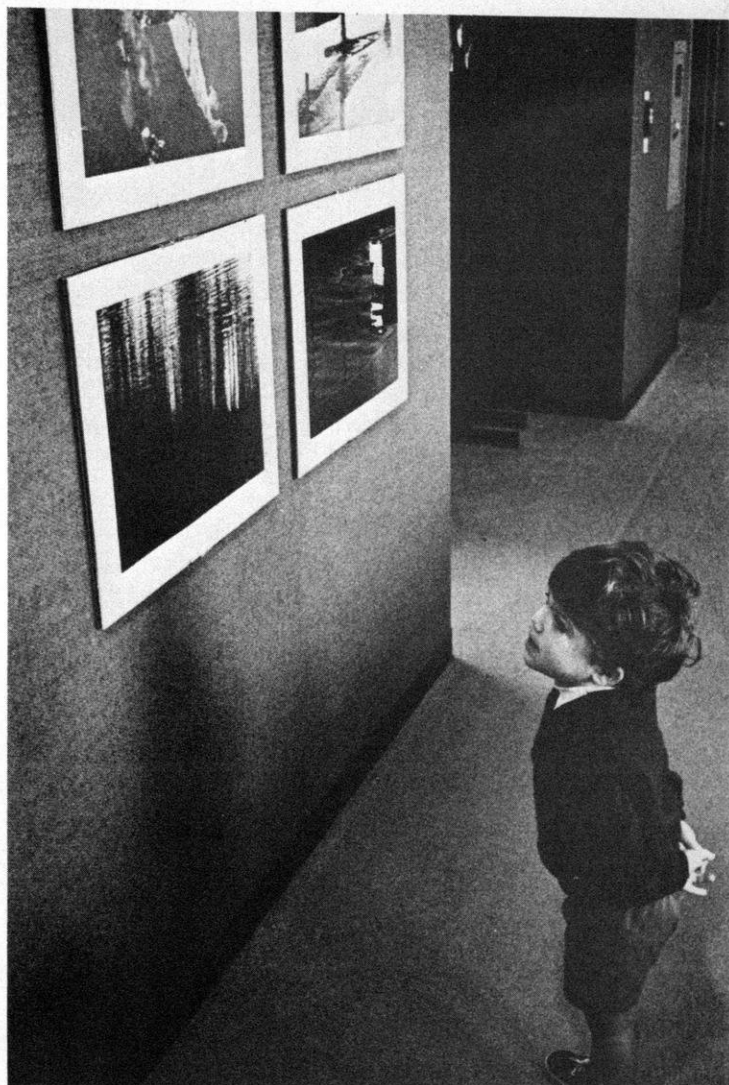
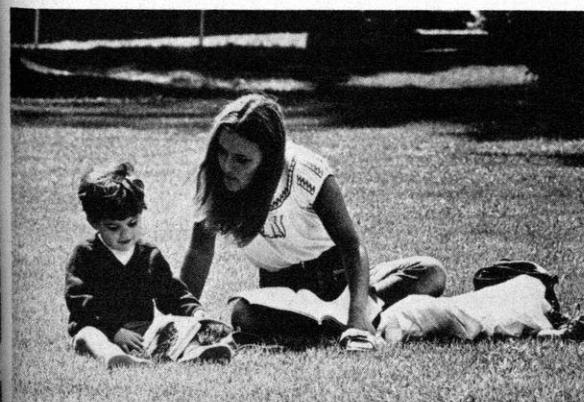
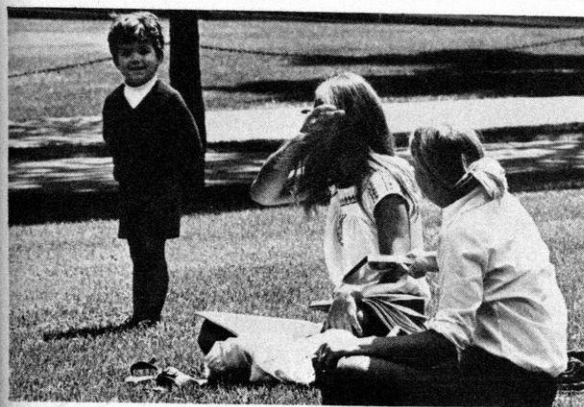


**Y**ou hit the books, you might be a Regent some day if the chair fits (far left). Along the way there'll be sailing on the Lake, but never in **those** waves!

**Y**ou've got to be a (choose one) football, swimming, weight-lifting hero, as the song says. So you look into the possibilities with Mike Aebly at the Natatorium; J. L. Fuller in the weight room; and take a quick hand-off from Head Coach John Jardine. Nobody came right out and offered a grant-in-aid, but you could see there was a lot of interest.



**A**nother thing a young man can't learn too soon is how to meet pretty coeds. Jogging down 'The Hill, Matthew comes upon Lynda Noel (left) of Madison and Heidi Oesterreich, from Milwaukee. First, the suave, disarming smile, then the old "Oh, I see you're reading Huxley" trick, and the ice is broken.



**E**ven after a full day on campus some things still inspire awe. There's the new undergraduate library (top) and, outside President Weaver's office, photographs taken by The Man himself.



## Short Course

**BETTER LATE.** The Union Rathskeller got a surprise package not long ago, an anonymously sent crate containing three dinner plates, eight salad plates, three saucers and a cup, all of heavy brown plastic—dishes last used in the Rathskeller more than 15 years ago. Traditionally, the Union crew sets out large boxes at the close of each semester in the hope that students who have “borrowed” to set up light housekeeping will return everything before they go home. Quite often they do. On the other hand a mystery like this can brighten a dull week. Let’s see now: two or three people, in the Class of ’56, who didn’t like coffee but were nuts about salad. . . .

**HOOFERS, COME HOME.** If you were a member of Wisconsin Hoofers it could be that they’re looking for you. Since the club was the first outdoor college organization in the country, and always has been the largest and most active, and is 40-years-old in 1971, its officers and 5,000 present student-members want to start a Hooper Alumni Club, with the possibility of a reunion next May. If you qualify, write to Wisconsin Hooper Alumni, c/o Wisconsin Union, Madison 53706.

**SO SOON SMART?** President Weaver has cast a questioning glance at the University’s rising grade point average. The overall, which remained constant for 20 years at 2.7, rose to 3.13 over the past two years, during which time freshman averages increased from a 2.49 to 3.01. There has also been a sharp increase in the percentage of seniors graduating with honors, Dr. Weaver told the Faculty Council as he called for an investigation. The six University committee chairmen are looking into things within their units.

**DAS IS EIN VIOLET.** If you had trouble telling a stamin from a pistil back there in Botany lab, be grateful you weren’t around last semester for an experimental course called Botany 130. This one was conducted entirely in German, yet, providing the 16 students who tackled and stuck with it five credits toward either a science requirement or in German.

**CHEERLEADERS: GIMME AN A-L-U-M-N-I!** If you’re a former UW cheerleader, it’s time to come out of retirement. The present cheerleaders are starting the Wisconsin Alumni Cheerleaders Association, and you’re all invited back on Homecoming weekend, November 6, for your first official reunion. There’ll be a luncheon, a special block of tickets for the Purdue game, and a post-game party. If you’re of the Class of 1958 or later, chances are you’ve heard from the young people. (Write them if you haven’t.) But they’re having trouble tracking down members of earlier classes. Send a postcard or letter with your name, address, and dates of your cheerleading years to: Rick Sale, Wisconsin Alumni Cheerleaders Association, 650 N. Lake Street, Madison 53706. This will be a continuing activity, Rick says, so let them know where you are even if you can’t make it back for Homecoming.

**MARKET TIP.** Some fairly heavy investors on the campus this year, dabbling with \$100,000—even as you and I—earned \$17,504. They found housing, mortgage and life insurance, clothing and fast-food companies, to be the best performers; mass media, utilities, banking, mining and business services to be the slow movers. They were a group of 12 students in the course in Applied Security Analysis and Investment Management, and the investment money came from the Brittingham Trust. Things never work out in this world, though: the money stays where it is for use by another class this September.

**NOW YOU KNOW.** Col. William F. Vilas was an early UW alumnus, regent and U. S. statesman who died in 1908. His will provided that when his daughter, his only immediate survivor, should die, his estate should go to the University "to press back the confines of knowledge". The original \$1,800,000 had grown to \$11,590,510 at the time of his daughter's death in 1959. Today it is estimated that it will eventually reach \$30 million. The money is used to support established scholarships, fellowships and, currently, 13 Vilas Research professorships. Among the most recent expenditures was \$10,000 tabbed by the Board of Regents for a prize competition among young artists for graduate string quartets on the Madison and Milwaukee campuses.

**A MAN AND A WOMAN.** Research in the UW Primate Center "gives further support to the existence of inborn differences between the sexes in quality of play", says researcher Stephen J. Suomi, who told the American Psychiatric Association of experiments here in which male monkeys were raised in complete isolation for the first six months. As any ex-serviceman might have predicted, this "completely destroyed their capacity for normal social behavior." They sat in corners and sulked, despite attempts at rehabilitation, *until* they were paired with normal female "therapist" monkeys. The girls were the clinging vine type, and they clung, and before long the boys were clinging back. Then the boy monkeys became more aggressive, dominant and far more active, chasing the girls "seeking more physical contact in their play than the females. In a monkey game resembling the human version of tag, the male more often initiates the game and chase while the female is more often chased." Instinctively. One giant step in child development, maybe, but a terrible blow to Gloria Steinem.

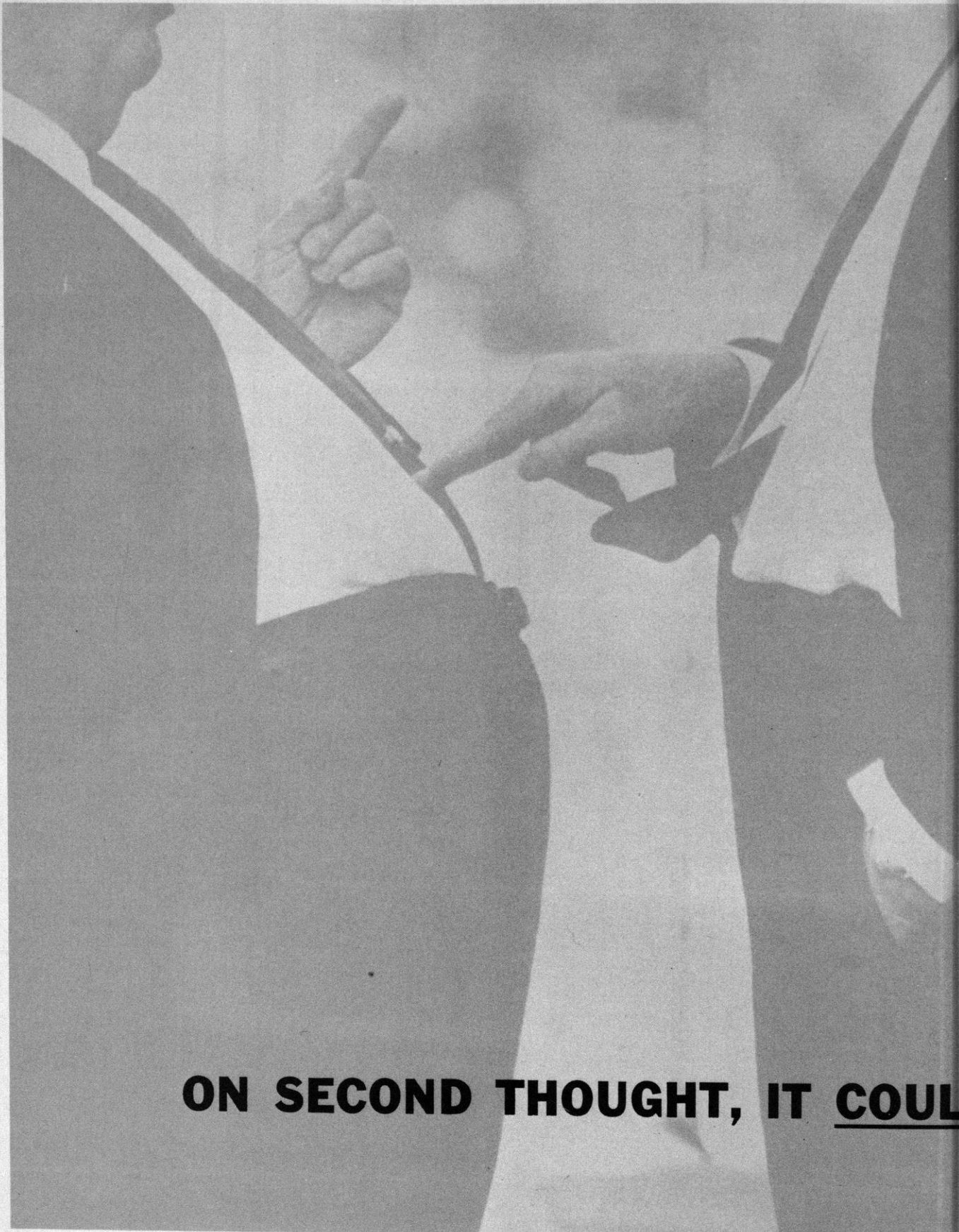
**STATISTIC.** Not unlike the situation beyond the campus, a very small minority of UW students last year did a very great deal of unselfish work for others. Twelve hundred kids logged 30,000 hours of volunteer duty with local agencies and groups.

**ZIEGLER PRESIDING.** Bernard C. Ziegler of West Bend has been re-elected president of the Board of Regents for 1971-72. Also re-elected were Walter F. Renk, Sun Prairie, vice president; Clarke Smith, Madison, secretary; and Joseph S. Holt, University trust officer, assistant secretary.

**SUMMER ENROLLMENT DOWN.** Registration for this year's summer session was five percent below 1970's. Enrollment for the eight-week session is 12,133, boosted to 12,800 by special course attendants. Last year the total was 13,500. Among the causes, say UW officials, are the general economy, increased fees, decreased course offerings, reduced part-time job openings in Madison, the improvement in course offerings on other UW campuses. On the other hand, it wasn't exactly Dullsville around here what with more than 25,000 other people coming through from time to time for the 200 special programs scheduled on campus.

**ALUMNI CLUB LEADERS.** You'll soon get official notice of our annual Leadership Conference, this year on Saturday, Sept. 25, at the new Union South.





**ON SECOND THOUGHT, IT COULD**

Photo/Miles Laboratories

# PEOPLE AND PROJECTS

Weight watching has become a main preoccupation of many people nowadays. Often some fat people grind through a rigid reduction process and emerge happy, satisfied that many extra pounds have been lost.

For others, however, the process is not only a painful experience but also a source of indignation and frustration. Invariably they fail to lose even an ounce of weight while meticulously following the diet regimen in which they have been instructed by their physicians.

A team of scientists, working under Dr. Edgar S. Gordon at the University of Wisconsin Medical School, has discovered there are essentially two kinds of overweight people. One type, those who respond satisfactorily to dieting programs, lose the extra fatty substances in their systems once they correctly implement their programs. The other type, those who end up frustrated no matter how strict or long their dieting, lose protein rather than fats.

In so doing, they lose an enormous amount of energy while the fats, which the diet is supposed to eliminate, remain securely ensconced in the body.

Dr. Gordon and his associates have been engaged in a research project since 1962 to find out "whether there exists in obese human subjects a basic metabolic abnormality on either a genetic or acquired basis." Metabolism is the sum of the physical and chemical processes for production and maintenance of a living organism.

But while that question has yet to be adequately answered, the scientists are confronted by another one in this radical difference between the constitutional make-up of one obese person and that of another. Their discovery was made recently when they conducted an experiment on two patients—one a woman and the other a man.

"Before that experiment," Dr. Gordon comments, "I never believed that there are two kinds of obese people, despite speculations in a number of professional journals."

He explains most of their efforts had been concentrated on studies of body compositions of people to determine how much fat they have and how their systems function in normal and overweight situations.

It is obvious that the scope of the UW investigation has been widened by the recent discovery. Earlier studies had revealed that some obese people, who actually lose large amounts of fat in their systems, fail to lose weight because they accumulate more water as the fats disappear. This generally weighs considerably more than the fats that are lost.

Besides failure to lose weight, the subjects, in most cases women, show signs of depression, nervous irritability, and a number of emotional problems. And what is more, some may even degenerate from mild overweight to severe obesity.

Even though no definite cause has been found for this phenomenon, the fact that it is more predominant among women may facilitate the researchers' work to find a satisfactory explanation. An answer might be that it is related to a clinical syndrome called periodic swelling. But no one is sure yet that this is really the case.

Studies have demonstrated that over-eating is a direct cause of obesity. But Dr. Gordon says that the genetic make-up of the body also plays a part. "Obesity is actually a genetically transmitted disease, for many fat people eat less than those who are of normal weight."

His contention is that there are "endless variation and individuality . . . in the biological systems" under which man lives. "It seems only reasonable to suspect that people vary widely in this regard, in much the same way that they differ in height, color of eyes and hair, intelligence, talents, individual traits of behavior, and the like."

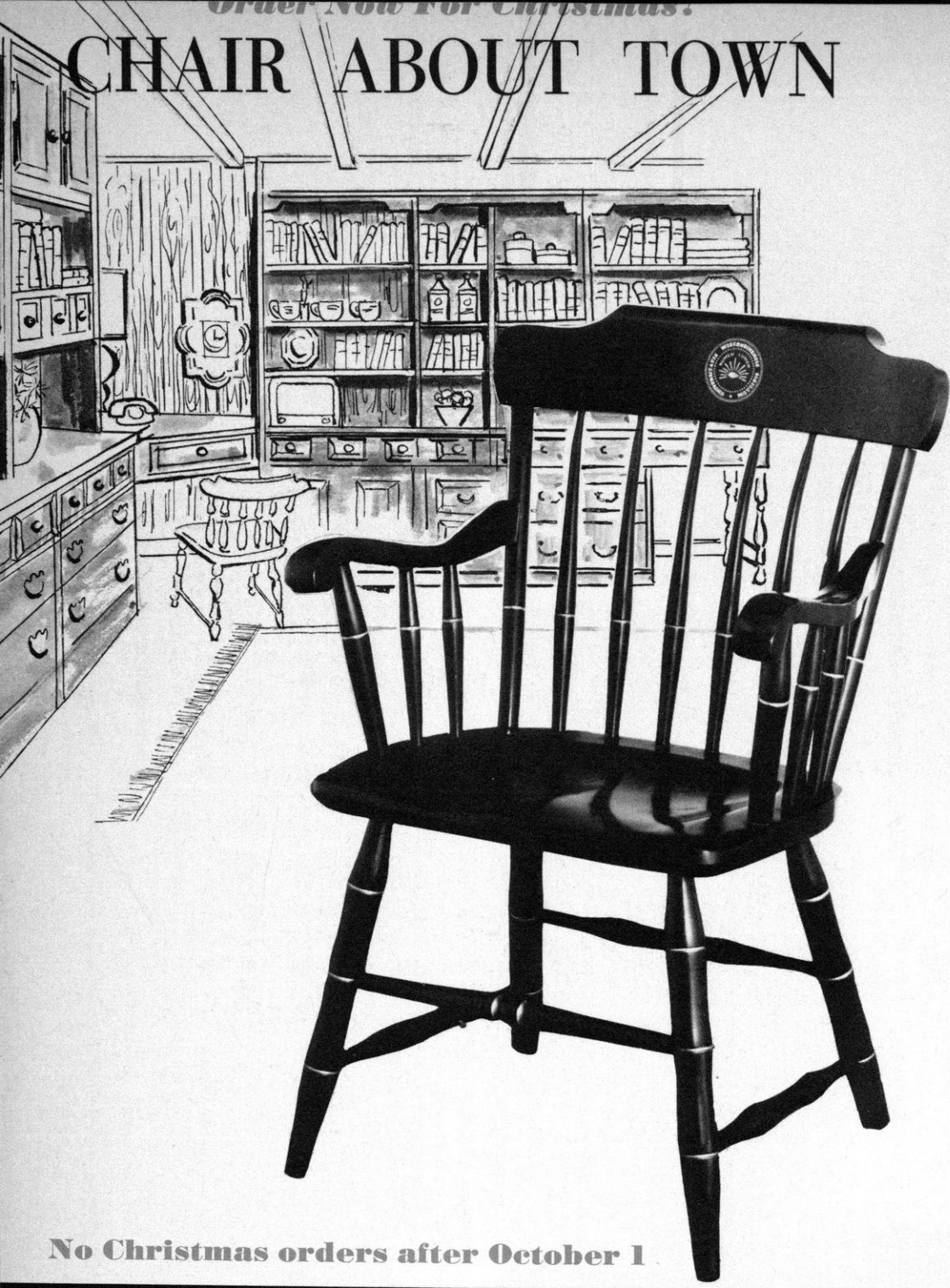
DAVID O. EDEANI

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# Alumni News

The WAA Staff  
invites you to

## STOP BY FOR COFFEE

before every  
Home Football Game!

It's a tradition, you know, asking you to join us for free coffee, cheese and/or Wisconsin cranberry juice when you get to Madison for a UW football game.

This year we're moving\* our Hospitality Room to the new Union South, at Randall and Johnson. Pull into one of the many parking lots near Camp Randall, and stop to see us between 10 a.m. and noon.

We'll also have a cash bar for your pre-luncheon cocktail, and there are several excellent dining rooms in the Union.

**We'll be looking for you!**

**\* On Homecoming Weekend, Nov. 6, we'll be there and at Alumni House, 650 N. Lake St.**

This section is limited to news of members of the Wisconsin Alumni Association.

## 11/30

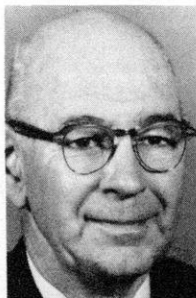
STERLING TAYLOR '11, Berkeley, Calif., received an award of the Berkeley Chamber of Commerce in June. It recognizes "personal involvement in establishing effective relations and understanding between economic, political, racial and social groups for the betterment of all of the people of the City of Berkeley."

A *Wisconsin State Journal* feature in June honored HARRY M. SCHUCK '26, who is a professor in the UW School of Business. He came back to the University in 1936 to re-establish the business law courses as they had been during the 20s, and has been developing the business law curriculum for the ensuing 35 years.

RALPH E. HODGSON '29, director of the Animal Science Research Division of the Agricultural Research Service of the US Department of Agriculture, was given the American Dairy Science Association distinguished service award for 1971 in June. He lives in College Park, Maryland.

CHARLES O. LEE '30, on the faculty of Ohio Northern university's College of Pharmacy, received a recognition medal from that university during centennial commencement ceremonies in June. He also received an honorary degree from Purdue university.

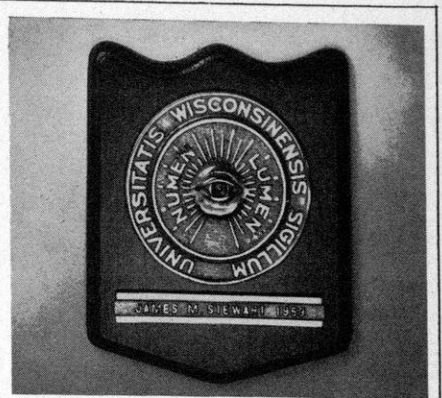
HODGSON '29



FREEMAN '31



continued



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## WHAT?!

YOU'RE STILL

NOT A

LIFE MEMBER?





Listen, sisters. Liberate your mind at the annual Fall "Womens Day With the Arts" on Tuesday, October 5, here on the Madison campus. The theme this year is Transition in the Arts. There'll be a panel on government art subsidies, headed by Fannie Taylor.

Faculty members Robert Najem, James Dennis and Michael George will lecture on changing trends in literature, art and music. After lunch there's a dramatic presentation by Sybil Robinson, then Jeanette Ross and Ellen Burmeister at two pianos.

Our chairman is Marion Palmer Crownhart.

So, come a long way, baby, if you have to. This "trip" will be worth your trip!

---

"WOMEN'S DAY WITH THE ARTS" is a function of Wisconsin Alumni Association. If you are traditionally on the mailing list for this event, you will hear from us soon. Otherwise, for ticket information write or phone our offices: 650 N. Lake St., Madison, 53706. Phone (608) 262-2551.

A professor with the UW Extension for 37 years, OSCAR G. WOELFEL '30, retired July 1. He was central district director of extension. He will continue to work with the extension on a part-time basis as executive secretary of the Wisconsin 4-H Foundation.

## 31/40

STEPHEN E. FREEMAN '31, chairman of the board and president of Freeman Chemical Corporation, Port Washington, Wis., has been elected a corporate vice-president of H. H. Robertson Company, Pittsburgh. The Freeman Corporation is a subsidiary of the Robertson Co.

VIOLA PETRIE '31, assistant professor of English and Latin at Moorhead State college, Moorhead, Minn., retired in June after 26 years on the faculty.

Named "Man of the Year" by the Detroit alumni club of the University of Notre Dame was ANTHONY G. DE LORENZO '36, vice president of General Motors in charge of public relations. He was one of the recipients of the Wisconsin Alumni Association Distinguished Service Awards this year.

LEO H. SCHOENHOFEN '36, president and chief executive officer of Swift & Co., has been elected to the board of directors of the National Merit Scholarship Corporation, one of the nation's largest independently financed scholarship organizations. He lives in Barrington, Ill.

## 41/50

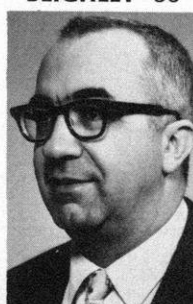
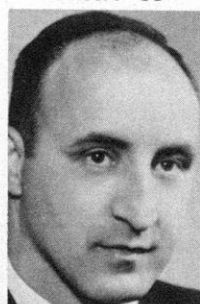
CATHERINE B. CLEARY '43, Milwaukee attorney and trust authority, has been named a member of the seven-member board of trustees of the Col. William E. Vilas trust, which provides funds for the UW. She succeeds Timothy Brown, retired chief justice of the Wisconsin Supreme Court.

STONE '48

PREUSS '49

URSIN '55

BEIGHLEY '56



The former EVELYN DWORETZKY '44, whose professional name is Evelyn D. Lipp, MD, has moved to Israel with her husband, Prof. Dexter Goldman, who has been appointed director of the Institute of Biology in Haifa.

MARGERY J. TURNER '47 has been promoted to full professor at Douglass college of Rutgers, the State University of New Jersey, where she is coordinator of the new dance major program. Her new book, *New Dance: Approaches to Nonliteral Choreography* was released by the University of Pittsburgh Press in March.

JOHN H. SAINT GERMAINE '48, Arlington Heights, Ill., has been recognized by the Upjohn Pharmaceutical Co. for outstanding achievement. He has exceeded company and sales area performance for eight of the past ten years.

Formerly associate director of Sun Oil Co., DALE D. STONE '48 has been named director of corporate human resources. He and his family live in Wayne, Pa.

ROBERT F. FROEHLKE '49, former assistant Defense Secretary has been named Secretary of the Army by President Nixon.

New vice president for research and development at Ionac Chemical Co., Birmingham, New Jersey, is ALBERT F. PREUSS '49. He had been director of research since 1969.

WALTER S. BRAGER '50, general operations manager for Oscar Mayer & Co. for the past five years, has been promoted to regional manager of the company's Madison region.

HENRY ROSE, JR. '50 has been named sales manager for C.B.S. Hames of La Crescent, Minn., a component home manufacturer.

## 51/60

GLENN H. JAHNKE '51 is serving on the Advisory Council as one of the top seven agents of Monarch Life Insurance Co., Springfield, Mass.

Cdr. WILLIAM A. LAMM '52 has graduated from the US Army War College at Carlisle Barracks, Pa. and is now at the Bureau of Naval Personnel, Washington, D. C.

Lt. Col. JOHN A. BRISSEE '53 was selected for the Army Command and General Staff College Commandant's list upon graduation from Ft. Leavenworth, Kansas because he was in the top twenty percent of his class.

EDWIN A. TRAPP, JR. '53 has been appointed executive vice president and director of Hall-Mark Electronics, Corp.

Two members of the class of 1954 have been featured recently in the *Wisconsin State Journal* "Know Your Madisonian" articles. They are: JOHN FRITSCHLER, Madison attorney, and ROBERT W. POHLE, president of the Bank of Madison.

DON URSIN '55, Glen Ellyn, Ill., vice president of Baird & Warner, Inc. and district sales manager, has been designated a Certified Residential Broker by the National Institute of Real Estate Brokers.

ARCHIE BEIGHLEY '56 has been promoted to full professor by the Winona (Minn.) State college English department.

HAROLD A. KISSINGER '56 has been promoted to Major General in the US Army.

Army majors DAVID E. BAEB '57, DONALD V. HALLOCK '57 and GORDON G. CORCORAN '58 have graduated from the U. S. Army Command and General staff college at Fort Leavenworth, Kansas.

MARION NEWMAN Swartz '57 has retired after teaching 36 years in Wisconsin public schools. She is now a real estate broker in Brodhead.

PETER GARRISON HANSON '58 is interning at San Francisco general hospital after receiving an MD degree from the University of New Mexico.

U. S. Air Force Major WILLIAM A. CHRISTIANS '60 has assumed command of the 719th Aircraft Control and Warning Squadron at Aparrevohn Air Force Station, Alaska.

continued



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January 18-25, 1972



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61/71

**ABRAHAM Z. BASS**

'62, assistant professor of journalism at Northern Illinois university, was awarded a State Department fellowship to attend an international seminar in mass communications in Yugoslavia this summer.

**JOHN LEISENRING '62** and his wife, the former **JANICE WIECKI '60**, have moved from Austin, Texas to Kansas City where he is assistant professor of music at the Conservatory of Music, University of Missouri.

**KAREN BERKE '63**, San Francisco, has recently been appointed by the Secretary of Agriculture to serve on USDA's newly created Young Executives Task Force to provide fresh insights to interagency and department-wide problems and opportunities.

**CAROLINE WEISS Dawson '63** is Supervisor of Nurses for the Clinton County health department, and her husband, **JAMES C. DAWSON '70**, is assistant professor of geology at the State university of New York at Plattsburgh.

**ROBERT G. WESTPHAL, MD '64** has been named an assistant professor in the Department of Medicine at the University of Vermont in Burlington.

**THOMAS D. DAMON '65** has been promoted to lieutenant colonel in the Air Force and is stationed at Wiesbaden, Germany.

Lt. Col. **GORDON B. ROGERS, JR. '66** was graduated recently from the Army Command and General Staff College at Fort Leavenworth, Kansas.

Air Force Capt. **DENNIS L. SCHULTZ '66** has received his master's degree at the Air Force Institute of Technology at Wright-Patterson AFB, Ohio.

Capt. **JEFFREY P. FOLMER '67** is stationed at Luke AFB, Arizona where he is a weapons systems officer assigned to a unit of the Tactical Air Command.

Stationed at Goose Air Base, Labrador, is Lt. **ROBERT V. CAIRNS '68**, a fuels management officer.

Capt. **WILLIAM P. HERRBOLD '68** attended a recent Combat Crew Conference for elite aircrew personnel of the Strategic Air Command's Second Air Force at Barksdale AFB, La. He is assigned to K. I. Sawyer AFB, Mich.

Airman **JON C. SCHLADWEILER '68** has been named Outstanding Airman of the Year in his unit at Davis-Monthan AFB, Ariz.

Second Lt. **WILLIAM W. BISCHOF '69** is stationed at Webb AFB, Texas where he is an instructor pilot.

Promoted to Industrial Engineer for the Northwest Division of the Wisconsin Power and Light Co. is **ROBERT E. WENTZEL '70**. He and his family have moved to Baraboo.

Army majors **LEE F. WITTER '70** and **JOHN A. CASH '70** have graduated recently from the Army Command and General Staff College at Fort Leavenworth.

Private **MARK A. KRAFT '71** recently completed an artillery fire direction control course at the U. S. Army Artillery and Missile Center, Fort Sill, Okla.

The following 1971 graduates have been commissioned second lieutenants in the Air Force: **KIM C. ANDERSEN, JAMES P. CZAJKOWSKI, DAVID C. HAAS, JAMES A. HAUGEN, RICHARD W. KNISELY, WILLIAM F. LEARYK, ROLLAND L. OLIVER, GEOFFREY H. PERTZBORN, and WILLIAM E. THIEL.**

Serving with the Peace Corps in Kenya is **DAVID L. THOMAS '71**. During his two year hitch he will help people improve animal agriculture and will be working mainly with dairy cattle.

Second Lt. **NICKOLAS J. WIRTZ '71** has entered Air Force pilot training at Columbus AFB, Miss.

## Newly Married

### 1961

Loralyn Elizabeth Fischer and Norbert F. SANTOSKI, in Minneapolis

### 1963

Janice Ann SCHLERETH and John Todd FITZGIBBON '70, in Westport, Wis.

### 1964

Martha Susan SWANSON '68 and Arnold C. SCHEER, Jr., in Madison

Kathleen Simon and William Charles THOMPSON, in Wauwatosa

### 1965

Barbara Anne Sinclair and James H. BALL, in Shorewood  
Deborah Anne Sinn and Dwight Smalley BRACKETT, in Wilmette  
Ann Elizabeth JARVELLA and David Lee WILSON '67, in Madison

### 1966

Susan DeKeuster and Walter BUSSE, in Racine  
Pamela Ann Rockwell and Michael V. OTIS, in Knoxville, Tenn.  
Nancy J. STINCHFIELD and Peter J. Rhines, in Evansville, Ind.

### 1968

Kathleen Joan WACHTER '71 and William E. APPEL, in Wisconsin Rapids  
Kathryn Ann Costello and Daniel Martin CONWAY, in Denver  
Jeanne Kay Schoenhard and Charles M. DESROCHERS, Jr., in Scales Mound, Ill.  
Diane Woelfel and Norman DITTER, in Chilton  
Nancy Jean MCCOY and William J. Weller, in Dubuque  
Pamela Ann COLLIER '71 and Roland R. MIELKE, in Madison  
Lois Maureen Athmann and Douglas E. NEVINSKI, in Stewart, Wis.  
Elaine Susan SCHWARZ and Donald J. HARVEY '69, in Milwaukeee

### 1969

Margaret Christine VARLEY '71 and Bruce Eldon ANDERSON, in Madison  
Karen JONES '70 and Gary CHRISTIANSON, in Racine  
Patricia Ann CLINE and Herbert David MANN '71, in Madison  
Leslie Ann LATZKO '70 and Robert Arlie DENT, in Elm Grove, Wis.  
Barbara Lee Beno and Mark Robert JABBUSCH, in Green Bay

## 1971 HOMECOMING

November 6

Special reunions for  
Classes of 1951, '56, '61

Football: Wis. vs Purdue

*C'mon home!*



Diane Henrietta Kuehn and Yousif H. JALILI, in Waunakee

Mary Jane LEVINE and Donald Alexander YOUNG '70, in Honolulu.

Mary Josephine NESEMANN and Hugo E. DEPEDRO, in Kewaunee

Eileen Helen PIPPERT and Robert Charles MUELLER '70, in Cleveland

## 1970

Mary Ann BECKER and David Warren PELLE '71, in Juneau, Wis.

Virginia WAITE '71 and James BUENGER, in Oshkosh

Nancy Ann CHAPMAN and Robin Gary Selvaag, in Hartland, Wis.

Faye WOLLER '71 and Lynn R. GREENFIELD, in Berlin, Wis.

Nancy GODFREY '71 and Otto J. KARST III, in Whitewater

Linda Margaret BUHK '71 and Phillip N. KURTZ, in Two Rivers

Carol Jean WILSON '71 and Philip Ryan O'LEARY, in Madison

Christine Susan ALLEN '71 and Gary Allen PALER, in Buffalo

Peggy Ann SCHNEIDER and Richard Harlan Daluge, in Fond du Lac

Artis Roslyn STANLEY and Eldon Elisha Silverman, in Milwaukee

Jeanne Carlson and Phillip STEFONIK, in Rhineland

Katherine Ann KIRBY '71 and John E. UFFENBECK, in Ashland

Kathryn Agnes LEE '71 and Ronald VOSS, in Plymouth, Wis.

Nancy Ellen Gronik and James Nickoll YOUNGERMAN, in Milwaukee

## 1971

Christine Joy Ward and Steven A. ANDERSON, in Fort Atkinson

Gretchen Elizabeth ARNDT and Robert A. DeLaruelle, in West Allis

Mary Joan Durst and Terry Allen BETHKE, in Cottage Grove

Ann Lynn Keller and Eric T. BJOIN, in Stoughton

Marilyn Jean BOWER and Frederick L. BAUCH, Jr., in Madison

Leslie Lynn BRAFFORD and Erich Charles SILL, in Beloit

Terry Lea Lenhard and Joseph W. BURGER, in Athens, Wis.

Mary Lauermann and John Mark CARLSON, in Prentice, Wis.

Maureen Elizabeth CLANCY and Allen Dale Miller, in Racine

Patricia Ann COLLENTINE and Bruce A. Chevis, in Racine

Christine Roberta COSTIGAN and William Chittenden Schutt, Jr., in North Lake, Wis.

Bonnie Renee Brown and Donald Cameron DAFOE, in Milwaukee

Vicki Lee Dahlk and Charles Willis DECKER III, in Madison

Rosalie Yvonne Beck and Thomas Reed DETMER, in Beloit

Dorothy DIEBEL and G. Douglas BROWN, in Wausau

Jean GLENNON and David Helbach, in Stevens Point

Patricia Ann GREGG and Maurice James Hesterly, in Covina, Calif.

Jeanne HASENBERG and Michael John Szymiczek, Jr., in Jim Falls, Wis.

Jane Beverly Kleinhans and George F. HENRY, in Madison

Mary R. DUNN and Richard L. Hermann, in Rice Lake

Kathleen Elizabeth McDonald and Paul Hugh HINDERAKER, in Whitefish Bay

Donna Mae Bobbe and Richard W. KNISELY, in Milwaukee

Kathleen Eparvier and James J. LANUTI, in Neenah

Kay Leslie LICHTENSTEIN and Rubin Ackman, in Green Bay

Sharon MALY and Michael Devenish, in Sun Prairie

Susan Terry Ziert and William John MARCH, in Wauwatosa

Kathryn A. MARQUARDT and Dietrich Harle, in Madison

Mary Jane MAVES and Steve Jon Jones, in Edgerton

Nancy Diane MYHR and David Earl Haralson, in Madison

Anne SCHEER and Jonathan Stephen Schaper, in Neenah

Jane McIntosh and Lloyd G. SINCLAIR, in Madison

Holly Louise Reep and Herbert Thomas SCHICK, in Pewaukee

Linda J. VAN WAGENEN and Robert J. Eckels, in Mineral Point

Elizabeth Gooding WEGMAN and Ralph A. Petersen, in Ann Arbor

Nancy Lee Stenjem and Bradford Whitney WILCOX, in Monona

Sharilyn Ann WOODROW and Richard R. Kilgust, in Madison

Kristine H. ZINSMASER and Gordon B. Cole, in Madison

## Deaths

Mrs. Richard H. Gamwell (Jane OGILVIE) '00, Pittsfield, Mass.

Mrs. John Messmer (Louise M. JAHNS) '06, Milwaukee

Benjamin Killey READ '06, Madison

Raymond Earl WARNER '11, DeForest

Mrs. R. B. Barton (Verona Fae PRATT) '12, Chicago

Mary Grace POWERS '16, Ellison Bay, Wis.

Carl William AEPPLER '17, Oconomowoc

Beulah Isabel COON '18, Arlington, Va.

Mrs. Gird E. Mullinix (Marguerite L. EDWARDS) '19, Fullerton, Calif.

Martha Helena OLESEN '19, Park Ridge, Ill.

Robert Livingston REWEY '20, Springfield, Ohio

Leslie Harold GARBER '22, Edina, Minn.

Marshall Adrian GEILFUSS '22, Milwaukee

Natalie Theodora HUHN '23, Oshkosh

Harold Allen PINKERTON '23, Wau-paca

Mrs. Milo H. Neuenschwander (Anna Mary RENTSCH) '24, New Concord, Ohio

Carroll Raymond INGEBRITSEN '26, Lancaster, Wis.

Mrs. George M. Hetherington (Glee Minerva HUMPHREY) '29, La Crosse

Mrs. David T. Marvel (Elizabeth Winslow ALLEN), '29, Alton, Ill., in Naples, Fl.

August William DERLETH '30, Sauk City

Henry William GUENTHER '30, Tahlequah, Okla.

Frederick Spence HARBRIDGE '30, Indianapolis

Frederick Brehmer WILCOX '30, Stoughton

Earl Gustave SACHSE '31, Madison

Reno Joseph CHETI '33, Dunlevy, Pa.

Winn Frederick FINNER '34, Fairfax, Va.

Lucius Alvin SQUIRE '34, Madison

Harry Milford BARNES '38, Valley Cottage, N. Y.

Otto August DITTMER, M.D. '39, Ripon

Edward Philip LINDERGREN '39, Milwaukee

Anthony Ralph OZANICK '39, Cupertino, Calif.

John Bump SCHMIDTMANN '47, Madison

Harold BELL, Jr. '50, Tarzana, Calif.

Bernard Henry ROEMER '50, Bennett, Iowa

William Charles VANDERHOOF '51, Saratoga, Calif.

Russell Alfred KNIGHT '55, Milwaukee

David Edward WAHL '59, Toledo

John Brian DENNIS '68, Madison

John Steven SHABERMAN '68, Huntington Woods, Mich.

continues to be the message and the messenger. To study the issues that divide us is not enough. We must perceive how most of the education available to us after formal education reaches us. To convey that knowledge, universities in their search for relevance might experiment with a new kind of course, in which their professors in political science, history, and the law together with journalistic practitioners, both electronic and print, establishment and underground, collaborate on a kind of flexible critique. The syllabus for such a course should be today's newspaper, the 7 o'clock news as it varies on all three networks, documentaries like "The Selling of the Pentagon," and NBC's recent essay on the FBI, the newsmagazines, books like Joe McGinnis's *The Selling of the President*, and the upcoming national election itself.

**W**hat makes my appeal for such additions to the curriculum so urgent is that I am convinced that the news media will not be able to perform the vital service required of it during the crucial 1972 election unless there is public support for its mission, support not for the content or style of the news, but support which reminds politicians of all parties that the First Amendment still means what it says it means. Indeed, the true purpose of Mr. Agnew's toxic oratorical gases may be to promote the exact opposite of this kind of atmosphere. Convention coverage and elections have always been a challenge to responsible journalists. The delicate balance between fairness and probing analysis during the heat of a campaign always causes tempers to flare. But in the current polluted atmosphere, the chances of providing well-rounded and comprehensive coverage will be exceedingly difficult. To paraphrase Rachel Carson, we may have a raucous and chilling autumn.

The cry of "foul" or "slanted" will be everywhere. In October of '72 the Vietnam War will be unwinding according to the President's scenario. To analyze the success of that plan and the Vietnamization policy which accompanies it will require some very incisive journalism. The truth will not be reflected simply by the polarized position of the two or three candidates. Nor will the truth about the sensitive and heartrending issue of the prisoners of war which, alas, will probably haunt us through the campaign, be found in candidates' speeches. News analysts will have to involve themselves in explaining the complex and contested subjects of the economy, of law and order, justice, drugs, the Middle East and the always volatile issue of our cities and their relationship to the Federal government.

The Vice President's game plan, and it's hardly an Agnew original, is that if you're apprehensive about getting a good press about your Administration's policies, you can soften the focus and eliminate some of the negative by crying "foul" often enough to create a brouhaha of confusion at home plate. Baseball managers call it psyching the umpire. The technique is that if you yell long enough and stop just short of being thrown out of the ball park,

you can affect the next close call. Leo Durocher may be able to win a few ball games that way, but nobody ever won a pennant that way. That is precisely why the presence of cameras and microphones, plus a press box full of experienced reporters is necessary to help interpret those close calls during a heated election.

The critique of the news coverage of the coming election is something that universities and the media—particularly public television—could pool their resources on. When a candidate feels he has been slighted—that his ox has been gored by the press or his opponent—let the parties to such disputes face each other in an open seminar. The Fair Campaign Practices Committee could cooperate in helping to ventilate the cries of "foul" while there is still time to clear up the controversy, rather than long after the votes are counted and the campaign is history.

You in Wisconsin need no lectures on the history of elections conducted in a climate of journalistic timidity, where reporters and editors are unwilling or unable to bring some kind of perspective and truth to the campaign exaggerations of ambitious and truculent candidates. The road to journalistic hell is paved with stories of omission. The press's silence about Joseph McCarthy's original candidacy here in 1944 and '46, followed by his completely unsubstantiated charges about 205 Communists in the State Department—or was it 57?—are textbook examples of what happens when journalists wait too long to correct outrageous distortions and outright misstatements. Edward R. Murrow and I did a broadcast on that subject in 1954 and I must confess we may have been six months late in doing it. It might have been our story of omission had it not been for the courageous examples of the Milwaukee Journal, the Capital Times and the Sheboygan Press. Two nights before that "See It Now" examination of McCarthy, when we were making our final go/no-go decision, Murrow concluded the discussion by saying, "We, like everyone in this business, are going to be judged by what we put on the air; but we also shall be judged by what we don't broadcast. If we pull back on this we'll have it with us always."

To conclude: there is much that is wrong with the state of journalism. The broadcast industry continues to use the Bill of Rights more as an excuse for its commercial excesses than as an act of faith for fulfilling its responsibilities. But, those who would nullify its strengths because there is not "enough good news tonight, folks," really want a tranquilizer instead of a searchlight of reality. Those in Congress who would investigate reporting and editing are really in search of restraints against penetrating news analysis and investigative reporting. Any accountability of the press should come from a public awareness of journalistic processes rather than from lawmakers in search of a softer focus. Vigilantism of politicians leads only to sterility and suppression. It will cause fewer Murrow-McCarthy broadcasts, more Memorial Day Massacre omissions, more Tonkin Gulfs insufficiently analyzed, more inadequately reported elections. The Spiro Agnews in both political parties seem to understand that.—*How about you?*



# 110

## WISCONSIN ALUMNI ASSOCIATION • FOUNDED JUNE 26, 1861

It's *our* birthday, but you get the benefits. For you in the classes of 1932-1963 we're setting a special Life Membership single rate of \$110, payable in one installment.\* (Normally, for your age group the rate is \$150.) We're lowering husband-wife Life Memberships, too, to \$135, payable in one installment, instead of the regular \$175. Take advantage of the \$40 saving. It's from us to you, with thanks, for 110 great years!

*Classes of 1932-1963, add \$35 to either of the above rates for Lifetime memberships in any of these constituent groups: Home Ec, Journalism, Music, Nursing, Pharmacy, Social Work, Women's Phy Ed.*

**\*Other classes keep your special rates on single or husband-wife memberships: 1964-70—\$100 & \$120, payable in five annual payments if you prefer. 1922-31—\$75-\$100, single payment only. 1894-1921—\$30-\$40, single payment only.**

UW Alumni Association  
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