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Ralph O. Nafziger.

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UW news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Immediately

2/27/75 ns

Release:

PROF. WILLIAM HACHTEN NAMED DIRECTOR UW-MADISON SCHOOL OF JOURNALISM AND MASS COMMUNICATION

MADISON, Wis.--Prof. William A. Hachten is the new director of the School of Journalism and Mass Communication at the University of Wisconsin-Madison.

The appointment was announced Thursday by Dean E. David Cronon of the College of Letters & Science, who said: "I have every confidence in Hachten and his professional and academic qualifications. He's a worthy successor to the previous directors, (Ralph Nafziger) and Harold Nelson."

Prof. Nelson, who has been director since 1966, announced earlier that he is stepping down at the end of the current academic year to return to teaching.

Hachten, 50, a member of the Madison journalism faculty since 1959, has been assistant director for the past two years. He is a 1947 graduate of Stanford University and earned his master's degree from UCLA and his Ph.D. from the University of Minnesota.

A former newspaperman, he was a reporter for three California dailies, the Santa Paula Chronicle, Long Beach Press-Telegram, and Santa Monica Outlook, and a copy editor for the Los Angeles Examiner and Minneapolis Star.

At Wisconsin, his principal teaching and research interests have been international communication and press and government relationships. His book, "The Supreme Court On Freedom of the Press," was awarded the 1968 Sigma Delta Chi Distinguished Service Award for Research in Journalism.

- more -

Add one--Hachten

A leading U.S. specialist on mass communication in Africa, he has published numerous articles, two monographs, and a 1971 book, "Muffled Drums: The News Media In Africa," based on two extensive field trips to Africa in 1965 and 1968. In 1972-73, he held a Fulbright lectureship at the University of Ghana and currently is an associate editor of "Journalism Quarterly."

Hachten is married to Harva Hachten, a journalist and author, who is publications supervisor at the Wisconsin State Historical Society. One daughter, Elizabeth, is a sophomore at Bryn Mawr College and the other, Marianne, is in her first year at UW-Madison.

Hachten, who grew up in Southern California, played football at Stanford University and University of California-Berkeley and was named on several All-American and All-Coast teams. He later played one year as a guard with the New York Giants. During World War II, he served in the Marine Corps.

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UW news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release:

Immediately

4/27/73 mcg

MADISON, Wis.--Four alumni of the University of Wisconsin-Madison School of Journalism and Mass Communication will be honored for their accomplishments during an award banquet at 7 p.m. May 11 in Memorial Union Great Hall.

Jane E. Brody, medical reporter of the New York Times since 1965, will receive the Ralph O. Nafziger Public Affairs Reporting Award, named for the emeritus professor and chairman of journalism who is still active in the field.

William G. Harley, president of the National Association of Educational Broadcasters (NAEB); Richard H. Leonard, editor of the Milwaukee Journal; and Charles Fleming, president of Reincke, Meyer, and Finn, Chicago advertising agency, will be awarded Chancellor's Citations for Distinguished Achievement in Journalism.

Ms. Brody, in private life Mrs. Richard Enquist, is a graduate in biochemistry of Cornell and a 1963 journalism M.S. of Wisconsin. Before joining the staff of the New York Times she was for two years a reporter on the Minneapolis Tribune. She holds a citation from the American Medical Association and a merit award from Mademoiselle Magazine for excellence in medical writing, and is one of the few women in her field.

Harley is a 1935 journalism graduate with the 1940 M.A. in speech who joined the UW radio faculty in 1940, served as program director of the Wisconsin State FM radio network, helped put WHA-TV on the air in 1954, presided over its operation for six years. He was named NAEB president in 1960. Wisconsin awarded him the honorary doctor of laws degree in 1972.

Add one--journalism awards

Leonard joined the Milwaukee Journal staff as a reporter in 1947, the year he was graduated in journalism. He has since served as picture editor, state capitol correspondent, state editor, managing editor, and editor. He was named a vice president in 1967, the year he became editor. He has made reporting trips to Africa, South America, Asia, and the Soviet Union.

Except for three years in the U.S. Marines, Fleming has been engaged in the advertising business since his graduation in 1937. He started as a catalog copywriter for Sears, Roebuck & Co., worked for an ad agency in Dayton, Ohio, then joined his present firm in 1945. He has been copywriter, account executive, vice president, and executive vice president. He was named president in 1972.

Robert Wright, Montello, president of the Wisconsin Press Association, will preside at the awards banquet, the final event of dedication day for the school's new quarters in Vilas Communication Hall. Prof. Harold L. Nelson will present the Nafziger award, Chancellor Edwin Young the citations.

The program will include a report by Courtland Conlee, chairman of the Mass Communications Endowment Fund, and entertainment by the University Singers.

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Release Immediately

3/23/73 jb

UW J-SCHOOL TO HOLD DEDICATION PROGRAM

MADISON, Wis.--Marquis W. Childs, Washington correspondent for the St. Louis Post-Dispatch, will be the headline speaker when the University of Wisconsin-Madison School of Journalism and Mass Communication dedicates its area of Vilas Communication Hall May 11.

An all-day program will pay tribute to the school's former directors, Willard G. Bleyer, Grant M. Hyde, and (Ralph O. Nafziger) offer seminars on "Government and the Press" and "Advertising and Consumerism"; include dedication of a journalism court honoring A. Matt Werner, Sheboygan, former UW regent; feature presentation of special awards to distinguished alumni and tours of the new facility.

Friends and alumni of the school are invited to attend.

The array of participants will include:

Madison campus Chancellor Edwin Young; Don Davies, Madison, president of the school's alumni association; Don Anderson, former publisher of the Wisconsin State Journal, Madison; Prof. Harold L. Nelson, director of the school; Carl Steiger, Oshkosh, former UW regent;

Helen Matheson Rupp of the Wisconsin State Journal; Courtland R. Conlee, retired vice president of the Milwaukee Journal; and Robert Wright, Montello, vice president of the Wisconsin Press Association.

A mosaic, "Freedom of Communication," by Prof. James S. Watrous of the campus art history department, will be unveiled, and the University Singers will present a concert.

Add one--Vilas dedication

Two years in the building, Vilas Communication Hall was opened last fall for use by the school, communication arts department, WHA and WHA-TV, the Compass Theatre, and the Daily Cardinal. Other dedication programs are being planned by these groups.

The \$10.7 million six-story structure, located in the heart of the campus, contains classrooms, research facilities, theaters, laboratories, studios, seminar rooms, rehearsal areas, production units, and maintenance, repair, and storage areas.

The school is the oldest continuing journalism education program at an American university. It was founded in 1905.

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UW news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release:

Immediately

3/2/72 jb

ADVANCE FOR 7:30 THURSDAY, MARCH 2

MADISON--(ADVANCE FOR 7:30P.M., THURSDAY, MARCH 2)--(~~Ralph O. Nafziger~~), who retired in 1966 after 17 years as director of the University of Wisconsin School of Journalism and Mass Communication in Madison, was cited by Sigma Delta Chi Thursday night.

A member of the professional journalism fraternity for 50 years, Emer. Prof. Nafziger received its distinguished teaching citation. Making the presentation were Guy Ryan, Copley Newspapers, national president of Sigma Delta Chi, and Richard H. Leonard, editor of the Milwaukee Journal, regional director.

Nominated for the award by the school faculty, Emer. Prof. Nafziger gave more than 45 years of service to journalism teaching, research, and administration, most of them on the Madison campus of the UW. He is widely known as an authority on research in international communications and journalism education.

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UW news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

11/11/71 wf

MADISON--One woman and four men will receive citations for distinguished service in journalism at the University of Wisconsin Journalism Institutes on the Madison campus Friday and Saturday.

Four will receive the Chancellor's Award, and the fifth will be the first recipient of the School of Journalism and Mass Communication's new citation, the (Ralph O. Nafziger) Award for Achievement.

Recipients of the Chancellor's Awards will be:

Florence (Jerry) Allen, New York, who received her UW B.A. in 1927. She has worked for the New York Herald-Tribune; Reuters, the British wire service; and the U.S. Office of War Information. She has won international acclaim as a biographer of Joseph Conrad, and written two books, "The Thunder and the Sunshine" (1958) and "The Sea Years of Joseph Conrad" (1965).

Lionel C. Barrow, who received his M.A. and Ph.D. degrees at Madison, is chairman of the department of Afro-American studies at UW-Milwaukee. A national leader in the effort to recruit, train, and place minorities in journalism, he is the head of the minorities in journalism division of the Association for Education in Journalism.

Curtis D. MacDougall, Evanston, Ill., received his UW Ph.D. in 1933. He was a newsman in Fond du Lac, Chicago, and St. Louis before joining the Northwestern University faculty in 1942. He is nationally known for his teaching of public affairs reporting, for books on public opinion and reporting, and for his leadership in the field of journalism education

- more -

Add one--journalism awards

Raymond B. Nixon, Minneapolis, received his M.A. at Madison and his Ph.D. from the University of Minnesota. He is a widely known authority in the field of international communications, and for research in the ownership patterns in the mass media. He was editor of the Journalism Quarterly from 1945 to 1964 and president of the International Association for Mass Communication Research in 1960-64.

Named to receive the Nafziger award is David H. Nimmer who received his UW B.A. in 1963. A public affairs reporter for the Minneapolis Star, he has conducted investigations and written series on the power structure in Minneapolis and St. Paul, building inspections irregularities, and conflict of interest among lobbyist-legislators of Minnesota.

The Nafziger award was established this year to honor the former director of the UW School of Journalism and Mass Communication.

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UW news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: Immediately

6/26/67 mb

MADISON, Wis.--Following are news briefs from The University of Wisconsin School of Journalism.

Personal Items:

Prof. Ralph O. Nafziger, first executive secretary of the Association for Education in Journalism, has returned from India, where he spent a year as consultant at the Institute of Mass Communication in New Delhi. He has opened AEJ offices on the University of Wisconsin campus and may be addressed at: 425 Henry Mall, The University of Wisconsin, Madison, Wisconsin, 53706.

Prof. Scott Cutlip was named an instructor at the American College Public Relations Association Summer Academy, meeting at the University of Notre Dame, July 30-Aug. 5. Cutlip also is scheduled to conduct a public relations workshop for the Utah State University College of Education, July 17-28.

Scholarships:

Prof. William A. Hachten has been awarded a Fulbright-Hays Center Faculty Fellowship to conduct field research on mass communications in Africa during the spring and summer of 1968. He plans to visit Ghana, Nigeria, Zambia, the Congo, and Kenya. Prof. Hachten recently has received a promotion to professor at the School of Journalism.

Add one--News briefs

Staff Changes

The University of Wisconsin's School of Journalism has added two visiting faculty members for the 1967-68 academic year and a permanent specialist in communications history.

Prof. Richard Joel, from Florida State University, joined the Wisconsin faculty with the summer session and will remain through the fall and spring semesters as a visiting professor. Joel will teach advertising and public relations courses. He holds an M.A. degree from Wisconsin and joined the FSU faculty in 1953.

Another Wisconsin graduate, David G. Clark, who received the Ph.D. degree from UW in 1965, is returning to teach courses in history, editing, and reporting. Clark has taught journalism at the universities of Cincinnati and Nebraska and is leaving Stanford University to join the UW faculty.

Prof. Raymond J. Boston, a senior lecturer at The Polytechnic in London, will serve as visiting lecturer. His professional experience includes work as assistant to the editor of the Manchester Evening News and Guardian, deputy editor of the Stretford and Urmston Telegraph and talks producer for the B.B.C. current affairs unit.

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Wis Press 5/31/67

File



[Nafziger Returns from India--- Ralph O. Nafziger, retired director of the University of Wisconsin School of Journalism, returned to Madison last week after eight months of teaching and advising at the Indian Institute of Mass Communications in New Delhi.

Dr. Nafziger had planned to concentrate on communications research while in India, but found on his arrival that the students needed more basic training. He taught news and feature writing, and introductory research and international news communications courses. His students were neither prospective newspaper reporters or journalism teachers, but people who had passed their first examination to become public information officers with India's federal or state governments. These people will face the difficult task of transmitting government policy and information to the country's 300,000 villages.

Indian mass communications are stymied by the nation's dozens of languages and dialects, and English is really the only usable national language, the professor said. Newspapers are the prime source of information, he added, because television remains in an experimental stage, and radio facilities are controlled by the government.

This was Nafziger's second trip to India. In 1962, he conducted a summer course at Nagpur University in central India. Although he is 71, the professor has no retirement plans. In June he will become executive secretary of the Association for Education in Journalism, a national organization of journalism professors.

NEWS OF THE UNIVERSITY OF WISCONSIN

From the University's Statewide Communications Service, 1752 Van Hise Hall, Madison 53706

Release

Immediately

6/18/71 jb

VILAS NAMES

MADISON--Two facilities of the new Vilas Communication Hall were named Friday by University of Wisconsin regents in honor of two men who dedicated many years of loyal service to the University and the School of Journalism and Mass Communication.

An exterior court leading to the school's laboratories and reading room will be known as the A. Matt Werner Journalism Court.

A meeting room for students, faculty, and professionals in journalism will be known as the (Ralph O. Nafziger) Conference Room.

Werner, chairman of the board of The Press Publishing Co., Sheboygan, served 30 years as a regent, the longest such record in the 122-year history of the University. He served three years as president of the board and 10 as vice president. Werner received an honorary Doctor of Laws at the Madison campus commencement last Monday.

Director of the UW School of Journalism from 1949 to 1966, Emer. Prof. Nafziger joined the faculty here in 1930, left to teach at the University of Minnesota and serve the Office of Coordinator of Information in Washington, D.C., and returned to Madison in 1949. Under his guidance, the UW school broadened its professional studies and developed major strength in research and education.

Vilas Communication Hall is expected to be completed in March, 1972. It will house the school, the department of communication arts, and WHA and WHA-TV stations. The six-story building is located at the corner of University ave. and N. Park st.

The regent action followed recommendation of the Madison Faculty Committee on Naming University Buildings and the Madison campus administration.

U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706
Telephone (Area Code 608) 262-3571

Release:

Immediately

5/6/66 mcg

MADISON, Wis.--Dr. Daniel Lerner, Ford Professor of Sociology and International Communication at Massachusetts Institute of Technology, will lecture on international communication at 2:30 p.m. Thursday (May 12) in the Wisconsin Center.

He will stress the features of communication "from more to less developed countries" in his lecture. His appearance is sponsored by the UW School of Journalism in conjunction with the Symposium honoring retiring Dr. Ralph O. Nafziger.

His lecture is open to the public.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

5/9/66 jes

MADISON, Wis.--A pioneer in the study of voting behavior will deliver a public lecture Wednesday (May 11) at the University of Wisconsin in Madison.

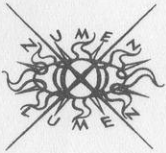
He is Prof. Warren E. Miller of the University of Michigan who will speak on "Frontiers of Public Opinion Research: Complex Designs for Political Analysis" at 2:30 p.m. in the Wisconsin Center.

The lecture is sponsored by the political science department as part of a symposium honoring [Prof. Ralph O. Nafziger, retiring director of the School of Journalism.

Prof. Miller is associated with the Michigan Survey Research Center and is executive director of the Inter-University Consortium for Political Science. The consortium pools survey research data for member universities, including Wisconsin.

Prof. Miller is a co-author of "The American Voter," a classic in the field of American voting behavior.

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NEWS FROM THE UNIVERSITY OF WISCONSIN

Statewide Communications Service, 10 Bascom Hall, Madison, 53706

RELEASE

Immediately

6/10/66 jb

EMERITUS STATUS

MADISON, Wis.--Emeritus status for 16 retiring members of the University of Wisconsin faculty was approved by University regents Friday.

The list includes 14 who served on the Madison campus and three at UW-Milwaukee. They are:

Madison--Henry H. Bakken, agricultural economics; Delmar C. Cooper, agricultural genetics; Mary K. Farrell, Extension field services; William C. Frazier, bacteriology; Kenneth G. Shiels, engineering graphics; Villiers W. Meloche, chemistry; Ralph O. Nafziger, journalism; Lowell E. Noland, zoology and Integrated Liberal Studies; Elizabeth Raushenbush, economics; Rachel K. Schenk, Library School; Glenn T. Trewartha, geography; Frank L. Kozelka, medicine; Edwin Schneiders, gynecology-obstetrics; and Arlene McKellar, radio.

Milwaukee--Ross H. Bardell, mathematics; Verna L. Newcome, English; and Mary Virginia Rodigan, theatre arts.

Earlier this year the regents voted emeritus status for 10 additional Madison campus faculty members. They are Ira L. Baldwin, former vice president and professor of bacteriology; Mark H. Ingraham, former dean of the College of Letters and Science and professor of mathematics; Gertrude Hoffman, Extension home economics; Iva R. Mortimer, home economics; W. K. Smith, agronomy; George M. Werner, Arthur F. Wileden, Harold H. Hull, Verne V. Varney, and Bruce L. Cartter (cq), Cooperative Extension Service.

U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

5/9/66 jb

MADISON, Wis.--Newsmen and journalism educators, headliners in their professions, will comprise the faculty for the University of Wisconsin's annual Journalism Symposium at the Wisconsin Center in Madison Wednesday, Thursday, and Friday (May 11-13).

Dedicated to Prof. Ralph O. Nafziger, who is retiring after 17 years as director of the Wisconsin School of Journalism, the sessions are expected to attract a heavy registration from Wisconsin and neighboring states.

Theme of the symposium is "Frontiers of Journalism."

Three UW graduates who became leaders in journalism will be honored with distinguished service citations at the windup banquet in Great Hall, Wisconsin Union. Receiving awards to be presented by UW Pres. Fred Harvey Harrington, will be Leo V. Gannon, retired editor of the Green Bay Press-Gazette; William M. Pinkerton, news officer of Harvard University; and George H. Gribbin, former president and board chairman, Young and Rubicam.

Graham Hovey, editorial writer for the New York Times, will be the featured speaker at the banquet at which time Prof. Nafziger will be paid special tribute by his contemporaries. Hovey's subject is "The Care and Feeding of a Public Affairs Journalist."

Newspaper circulation personnel are holding their 13th annual seminar in conjunction with the symposium.

-more-

Add one-- J School Symposium

The array of participants in the three-day program include the following newsmen and educators:

J. Russell Wiggins, Washington Post; Robert Fleming, deputy press secretary, White House; Charles Roberts, Newsweek; Marquis Childs, St. Louis Post-Dispatch; John Thompson, Mark Hopkins, Stuart E. Hoyt, and Irwin Maier, the Milwaukee Journal;

Forrest Allen, Cleveland Press; T. R. Dost, Green Bay Press-Gazette; Louise Marston and Howard McCaffrey, Wisconsin State Journal, Madison;

Dr. Mungo Miller, Affiliated Psychological Services of Milwaukee; Elmo S. Wilson, International Research Associates Inc.;

Profs. Daniel Lerner, Massachusetts Institute of Technology; John M. McNelly and Bradley S. Greenberg, Michigan State University; Warren Miller, University of Michigan; Wayne A. Danielson and John B. Adams, University of North Carolina;

Malcolm S. McLean Jr., University of Iowa; Richard F. Carter, Donald L. Kirkpatrick, and J. Austin Ranney, Wisconsin.

The symposium will cover such topics as public opinion research, communications theory; international communication, state and local public affairs reporting, and presidential coverage.

The circulation seminar, which will stress management, motivation, and leadership methods, is sponsored by the UW School of Journalism, University Extension, and Journalism Extension services and department of commerce in cooperation with the Wisconsin Daily Newspaper Circulation Managers' Group.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706
Telephone (Area Code 608) 262-3571

Release:

Immediately

5/9/66 jb

MADISON, Wis.--Dr. Warren E. Miller, program director of the University of Michigan Survey Research Center, will present an All-University of Wisconsin lecture Wednesday (May 11) at 2:30 p.m. in the Wisconsin Center.

His title is "Frontiers of Public Opinion Research: Complex Designs for Political Analysis." The presentation opens the University's Journalism Symposium honoring [Prof. Ralph O. Nafziger] on the occasion of his retirement as director of the UW School of Journalism.

Dr. Miller, a professor of political science, holds degrees from the University of Oregon and Syracuse University.

Discussants following the all-University lecture will be Prof. J. Austin Ranney, political science, Wisconsin, and Prof. Bradley S. Greenberg, communications, Michigan State University.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

4/29/66 jb

MADISON, Wis.--Distinguished service citations will be presented to three outstanding leaders in journalism, all alumni of the University of Wisconsin, at the annual Journalism Institutes in Madison May 11-13..

They are: Leo V. Gannon, who retired Jan 1. as editor of the Green Bay Press-Gazette; George H. Gribbin, former president and chairman of the board, Young and Rubicam; and William M. Pinkerton, news officer of Harvard University.

Nominated by the Wisconsin journalism faculty, the recommendations for the awards were approved by the UW regents. Presentation of the citations will highlight the Institute's banquet Friday evening, May 13.

This year the Institutes will include a symposium honoring retiring Dr. Ralph O. Nafziger, director of the UW School of Journalism since 1949.

Gannon, born in Sedan, Minn., in 1893, joined the Press-Gazette staff following his graduation from Wisconsin in 1921. He started as a labor, city hall, and political reporter, was named city editor in 1930, managing editor in 1937, and editor in 1954. He was elected as director of the Green Bay Newspaper Co. in 1951, its vice president in 1960, and secretary in 1963.

Active in community and newspaper affairs, Gannon has served as president of the Greater Green Bay Chamber of Commerce, the Green Bay Rotary Club, and the Wisconsin Associated Press Association.

-more-

Add one--journalism citations

A native of Nashville, Mich., where he was born in 1907, Gribbin attended Bay City (Mich.) Junior College one year, the University of Wisconsin one year, and was graduated from Stanford University in 1929. He began his advertising career as a copywriter for a Detroit department store.

He joined Young and Rubicam in 1935 and served as copywriter, copywriter supervisor, vice president and head of radio-television commercials, copy director, and senior vice president. He retired as board chairman in 1965 and is currently advisor to the agency.

Pinkerton, born in Oshkosh in 1909, received the B.A. degree in journalism at Wisconsin in 1931 and continued his studies in economics in 1932-33 at Madison. He was a Harvard Nieman Fellow in 1940-41.

He began his career as a reporter for the Oshkosh Northwestern and Kansas City Star, served as Sunday editor of the Omaha World-Herald, and then writer for the U.S. News. He served the Associated Press in Washington and New York as reporter, editor, and columnist.

At Harvard, Pinkerton supervises the University Information Center, which guides visitors and coordinates work of news offices on campus.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

4/27/66 jb

SPECIAL TO EDITOR AND PUBLISHER

MADISON, Wis.--"The response has been most enthusiastic--we have every expectation of attaining our goal of \$15,000 for the 'Ralph O. Nafziger Conference Room' by mid-May," Irwin Maier, president of The Journal Co., Milwaukee, said Wednesday.

Maier is chairman of a campaign committee seeking funds for the room in the University of Wisconsin's new \$8.3 million Communications Arts Building. The drive was started by faculty colleagues and former students of [Prof. Nafziger, retiring director of the UW School of Journalism.

"More than \$8,600 has been raised, as of April 27," Maier reported. "We urge other contributors to make their pledges as soon as possible. We plan to announce our final count at the University Journalism Symposium in Madison May 11-13."

Maier said that Prof. Nafziger "has given more than 45 years of devoted service to journalism, news reporting, teaching, research, and administration. We want to honor him for his service to journalism and, in particular, to recognize the wonderful job he has done as director of the school in making it one of the nation's finest."

Contributions are being sent to the University of Wisconsin Foundation for Ralph O. Nafziger Conference Room Fund, Box 5025, Madison 53705.

The new building, expected to be completed within 25 months, will house the School of Journalism, department of speech, and division of radio-television.

-more-

Add one--Nafziger room

Director of the school since 1949, Prof. Nafziger is internationally known as an authority on research in international communications, journalism education, and other phases of journalism. He holds three degrees from Wisconsin, including a Ph.D. in political science granted in 1936.

Before coming to Madison, he worked as reporter and editor for the Fargo (N.D.) Forum and Tribune; Enderlin (N.D.) Independent; and Omaha World-Herald.

Dr. Harold L. Nelson, professor of journalism at Wisconsin, was appointed recently by the UW regents to succeed Prof. Nafziger at the end of the current academic year in June. A member of the faculty here since 1955, Dr. Nelson earned his B.A., M.A., and Ph.D. degrees at the University of Minnesota, and worked as a United Press International reporter before starting a teaching career that included service at Minnesota, Texas Technological College, University of Iowa, and the University of California-Berkeley.

In addition to Maier, newsmen serving on the campaign committee include:

William F. Canfield, Chicago, Inland Daily Press Association; Courtland R. Conlee, The Milwaukee Journal; Lloyd Larson, The Milwaukee Sentinel; Harry L. LePoidevin, Racine, and Timothy B. Werner, Sheboygan, Wisconsin Daily Newspaper League; Donald J. MacGregor, Park Falls, and Carl A. Zielke, Madison, Wisconsin Press Association; Otto L. Silha, Minneapolis Star-Tribune; Martin Wolman, Madison Newspapers Inc.; David Yuenger, Green Bay Press-Gazette; and Henry A. Youmans Jr., Waukesha Freeman.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

4/26/66 jb

MADISON, Wis.--"The Frontiers of Journalism," a symposium honoring Prof. Ralph O. Nafziger, retiring after 17 years as director of the University of Wisconsin School of Journalism, will be held at the Wisconsin Center in Madison May 11-13.

Twenty-one of the nation's foremost newsmen, many of them graduates of the University, and journalism educators will participate in a series of panels and programs which will terminate with special tributes to Prof. Nafziger.

Three educators will join in the first symposium discussion, centering on "Frontiers of Public Opinion Research." They are Profs. Warren Miller, political science, University of Michigan; J. Austin Ranney, political science, Wisconsin; and Bradley S. Greenberg, communications, Michigan State University.

The session on "Communication Theory and Research" will feature discussions by Profs. Richard F. Carter, journalism, Wisconsin; Malcolm S. MacLean Jr., communication research, University of Iowa; Robert L. Jones, director of the Minnesota School of Journalism; and Wayne A. Danielson, dean of the North Carolina School of Journalism.

Other panels and participants:

"Frontiers of International Communication"--Daniel Lerner, Ford professor of sociology and international communication, Massachusetts Institute of Technology; Profs. Raymond B. Nixon, journalism, Minnesota; and John B. Adams, journalism, North Carolina.

-more-

Add one--journalism symposium

"International Communications"--Mark Hopkins and Stuart E. Hoyt, The Milwaukee Journal; Prof. John M. McNelly, journalism, Michigan State University; and Elmo C. Wilson, president of International Research Associates Inc.

"Frontiers in Public Affairs Reporting: State and Local"--John Thompson, The Milwaukee Journal, and Forrest Allen, The Cleveland Press.

"Frontiers of Presidential Coverage"--J. Russell Wiggins, editor, The Washington Post; Robert H. Fleming, White House deputy press secretary; Marquis Childs, chief, Washington bureau, The St. Louis Post-Dispatch; and Charles Roberts, White House reporter for Newsweek.

Graham Hovey, editorial writer for The New York Times, will speak at the symposium banquet. Others on the program for the symposium windup will be Dean Leon D. Epstein, of the UW College of Letters and Science; UW Pres. Fred Harvey Harrington; Anthony DeLorenzo, Detroit, president of the Wisconsin Alumni Association; and Irwin Maier, president of The Journal Co., Milwaukee, chairman of the Committee to Honor Ralph O. Nafziger.

Newspaper circulation personnel are holding their 13th annual seminar in conjunction with the symposium.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571
5/5/66 jlb

Release: Immediately

MADISON, Wis.--Friends and former students of Prof. Ralph O. Nafziger are particularly invited to attend a Journalism Symposium banquet honoring the retiring director of the University of Wisconsin School of Journalism May 13.

Beginning with a reception at 6 p.m. in the Wisconsin Union lounge, the program was designed to serve as a formal tribute to Prof. Nafziger, who headed the school for the past 17 years.

An open invitation also has been extended to attend the 12:15 p.m. luncheon in the Wisconsin Center the same day. J. Russell Wiggins, editor of the Washington Post, will speak on "The Press and the Courts."

Reservations for both events may be made before May 12 by writing the UW School of Journalism, Henry Mall, Madison 53706, or by telephoning 262-3691.

Graham Hovey, editorial writer for the New York Times, will discuss "The Care and Feeding of a Public Affairs Journalist" at the banquet. Dr. Fred Harvey Harrington, University president, will present distinguished service awards to three alumni.

Irwin Maier, president of The Journal Co., Milwaukee, is chairman of the Committee to Honor Ralph O. Nafziger.

#

U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706
Telephone (Area Code 608) 262-3571

Release:

Immediately

5/4/66 jb

MADISON, Wis.--Daniel Lerner, Ford professor of sociology and international communications at Massachusetts Institute of Technology, will deliver the All-University of Wisconsin lecture in the Wisconsin Center Thursday, May 12.

Speaking on "Frontiers of International Communication" at 2:30 p.m., Lerner will also lead the ensuing discussion at the School of Journalism symposium honoring [Prof. Ralph O. Nafziger,] retiring director.

The six discussants, all former students of Prof. Nafziger, are Dr. John T. McNelly, Michigan State University; John B. Adams, University of North Carolina; Raymond B. Nixon, University of Minnesota; Stuart E. Hoyt and Mark Hopkins, The Milwaukee Journal; and Elmo C. Wilson, president of International Research Associates Inc.

Lerner, who has taught at Columbia, Stanford, and the Sorbonne in Paris, is the author of five books, including "Sykewar: Psychological Warfare Against Germany," "The Nazi Elite," "The Passing of Traditional Society," "Cause and Effect," and "World Revolutionary Elites."

Prof. McNelly holds B.A. and M.A. degrees from Wisconsin and the Ph.D. from Michigan State. A former Associated Press and Reuters reporter and weekly editor, he was assistant director of research for the Programa Interamericano de Informacion Popular at San Jose, Costa Rico in 1961-62. A year ago he was visiting professor at the Berlin Institute for Mass Communications in Developing Nations.

A scholar in international communications, Adams received the Ph.D. in mass communications at Wisconsin.

Add one--Lerner

Nixon, former editor of The Journalism Quarterly, received his M.A. at Wisconsin and the Ph. D. at Minnesota.

Hoyt, telegraph desk editor at The Milwaukee Journal, has a B.A. from Harvard in Germanic languages and literature and an M.A. from Minnesota. He studied for three years in Scandinavian countries and in 1961-62 held a Ford Foundation fellowship in international reporting at Columbia University.

A member of The Milwaukee Journal staff since 1960, Hopkins now specializes in reporting and interpreting events in the Soviet Union. He received his B.A. at Middlebury College and the M.A. at Wisconsin. He has served as editor of the Grant County Independent, a weekly published in Lancaster, and in 1962 received the first of two Ford Foundation fellowships for intensive study in Russia.

Wilson, before joining International Research Associations Inc. in 1948, served as director of research for the Columbia Broadcasting System and as chief of surveys for the OWI and SHAEF in Europe. He is a past president of the International Advertising Association, Market Research Council of New York, and the American Association for Public Opinion Research.

##



Ralph O. Nafziger

Conference Room

FUND

THE JOURNAL COMPANY

JOURNAL SQUARE • MILWAUKEE, WISCONSIN 53201

To Friends of Ralph Nafziger
and U. W. Journalism Alumni:

Next June, Ralph Nafziger will retire as Director of the University of Wisconsin School of Journalism and as a Professor on its staff. Ralph has given more than 45 years of devoted service to journalism-news reporting, teaching, research and administration.

A group of Ralph's friends and co-workers want to honor Ralph for his service to journalism and, in particular, to recognize the wonderful job that he has done as Director of Wisconsin's School of Journalism in making it one of the nation's finest.

Ralph won't let his friends or his colleagues do anything for himself. Therefore, it was deemed appropriate that we raise a sum of money to furnish a room in the new Journalism and Communications Building which will be called, "The Ralph O. Nafziger Conference Room."

The faculty of the School of Journalism and a group of Ralph's former students have asked me to serve as the chairman of a committee to raise funds for this purpose.

It is our intention to raise \$15,000 by May 15! This sum will enable us to panel the room and provide chairs, tables, lamps and other necessary furnishings for such a room. The room will be 25 x 50 feet in dimension.

Further information about this practical memorial to a fine man and great educator -- including a pledge card for your contribution -- is in this brochure. I know we can count on your cooperation.

Sincerely,

President
THE JOURNAL COMPANY

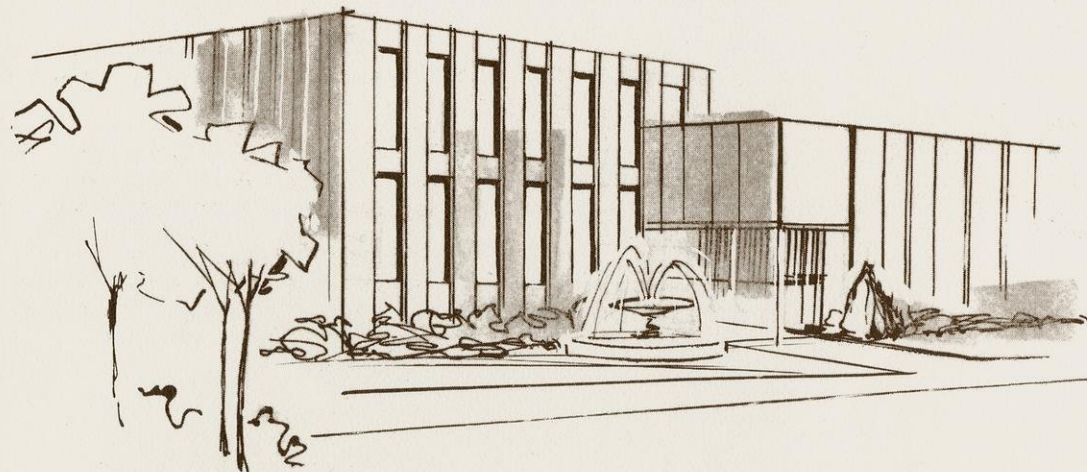
Irwin Maier/s
Enclosure





**SOME INTERESTING FACTS
CONCERNING THE UNIVERSITY OF WISCONSIN
SCHOOL OF JOURNALISM**

- The School of Journalism has had only three directors in its long history—Willard G. Bleyer, 1904-'35; Grant M. Hyde, 1935-'49; Ralph O. Nafziger, 1949-'66.
- It is the oldest continuous program of Journalism education in the United States (61 years).
- More deans and directors of Journalism schools studied at the University of Wisconsin than at any other university.
- The first courses in Journalism were offered in 1904.
- University of Wisconsin teachers wrote the first textbooks on Journalism in the country.
- University of Wisconsin pioneered educational radio and subsequently turned to educational TV.



BIOGRAPHY

Ralph O. Nafziger

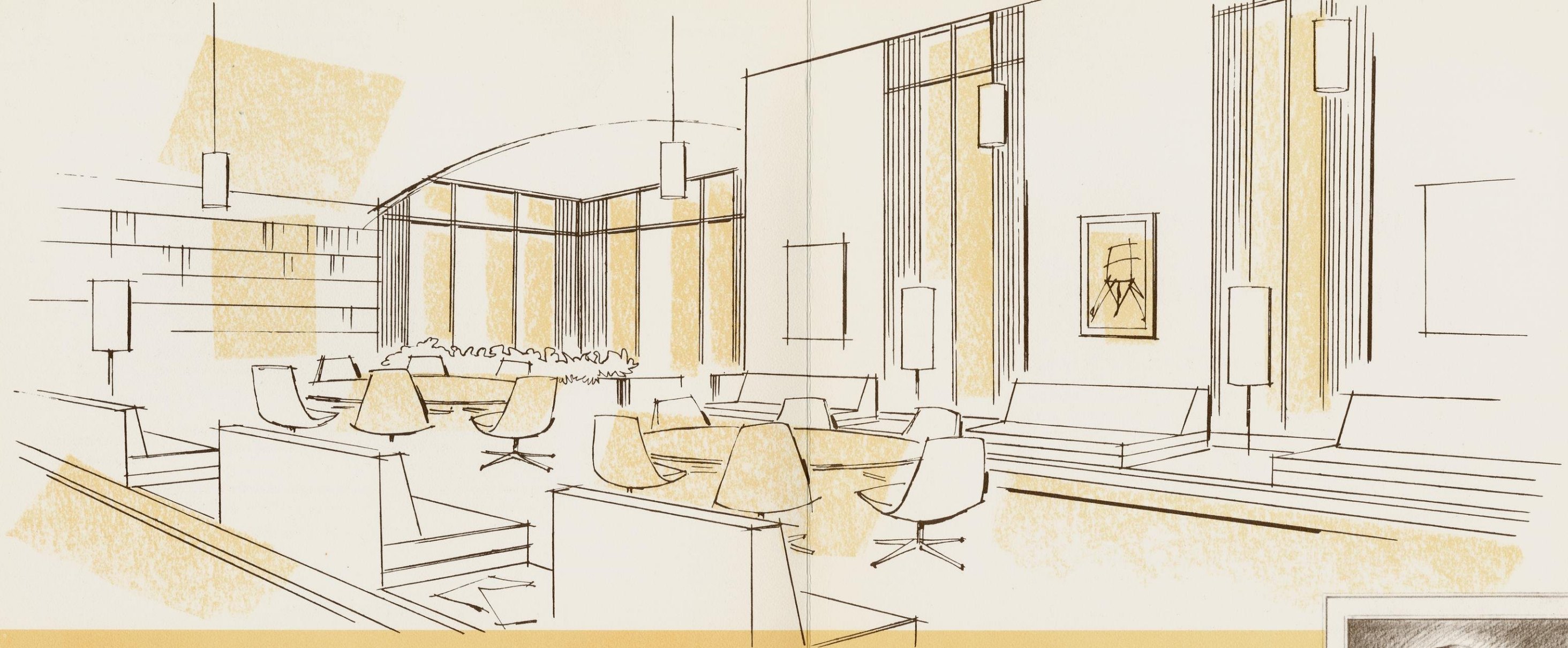
Professor Ralph O. Nafziger, director of the School of Journalism of the University of Wisconsin, was born in Chicago, Illinois, on April 18, 1896. He served in the AEF U.S. Infantry in 1918-'19 in France and North Russia. He took his B.A. in Journalism at Wisconsin in 1921. After seven years of newspaper experience on three North Dakota papers and the Omaha World-Herald, he returned to the UW campus in 1928 to secure his master's degree. He was editor of the UW News Bureau from 1928-'30 and received his M.A. in 1930. In 1936 he received his doctorate in political science from Wisconsin.

From 1930-'35 he was assistant professor of journalism before going to the University of Minnesota as associate professor of journalism in 1935. He became full professor in 1937. In the summer of 1941 he was named consultant to the Office of Co-ordinator of Information in Washington, D. C., and the following year he was chief of the Media Division, Office of War Information.

Returning to Minnesota in 1944, he became director of the research division, School of Journalism. In 1949 he returned to the UW campus as director of the School of Journalism. He is the school's third director, following Willard G. Bleyer, 1912-'35, and Grant M. Hyde, 1935-'49.

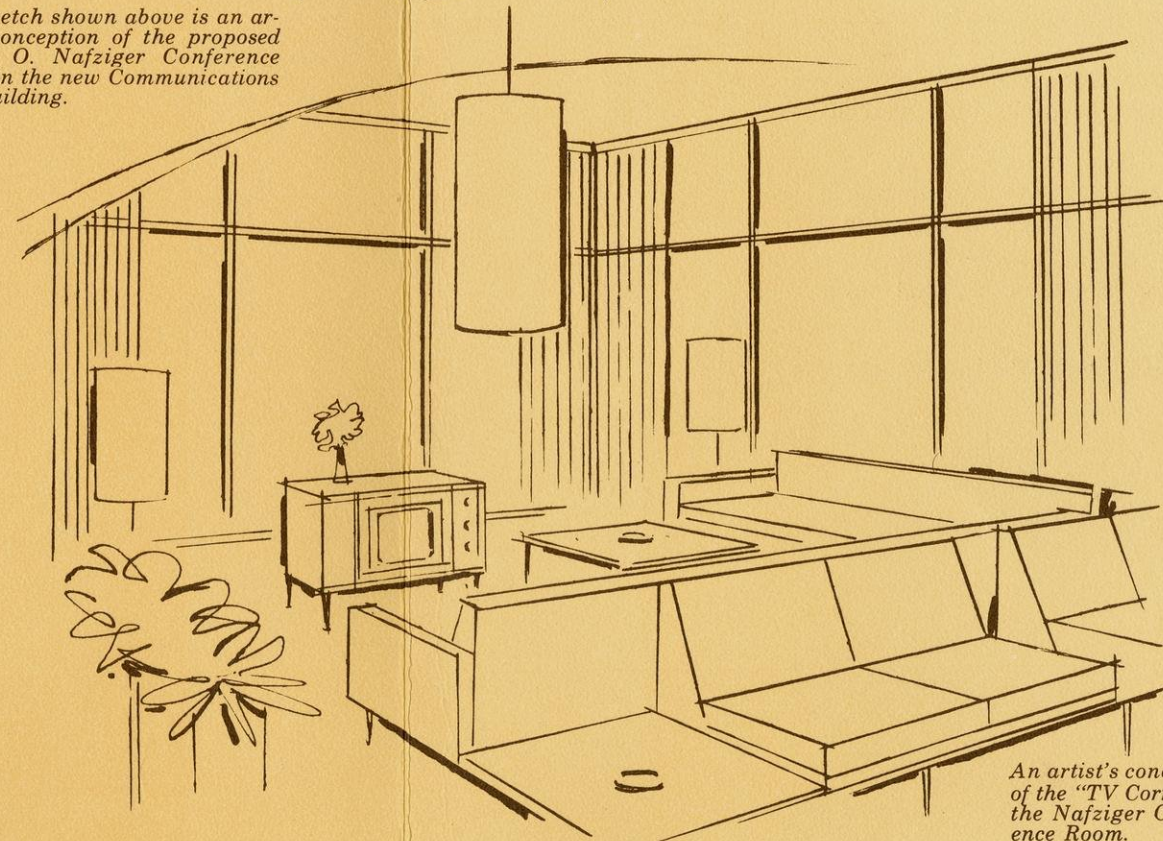
Nafziger is an internationally recognized authority on research in journalism, on international communications and on journalism education. He has had a distinguished career as a newspaperman, author, teacher and pioneer in research and international news communication.

He and his wife, the former Monona Hamilton of Madison, have two sons, Ralph H. and James A.

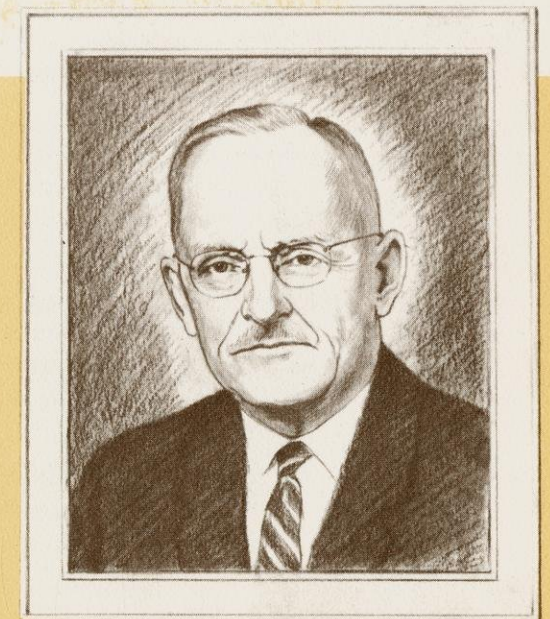


The sketch shown above is an artist's conception of the proposed Ralph O. Nafziger Conference Room in the new Communications Arts building.

The Ralph O. Nafziger Conference Room will be located in a wing of the new Communication Arts building and will occupy an area 25x50 feet. This combination conference room, reading room and lounge will be used by University of Wisconsin faculty, guests and students. Funds contributed will be used to furnish the room. Furnishings will include carpeting, lamps, end tables, a TV, sofas, lounge chairs, conference tables and chairs, draperies and pictures, including a portrait of Professor Nafziger. Fifteen thousand dollars was established as a minimum goal to be raised by May 15, 1966, to pay for the decorating and furnishing of this room.



An artist's conception of the "TV Corner" in the Nafziger Conference Room.



An artist's sketch of the proposed Nafziger portrait which is to be placed in the Ralph O. Nafziger Conference Room.

Here's How You Can Help:

Plan now to make your contributions to the Ralph O. Nafziger Conference Room Fund. Our minimum goal of \$15,000 is realistic and well within reach if everyone co-operates. The benefits of this program are twofold:

First, it offers you a chance to share in this living tribute to a man who has devoted 45 years of his life to the field of journalism.

Second, it presents a golden opportunity for friends and Journalism alumni to develop a room within the new communications center which, in addition to its memorial qualities, will be useful and significant for faculty and students alike.

Simply fill out the enclosed card and return it as soon as possible. Do it today, won't you? All contributions, checks, securities, etc., should be made payable to:

The University of Wisconsin Foundation for Ralph O. Nafziger Conference Room Fund, Box 5025, Madison, Wisconsin 53705.

(Remember, all gifts are tax deductible.)

Committee

Chairman:

Irwin Maier

Associate Chairman:

Scott M. Cutlip

Ex Officio:

Lester I. Hawkes

Members:

Elmer Beck

Clifford Behnke

C. Carlton Brechler

William Canfield

Mrs. Analoyce

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Prof. Harold Nelson

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

4/18/66 jb

MADISON, Wis.--The human factors in newspaper circulation management will be the theme of the 13th annual Circulation Seminar at the University of Wisconsin in Madison May 12-13.

Advertising, editorial and circulation seminars are held annually in connection with the UW Journalism Institutes. This year the May 11-13 Institutes will have a symposium honoring retiring Dr. Ralph O. Nafziger, director of the UW School of Journalism since 1949, and the advertising and editorial seminars will not be held.

Circulation seminar speakers will include two members of the Wisconsin State Journal staff, Louise Marston, society editor, and Howard McCaffrey, assistant circulation manager of the Madison morning newspaper.

Other participants will include T. R. Dost, circulation manager of the Green Bay Press-Gazette; Dr. Donald L. Kirkpatrick, Milwaukee, University Extension business-industrial human relations specialist; and Dr. Mungo Miller, Milwaukee, president of Affiliated Psychological Services.

The symposium speakers include J. Russell Wiggins, editor of The Washington Post; Robert Fleming, deputy press secretary at the White House; Charles Roberts, White House reporter for Newsweek; Marquis Childs, chief of the Washington bureau; St. Louis Post-Dispatch; Graham Hovey, New York Times editorial board; Irwin Maier, president and publisher, The Milwaukee Journal.

University participants will include Dr. Fred Harvey Harrington, president; Dean Leon D. Epstein, College of Letters and Science; and Anthony G. DeLorenzo, president of the Wisconsin Alumni Association.

-more-

Add one--Journalism Institutes

Distinguished journalism service citations will be presented to three Wisconsin alumni.

The Circulation Seminar is sponsored every year by the School of Journalism, University Extension, and the Journalism Extension Services and department of commerce, in cooperation with the Wisconsin Daily Newspaper Circulation Managers Group.

The seminar planning committee this spring is composed of McCaffrey; Dost; Harold Schwartz, The Milwaukee Journal; Oscar Nimmer, Fond du Lac Commonwealth-Reporter; Willard Tomashek, Eau Claire Leader and Telegram; William Kocher, Waukesha Freeman; Rolland Bessey, Sheboygan Press; and R.L. Tottingham, Journalism Extension Services, Madison.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

3/14/66 ns

MADISON, Wis.--A campaign to raise \$15,000 to furnish a "Ralph O. Nafziger Conference Room" in the University of Wisconsin's new Communications Arts Building has been started by faculty colleagues and former students of the retiring UW School of Journalism director.

Named chairman of a committee which seeks to raise the funds by May 15 was Irwin Maier, president of the Journal Co., Milwaukee.

"Professor Nafziger has given more than 45 years of devoted service to journalism, news reporting, teaching, research, and administration," Maier said. "A group of his friends and co-workers want to honor him for his service to journalism and, in particular, to recognize the wonderful job he has done as director of the school in making it one of the nation's finest."

Contributions should be sent to the University of Wisconsin Foundation for Ralph O. Nafziger Conference Room Fund, Box 5025, Madison 53705.

Professor Nafziger, director of the UW School of Journalism since 1949, is internationally known as an authority on research in international communications, journalism education, and other phases of journalism. He holds three degrees from Wisconsin, including a Ph.D. in political science received in 1936.

After receiving his B.A. degree in journalism from Wisconsin in 1921, he worked for the Omaha World-Herald and newspapers in North Dakota for seven years. He returned to Wisconsin for graduate work and from 1928-30 he was editor of the UW News Bureau.

-more-

Add one--Nafziger Room

Dr. Nafziger was assistant professor at the UW School of Journalism from 1930-35 and then joined the faculty of the University of Minnesota. During World War II he held several federal posts including that of chief of the media division in the Office of War Information.

Returning to Minnesota, he became director of the research division of the School of Journalism in 1944. In 1949 he came to Wisconsin as director of the School of Journalism on the Madison campus.

Many of his hundreds of former students will honor Prof. Nafziger at the annual UW Journalism Institutes in Madison May 11-13.

The Ralph O. Nafziger Conference Room will be in the \$8,350,000 structure to be built at University Avenue and North Park Street in Madison. The building, expected to be ready for occupancy by September, 1969, will house speech, radio, and television facilities as well as the School of Journalism.

Funds to be raised by the committee would furnish tables, chairs, lamps and other equipment and pay for paneling the 25 by 50 foot room to honor Dr. Nafziger.

Other members of the campaign committee:

Prof. Scott M. Cutlip, UW School of Journalism, associate chairman;
Prof. Lester L. Hawkes, Chairman of the Public Service Committee of the UW School of Journalism;

Elmer A. Beck, Kenosha, press representative, International Association of Machinists; Clifford Behnke, Madison, editor of The Daily Cardinal, University of Wisconsin student representative; C. Carlton Brechler, Detroit, public relations, General Motors Corp., representing the Wisconsin Alumni Association; William F. Canfield, Chicago, general manager, Inland Daily Press Association;

Mrs. Norman Clapp, Fairfax, Va., representing alumni; Courtland R. Conlee, Milwaukee, vice president-public relations, The Journal Co.;

-more-

Add two--Nafziger Room

Robert Heinz, Milwaukee, publicity director, Gimbels-Schusters; Prof. Robert L. Jones, Minneapolis, director of the University of Minnesota School of Journalism; Lloyd Larson, sports editor, The Milwaukee Sentinel;

Roger W. LeGrand, vice president-general manager, WITI-TV, Milwaukee; Harry L. LePoidevin, Racine, secretary-treasurer, Wisconsin Daily Newspaper League; Clarence S. Lund, Chicago, vice president, J. Walter Thompson Inc.;

Donald D. MacGregor, Park Falls, president, Wisconsin Press Association; Mrs. Clarice R. Nevada, assistant woman's editor, The Milwaukee Journal;

Prof. Harold L. Nelson, named to succeed Prof. Nafziger as director of the UW School of Journalism; Otto A. Silha, vice president-general manager, Minneapolis Star-Tribune; William Walker, Madison, president-general manager, WISM;

Dik Twedt, Madison, vice president-marketing, Oscar Mayer and Co. Inc., representing the American Association of Public Opinion Research; Timothy B. Werner, Sheboygan, president, Wisconsin Daily Newspaper League;

Robert Williams, Stevens Point, public relations counsel; Martin Wolman, general manager, Madison Newspapers Inc.; Henry A. Youmans Jr., president, Waukesha Freeman; Carl A. Zielke, Madison, manager, Wisconsin Press Association; David Yuenger, editor, Green Bay Press-Gazette, president of the Wisconsin Associated Press Managing Editors Association; Robert S. Zigman, Milwaukee, Zigman-Joseph Associates Inc.

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NEWS FROM THE UNIVERSITY OF WISCONSIN

Serving the state through campuses at Madison and Milwaukee, nine University Centers, and a statewide extension system.

2/4/66 mcg

RELEASE

Immediately

JOURNALISM APPOINTMENT

MILWAUKEE, Wis.--Dr. Harold L. Nelson, professor of journalism at the University of Wisconsin, Madison, will become director of the School of Journalism upon the retirement of [Dr. Ralph Nafziger] at the end of the current academic year.

University regents approved Friday the change of status for Prof. Nelson.

A member of the University faculty since 1955, Prof. Nelson attended the University of Minnesota to earn the B.A. in 1941, the M.A. in 1950, and the Ph.D. in 1956, all in journalism. He taught at Minnesota, Texas Technological College, the State University of Iowa, and the University of California at Berkeley before he joined the Wisconsin faculty to teach history of journalism, law of the press, and mass media and society.

Prof. Nelson's experience includes a period as reporter with the United Press in Minneapolis, 1947-50; a year in advertising and public relations with the Northwestern National Bank of Minneapolis, 1946-47; and in public relations work with Time, Inc., in 1941.

He is the author of two books: "Libel in News of Congressional Investigating Committees," 1961, and "Documents in the History of the Freedom of the Press in America: Hamilton to the Warren Court," 1966; and a chapter in "Legal Control of the Press," 1962. His articles have been printed in many professional journals including the American Journal of Legal History, Journalism Quarterly, and Military Affairs.

Add one--Journalism Appointment

During World War II, Prof. Nelson served for four years with the U.S. Navy in the Caribbean and Pacific. He enlisted as a yeoman and was discharged a lieutenant.

Prof. Nelson is a member of Kappa Tau Alpha, honorary journalism society; Sigma Delta Chi, professional journalism fraternity; the Madison and Milwaukee Press Clubs; the Mississippi Valley Historical Association; and the Association for Education in Journalism. Now president-elect of this association, he has served it as vice president, chairman of the committees on reorganization and history, and member of the council on research.

Prof. Nelson was married to the former Ann Sullivan in 1942. He is the father of two children, Susan and Eric.

#

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

12/3/57 jfn

RELEASE:

Immediately

MADISON, Wis.--The American press commands the respect of Europeans, and our journalism training program is many years ahead of similar schooling in Europe and Russia, according to Ralph O. Nafziger, director of the University of Wisconsin School of Journalism. *see p. # 2*

"European newsmen and teachers of journalism--except for the Russians, of course--have the utmost respect for the American press and its news-gathering procedures," related Nafziger. He recently returned from participating in a month-long international journalism seminar, sponsored by UNESCO and the University of Strasbourg, France.

"They know our leading newspapers. They are familiar with our authors on journalism, communications, and public opinion research. American books are numerous in their communications center libraries," Nafziger said.

Representatives of 15 nations, including Russia, attended the seminar. The Russian group included Koudiakov, dean of the Institute of Journalism at Moscow University.

"The Moscow Journalism Institute is less than 10 years old. Koudiakov said there are also journalism schools at Kiev and Lvov, and they hope to have 10 such schools within a few years. Other Russian universities have lectures and workshops in journalism, and correspondence courses also are offered in writing and typography," Nafziger reported.

Journalism has been taught in American universities for half a century, and instruction now is offered in virtually all major educational institutions in the nation.

-more-

Add one--Nafziger report

"Koudiakov told me the full journalism course at Moscow runs five years--going us one year better. He said students receive six weeks of practical work on a newspaper during their second year of study and eight weeks during their third year," the Wisconsin educator said.

"He said he has two other fulltime journalism teachers and other part-time faculty members from Soviet newspapers. He claimed to have 50 students preparing theses this year. He said graduates are 'placed' on papers of the state-owned press.

"Koudiakov scrutinized very closely a mimeographed list of Wisconsin journalism courses that I distributed at the seminar. The next day he showed up with a list that was twice as long. But he had dragged in all the other courses taken by students in their general education."

Nafziger explained that European nations have few journalism schools that train students to specialize in news work. He recalled only three in France, two in Italy, and one in Germany. He related that most reporting jobs in Britain are filled by graduates of a one-year training program conducted by newspapers.

Public opinion polls encounter resistance in some nations, Nafziger reported. French pollsters get a cool reception because residents fear they are tax collectors. A Russian told the seminar, "Public opinion surveys are useless. In fact, they could be dangerous."

The Wisconsin journalism director quoted Koudiakov as declaring, "The press outside Russia is irresponsible. The Soviet press is the most democratic in the world. Our newspapers can print anything except what is expressly prohibited by law."

Nafziger recently was elected president of the American Association of Schools and Departments of Journalism. The other U.S. representative at Strasbourg was Charles Hulten, professor of journalism at the University of California, Berkeley, a Wisconsin journalism graduate.

Nafziger said UNESCO hopes to hold future seminars in the Far East or Middle East and in Latin America.

RALPH O. NAFZIGER
Director, School of Journalism

Prof. Ralph O. Nafziger is in his third year as director of the University of Wisconsin School of Journalism. A graduate of Wisconsin, he returned from the University of Minnesota where he had been since 1935.

He received his B.A. in Journalism from the University of Wisconsin in 1921, and after seven years newspaper experience, he returned in 1928 to work on his master's degree. He was editor of the UW News Bureau from 1928-30. Professor Nafziger received his Ph.D. in political science from the UW in 1936.

He was an assistant professor of journalism at the UW from 1930 to 1935, and then went to the University of Minnesota. He served as chief of the Office of War Information's media division in 1942. In 1944, he became director of the School of Journalism's research division.

He is the author and compiler of "International News and the Press," and a contributing author to "Communications in Modern Society." He is an associate editor of Journalism Quarterly.

He is a member of Sigma Delta Chi, professional journalistic fraternity, and received the Sigma Delta Chi research award in 1937.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

10/11/65 jb

MADISON, Wis. -- [Prof. Ralph O. Nafziger,] director of the University of Wisconsin School of Journalism at Madison, has been named to a committee to review a new program of journalism at the University of California in Berkeley.

The program provides for improvement of the graduate offerings in teaching and research and for continuation of undergraduate instruction in journalism.

The committee will consider whether an independent professional school should be established and the feasibility of an undergraduate major in journalism at Berkeley.

Prof. Nafziger, director at Wisconsin since 1949, first served at Madison in 1930-35 as assistant professor of journalism. He is an internationally recognized authority on research in journalism, communications, and journalism education.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

9/30/65 jb

MADISON, Wis.--The first step by the University of Wisconsin in its search for a new dean of its College of Letters and Science on the Madison campus was taken Wednesday with the selection of a deanship search committee.

It was announced September 15 that Dr. Edwin Young, dean of the college and member of the economics faculty since 1947, would resign to become president of the University of Maine.

Prof. R. W. Fleming, chancellor of the Madison campus, announced that Prof. Ralph O. Nafziger, director of the School of Journalism, would serve as chairman of the committee. The other members are Profs. R. Creighton Buck, mathematics; James F. Crow, genetics, zoology, and medicine; Edward R. Mulvihill, Spanish and associate dean of the College of Letters and Science; William H. Sewell, sociology; and James S. Watrous, art history.

The committee will be asked to make a recommendation to the chancellor who will take the choice to Pres. Fred Harvey Harrington and the University Board of Regents.

An educator in the Wisconsin tradition, Dean Young has been in the leadership of many notable advances at the University and has served as the dean of its major college since 1961.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

9/30/65 jb

MADISON, Wis.--Practitioners from throughout Wisconsin and nearby states are expected at the 1965 Midwest Public Relations Conference on the Madison campus of the University of Wisconsin Friday (Oct. 1).

Theme of the session at the Wisconsin Center will be "Coping with Change."

Edward Littlejohn, soon to take over as vice president for public relations of Pfizer International, will keynote the conference. His topic will be "Public Relations' Role in Counseling Management on Change."

A panel comprised of Daniel P. Meyer, Arthur Van Vlissingen, and George W. Mead II, all of Wisconsin Rapids, will discuss "Coping with Change: A Case Study of the Wisconsin Paper Industry Stream Improvement Program."

The list of other participants includes:

J. J. Jehring, director of the University Center for the Study of Productivity Motivation; Prof. Ralph O. Nafziger, director of the Wisconsin School of Journalism; Lee W. Baker, Milwaukee, president of the Wisconsin chapter, Public Relations Society of America (PRSA); Prof. Ronald C. Powers, extension rural sociologist at Iowa State University, Ames; and Prof. Scott M. Cutlip of the Wisconsin journalism faculty.

The Wisconsin School of Journalism and Extension division, in cooperation with the state chapter of PRSA, are conference sponsors.

U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706

Telephone (Area Code 608) 262-3571
9/24/65 jb

Release:

Immediately

MADISON, Wis.--"Coping with Change" will be the theme of the 1965 Mid-west Public Relations Conference at the University of Wisconsin Center Oct. 1.

Keynoter will be Edward Littlejohn, soon to take office as vice president for public relations of Pfizer International. His topic will be "Public Relations' Role in Counseling Management on Change."

"Coping with Change: A Case Study of the Wisconsin Paper Industry Stream Improvement Program" will concern a panel comprised of George W. Mead II, Daniel P. Meyer, and Arthur Van Vlissingen, all of Wisconsin Rapids.

Other speakers will include Prof. Ronald C. Powers, extension rural sociologist at Iowa State University at Ames, and J. J. Jehring, director of the University of Wisconsin Center for the Study of Productivity Motivation.

The list of participants also includes [Prof. Ralph O. Nafziger,] director of the Wisconsin School of Journalism; Prof. Scott M. Cutlip of the Wisconsin journalism faculty; and Lee W. Baker, Milwaukee, president of the Wisconsin chapter Public Relations Society of America (PRSA).

Conference sponsors include the Wisconsin School of Journalism and Extension division in cooperation with the Wisconsin chapter, PRSA.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706
Telephone (Area Code 608) 262-3571

Release:

8/11/65 jb

Immediately

MADISON, Wis.--Maj. Gen. George V. Underwood Jr., chief of information for the U.S. Department of Army, will deliver the address to graduates of the University of Wisconsin Army Advanced Public Relations Course Friday (Aug. 13).

The ceremony, to be held at the Wisconsin Center, Madison, at 4 p.m., will include a response to the address by Prof. H. Edwin Young, dean of the Wisconsin College of Letters and Science.

Maj. Gen. Underwood, who was graduated from the special summer course several years ago, will speak on the subject, "Horizons Unlimited."

Other participants will be Chaplain Earl F. Stover; Profs. Ralph O. Nafziger, director of the Wisconsin School of Journalism; and Scott M. Cutlip, course director.

##

U.W. NEWS

From The University of Wisconsin News and Publications Service, Observatory Hill Office, Madison 53706

Telephone (Area Code 608) 262-3571

Release: Immediately

7/16/65 dbw

MADISON, Wis.--African leaders have given a high priority to development of radio, television, and newspapers, reports a University of Wisconsin professor just returned from six months in Africa.

"There is a great interest in developing the media in tropical Africa and development is moving ahead very fast," says Prof. William A. Hachten of the University's School of Journalism.

"African governments see broadcasting in particular as a major force for influencing the public," he said. "But the emphasis on this varies between countries."

In Nigeria broadcast news is very objective and is not used too extensively by the government to influence the public, Prof. Hachten said. In other African nations the government relies heavily on radio to present its policies in a favorable light, he added.

Prof. Hachten noted that one of the biggest problems facing Africans is the training of professional communicators. However, he said, a great deal is being done to train journalists and broadcasters by the International Press Institute and the United Nations both in Europe and in Africa.

In Africa, Prof. Hachten studied the influence of newspaper as compared to radio and television as a news media. He was also studying how the news flows in and out of Africa.

-more-

Add one--Hachten

While in Africa, Prof. Hachten spent time in the Ivory Coast, Kenya, Nigeria, Senegal, Sierra Leone, and Tanzania.

Before going to Africa, Prof. Hachten spent six months teaching in Berlin as a guest professor at the Berlin Mass Communications Center for the Developing Countries. He taught advanced journalism and mass communications to journalists from many of the same African countries which he visited in the spring.

Prof. Hachten is the second Wisconsin journalism professor to teach at the Berlin Center. [Prof. Ralph O. Nafziger,] director of the School of Journalism, taught at the Center in the spring of 1964.

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U.W. NEWS

From The University of Wisconsin News and Publications Service, Observatory Hill Office, Madison 53706

Telephone (Area Code 608) 262-3571

Release:

Immediately

4/19/65 jb

MADISON, Wis.--H. Roger Tatarian, editor of United Press International, will be the banquet speaker at the 16th annual University of Wisconsin Journalism Institute in Madison May 14.

He will discuss "The Challenge of Tomorrow's Journalism."

A native Californian, Tatarian joined UPI in 1938, becoming manager of the Phoenix, Ariz., bureau within a year. He was assigned to the Washington staff in 1941 and covered the State Department, Army, and Navy beats.

In 1949 he became bureau manager in London, and by 1953 was the general news manager for the wire service in Europe.

Presiding over the banquet program will be Prof. Ralph O. Nafziger, director of the Wisconsin School of Journalism.

H. Edwin Young, dean of the College of Letters and Science, will present the annual citations for distinguished service in journalism at this gathering.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

10/12/64 jb

RELEASE:

Immediately

MADISON, Wis.--Three University of Wisconsin officials will present addresses at the annual Wisconsin Community Newspaper Conference in Madison Friday and Saturday (Oct. 16-17).

Dr. L. H. Adolfson, provost of the University Centers, will speak on "The University Throughout the State" at the president's luncheon in the Wisconsin Center Friday. This will follow short presentations by Dr. Robert L. Clodius, vice president of the University, and William Branen, publisher of the Burlington Standard-Press, who is president of the Wisconsin Press Association.

At the association banquet that evening, Dr. J. Martin Klotsche, provost of the University of Wisconsin-Milwaukee, will discuss the status and future of that branch of the University. This will begin at 7 p.m. at the Park Motor Inn and follow a social hour.

On Saturday morning, [Prof. Ralph O. Nafziger,] director of the UW School of Journalism, who returned last spring after six months in Germany as an advisor to publications in that country, will speak on the topic, "A Look at the World Press."

Other events on the weekend calendar will include a tour of the Madison campus, with LeRoy E. Luberg, dean of public services for the University, conducting. The tour will be broadcast by WHA, the University radio station. This will start at 2 p.m. Friday from the Wisconsin Center and end at Witte Hall where a coffee hour has been scheduled. Mrs. Robert L. Clodius, UW faculty members and their wives will serve as hosts and hostesses.

The Wisconsin Press Association will present memorial scholarships to two UW journalism students at the banquet.

U.W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

9/24/64 jy

RELEASE:

Immediately

MADISON--Public relations leaders from the Midwest along with University of Wisconsin researchers, teachers and other authorities will anticipate the future of public relations in a one-day gathering at the Wisconsin Center Friday, Oct. 9.

Theme of the 1964 Midwest Public Relations Conference is, "What is the Future for Public Relations--Are We Ready for Tomorrow's Job?" The annual conference is sponsored by the University of Wisconsin School of Journalism and the Extension Division in cooperation with the Wisconsin chapter, Public Relations Society of America.

Four well-known public relations practitioners sharing the speaker's rostrum will be:

Robert L. Fegley, New York City, manager of public issues analysis and presentation for General Electric Co.;

William L. Safire, New York City, head of his own public relations firm and author of the controversial book, "The Coming Relations Explosion;"

Calvin Kytle, Worthington, Ohio, public relations consultant with wide experience in the field of corporate public relations; and

Allen H. Center, Franklin Park, Ill. vice president, public relations, for Motorola, Inc., and co-author with UW's Prof. Scott Cutlip of the book "Effective Public Relations," and author of "Public Relations Ideas in Action."

Others taking part will include Prof. Cutlip; Director Ralph O. Nafziger of the UW School of Journalism; and Ray Niemitz, Milwaukee, president of the Wisconsin chapter, Public Relations Society of America.

U.W. NEWS

8/12/64 rf

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

Immediately

RELEASE:

MADISON--Lt. Gen. Charles G. Dodge, commanding general of the Fifth Army, Chicago, Ill., and formerly chief of information for the U.S. Army, will give the main address to graduates of the 1964 army advanced public relations course at the University of Wisconsin in Madison Friday (Aug. 14).

Lt. Gen. Dodge will speak to the 30 graduating students on "Your Role in Army Information."

The graduation ceremony will be held at 3:20 p.m. Friday in the Play Circle theater of the Wisconsin Union.

Prof. Ralph O. Nafziger, director of the UW School of Journalism, will preside at the ceremony. Prof. Carlisle P. Runge, assistant to the president of the University and formerly assistant secretary of defense, will present the graduation plaques to the graduates.

The course was established six years ago by the University for the Department of the Army. This summer its graduates consist of 23 officers and seven civilian U.S. Army information personnel from commands in 12 states, the District of Columbia, and overseas.

Prof. Scott M. Cutlip of the UW School of Journalism directs the course.

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U.W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

7/17/64 jm

RELEASE:

Immediately

MADISON--The summer edition of Channel 21's "Quiz the Professor" will have as its guest Monday (July 20) at 8 p.m. Prof. Ralph Nafziger, director of the University of Wisconsin School of Journalism.

Prof. Nafziger will report on his recent five month stay in West Berlin where he served as a guest professor and director of studies (the only American in that capacity) at the first Berlin Institute for Mass Communications in Developing Countries. He will present his impressions of life near the Berlin Wall - his office close to Checkpoint Charlie provided first hand experience - and of the work he did with students from many under-developed nations.

The show's panel members include: Col. Thomas J. Cleary Jr. and Lt. Col. Thomas E. Thompson, both of whom have served in Berlin and are currently taking the UW summer course in Army Public Relations; and Prof. James Fosdick, chairman of the Extension Division Journalism Department.

Program moderator is State Stations News and Special Events Director, Roy Vogelmann.

The audio portion of WHA-TV's "Quiz the Professor" can be heard at 9 a.m. Thursday and Friday on the Wisconsin State Stations.

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U.W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

7/7/64 jb

RELEASE:

Immediately

MADISON, Wis.--Four newsmen from Memphis, St. Louis, St. Petersburg, and Washington, D.C., have been named as the first Russell Sage Fellows in social science writing at the University of Wisconsin in Madison.

A recent Marquette University School of Journalism graduate also was named to begin a two-year postgraduate program of special news writing in this area.

[Prof. Ralph O. Nafziger,] director of the UW School of Journalism, stated:

"Gaps exist between many areas of the social sciences and the world of public affairs. Our society needs as never before specialist writers for the press with understanding and skill to bridge these gaps.

"We hope these five newsmen and those who follow them in this program will be able to play a significant part in this development. We hope also that from this association of newsmen and campus authorities will come an understanding that will enable newsmen to serve more effectively in bringing news of the social sciences to the public."

The five fellowships were awarded Tuesday under a \$165,500 three-year grant to the UW by the Russell Sage Foundation of New York. The recipients:

Thomas F. Dimond, Washington Star; Vincent J. Hovanec, St. Petersburg, Fla., Times; Richard J. Jacobs, St. Louis Post-Dispatch; Jack H. Morris, Memphis Commercial Appeal; and Dennis P. Byrne, a candidate for a master's degree in urban affairs at the University of Wisconsin in Milwaukee, who was graduated from Marquette University in 1963.

-more-

Add one--Sage fellows

The four newsmen are scheduled to return to their respective newspapers upon completion of the special course at Wisconsin. Byrne will be placed on a newspaper cooperating with the UW School of Journalism in the Russell Sage program for a post-fellowship intern year. Prof. Nafziger said several news executives already have assured him of their close cooperation in this program to develop reporters with a background in the social sciences.

Each fellow will follow a pattern of graduate courses in an area of his own selection. In addition, the fellows will participate in a seminar examining the problems of disseminating news of social research to the reading public.

Dimond, Morris, and Byrne will concentrate on political science subjects, Jacobs on sociology, and Hovanec on economics.

Before joining the staff of the St. Louis Post-Dispatch, Jacobs was a reporter for the Duluth, Minn., News-Tribune and the Hutchinson, Kans., News. He is a UW journalism graduate and a native of Superior, Wis. At the Post-Dispatch, he has covered the integration movement in St. Louis.

Morris was a reporter and editor of a newspaper in Alabama before enrolling at Lawrence University, Appleton, Wis., where he was graduated with honors in 1960. He has worked for the Memphis Commercial Appeal for two years, covering commission government affairs.

Hovanec, a native of New York, was graduated from Dartmouth College in 1958. He worked in United Press International bureaus in North Carolina and on the staff of the Raleigh, N.C. News and Observer. At St. Petersburg, he has specialized in business and economic news.

Dimond, currently school reporter for the Washington Star, recently wrote a series reviewing the events and effects of integration on the capital's educational system in the past 10 years. He was graduated from George Washington University.

Byrne, of Northfield, Ill., has served as editor of the Marquette campus newspaper and written for student magazines.

U.W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

RELEASE:

6/19/64 rf

Immediately

MADISON, Wis.--Twenty-three officers and seven civilian U. S. Army information personnel from commands in 12 states, the District of Columbia, and overseas have been selected to attend the sixth annual advanced course in public relations offered by the University of Wisconsin School of Journalism in Madison.

To begin Monday (June 22) and continue for eight weeks, the course was established by the University particularly for the Department of the Army. UW Prof. Scott M. Cutlip is chairman of the course.

In addition to University staff members, the faculty will include Robert Lindsay, former UW teacher and now a member of the University of Minnesota journalism staff.

Special guest speakers will include Maj. Gen. George V. Underwood Jr., chief of information, Department of the Army, a graduate of the course; Robert H. Fleming, chief of the Washington bureau of the American Broadcasting Company; Prof. Ralph O. Nafziger, director of the UW School of Journalism; Burnett Anderson, deputy chief of information, USIA; Kenneth W. Haagensen, Allis Chalmers Mfg. Co., West Allis; Profs. George Beal and Joe Bohlen, Iowa State University; and Harry Pease, military writer, the Milwaukee Journal.

Those registered for the 1964 session:

Maj. Sandro A. Barone, APO, New York; Lt. Col. Austin L. Covey, Capt. Gary L. Werner, and Lt. Col. Alice N. Howes, Fort Slocum, N. Y.; Maj. Walter C. Franzen, Bangor, Maine; Lt. Col. Tom A. Hamrick, Maj. Matthew W. Irvin, Maj. John S. Loeber, Capt. Alice C. Oberg, Lt. Col. Thomas E. Thompson, Lt. Col. William S. Mullins, Washington, D. C.;

-more-

Add one--UW-Army PR

Maj. Ralph T. Hauert and Lt. Col. Lewis D. Overstreet, APO, San Francisco;
Maj. Ross L. Johnson and Maj. Charles L. Siler, Fort Benning, Ga.;

Capt. Melvin R. Jones, Homestead Air Force Base, Fla.; Capt. John A.
Leonard Jr. and Lt. Col. Louis Ruiz, Fort Meade, Md.; Maj. Richard M. Loutzenhiser,
Fort Holabird, Md.;

Maj. Peter A. Madden, Fort Lewis, Wash.; Capt. Peter F. Rath, Fort Ord,
Calif.; Capt. Edna M. Steinbach, Fort Rucker, Ala.; Maj. Roy Thompson Jr., MacDill
Air Force Base, Fla.;

Don H. Ball, Warren, Mich.; Camila S. Bennett, Austin, Tex.; Harry J.
Burkert Jr., Fort Monroe, Va.; Marie D. Heintz, Washington, D. C.; August T.
McColgan, Aberdeen Proving Ground, Md.; Robert L. Reagh Redstone Arsenal, Ala.; and
Charles S. Saunders, Rock Island, Ill.

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U.W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

2/7/64 jb

RELEASE:

Immediately

MILWAUKEE, Wis.--Appointment of a new assistant dean for the University of Wisconsin College of Engineering in Madison and leaves of absence for five faculty members were approved by UW regents Friday.

Robert A. Ratner, associate professor of engineering, Extension Division, was appointed assistant dean to expand services provided by the College of Engineering, which now will have two assistant and two associate deans working under Dean Kurt F. Wendt.

Prof. Ratner, who joined the faculty in 1954, has served the University as director of its Engineering Institutes. A specialist in work simplification and statistical quality control, he earned degrees at Coe College and Iowa State University at Ames and formerly served on the faculties of the University of Nebraska and Iowa State.

Leo Jakobson, consultant in the department of planning and construction, and professor of urban and regional planning, was given a leave of absence to serve as a member of an advisory group working on planning problems in India during the next 18 months.

Prof. Ralph O. Nafziger, director of the UW School of Journalism, was granted leave for five months to serve as director of studies at a new public information training center in West Berlin. He also will deliver a series of lectures at the Free University of Berlin's Institute of Journalism.

-more-

Add one--Dean Ratner

Others on leave:

Milton O. Pella, professor of education, who will serve as consultant to the American University at Beirut, Lebanon, from March 9 to June 8, in connection with international programs concerned with the teaching of high school science, under a Ford Foundation grant.

Prof. Robert G. Sachs, a member of the UW physics department since 1947, will be on leave during the current semester to serve as associate director of the Argonne (Ill.) National Laboratory with specific responsibility for the high energy physics program.

Domenico Sella, associate professor of history and a specialist in modern European history, will do research work in Milan and Venice on his projected history of Venice.

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U.W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

1/15/64 jb

RELEASE:

Immediately

MADISON, Wis.--Prof. Ralph O. Nafziger, director of the University of Wisconsin School of Journalism at Madison, will leave soon for Germany to serve for five months as director of studies at a new public information training center in West Berlin.

On leave from his duties at the University, Prof. Nafziger also will deliver two special lectures at the Free University of Berlin's Institute of Journalism.

His assignments at the training center will include assisting in drawing up a curriculum, teaching, and serving as a consultant for the six-month short course for selected young men under a program devised by the West Berlin Association for Promotion of Journalism in Developing Countries.

The program is being sponsored by a number of German newspaper publishers, the Institute of Journalism, and other interested parties. Stress will be placed on advancing basic, practical knowledge in the newspaper, radio, and public information fields.

Prof. Nafziger, who will be accompanied by Mrs. Nafziger, expects to return in early June.

He participated in the first International Seminar on Journalism Education and Research in France in 1957 and served as chairman of the fourth seminar in the Philippines in 1961. Both sessions were presented by the UNESCO department of mass communications.

-more-

Add one--Prof. Nafziger

A member of the UW faculty since 1949, Prof. Nafziger is an international authority on research in journalism, communications, and journalism education.

During his absence from the Madison campus, Prof. L. L. Hawkes of the journalism faculty will serve as acting department chairman.

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WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE:

8/14/63 js

Immediately

MADISON, Wis.--Brig. Gen. Raymond L. Shoemaker, deputy chief of information for the U.S. Army, will be the commencement speaker Friday for the 1963 class completing an eight-week advanced course in public relations for Army personnel at the University of Wisconsin at Madison.

The graduates include 25 officers and six civilian specialists from 15 states and the District of Columbia. The graduation ceremony for the course, conducted by the UW School of Journalism, will be held at 3 p.m. in the Wisconsin Union Play Circle.

Gen. Shoemaker, who served in Europe in World War II and with the United Nations Command in Korea, will speak on "The Army's Information Program."

Dean H. Edwin Young of the UW College of Letters and Science will present graduation plaques. Welcoming the graduates and presiding at the ceremony will be Prof. Ralph O. Nafziger, director of the School of Journalism.

The course, held on the Madison campus every summer, is planned to provide graduate study in communications and public relations to better equip key personnel to deal with various problems related to Army information duties on the policy-making level.

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U. W. NEWS

5/4/62 ss

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON, Wis.--The senior military aide to the President of the United States, a Wisconsin-born novelist-playwright, and a veteran journalism educator will be honored with distinguished service citations at the 1962 University of Wisconsin Journalism Institutes May 11-12.

Citations for Maj. Gen. Chester V. Clifton Jr. of Washington, D.C., Herbert O. Kubly of New Glarus and New York, and Dr. Frederick S. Siebert, dean of the College of Communications Arts at Michigan State University, were approved by UW regents Friday.

Prof. Ralph O. Nafziger, director of the UW School of Journalism, reported that the citations will be presented to the three prominent alumni upon recommendation of the journalism faculty. The presentation will highlight the institutes banquet Friday evening, May 11.

Gen. Clifton, who received his M.A. in journalism from Wisconsin in 1948, has been senior military aide to President Kennedy since 1961. Previously he was deputy chief of information, Department of the Army, and acting chief of information and of public information.

A 1936 graduate of West Point, Gen. Clifton fostered the summer advanced course in public relations for senior Army information officers, first offered at Wisconsin in 1959. As a field artillery officer, he had a distinguished combat record in the European theater during World War II.

-more-



Add one--journalism citations

Kubly, a 1937 Wisconsin graduate, is the author of several books and plays. His books include "American in Italy," winner of a 1956 National Book Award; "Easter in Sicily," "Varieties of Love," and "Italy." Two new books being prepared for 1962 publication are "The Whistling Zone," a novel, and "Nomad," a collection of travel essays.

Plays written by Kubly include "Men to the Sea," "Inherit the Wind," and two works in progress, "The Cocoon," and "Beautiful Dreamer." He has twice been awarded a Rockefeller grant for creative writing as well as a Fulbright grant for study in Italy.

Siebert, a 1923 UW graduate, was director of the school of journalism at Michigan State from 1957-60 when he assumed his present post. Previously he was director of the school of journalism at the University of Illinois from 1941-57.

He has contributed articles on the legal aspects of journalism, written numerous reviews for professional journals, and authored several books and pamphlets. Siebert is author of "The Rights and Privileges of the Press," "Freedom of the Press in England," and co-author of "Four Theories of the Press," winner of the 1956 Kappa Tau Alpha Research Award.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

8/16/63 mcg

RELEASE:

Immediately

MADISON, Wis.--Brig. Gen. Raymond Shoemaker, deputy chief of information for the U.S. Army, Friday gave the University of Wisconsin high marks for training Army personnel as information specialists.

Commencement speaker for the 1963 class of 25 officers and six civilian specialists completing the eight-week advanced course in public relations, Gen. Shoemaker told the graduates:

"In a democracy, the public has a need to know--a RIGHT to know--how public funds are being spent and what its Army is doing. In serving the needs and rights of our public, as Information warriors, we serve the Army and the Nation.

"Although reports of Ivy League influence on the government may be overplayed, it is no exaggeration to say that the University of Wisconsin greatly influences the Army Information Program. Despite my Stanford background, I say that this is as it should be, for the nation's leading educators in the public relations field have been your teachers during this course," he said.

Pointing out that the graduates had received "the best public relations training available anywhere," Gen. Shoemaker warned them "you certainly don't know all there is to know about public relations," for among the experts there is not one who has not, at some time or other, "stood with a dazed look as he attempted to withdraw his foot from his mouth."

"In Army public relations, however, there is often greater danger in doing nothing than risking a foot in the mouth," he continued.

-more-

Add one--Gen. Shoemaker

Gen. Shoemaker reminded the graduates of the importance of their information efforts, when they get back to their posts, in helping to implement the Army's responsibilities for eliminating off-base racial discrimination affecting soldiers and their families.

He reviewed for them the part played by information officers during the recent racial disturbances in the South, when "a ready-made opportunity to infuriate everyone was turned into a public relations coup for the Army by the gentlemanly behavior of the troops, and by efficient Information Officers who brought this fact to the public's attention.

"One very apparent reason for the exceptional conduct of the troops was the intensive Troop Information Program carried out on the scene. The soldiers knew why they were there and what was expected of them. In addition, the men were constantly kept informed of the situation," Gen. Shoemaker said.

At Oxford, Miss., when Army troops were deployed "within the United States and, technically, against American citizens--the same citizens the Army is sworn to protect and defend, realization of the paradox, prior planning to meet any informational contingency, and effective coordination with an utilization of information personnel resulted in an unblemished public image of the Army," he said.

Crises aside, the day-to-day information operation determines the continuing success of the Army's public relations battle--the relationships within the community, with local news media, public officials, and civic groups and the relationships within the Army, he reminded the graduates.

"With the knowledge that you sit here with bags packed and engines idling, I declare you full-fledged Wisconsin Badgers--but go back to your posts as eager beavers," Gen. Shoemaker concluded.

Dean H. Edwin Young of the UW College of Letters and Science presented the graduation plaques and [Dr. Ralph O. Nafziger], director of the School of Journalism, presided.

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

3/26/63 tk

RELEASE:

Immediately

MADISON, Wis.--Vermont C. Royster, editor of the Wall Street Journal, will be one of the principal speakers during the editorial seminar of the annual University of Wisconsin Journalism Institutes May 10-11 at Madison. Royster will speak on "The News Philosophy of the Wall Street Journal."

"Answering News-Editorial Questions through Research" will be the theme of the 1963 editorial seminar, according to Prof. Harold L. Nelson, of the seminar's planning committee. Sessions will be held concurrently with the advertising and circulation seminars at the Wisconsin Center.

Pierre Martineau, director of research and marketing of the Chicago Tribune, will speak to the combined groups on "What Do the Mass Media Mean to Their Audiences?"

"Bringing Local Government News to Life" will be discussed by a panel of newsmen from midwestern newspapers which have repeatedly won Inland Daily Press Association contests on local government news. The session will be moderated by Paul Bumbarger of the Charles City (Iowa) Press.

Panelists will be Tom Reay, managing editor, Rockford (Ill.) Register-Republic; Gilbert H. Koenig, managing editor, Waukesha Daily Freeman; Tom Gumbrell, reporter, Bloomington (Ill.) Pantagraph; and Prof. Bryant Kears, chairman of the UW Department of Agricultural Journalism.

-more-

add one--editorial seminar

Prof. Bruce Westley of the UW School of Journalism will lead off another seminar session with a talk on "American Newspapers' News-Editorial Research--An Overview." Sidney Goldish, research director of the Minneapolis Star and Tribune, will speak on "How Editors Use Research on the Minneapolis Dailies."

Loring Merwin, publisher of the Bloomington (Ill.) Pantagraph, will talk on "What We Found Out in an Image Study, and What We Did About it." Robert J. Mathes, general manager of the Hammond (La.) Daily Star, will speak on "What Our Readership Studies Have Told Us, and What We Have Done About It."

A panel on "Getting the Research Done and Interpreting the Results" will include Mathes and [Prof. Ralph O. Nafziger], Westley, and Jack McLeod, UW School of Journalism. Goldish will speak on "Can Research Help Define 'What Makes a Newspaper Great?'"

The editorial seminar is co-sponsored by the UW School of Journalism, School of Journalism Extension Services, and Department of Agricultural Journalism, in cooperation with the Wisconsin Daily Newspaper League and the Inland Daily Press Association.

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WIRE NEWS

8/8/62 jb

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON, Wis.--Maj. Gen. C. G. Dodge, chief of information for the U.S. Army, will deliver the commencement address Friday for the 1962 class completing an eight-week advanced course in public relations for Army personnel at the University of Wisconsin.

The graduates include 30 officers and civilian specialists from all parts of the world. The course is conducted by the UW School of Journalism.

Gen. Dodge, also chief of public information for the secretary of the army, will speak on "The Army Information Program."

Dr. Robert L. Clodius, newly-installed UW vice president-academic affairs, will greet the students and present graduation plaques. Also extending a welcome will be Prof. Ralph O. Nafziger, director of the School of Journalism.

President of the class is Col. Arthur D. Poinier of the U.S. Army information office at Fort George G. Meade, Maryland.

The course is designed to provide graduate study in communications and public relations in order to, as the Army states it, "better equip key information personnel to deal with the sociological, political, and communications problems related to information duties at the policy-making level."

UW Prof. Scott M. Cutlip served as chairman of the course. Other faculty members included: Lt. Cols. Robert B. Marshall and Jack Westbrooke of the Office of Chief of Information, U. S. Army; Robert G. Lindsay, University of Minnesota journalism faculty; and UW's Theodore L. Nielsen, WHA-TV; Profs. William Hachten, journalism, and Karl Schmidt, WHA.

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U. W. NEWS

9/18/61 jb

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON--Director (Ralph O. Nafziger) of the University of Wisconsin School of Journalism will represent the United States at the fourth International Seminar on Journalism Education and Research in Manila Oct. 2-21.

Sponsored by UNESCO, the seminar in the Philippines is designed to provide an exchange of ideas on curriculum, research and teaching methods in journalism.

Prof. Nafziger, who assisted in preparing and presenting seminars in recent years in France, Ecuador and Africa, will supervise the program to be presented by the UNESCO department of mass communications.

Nafziger, who has headed the UW journalism faculty since 1949, is a recognized authority on research in journalism, communications and journalism education.

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5/22/61 jfm

FILE

For Army News Service

University of Wisconsin
News Service

MADISON, Wis.--A coveted academic prize--election to Phi Beta Kappa, national honor society--has been captured by two Army lieutenant colonels, journalism students at the University of Wisconsin.

Lt. Col. L. Gordon Hill Jr., Artillery, and Lt. Col. Sanford H. Winston, Infantry, are receiving their journalism degrees after two years of study at Wisconsin under the Army's civil schooling program.

The two officers have compiled brilliant academic records, points out Prof. Ralph O. Nafziger, director of the UW School of Journalism.

Election to Phi Beta Kappa is considered the highest scholastic honor attainable by students in letters and science, Prof. Nafziger explains.

The officers walked off with three other awards at the recent journalism honors convocation. Both received Sigma Delta Chi scholarship awards, and Hill also won the \$100 Elsie Bullard Morrison prize for scholarship, service, and high journalistic standards.

"These two men have been a credit to the Army during their stay at Wisconsin," Nafziger comments. "They have given us new pride in the Army graduate public relations program which was launched here at Wisconsin in 1946."

Other graduates of the program, totaling about 30, include Brig. Gen. C.V. "Ted" Clifton, military aide to President Kennedy, and his successor as Army deputy chief of information, Col. George V. Underwood Jr.

The program is designed to prepare a select group of officers for key positions in the Army's information service. The aim is to improve rapport between the army and civilians.

Once the officers arrive on campus, they stow their uniforms. Many of their younger fellow students aren't even aware that they are occupying classroom seats next to high ranking army brass.

Add one--Hill Winston

Winston is 40, and spent 33 months in the Southwest Pacific during World War II as a rifle company commander. Hill is 38, and served in Korea in 1954-55.

Has it been tough for them to return to the battle of the books on a college campus?

"Not as difficult as you might think," Hill explains. "We've attended service schools periodically. And standards are high there, too."

Hill, who attended the University of South Carolina in the early 1940s, served on the faculty of the Command and General Staff College, 1956-59.

Winston, who had previous study at the University of Georgia, is a graduate of the Infantry and Armor Schools, the Command and General Staff College, and served on the faculty of the Infantry School.

Both believe their courses in political science, economics, history, sciences, and journalism at Wisconsin have enriched their understanding of "the whole picture."

Both officers have been assigned to the Office of The Chief of Information, Department of the Army, in the Pentagon. They will be leaving Madison this summer."

Winston, who calls Washington, D.C., his home town, completed high school in New York City in 1938. Hill was born in Orangeburg, S.C., and graduated from high school at Florence, S.C., in 1939.

They described their college studies at Wisconsin as a "thrilling, rewarding experience." Both have earned a B.S. degree and are well along toward their master's degree.

The University here also conducts a summer advanced course in public relations for senior Army information officers. Gen. Clifton fostered the summer course, established in 1959.

MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

8/17/59 ns

RELEASE:

Immediately

MADISON--Prof. Norman Ryder of the University of Wisconsin department of sociology will attend the International Population Conference in Vienna, Austria, Aug. 28-Sept. 4.

An expert in population studies, Ryder will read a paper on "Nuptiality as a Variable in the Demographic Transition." The National Science Foundation is sponsoring his participation in the conference.

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Three University journalism faculty members will attend the 1959 convention of the Association for Education in Journalism, Aug. 25-29, at the University of Oregon at Eugene.

Representing Wisconsin will be Director Ralph O. Nafziger and Prof. Harold L. Nelson of the School of Journalism and Prof. John E. Ross of agricultural journalism.

-0-

Dr. D. Murray Angevine, chairman of the University department of pathology, has been appointed chairman of the Advisory Committee on Research on the Pathogenesis of Cancer. The appointment by the American Cancer Society is for Sept. 1, 1959, to Aug. 31, 1960.

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The personal library of the late Dr. Robert Van Valzah, professor of clinical medicine at the University Medical School, has been given to the UW medical library.

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FEATURE STORY

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

1/15/59 jfn

MADISON, Wis.--Whatever America's deficiencies in the physical sciences, our progress in the social sciences is known throughout the world. A blonde young Viking, currently visiting the University of Wisconsin, is a case in point.

Per Torsvik is a third generation journalist from Oslo, Norway. His grandfather was editor of a daily at Kristiansand, and his father edited a daily in Bergen.

Torsvik has come to the United States as a UNESCO fellow in mass communications. He is visiting several leading schools of journalism, studying American methods of press research.

A Norwegian Press Research Institute, probably to be affiliated with the University of Oslo, is in the early stages of organization. Torsvik is permanent secretary of a committee set up by the Norwegian ministry of education in 1956 to survey the national needs in mass communications research.

Torsvik is conferring with Prof. Ralph O. Nafziger, director, and faculty members of the UW School of Journalism, as well as leaders of several other University departments. The visitor said he had read Nafziger's research books in Norway.

"Research is underway in our country in public opinion and market analysis," Torsvik commented, "but there has not been too much yet for what you might call purely scientific purposes. One of our first major projects is a study of the 1957 national elections, undertaken by the Institute of Social Research with aid from the University of Michigan and a Rockefeller subsidy."

-more-

add one--Norwegian journalist

The mass media are "growing in importance" in Norway, Torsvik commented. "There were only 1,200 television sets when I left last fall. But the government has adopted a state TV operation similar to the BBC in England. We already have a national radio service for which listeners pay an annual fee."

Schools of journalism are in comparative infancy in Norway and most European countries but are more than half a century old in the United States. Wisconsin, for example, offered its first courses in journalism in 1905. Torsvik explained that European educational institutions concentrate on academic studies. Journalists receive on-the-job training on newspapers.

Norway's Journalist Academy in Oslo is in its 11th year, and graduates 15 persons a year from its nine-month course. The faculty is made up of part-time teachers from the University of Oslo and so-called "Old Foxes," veteran Oslo journalists. A three-month graduate course is offered in Denmark by the Nordic Council for journalists from Norway, Sweden, and Denmark.

Improved communication between the press and social scientists is being sought by the Norwegian Research Council, Torsvik related. He feels greater public understanding would result if the social scientists would phrase their findings in "understandable language" and present "more interpretation as to what their research data means."

Torsvik leaves Madison Jan. 25 to visit the University of Minnesota and Stanford University before returning home. His six-month trip already has taken him to the Netherlands, France, Canada, and Columbia, Michigan, and Northwestern universities.

"I feel right at home in Madison," he commented. "When I pick up the telephone directory, I find whole columns of Norwegian names."

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

11/7/58 jb

Immediately

MADISON, Wis.--"In the United States the public has the right to know what its officials are doing," Prof. Ralph O. Nafziger, director of the School of Journalism at the University of Wisconsin, told 26 foreign educators this week at the Wisconsin Center.

Prof. Nafziger explained that the American press has the right to criticize public officials freely. He said the press, which has evolved from the social structure of the country, must have access to information, including public information, as long as it is in the public interest, but that the limitations on this freedom rest on self-restraint.

"Privileges of freedom of the press also impose responsibilities. The press has this freedom so that the public can be informed. It is a public not a publishers' or editors' right," Nafziger said.

The UW educator said that in the world today a relatively free press is an exception, not the rule, and that in a free society the press is dependent on what public opinion upholds. "Press freedom in the United States is guaranteed by the Federal Constitution, the interpretation of the courts, and the support of public opinion," he said.

The 26 educators, representing 17 countries from five continents, are attending classes, making field trips and visitations throughout the state, under the International Teacher Development Program now underway at the UW School of Education. The program is sponsored by the U.S. Department of Health, Education, and Welfare in cooperation with the U.S. Department of State.

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MADISON NEWS

9/15/58 ns

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
Immediately

RELEASE:

[Prof. Ralph Nafziger,] director of the University of Wisconsin School of Journalism, has been elected to the executive committee of the American Association of Schools and Departments of Journalism (AASDJ).

Prof. Nafziger was named to the position after completing a term as president of AASDJ at the organization's recent annual meeting at the University of Missouri, Columbia.

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Prof. Marcus G. Singer, of the University philosophy department, is one of eight philosophers of the English speaking world invited to contribute to a volume of "Essays in Moral Philosophy," published by the University of Washington Press. His subject is "Moral Rules and Principles."

-0-

Prof. Warren Wooldridge of the University School of Music will direct a clinic for high school choral directors and students at Milton College Oct. 17.

The clinic is sponsored by the National Association of Teachers of Singing and the Wisconsin School Music Association.

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MADISON NEWS

8/7/58 jfn

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE: **Immediately**

MADISON--Director [Ralph Nafziger] and six other members of the University of Wisconsin School of Journalism faculty will play leading roles in joint meetings of two journalism education organizations Aug. 25-29 at the University of Missouri in Columbia.

Prof. Nafziger is completing his term as president of the American Association of Schools and Departments of Journalism, which includes educational institutions teaching journalism. He also will take part in a panel on journalism education abroad for the Association for Education in Journalism, composed of educators in the journalism field.

Other UW faculty members will appear on the AEJ program.

Prof. Harold Nelson is chairman of a panel on journalism history teaching and research. Prof. S. Watson Dunn is chairman of an advertising research panel. Prof. Charles Higbie will take part in a panel on freedom and responsibility in press and radio.

Prof. Bruce Westley is chairman of AEJ's Council on Communications Research. Prof. Scott Cutlip is a member of the Council on Public Relations Education. Prof. Wayne A. Danielson will present two papers on journalism research.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

8/7/58 jfn

RELEASE:

Immediately

MADISON, Wis.--A new springboard will be available this fall to the novice in communications research.

Director Ralph Nafziger of the University of Wisconsin School of Journalism and Dr. David M. White, School of Public Relations and Communications, Boston University, are editors of the new volume, "An Introduction to Mass Communications Research."

First copies of the monograph, sponsored by the Council on Communications Research of the Association for Education in Journalism (AEJ), will be introduced at the AEJ convention at Columbia, Mo., Aug. 25-29. The publisher, Louisiana State University Press, plans to have the volume at bookstores by mid-September.

"Within a decade very significant progress has been made in the development and application of new research tools for the study of journalism," the editors explain. The volume concentrates on research methods in mass communication from a behavioral point of view.

Another member of the Wisconsin journalism faculty, Prof. Bruce H. Westley, has contributed a chapter on "Scientific Method and Communications Research." A former UW faculty member, Dr. Malcolm S. McLean, Jr., Communications Research Center, Michigan State University, wrote the chapter on "Research Planning."

Authors of other chapters are: Dr. Percy H. Tannenbaum, University of Illinois; Dr. Wilbur Schramm, Stanford University; Dr. Roy E. Carter, Jr., University of North Carolina; Prof. Paul J. Deutschmann, Michigan State University; and Prof. John E. Alman, Boston University, with Dr. White.

The volume is a successor to the 1949 monograph, "An Introduction to Journalism Research," edited by Prof. Nafziger and the late Marcus M. Wilkerson of Louisiana State University.

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE:

6/4/58 jfn

Immediately

MADISON, Wis.--Prof. Ralph O. Nafziger, director of the University of Wisconsin School of Journalism, has been appointed to the board of trustees of the International Center for Teaching of Journalism at the University of Strasbourg, France.

In cooperation with UNESCO, the Center annually conducts an international seminar on research and teaching methods in journalism.

Prof. Nafziger served as a member of the teaching panel for the seminar in Strasbourg in the fall of 1957.

###

U. W. NEWS

Bring

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

8/21/57 jl

RELEASE:

Immediately

MADISON, Wis.--Ten University of Wisconsin faculty members and deans who will assist the UW regents in selecting the next University of Wisconsin president have been chosen by the various University committees and divisions, Alden White, secretary of the UW faculty, has announced.

The ten, as members of a special committee, will assist the UW regents in selecting a successor to Pres. E. B. Fred. Dr. Fred became the University's 12th president in February, 1945. He will retire July 1, 1958.

The various University committees and divisions and the individuals they have selected for membership on the special committee are as follows:

The University Administrative Committee named the three senior academic deans at Madison and one dean at the University of Wisconsin-Milwaukee to the committee. They are Deans Mark H. Ingraham, Letters and Science; Rudolph K. Froker, Agriculture; Conrad A. Elvehjem, Graduate School; and Joseph G. Baier, Letters and Science, at Milwaukee.

The University Committee named Prof. Edwin Young of the economics department on the Madison campus and Prof. Frederick Olson of the history department on the Milwaukee campus.

The Physical Science and Mathematics Division named Prof. Gerard Rohlich, civil engineering department; the Social Studies Division named Prof. Ralph Nafziger, chairman of the UW journalism department; the Humanities Division named Murraray Fowler of the departments of linguistics and classics on the Madison campus.

The Biological Science Division named Prof. James F. Crow, departments of zoology and genetics, Madison campus.

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3852-M

CUT LINES

9/21/56

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE: Immediately

MADISON, Wis.--Prof. Ralph O. Nafziger³ of the University of Wisconsin School of Journalism is shown at left welcoming Folke Dahl, curator at the City and University Library of Gothenburg, Sweden, who will be visiting professor here for three months. An internationally recognized authority on the earliest newspapers of the western world, Dahl will lecture on journalism history both in the classroom and public appearances. Prof. Harold L. Nelson (center) teaches journalism history at Wisconsin.

--Gary Schulz Photo

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WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

8/22/56 vh

RELEASE:

Immediately

MADISON,--Six University of Wisconsin School of Journalism faculty members will play prominent roles in the program of the annual convention of the Association for Education in Journalism scheduled to meet in Evanston, Ill. next week.

The nation-wide organization will hold its sessions on the campus of Northwestern University for four days, Aug. 28-31.

The Wisconsin men include Journalism School Director Ralph O. Nafziger, who will serve as chairman of a seminar in content analysis; Prof. Harold A. Nelson, who will give a paper on "Seditious Libel in the Colonial Period" at a seminar in historical research; Prof. S. Watson Dunn, to talk on "Survey of Television Viewing Habits of Madison, Wisconsin Children" at a session on advertising studies in the communications field;

Profs. Scott M. Cutlip, to serve as chairman of a roundtable for teacher groups, "What, Why, Whither, in Public Relations Education"; Lester L. Hawkes, to be member of a panel at a roundtable for graphic arts teachers; and Frank Thayer, to be discussion leader at a roundtable discussion of teacher problems, specifically: "What should we stress in publication management courses?"

Graham B. Hovey, who resigned his professorship at Wisconsin this spring to accept a post on the Minneapolis Star and Tribune, will take part in a panel composed of journalism teachers who recently studied abroad on Fulbright or U. S. State Department appointments. Hovey will report on "The Postwar Italian Press."

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WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

7/26/56 vh

Immediately

Ralph O. Nafziger, director of the University of Wisconsin Journalism School, will go to Washington, D. C. to serve on a national selection committee of the American Political Science Association during Aug. 2-3.

The committee will make a selection of some 12 winners in a group of 32 young American newsmen candidates for awards to be granted by the political science association.

Winners will have an opportunity to work in the field of public affairs in the nation's capital.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

11/4/55 vh

RELEASE:

Immediately

MADISON, Wis.--Three University of Wisconsin Journalism School staff members will meet with 15 or 20 other representatives among the nation's educators, social scientists, and newspapermen at Chicago this weekend to explore the feasibility and means for a study of American press performance during the 1956 presidential campaign.

The men--Ralph O. Nafziger, director of the School of Journalism, and Profs. Malcolm S. MacLean, Jr., and Charles E. Higbie--will discuss possibilities of the project Friday through Sunday at headquarters in the Congress Hotel.

These preliminaries are supported by \$5,000 granted from the Fund for the Republic, Inc., a subsidiary of the Ford Foundation. The money was received jointly by the Association for Education in Journalism and Sigma Delta Chi, national journalism fraternity.

Nafziger is a member of the Council on Communications Research, an association body responsible for the report on preliminary findings.

####

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

3/25/55

RELEASE:

Immediately

MADISON, Wis.--Some high-level opinions on public opinion will be expressed at the annual meeting of the American Association for Public Opinion Research, to be held in Madison April 13-16.

Dr. George Gallup is president of the association, whose membership includes a veritable "Who's Who" of American public opinion researchers.

Prof. Ralph O. Nafziger, director of the University of Wisconsin School of Journalism, and Prof. Burton R. Fisher, UW sociology department, are handling local arrangements for the meeting, to be attended by some 300 specialists -- teachers and practitioners -- in the field of public opinion research.

This year's meeting of the association is being held under the general sponsorship of the University of Wisconsin with all sessions to be held at the Hotel Loraine.

Dr. Nafziger has announced the tentative program, with speakers, participants, and topics as follows:

Communications research: Herbert Hyman, Columbia University, chairman;

New areas (Research on Institutions): Charles Y. Block, director, Columbia University Bureau of Applied Social Research, chairman; John Rohrer, Tulane University, "The Social Structure of the Hospital"; Natalie Rogoff, Columbia Bureau of Applied Social Research, "The Making of the Medical Man"; Leo Bogart, McCann-Erickson Agency, "A Study of 'Operating Assumptions' in a Government Agency"; and Seymour M. Lipset, Columbia University, "The Political Structure of the International Typographical Union."

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ad one--Nafziger

Round table sessions will be chairmanned by Paul Sheatsley, National Opinion Research Center, University of Chicago, with these topics to be discussed: "Regional Polls" (Sidney Goldish, Minnesota Poll); "Employee Relations" (Eugene Jacobson, University of Michigan); "Research on Problems of the Oil Industry" (Robert Carlson, Standard Oil of New Jersey); "Copy Testing" (Jack Maloney, Research Director, Reader's Digest); "Scaling" (Ira Cisin, HumRRO); "Interviewing Problems" (Don Cahalan, American University); "International Communications Research" (Elmo Wilson, International Research Associates);

"Public Opinion - Cold War" (W. Phillips Davison, RAND Corp., chairman; Raymond A. Bauer, Harvard University; Ralph White, U. S. Information Agency); and "Developments in Methodology" (J. Stevens Stock, Alfred Politz, Inc., chairman; Paul Lazarsfeld, Columbia University; and Stanley Payne).

An "Authors Meet Critics" session will feature authors Bernard Berelson ("Voting"), The Ford Foundation, and Angus Campbell ("The Voter Decides"), Survey Research Center, University of Michigan. Louis Harris, Elmo Roper and Associates, will chairman this session.

Sessions on Motivation Research will be chairmanned by Joseph Bachelder, American Institute of Public Opinion, and Gerhart Wiebe, research psychologist, Columbia Broadcasting System.

Ernest Dichter, Institute for Research in Mass Motivations, Inc., and Burleigh Gardner, Social Research, Inc., will speak on "A Typical Motivational Research Study," and Elmo Roper, Elmo Roper and Associates, and Charles Winick, Queens College, will speak on "The Impact of Motivational Research on Market Research.

Samuel Stouffer, Harvard University, will be the main speaker at a session on civil liberties conducted for the Fund for the Republic.

Dr. Gallup will preside at a presidential session at 8:30 p.m., April 15, during which a presentation will be made of the Julian L. Woodward Award for Outstanding Achievement in Public Opinion Research.

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FEATURE STORY

1/25/55

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE: Immediately

MADISON, Wis.--Though the newspaper world he loved wrote his obituary 20 years ago, the "daddy" of journalism education at the University of Wisconsin will have a strong influence on the Golden Anniversary celebration of the UW School of Journalism, to take place in late February.

Many of the events for the two-day commemorative occasion, Feb. 25 and 26, will focus on Willard Grosvenor (Daddy) Bleyer, founder and long-time head of the Wisconsin school, of whom it has been said:

"...he started the first project of university journalism teaching that has continued without break to the present and during every year in its history set the pace for most of the others."

Speakers have been chosen for the anniversary with their association with the pioneer journalism teacher in mind.

"We've planned it that way, concentrating on people who were his students during the first 18 years of journalism on the campus," [Dr. Ralph O. Nafziger] present director of Wisconsin's Journalism School, pointed out today.

He listed within that concentration such names as Marquis Childs, syndicated columnist and staff member of the St. Louis Post-Dispatch, who will deliver the main address at the Golden Anniversary Dinner on Friday, Feb. 25; Irwin Maier, publisher of the Milwaukee Journal; Louis Lochner, author and foreign correspondent; Lloyd Lehrbas, special assistant to the U. S. Secretary of the Army; Kenneth L. Payne, executive editor of Reader's Digest; Dr. Ralph D. Casey, director of the School of Journalism at the University of Minnesota; Kenneth E. Olson, dean of the

ad one--Bleyer tribute

Medill School of Journalism, Northwestern University; Prof. Fred Siebert, director of the Journalism School at the University of Illinois; Don Anderson, publisher of the Wisconsin State Journal, and Walter Seiler, president of Cramer Krasselt Co., Milwaukee.

In a four-way salute to Bleyer, a top feature of the Friday anniversary dinner to be held at 6:30 p.m. in the Loraine Hotel, the following quartet of speakers and former Bleyer pupils will tell the laudatory story of the man whose vision and ceaseless efforts in journalism education played so important a part in developing the Wisconsin school's enviable record.

Under the title, "The First Class," Louis Bridgman, editor emeritus of the UW Extension Division, will describe the young, genial honor scholar and instructor of English, so convinced that journalism should have an honored place in UW teaching. He will outline Bleyer's pioneer campaign, showing how the instructor finally gained a champion in the UW's new president, Charles R. Van Hise, and through his help pushed into being the first classes in journalism in 1905.

With "The Early Days" as his contribution, UW Journalism Prof. Grant M. Hyde will reminisce of the time when his own services were added to those of Bleyer, and journalism at Wisconsin was widened to provide a teaching staff separate from the English department, a special degree in journalism, and practical experience in the field through the cooperation of the state's newspapers.

"Bleyer the Teacher" is the salute assignment of William A. Sumner, UW professor of agricultural journalism. Sumner will present Bleyer as he taught the creed that journalists must ever add to their liberal education and must forever honor the truth in their reporting. He will show the Wisconsin professor as a teacher appealing to his classes on an adult scholar's level but larding his instruction with the humor, color, and pungent lore of the newspaper field.

The fourth facet of the founding father, "Bleyer, the Education Pioneer," will be shown to the banqueteers by Dean Olson. The many "firsts" in journalism education which were Bleyer's innovations, the winning of friendship and support for

ad two--Bleyer tribute

UW journalism instruction from the practicing newsmen of the Badger state, and the serious scholarship of the Wisconsin educator will come under Olson's review.

Presentation of a recently executed portrait of "Daddy" Bleyer will climax the salute. Several months ago the UW School of Journalism Alumni Association commissioned UW Artist Prof. Robert Grilley to paint the oil. Using old photographs, and the helpful suggestions of those who remember Bleyer's appearance, Grilley has developed the portrait and will add finishing touches before the February anniversary date.

Lloyd Gladfelter, Milwaukee, Class of '26 and president of the journalism alumni group, will make the presentation and Director Nafziger will accept the gift in the name of the school.

Some 250 to 300 persons are expected to respond to the letters mailed early this month, inviting them to celebrate the half-century milestone. They will hear speeches by some of the nation's top journalists, will attend roundtable and panel discussions in which leading journalism educators will take part, and will gather for tours and breakfast, luncheon, and social hours during the course of the two-day program.

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U.W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

6/30/64 jb

RELEASE:

Immediately

By JACK BURKE

MADISON, Wis.--Russia is experiencing racial unrest headaches, too, the director of the University of Wisconsin School of Journalism has observed.

Prof. Ralph O. Nafziger recently returned to the Madison campus after a five-month stint as director of studies and guest professor--the only American in that capacity--at the first Berlin Institute for Mass Communications in Developing Countries.

"The USSR hands out scholarships freely to Africans to study in Russia and its satellite nations," Prof. Nafziger explained. "But the residents of such countries as Bulgaria and Austria resent the presence of these black visitors.

"The Africans resent being indoctrinated constantly in Russian propaganda; they let their hosts know they left their native countries only to study and learn, to enable them to return home with greater knowledge."

Russia has no institute comparable with the one in Berlin, he said, continuing:

"There was no propaganda involved in our institute in Berlin. We concentrated fully on teaching straight news reporting and the principles of freedom of the press--with no punches pulled. We told our students how this freedom works in other lands, and that it was up to them to apply this responsibility at home, to fit their own needs and ways of doing things."

Most of the Africans attending the institute came from Cameroun, Kenya, and Nigeria, all under British spheres of influence. They worked at home on newspapers, radio and television stations, some of them quite underdeveloped, and mainly foreign-owned.

-more-

Add one--Nafziger

The Africans, Prof. Nafziger said, "were given freedom on both sides of the Berlin Wall, and were much impressed with the vast differences between East and West Berlin, to our advantage.

"They are becoming aware, too, of the power of the press as a medium of education and information, and that the press needs leadership in their home areas. At present, their press is an instrument of the state, in most instances."

The Wisconsin educator-authority, who also presented a series of lectures at the Free University of Berlin, arrived in Berlin before the institute began in March, to devise a curriculum for the course and to establish a lecture program. He said:

"We stressed 'how-to-do-it' classes, practical news reporting, writing, editing, photography, topography, and make-up, as well as the business-side subjects of advertising, circulation, and production. New techniques in radio and TV, which are starting to step-up in activity and prominence, also came in for close attention.

"The 14 men and one woman in the group were eager students, anxious to make up ground to compensate for their lack of knowledge and know-how."

Prof. Nafziger, known widely as an international authority on research in journalism, communications, and journalism education, participated in the first International Seminar on Journalism Education and Research in France in 1957 and served as chairman of the fourth seminar, in the Philippines, in 1961. Both sessions were presented by the UNESCO department of mass communications.

The establishment of the Berlin institute was facilitated by a grant from the Hobby Foundation of Houston, Tex., aided by Axel Springer, who publishes papers in Berlin and Hamburg. Each course is of four-months' duration, the next due to start in September when Prof. William A. Hachten, of the UW School of Journalism staff, assumes a teaching role before traveling to Africa for a semester of further study of African journalism.

Release: March 30, 1954

(EDITOR'S NOTE: This is one of a series of condensations of chapters from a recent book entitled "The Challenge of Our Times" in which University of Wisconsin experts in various fields point out the chief problems man must face in this new Atomic Age.)

MAKING SENSE OUT OF PROPAGANDA

By Ralph O. Nafziger

Professor of Journalism at the University of Wisconsin

Is propaganda important in the making of social decisions? The answer, of course, is yes.

Should it be important? This is a vexatious problem to all of us and one which none of us has resolved to his satisfaction.

We haven't resolved it because we know few facts about the effects of pressure groups and propaganda. We also believe that we should be concerned not so much with what people can be persuaded to accept but with what corresponds to the facts and the truth as we see them. Also, we have been unable to determine a means for ridding ourselves of the sinister connotations which have become attached to the words pressure group and propaganda.

The question that concerns us ultimately is what various propagandists are doing and what the objectives and consequences of their activities are.

We object particularly to deceitful forms of propaganda. We object to immoral, unethical means for justifying ends, to the strategy of division, the propaganda of fear and defeatism, the honeyed words of appeasement, the play on our emotions, the attempts to hit us in soft and blind spots and all of the sinister forms of misrepresentation.

The purposive propagandists have profited by the rise in literacy and popular education in this and other countries, the development of new means of communication, and the newly acquired insight into means for getting people to respond to all kinds of appeals.

ad one--challenge

We forget how elusive words can be, and we don't always take time to understand what is being communicated to us. Many persons will take advantage of our apathies by selecting for us or interpreting for us what we get to see and hear. The facts in the materials we read and hear don't always speak for themselves. The special pleaders know these failings and make the most of them.

What does this imply?

It means that all through our school system we face the task of teaching people how to read and how to appraise reports of events. We must train readers to recognize the words of the special pleader.

Our choice is not, however, between propaganda and no propaganda. Our choice lies somewhere between diversity of propaganda--freedom of propaganda, if you wish--and the tendency in the world to impose only one channel of propaganda on the public. For propaganda works best where one channel or one source has a monopoly, where there are no competing propagandas, and where censorship can enforce concentration on a single stream of ideas.

Let us remember also that propaganda alone does not govern public opinion. Factual knowledge governs it too.

Demand more--not less--information. Demand progressively better performance by press, radio and other mass media of information, performance which will win and maintain the sympathy and loyalty of the public.

If we maintain a spirit of inquiry, tolerance of many viewpoints, and a "show me" spirit, we have an excellent chance to solve our problems in the future as we have done in the past.

(The next of this series of articles will concern the intellectual freedom guaranteed by the Bill of Rights and why it is a precious essential to the wise conduct of public affairs. The articles are condensed from chapters of "The Challenge of Our Times" now available for \$3.50 from bookstores or the Burgess Publishing Co., 426 S. Sixth Street, Minneapolis 15, Minn.)

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

10/3/57 rf

RELEASE:

Immediately

MADISON, Wis. — Prof. Ralph O. Nafziger, director of the University of Wisconsin School of Journalism, will be one of two educators who will represent American journalism education at the first International Seminar on Journalism Education and Research in France this fall.

Prof. Nafziger will attend the international meeting at the University of Strasbourg in France from Oct. 15 to Nov. 15. He is one of 25 educators from 15 nations invited to participate.

Sponsored by the University of Strasbourg and UNESCO, the seminar is designed to provide an international exchange of ideas on research, curriculum, and teaching methods in journalism, Nafziger explained. The international seminar also aims to set up regional journalism meetings to be held throughout the world in the near future.

Each of the 25 educators will give lectures to be followed by roundtable sessions. Also attending the seminar will be winners of UNESCO fellowships in mass communications and many graduate students in the field.

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THE SIGNIFICANCE OF FREEDOM OF COMMUNICATIONS

Ralph O. Nafziger
School of Journalism

*Draft for Freshmen
Forum 1953-4*

Prof. Nafziger has been director of the School of Journalism at Wisconsin since 1950. He holds three Wisconsin degrees: BA in agricultural journalism; MA in journalism, and PhD in political science. He was reporter and editor of papers in North Dakota and Nebraska and was extension editor at North Dakota State. He directed the Minnesota School of Journalism prior to assuming the Wisconsin directorship.

ad six--faculty summer plans

Seven geology staff members have summer projects.

Prof. S. A. Tyler will go to northern Michigan for the summer to do consultant work on iron deposits for the Jones and Laughlin Co. Prof. E. N. Cameron left June 8 for South Africa and a summer of investigating ore deposits there. Prof. L. M. Cline, who has been on leave of absence while teaching the past academic year at Texas Technological College, Lubbock, will conduct the UW's eight-week summer field course, geology 131. He will take the student geologists to West Texas, then north to Wyoming during the tour.

Geology Prof. George P. Woollard will spend most of the summer doing geophysical research at the Woods Hole Massachusetts Oceanographic Institute. Prof. L. R. Laudon left June 10 for Alaska and stratigraphic research along the Yukon and Koyukuk Rivers. Prof. R. M. Gates will journey to northwestern Connecticut to continue geologic mapping for the Connecticut Geological Survey. Prof. S. W. Bailey will leave the Madison campus in late summer for England and Cambridge University. His mission will be to defend his doctoral thesis.

[Ralph O. Nafziger,] director of the University of Wisconsin School of Journalism, will leave for Europe June 21 with a group of American journalism students and instructors to study problems of the European press for eight weeks.

All of the staff members of the UW Bureau of Audiovisual Instruction will attend the annual meeting of the Educational Film Library Association to be held in Chicago July 30-Aug. 1.

Charles Wedemeyer, director of the Racine Extension Center, will be the American delegate to the Community Leadership Institute to be held in Canada June 27-July 11, the first such institute to be held on this continent. It is sponsored by the Ford Foundation.

Geologist Robert W. Finley will conduct a two-week field course on the geography of Wisconsin, a course which will take instructor and students to all of the points of geologic interest in the state.

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FOREIGN ASSIGNMENT - 1953

Academic Director: Dr. Ralph O. Nafziger, Director, School of Journalism,
University of Wisconsin

This is the fifth successive year of "Foreign Assignment" since its inception in 1949 under the inspiring leadership of Dean Kenneth E. Olson of Northwestern. During that time, this Practical Experience Assignment has established itself as an incomparable laboratory for the study of journalism, political science and international relations. As such, it appeals increasingly to University teachers, professors, instructors and research assistants as well as to graduate and post-graduate students.

The program opens with a seminar session at the United Nations Headquarters in New York, and with a look in on the New York Times and the United Press. There will be lectures at the Institut d'Etudes Politiques in Paris (University of Paris), seminars at the International Court of Justice in The Hague, the European Headquarters of the United Nations in Geneva and the International Press Institute in Zurich, lectures at the University of Stockholm and a study workshop at the Editorial Plan of the Kemsley Press in London - the only scheme of its kind in Europe for the training of journalists. Members of "Foreign Assignment" will visit editorial offices, government departments and newsworthy institutions in each country.

"Foreign Assignment" affords contact with those who are making history as well as those who are reporting history - with writers, editors and leaders in government, management and labor. It surveys present political, social and economic trends in Europe, traces their origins and at the same time provides a comparative study of techniques, methods and professional standards of journalism. Curriculum: 1) Political, Social & Economic Trends in Western Europe; 2) Integration - Strategic & Economic - of Western Europe; 3) Problems of Northern Europe & Scandinavia; 4) Comparative Journalism; 5) Evolution of Professional Journalism in the 20th Century; 6) The European Press - Field Study & Analysis; 7) Radio Journalism; 8) Visual Media of Information.

But members of "Foreign Assignment" also have a lot of fun. Discussions, interviews, receptions, ballet and theater performances, operas, concerts, sightseeing, art galleries, family entertainment, folk dancing and singing are important supplementary features and combine to make this a most enjoyable program of travel and study.

ITINERARY: Leave New York by sea June 30 or by air July 6 (major international airline.)
Return: Arrive New York by sea September 12 or by air September 4.

HOLLAND: July 9 - 14
Amsterdam - Rembrandt House, Rijksmuseum, trip on canals;
The Hague - Peace Palace;
Delft - Home of William of Orange; Utrecht - Van Gogh museum; Scheveningen.

FRANCE: July 14 - 26
Paris - Bastille day dancing in streets; visits include UNESCO, MSA, SHAPE, Ministry of Foreign Affairs; the press (Le Monde, Figaro); reception at City Hall. Excursions to Versailles, Fontainebleau, Chartres & Reims, capital of Champagne industry. Theater, ballet, opera performances. Montparnasse & Latin Quarter.

SWITZERLAND: July 26 - Aug 1
Geneva - Palais des Nations lake trip, shopping & swimming. Lucerne - Mt. Pilatus; Zurich - Neue Zürcher Zeitung old town & student haunts.

GERMANY: Aug 1 - 6
Heidelberg-Castle, University, "Rote Ochs"; Mainz to Coblenz, river steamer down Rhine; Bonn; Hamburg - seminar on City & Land admin.

DENMARK: Aug 6 - 11
Copenhagen - oldest European newspaper-Berlingske Tidende; Jensen silver; Royal Porcelain; concert at Tivoli; trip to North Zealand & Elsinore.

SWEDEN: Aug 11 - 22
Stockholm - Foreign Office reception; visits to press, housing projects, cooperative ceramics factory, City Hall & Skansen museum; Uppsala - Sweden's oldest University; Goteborg - seminar on history of European Press. Sail on Swedish-Lloyd lines to London.

ENGLAND: Aug 24 - Sept 3
London-The City, Westminster, Tower of London, Houses of Parliament; visits to influential papers (The Times, Economist), Conservative & Labor Party HQ, BBC radio & television. Trips to Oxford, Stratford on Avon, Hampton Court, Windsor.

In the above summary, dates are tentative.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

12/12/52

RELEASE:

Immediately

MADISON, Wis. — [Dr. Ralph O. Nafziger,] director of the University of Wisconsin School of Journalism, has been appointed educational director of "Foreign Assignment," the University announced today.

"Foreign Assignment" is a means by which American university faculty members and graduate students can study journalism, political science, and industrial relations throughout Europe. The program, started in 1949 by Dean Kenneth E. Olson of Northwestern University, will take participants to editorial offices, government departments, and newsworthy institutions in Denmark, England, France, Germany, Holland, Sweden, and Switzerland. Olson was assistant professor of journalism at Wisconsin between 1926 and 1930.

Prof. Nafziger will be responsible for the organization of a curriculum including political, social, and economic trends in Western Europe; strategic and economic integration of Western Europe; problems of Northern Europe and Scandinavia; comparative journalism; field study and analysis of the European press; radio journalism; visual media of information; and evolution of 20th century journalism.

At the present time Dr. Nafziger is on leave from the University to study press and international news communication developments in Germany and Central Europe under the Department of State educational exchange program.



U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

9/6/52

RELEASE:

Immediately

MADISON, Wis.--University of Wisconsin regents Saturday approved one leave of absence and extended another to allow two members of the UW journalism faculty to carry out consulting assignments in Europe.

A three-month leave from October 1 to December 31 was approved for [Prof. Ralph O. Nafziger], director of the School of Journalism, to allow him to accept an assignment with the Department of State educational exchange program. He will study press and international news communication developments in Germany and Central Europe.

The regents extended to October 25 a three-month leave for Prof. Bryant E. Kearl of the agricultural journalism department. Prof. Kearl has been consulting with the Federal Ministry of Agriculture in Germany on editorial and teaching programs.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

6/6/52

Immediately

MADISON, Wis. — [Prof. Ralph O. Nafziger] director of the University of Wisconsin School of Journalism, will teach this summer at the University of Oregon at Eugene.

Prof. Henry L. Smith will serve as director during the Summer Session.

##

Public Opinion: Its Formation and Significance

Ralph O. Nafziger

Anyone who discusses the public's role in public affairs, or more precisely the role of public opinion in our society, should approach the subject with some modesty. To understand and to interpret the behavior of people is a large order. It is a pertinent subject, however, because the term is employed seriously almost every day by most of us.

The subject is a complex and somewhat nebulous one. Facts and thoroughly tested principles or laws are still scanty. The gaping spaces between the facts are normally filled with some careful observations and many contentions, hunches, and wishful thinking.

Since the term is with us every day, all of us have some feelings -- however vague they may be -- that we are dealing with a force of great importance. Even those who are contemptuous of public opinion defer to it. A Bismarck may make slighting remarks about the public and its channels of information, yet use those channels in an effort to manipulate public opinion. A dictator may seem to throttle the functioning of public opinion, yet strive by all means to sway it and to gain and retain public acceptance. Leaders in a democracy may not always care about how to discover or

to identify public opinion or to feed it properly, but contend nevertheless that the public must be properly informed.

You are familiar with the warning that the crisis which we are facing is likely to be a turning point for us. We can progress or we can yield to confusion and apathy. Since popular control of the direction which we take is a real force which we sometimes tend to forget or even to deny, it is practical for us to recognize the role of public opinion in our times.

The ferment rising in countries where formerly passive and inarticulate peoples lived their lives without much noise and commotion has increased our interest in the force which collective opinions seem to develop. Likewise the peoples in powerful countries like the United States who are fighting to avoid confusion and to maintain a feeling of security and dignity remind us that the number of people whose opinions are important is increasing as steadily as is the range of information we need to play our part as good citizens.

It may appear that physical force, rather than the force of public opinion, is dominant in the world, but there is evidence that despite the role of wars today the fight to win peoples by appeals to public opinion is important and perhaps crucial.

What motivates people to act one way or another or to change their attitudes? How do we set up effective two-way communication? Indeed, how do we find common meanings among ourselves in our effort to achieve understanding of each other and to gain unity of purpose and action? These are questions that are uppermost in our minds.

Today, throughout the world, public opinion, whether or not it develops from the grass roots or is stimulated and canalized from the top, is recognized in all countries as a powerful force which leaders watch with care and seek to measure with whatever means -- though inexact they may be -- are available to them.

It is said that governments based on public opinion are found everywhere in the world, whether public opinion operates freely or is manipulated in the interests of the state. A country like the United States depends theoretically on an informed public opinion, and since it appears that opinion can shift or develop under various circumstances, the subject is particularly intriguing.

Whatever the specific problems of communication may be in the world, a more determined effort is needed to explore

the nebulous topic of public opinion and its formation. For many of our main and unsolved problems today are centered in the misty field of human behavior and in the needs and uses of our human resources. That it is an exceedingly complex subject, and that we cannot study it microscopically with the same methods used to study many natural phenomena in our world, does not mean that it is useless to attempt more searching studies of public opinion than have been done in the past.

The formation of public opinion has become particularly significant in recent times because of the socio-economic changes in our society, or, in some parts of the world, because of demands for these changes. The rise in the literacy rate, the spread of popular education, widespread suffrage, increases in living standards and demands for increases in foreign lands, the spread of industry, the development of new channels of communication, the use of national or citizen armies, the newly exploited propaganda methods, -- all have focused attention on our subject.

It is my purpose today to outline briefly some of the subtopics which a discussion of public opinion today necessarily must include. That means some attention must be paid to the term public opinion, to the measurement of public opinion, to the formation of public opinion in terms of the media of communication and the effects of our information channels, and to attempts to influence public opinion with means such as propaganda.

Let us turn, first, for a moment to the terms which we are using. They are in themselves abstract or unclear. Unfortunately, I cannot take the time required for a detailed discussion of their definition.

Perhaps it is enough to remind ourselves that each of us is the product of unique cultural backgrounds, influences, and differences in the environment in which we developed. As a result of the differences in our backgrounds we are likely to become inclined or predisposed to have various attitudes, as we commonly refer to them. We tend to develop out of our experiences certain social and political beliefs. When we express these reactions or pre-existing viewpoints, relative to some current issue, we usually say that we are expressing an opinion. The sum of the opinions of many people on a controversial issue may be defined as public opinion.

Now a public may be several or more persons with some common interest in an issue. There are many, many publics. I suppose that we can conceive of a Terry and the Pirates

public, as well as an Eisenhower public or an American public. Some publics are large and cut across or include smaller publics. Of course, these publics do not in themselves have opinions, although sometimes in crowds they appear to act differently than the separate individuals in the group would act if each were alone. It is the individuals, however, who have opinions. Similar views on an issue held by a number of individuals may add up to what, for convenience, we label public opinion.

Since public opinion is made up of individual opinions, and an opinion is said to be a verbal expression of an attitude, it remains for the psychologist, the social psychologist, and others to tell us how personality is shaped or how hereditary and environmental factors affect an individual's attitudes. In other words, a thorough study of the formation of public opinion, which we cannot undertake in 45 minutes today, would begin with a study of the many forces that shape us before and after we become adults. We must be contented today with some of the other factors which contribute to the formation and significance of public opinion.

Over a period of many decades a sizable literature, much of it speculative, has been built up on this topic. Many notables in public life, including scholars, have been fascinated by the subject.

James Bryce, British ambassador to the United States more than half a century ago, showed how great is the role which public opinion plays in the United States. Said he:

The organs of opinion seem almost as numerous as the people themselves, and they are all engaged in representing their own views as that of "the people." Like other valuable articles, genuine opinion is surrounded by counterfeits.

Bryce, a patron saint of the pollers, was certain that it was a powerful force in this country, but he found no means in existence which effectively discovered it, except by moving among people and observing their reactions. Elections, he believed, were not adequate for the purpose. Therefore, some means should be found to clarify the views held on different issues by the public and to ascertain the direction of public opinion in the intervals between elections.

How to discover the public's views is a question which has stimulated much study since Bryce's book on the American Commonwealth was written. For, as he indicated, public opinion cannot be understood properly until it is possible

to discover and to measure it in some manner.

Leaders in our public life always have tried to discover it. They have tried to find out what the public wants and how to reconcile its views and hopes with what the leaders believe are the best and most workable policies. But any remarks about the force which public opinion exerts bring up many questions. How do you find out what public opinion is on an issue? Can it be changed?

Well, some progress is reported each year, it seems to me, in the quest for ways to measure public opinion. Although no one has developed a sure-fire formula for predicting shifts of public opinion or a foolproof stimulus which will cause changes in public opinion, the field of public opinion measurement has made great strides in recent years. I am not referring particularly to the political polls with which all of you are familiar, but rather to the surveys of attitudes and opinions, conducted by personal interview methods, which are increasing our knowledge of public behavior. These surveys are based on the idea that the best way to find out what people believe and want is by talking to them. The surveys are constantly throwing new light on the public's views and on the ways in which public opinion is formed. They are also a means for finding out what the inarticulate people, the relatively silent people, who nevertheless register their views at the polls and in other ways, have on their minds. For what is sometimes called public opinion is actually the sum of opinions among people who are especially talkative or noisy, and not the expression of an entire public. This has often been shown by surveys which reach that numerous part of the population which is not generally heard except in times of decision like election day. It is also shown by the gap which often exists between the statements by political campaigners in speeches, or in the press and radio, and in the results of surveys or elections. The noisy, the organized, and the generally articulate elements of the population often achieve their goals because of apathy among the less talkative.

Moreover, pressure groups often concentrate on the articulate elements in the population -- the opinion leaders -- in the belief that appeals to members of broad publics are unnecessary and wasteful of energy. It is generally agreed that different publics, often regardless of numerical strength, have different degrees of influence on policies or what appear to be prevailing viewpoints. But in these days, when the inarticulate elements are making

their weight felt more than ever before, the formation of public opinion assumes an ever-increasing role in our society.

So let us turn to some of the factors which contribute to the formation of public opinion.

I have already indicated that among the important determinants of opinion are hereditary and environmental factors.

A second set of determinants not wholly separated from the first set is related to our role or status in society. In other words, differences in opinion seem to be related to general factors such as age, standard of living, amount of schooling, occupation, residence in urban or rural settings, as well as factors such as religious and political affiliations. These factors are generally taken into account when field studies of public opinion are being made.

What we currently see, hear, and read or the access we have to current information also has a bearing on our opinions. At the risk of overemphasizing the importance of information sources or the information levels of our people in the formation of public opinion, I should like to spend a little time on this area of opinion determinants. It is, perhaps, one of the most controversial and widely discussed set of opinion-determining areas.

Interest in public affairs seems to be related to the amount of information which people have on current issues. A simple solution would be to supply more and more information on public affairs to people. What evidence we have on this problem seems to show, unhappily, that this solution is too simple. Moreover, overt attempts to supply information to the public and to influence public opinion sometimes play strange tricks on the campaigners.

I recall a good-natured interpretation made by a popular Wisconsin newspaperman on the impact which newspapers exert on public opinion. He told of a campaign carried on by his paper some time ago against the game of bingo. He estimated that before the campaign began probably 1,000 games were going on in this city. After vigorous attacks on the game by the paper's editorial writers, he was sure, he said, that 50,000 games were going on. The experimental crusade had not taken the direction which the paper had anticipated. It had affected public opinion, to be sure, but perhaps it had merely corroborated an assertion made long ago by Elihu Root, former U. S. secretary of state, that improvements do not generally come by compulsion but by understanding that one or another among alternatives is the better one. To achieve that understanding, Root said, requires a long pro-

cess of instruction. It is a slow process. Problems were so complex in his time, he believed, that most of the public could not understand the details of policy. He was referring particularly in this case to American foreign policy. The public, he said, could only seek to listen to the "right" voices, and pray that competent leaders of opinion would be developed.

More serious examples of the assertion that informing the public is often a slow process are found in the literature of opinion surveys.

For example, a few years ago when a nation-wide survey was made to determine how much information our people had about international organizations, it was found that few people knew anything about UNESCO. Even fewer, a mere trace, knew that the United States is a member of that organization. About a third of the people didn't know that the United States is a member of the United Nations.

When the field was narrowed down in the same year to a city in the east north central states, it was found that despite a six months' educational campaign on the United Nations, during which every conceivable channel of information was employed, the level of information among those who had been least informed about the United Nations was not raised.

It was clear, too, after these surveys that knowledge and opinions about public affairs in general and concerning the United Nations in particular were closely related to educational and information levels. It appeared that a large amount of information available to people in newspapers, magazines, and over the radio did not mean that they would become informed about a public issue. How to reach those who need most to be reached with information on public affairs is a perennial and challenging question. The results are flattering to students of public affairs who believe in wide-spread and more education. The results also indicate that we need to know much more than we now do about ways of reaching that part of our people which has not had much schooling or which is not now interested in public affairs. Information transmitted by word of mouth, among neighbors, among persons in their own social groups, and perhaps within families seems still to be vastly important as bases for forming opinions or in the formation of public opinion.

Among conclusions of the survey was that lack of interest is a serious barrier to the spread of information and that campaigners ideally should have a good working knowledge of the learning process. Those who seemed actually to be reach-

ed by the campaign were those who least needed to be "educated" -- that is, they were the better educated, the younger age groups, and those who were normally exposed to current information channels like newspapers, magazines, and radio. In other words, those interested were most accessible; in general, people seek information which is congenial to their attitudes.

Doubtless these problems are even more serious when we attempt to reach peoples abroad with information.

The world land tenure conference recently held on this campus and attended by delegates from many nations supplied some reminders of this problem. Participants in one of the workshop sessions said that in some parts of the world our efforts to transmit information to the rank and file of peoples or to exert an influence on public opinion are often misdirected. They said that this misdirection resulted from a failure to understand the behavior and motivations of peoples in those countries, and our failure to use appropriate channels of information. In some cases, word-of-mouth communication is more likely to reach large numbers of people than are the printed media and radio. Elsewhere, as in certain Caribbean areas, poetry, or something like old-time ballads, will reach people better than newfangled channels of information, although the latter are admittedly useful as means for reaching officials and opinion leaders.

How many of us assume that press and radio reach and inform almost everyone in this country. But I am sure you know of instances in which these channels of information seemed to be secondary in importance. Franklin Delano Roosevelt won successive elections without the editorial support of most newspapers in the country. The editorial writers seem to have lost these battles, although the news pages doubtless helped to win the elections for Mr. Roosevelt.

On several occasions all or all except one of the newspapers have been opposed to the candidate for mayor of Chicago who won out in the end. Witness the story of Big Bill Thompson, former mayor of Chicago. In these instances public opinion seems to have been formed more successfully by political workers busy in the precincts than by the press. The same situation is a matter of record in elections in New York City and other American cities.

The conclusion which we must draw from these instances is that the formation of public opinion is a complex process starting with the early conditioning of individuals in our society and later involving many factors. Press and radio

play their part, but organization, neighborhood appeals to self-interest, and the impact of events in the news often seem to be of primary importance. When we add general apathy and resistance to new ideas to this configuration of factors, we have a great variety of stimuli to the formation of public opinion.

It is important to remember that in our complex society we depend largely on middlemen -- media men -- for our information about our country and other countries, because we cannot observe and know independently of them what goes on in the world.

Some writers, like Herbert Brucker of the Hartford (Conn.) Courant, in his book Freedom of Information believe that the ideal would be main information channels like the press and radio, which are not attached to any party, class, or other fraction of society and which could therefore win the sympathy and loyalty of their readers or listeners. The ideal would be media of information which are devoted to objective reporting, whether they are generally circulated or represent special interests and are advocates of specific points of view. The call is for more well-balanced information.

In this country we assume, Brucker wrote, that our people will, if they are supplied with adequate information, use good judgment and make wise decisions about public affairs. In detail the theory does not always work out well because:

1. In the first place, we don't always get a balanced supply of information about public affairs through our usual channels of information.
2. Many people do not care to be informed about public affairs. These people have no particular convictions about public issues, or seem to be impervious to information about the public's business which is brought to their attention by press and radio.

In any event, it is not enough to say that the public should have this or that information, that radio should broadcast more serious lectures on world politics. Often, only a small portion of newspaper readers or radiol listeners will note, comprehend, be stimulated by, or recall what has been set before them regarding public affairs by press or radio. Such evidence as we have on this problem indicates that there is considerable apathy toward public policies and that information is, for various reasons, not reaching nearly all of the electorate. We assume that a well-informed public is essential in a democracy and that a poorly informed public is likely to be dangerous to the country,

particularly in troublesome times. It is essential, therefore, in any discussion on the formation of public opinion that we remember that part of the public does not respond to our present day means of distributing information.

Consider for a moment that in a recent survey in the Middle West, only half of the adults in a representative sample who were questioned could pick out Korea on an outline map of the world. Only 32 per cent could locate Jugoslavia and only 64 per cent China. Fifteen per cent of a similar sample in the same area identified Dr. Philip C. Jessup (one of our delegates to United Nations meetings) among "leading Communists," and believe it or not, 7 per cent put George Sokolosky, the columnist, whom I would call conservative, at least, in the same bracket.

Well, newspaper men like to quote Jefferson's words, "And if it were left to me to decide whether we should have a government without newspapers or newspapers without government, I should not hesitate to prefer the latter." Occasionally the next sentence is quoted too: "But I should mean that every man should receive those papers and be capable of reading them."

Most of our people today receive a newspaper and have access to a radio set, but unhappily not all are capable of or are interested in reading and listening to the information which is thereby brought to their attention. Low levels of literacy are not alone responsible for this situation. Much depends, it appears, on the manner in which the news is served the public.

In the Midwestern state in which the information about map reading facility was obtained, 75 per cent of the adults read no book in a year, 25 per cent read no magazine of any kind, and 66 per cent are not reached by the movies. That leaves the newspaper press and the radio as the main channels of information to the public in general.

But if names make news in the press and radio, it may seem odd that only a third of the people interviewed could identify Franco, about 16 per cent knew who Nehru is, 66 per cent could spot Eisenhower, but 75 per cent knew Tallulah Bankhead, and 95 per cent identified correctly the name of a local newspaper columnist. Ten per cent couldn't name the governor of the state. The fact that names appear regularly in the newspapers and in news broadcasts appeared to give no assurance that the name was generally known.

It is significant, too, that book and magazine readers could identify well above the average of names in the news. There

was little or no relationship between movie attendance and information levels. Direct relationships were indicated between the amount of schooling and facility in identifying names in the news. Those who appeared to participate actively in community and social affairs were likewise more familiar with news-worthy names than were those who were not socially active.

So, much significant news goes unread. If 22 per cent of the space devoted to foreign news is read and recalled, the situation is normal. Roughly the same percentage applies to state and national news. Local and county news registers somewhat higher interest. But average interest in all pictures published in issues of newspapers is more than 50 per cent, and the comics reach a rating almost as high as pictures in general.

Few persons read all of the editorials.

Crime and accident items are widely read, as editors have known for a long time. Average reading of politics, news of people, sports, war, and education follow. Such categories as religion achieve considerable readership in farm areas and the smaller cities.

In the smaller communities, the local newspapers are more intensively read than in larger urban areas, perhaps because the volume of reading matter available in large city newspapers is far greater than it is in the smaller population centers. Whereas, on the average, 17 per cent of a large daily paper is read, the figure is 30 per cent for the small city and 40 per cent for the community weekly newspaper.

Whether it is curiosity, verbal ability, or a set of other factors, it appears that those who read much in one area of information in the press also read more than the average of other kinds of news. Some set of factors, therefore, seems to underlie the extent to which the news of the day interests readers. Among these factors appear to be job prestige, social status, voting registration, interest in public affairs, tendency to read magazines, and a liking for serious discussions on the radio.

Reading of comics and observation of news pictures appear to be a general habit, unrelated to the reading of other kinds of news.

Reading of editorials seems to be related to high rank in age, income, educational levels, magazine and book reading habits, interest in world affairs, information levels, and registration for voting.

In general, a small proportion of newspaper readers reads a relatively large amount of the day's news, and most readers read a little of various news categories such as foreign news, feature articles, war-related news, economics and business, religious, and sports news.

Followers of the comics, editorials, leisure-time and cultural activities, either read little or much of these categories. Few read an amount centering about the median.

Three reading factors, or related groups of reading interest, seem to emerge from these findings:

1. One factor involves easy to read, entertaining material such as sports, comics, pictures in general. That is, the person who goes for sports news in a big way, also goes for comics and features.
2. A second factor concerns largely public affairs: news of politics, government, economics and business, and war-related activities. In other words, the reading of political news is related to the reading of news in the field of business, economics, war.
3. Third, and close to the second factor, is a configuration including news of social affairs, science, health, leisure-time activities. In the small city, religious news was also grouped in this factor. Heavily represented among these readers are conspicuously women and middle-aged or older people in general.

Ask yourself in which classification you belong, for you are, or should be, better than average readers and listeners to serious discussions of public affairs.

It follows that a substantial number of readers would be lost to the readers of newspapers if any one of these three factors were neglected by the newspapers. It may be, of course, that there are other factors or groupings which are not met by any material which now appears in the mass media of communication. But the scant data supporting these observations suggest that the food for opinion (the significant information which we hope is the basis for decisions that people make about public affairs) fails to reach many people. It can reach a complete cross-section of the population only in terms of the peculiar interest which various other kinds of news materials (comics, editorials, pictures) arouse. The available data indicate that various devices must be used to disseminate information widely.

But let's now turn to another factor in the formation of public opinion. Granted that an aroused public opinion can exert force in our society, and that information on public

affairs is hard to put over, there is also evidence that public opinion can -- under favorable circumstances -- be created, changed, or manipulated.

The United States has long been a great laboratory for observing the interplay of opinions. The competition of ideas and the efforts made by interest groups to change or control opinions have become particularly noticeable because of changes in our society and our changing needs from time to time.

Changing Social Needs

We are being bombarded as never before with all kinds of impressions and viewpoints. This results in part from the nature of our society:

In the first place, our social needs change from time to time, and consequently the ins and the outs, the advocates of change and the advocates of the status quo will argue about social and political values and will struggle for power. Our society consists of understandings of one sort or another, and also sets of misunderstandings, points of real contention, needs for new understandings in the light of new developments. And these changing needs stimulate widespread discussion and argument.

Our society, therefore, stimulates argument and facilitates special pleading. It likely wouldn't be a democracy if this were not the case. We have come to accept contention among competing groups in our communities as a manifestation of the liberties we enjoy. In other words, we believe that the dangers which lie in a struggle among competing viewpoints and power groups are less sinister than the danger which lies in a centralized or arbitrary control of opinion.

In a democratic society, also, the extent and limits of freedom are determined basically by public opinion. To maintain our freedoms our people must believe in them, and if necessary be urged and stimulated to believe in them. Since there seem to be many interpretations of "freedom" and "freedoms," the public is subjected to pressure from all kinds of interpreters.

In turn, leadership in our country depends on public approval and therefore seeks to win and to maintain approval. The same is true of those who seek to assume leadership.

Since opinion leadership in the United States is diffused and decentralized, the battle of words goes on and on.

This give and take is, in fact, a safety valve or at least an outlet for the common man who fears what he does not understand, who distrusts leaders who do not prepare him for forthcoming issues and troubles.

In summary, we have in this country fertile soil for the development of pressure groups and special pleaders of all kinds.

To talk about pressure groups (representing special interests) and propagandists, however, as something foreign to us or alien to our society is to talk in a vacuum, it seems to me. We do not propose blindly to accept them and their viewpoints. They have been the subject of many sordid stories. One often over-emphasizes, however, the idea that all pressure groups and all propaganda are anti-social.

We must, of course, evaluate carefully the evidence they submit to us. We must read and listen to our information channels with care and discrimination. But pressure groups and propagandists doubtless are here to stay, the sinister and the public-spirited alike. They require study.

Propaganda

So let us turn briefly to propaganda--the word that means different things to different people. Propaganda is essentially concerned with the propagation or dissemination of ideas. It stems from a desire to influence the minds of others, to seek gains of one sort or another. It applies to various methods used to influence attitudes and public opinion and to stimulate people to action.

The simplest procedure for me would be to deal only with the menace of propaganda and pressure groups and to suggest a pat solution. I don't believe, however, that such an approach would be realistic.

"Good" people as well as "bad" people use propaganda. People who profess high standards of ethics, and others who care nothing about ethical principles, employ propaganda to promote causes in which they are interested. After all, some of our best people engage in it, and some of them use time-worn tricks of the trade as we can witness almost daily.

Propaganda is a troublesome word. To many of us it is all bad, a despised business of hoodwinking other people,

involving what someone has called the "dictatorship of palaver," or the changing of attitudes rather than the clarifying of them, the attempt to confuse people and to prepare them for the kill.

But propaganda may also be used sincerely to help society. Most of us believe that propaganda in behalf of vaccination is not bad. Our government believes that the Voice of America, official radio programs beamed to other countries, is good propaganda. All of us have trouble drawing a line between propaganda which we don't want and propaganda which we want carried on. Most of us would like to define the word narrowly and to confine it to the kind of propaganda we don't like. Narrow interpretations, it seems to me, define propaganda as something always concealed, emotional in appeal, controversial.

Is it always concealed? I don't believe it is.

Is it always based purely on irrational or emotional appeals? Not always.

Is it always connected with controversial matters? Surely not in the case of the Red Cross.

Is it all-powerful as we are sometimes led to believe? Apparently not. It is a question whether any country has ever been won over by propaganda alone. In practice, has Soviet Russia ever won over a country merely by employing propaganda alone? Did the Nazis? No. Propaganda feeds on events which it can exploit; it builds on hopes and desires which it reinforces and accelerates. It is used by governments as one form of weapon against their enemies and opponents. It is not generally a weapon used independently of other means--like force--to win battles. As a matter of fact, propaganda is widely used to explain government agencies to the home public. In addition, it is used by governments to promote national interests abroad. The United States is now heavily engaged in this enterprise.

In recent years, we have virtually tripled our support of the Voice of America abroad.

We contend that our radio Voice follows the "strategy of truth," that we do not propose to deceive or intentionally to mislead our listeners abroad. It is still propaganda, however, which our government is carrying on because it believes that we must defend ourselves and explain ourselves on the propaganda front--whether we like the game or not--just as we must sometimes meet artillery with artillery on the military front.

It is clear that propaganda is, unhappily, a part of our

present-day social and political organization. The question which concerns us ultimately is what various propagandists are doing and what the objectives and consequences of their activities are.

What we object to particularly are the deceitful forms of propaganda which are personified in our minds by certain evil geniuses like those who have advocated the big lie. We object to immoral, unethical means for justifying ends, we object to the strategy of division, the propaganda of fear and defeatism, the honeyed words of appeasement, the play on our emotions, the attempts to hit us in soft and blind spots, and all of the sinister forms of misrepresentation which we have observed in this and other countries in recent times. So, what we don't like is misrepresentation and non-truths.

We object justifiably to these activities. It is important that we try to recognize and to meet propaganda which is hostile to our principles, for fear that, as Sidney Hook said recently, these propagandists will blot out the evidence of genuine progress which we have achieved. We hope also that we can continue to see enemy propagandists fall apart against the weight of opinion, as has happened before, because they cannot justify themselves in the end.

I hope that most of us will agree with one special pleader with whom I agree--that we must move strongly against actual sabotage and espionage by ill-wishers who hope through conspiracy to destroy our society. But this writer cautions us likewise not to overestimate the power of propaganda in itself and to be watchful of tendencies to silence with police controls freedom of discussion among persons who oppose our views. We must combat alike, he writes, the conspiracies against our government and those who tell us that we should despair, that we are weak, that the country is in a bad way.

Our choice is not, however, between propaganda and no propaganda. Our choice lies somewhere between diversity of propaganda--freedom of propaganda if you wish--and the tendency in the world to impose only one channel of propaganda on the public. For propaganda works best where one channel or one source has a monopoly, where there are no competing propagandas, and where censorship can enforce a concentration on a single stream of ideas. The menace of some forms of propaganda is real, but the right to discuss, to argue, to propagandize is a privilege which is, as a matter of principle, considered by many people preferable to regulations

which would decide who shall and who shall not have the right to be heard.

Let us remember also that propaganda alone does not govern public opinion. Factual knowledge governs it, too. We can continue to apply critical questions to pleas for our support on social issues. We can ask of special pleaders:

1. What are they saying? Is it true as far as my sources of information go? Does it seem to be soundly based?
2. For what purpose is he talking? Who really cares? Who benefits? In whose interest? Why are they talking?
3. Will action on it benefit the sponsors alone or also those to whom it is directed? What is the effect? Who gets what and how as a consequence?
4. Who opposes it?

Secondly, suppose that we admit that truth doesn't always win over falsehood and that freedom of discussion leaves open the gates for selfish and greedy interests. But we can recall a few lines of Walt Whitman which an American historian recently quoted:

"We know well enough that the workings of democracy are not always justifiable, in every trivial point. But the great winds that purify the air, without which nature would flag into ruin--are they to be condemned because a tree is prostrated here and there, in their course?"

Thirdly, we can oppose false information because it is false, not simply because someone is concerned about the effect it may produce. It is particularly the authoritarian or the totalitarian government, you will remember, that talks most volubly about the effect of so-called "bad" information. Recall the Press agreements in the 1930s which were urged and stimulated in Europe by dictatorships to control what they called information injurious to their countries and their leaders. Recall also the inability to this day of the UNESCO subcommittee on freedom of information and the press to reach agreement because of demands of Soviet Russia and other states for more--not fewer--restrictions on free and equal access to information and free distribution across national boundaries of information.

Finally, we can find comfort, too, in the evidence that propaganda ultimately must prove its points; that progress, fulfillment of promises, and victory are the bases of successful propaganda in the long run.

The menace of propaganda can best be met, in summary, where our information channels are kept clear and open by:

1. Resisting the paralysis of censorship, keeping up free access to information at the source of information, resisting barriers to reading, listening to and discussing public issues.
2. Demanding more -- not less -- information and demanding progressively better performance of our information channels such as press and radio.
3. Keeping open information channels which are independent of government.
4. Continuing our surveillance of the hired hands of propaganda sources, like lobbyists in our capitals, and the foreign propagandists in this country who are now required to register with the federal government.
5. Doing whatever we can to see to it that our institutions, including our information channels, perform in a manner which will keep them in touch with our people as a whole and which will win and maintain the sympathy and loyalty of the public.

For freedom of expression and resistance to propaganda dangerous to our institutions are more likely to be maintained, censorship is less likely to increase, and the gulf between leaders and people is less likely to widen, if the people are not made apathetic to public issues by unpopular performance of our social and political institutions.

Conclusion

In conclusion, let me repeat a few assertions which I have made, as a basis for whatever further thought you wish to give to our subject.

1. Public opinion is listened to or attended to in all countries, whether as a part of democratic processes or whether in an authoritarian situation where it is watched and manipulated.
2. To promote "what is good for society" is a difficult task. The individuals who make up publics want to know how they are affected and what rewards any side of a given issue has to offer them.
3. Education on a broad scale is a necessary objective if the level of interest in public affairs, in information on public issues, and in public opinion is to be raised.
4. The individuals who show interest in public affairs

and take their part as citizens in public affairs play the main part in the formation of public opinion.

5. The need for the widest possible public information programs calls for open sources of information and public demand for constantly improving performance by our mass media of information.
6. The level of public opinion depends in fact on the food for opinion which can be served to all segments of our population as a basis for improving it.
7. We have arrived at no sure-cure or panacea. We can restate the thought, however, that if we keep up an active spirit of inquiry, a tolerance of varied viewpoints, and a "show me" attitude, we have a good chance to improve public opinion and to solve our problems as we have done in the past.

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

7/21/51

RELEASE:

Immediately

Sheboygan, Wis.--The University of Wisconsin Board of Regents today put its weight behind a plan to strengthen the UW's traditional leadership in the social sciences when it approved the allocation of \$6,915 in operating funds for 1951-52 to the new Social Science Research committee set up by Pres. E. B. Fred last week.

Chairman of the new committee is William H. Sewell, professor of rural sociology. He will devote half time to his new assignment, occupying an office in Bascom hall.

Other committee appointees are:

Profs. Virgil Herrick, School of Education; Willard Hurst, Law school; W. Donald Knight, School of Commerce; and [Ralph O. Nafziger,] School of Journalism. All five have national reputations as social science research leaders.

Chairman Sewell will report to Dean Conrad Elvehjem of the Graduate school and to the faculty division of social studies.

The new program has the backing of the University's administrative committee, the social studies division, and the research council of the graduate division of social sciences.

President Fred charged the new committee to "make continuing appraisal of the state of social science research in the University, encourage long-range planning and coordination of work, stimulate new fields of inquiry and new methods of research, advance training in research, and help obtain funds adequate to these purposes."

--more--

ad one--social sciences

Specifically, the new committee will:

1. Be the central agency responsible for recommendations for the allocation of special designated funds.
2. Request and receive progress reports.
3. Develop and administer facilities in aid of social science research.
4. Consult with or seek support of any person or agency on any matter affecting social science research at the UW.

"This is another supplementary approach to the program at Wisconsin which has been under way for a great many years, and we hope it will stimulate added research here and attract able young scholars to the social sciences," Dean Elvehjem said today.

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U. W. NEWS

6/23/50

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE: *file* June 25 and thereafter

Madison, Wis.—A day of rededication to "our faith in the ideals of liberty and justice on which this nation was founded" was led by country newspaper editors throughout the nation today, (June 25).

[Director Ralph O. Nafziger,] University of Wisconsin School of Journalism, in commenting on the observance, said:

"Rarely in our history has reaffirmation of our faith in freedom, justice, and the dignity of the individual been more urgent than it is today. The rededication program of the National Editorial association should stimulate all American citizens to see clearly the ideals which have made us the greatest nation on earth and to take an active part in the maintenance of those ideals.

"To play our part intelligently we must be properly informed. We must have access to a balanced flow of information, and we must wish to be informed so that we can make decisions wisely. The best defense of our democracy is an informed people who are determined to make our ideals work in behalf of all of our people."

Principal rededication service was scheduled at historic Plymouth Rock, Mass., to which the nation's country editors made a pilgrimage.

The resolution adopted by the NEA which touched off the national rededication observance called attention to the present world state of distress, poverty in many lands, and the deadening of appreciation of America through theories foreign to the American way of life, and concluded:

ad one—rededication

"Hereby be it further resolved that the National Editorial association shall make a pilgrimage to Plymouth Rock...for the purpose of reliving those inspiring events which played an important part in the early life of our country, and reaffirming our faith in the ideals of liberty and justice upon which this nation was founded."

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U. W. NEWS

8/30/50

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

Madison, Wis.—The nation's three journalism teaching groups were merged into one, and Dr. Ralph O. Nafziger, director of the University of Wisconsin's School of Journalism was named its president at a joint convention of the three groups here Wednesday.

The three groups, American Association of Teachers of Journalism, Association of Accredited Schools and Departments of Journalism, and American Society of Journalism School Administrators, were merged into the new group, the Association for Education in Journalism.

The merger, effective January 1, 1951, climaxed three years of negotiations and parliamentary maneuvering. Besides President Nafziger, officers elected to head the new organization include Prof. J. Edward Gerald, University of Minnesota, first vice president and president-elect; Prof. Donald D. Burchard, Texas A. and M., second vice president; and Prof. Elmer F. Beth, University of Kansas, secretary-treasurer.

The election climaxed a three-day joint convention of 213 delegates from all over the nation. Featured speakers, panels, and the delegates themselves spent the three days in a critical analysis of both the teaching and the practice of journalism.

-more-

ad one—new merger

From the editors of daily and weekly newspapers, the teachers heard criticism that varied from those who thought "a liberal education without the gimmicks of the craft" the best preparation for aspiring journalists, to those who thought a journalism graduate untrained unless he could operate a linotype machine.

The editors, and the teachers too, had critical words for the press, the radio, and other news communication media.

William T. Evjue, editor of the Madison Capital Times, told the teachers:

"Newspapers today, particularly the 'monopoly press', are part of an economic order based on entrenched wealth, and thus defenders of the status quo; and the press associations, supposedly the arteries for exchange of facts, have become hardened...and hold back truths which a democratic electorate needs if democracy is to survive."

##

To: Bob Taylor
From: Ralph O. Nafziger

File

Rarely in our history has reaffirmation of our faith in freedom, justice, and the dignity of the individual been more urgent than it is today. The re-dedication program of the National Editorial Association should stimulate all American citizens to see clearly the ideals which have made us the greatest nation on earth and to take an active part in the maintenance of those ideals. To play our part intelligently we must be properly informed. We must have access to a balanced flow of information, and we must wish to be informed so that we can make decisions wisely. The best defense of our democracy is an informed people who are determined to make our ideals work in behalf of all of our people.

RECEIVED

JUN 15 1950

NEWS SERVICE

"The best method of strengthening a department is to bring in first-rate scholars from other institutions to lead with the support of the administration in the reconstruction of the department and to serve as a nucleus to attract young men of promise."

—The University "Report Card"

J-School Makes a Comeback

A THREE-DEGREE alumnus has taken over in South Hall—and things are different.

Ralph Nafziger, BS'26, MA'30, PhD'36, is back at the University of Wisconsin as director of the School of Journalism. His standards give real promise of restoring Wisconsin to the leadership it held in journalistic circles in the days of W. G. "Daddy" Bleyer.

Dr. Nafziger reported for duty from the University of Minnesota in September of 1949. After just one semester under his direction, the UW J-School is moving forward on its teaching, research, and public service fronts.

At the outset, Director Nafziger is working a sort of "double envelopment movement" in the field of journalism teaching. He is at one and the same time expanding the broad cultural base of the journalism curriculum and also expanding the opportunities for advanced specialization.

J-School No Trade School

Nafziger sees a journalism department as no trade school. He wants his journalism graduates to be intelligent, well-rounded citizens first, and writer-technicians second.

"The achievement of a liberal education is basic to journalism training," he says. "The newspaper press and the other media of information operate in a complex society, and the prospective journalist must learn as much as he can about the world in which he expects to live and work. Substance, in this situation, is fully as important as form. The newspaper man cannot contribute meaningful information or opinion unless he has adequate understanding of his subject with intelligence, perspective, and a background of study and experience in past and contemporary society."

So journalism majors at Wisconsin today are being encouraged to spend four-fifths of their time out-

side of the School of Journalism. To promote the same idea in the School of Journalism itself, Nafziger, has, for example, changed the name and content of one course from *Editorial Writing* to *Interpretation of Contemporary Affairs*. And he has brought in a young AP correspondent to handle it: Graham Hovey.

This is not to say that the Journalism curriculum is being watered down. As a matter of fact, increased emphasis is being placed on sound teaching of basic subjects like reporting and copy-desk. These courses are now being taught by senior staff members in small sections, rather than by grad assistants in unwieldy groups.

Coupled with this attack toward the objective of broad and deep basic training in South Hall is a plan to offer more and better specialized courses for outstanding students.

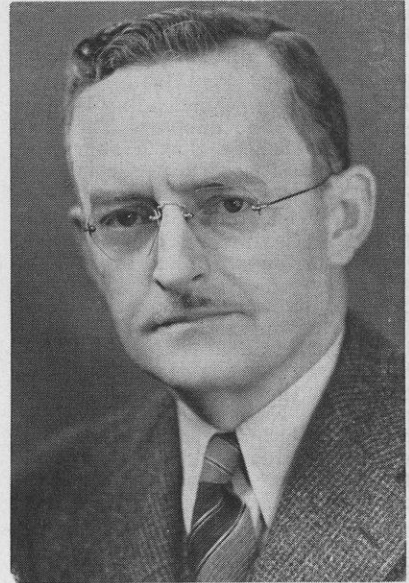
"The specialized writer is becoming year by year more conspicuous on newspaper staffs," Nafziger believes.

Consequently he has, for instance, brought back to full-time teaching a former assistant-to-the-president, Scott Cutlip, to expand the J-School offerings in public relations work; and has authorized an advanced course in science writing, to be taught by a former editor of the *Wisconsin Alumnus*, Clay Schoenfeld.

The Press and Society

Running throughout this double-barreled teaching program is a continuing emphasis on those courses which will help the student of journalism to realize the relationships of press and society, and the opportunities that a free press offers to him and to the community, like Prof. Henry Ladd Smith's *History of Journalism*.

"His education should make the 'J' student realize the community interest which is invested in his works," Dr. Nafziger says. "It should



Professor Ralph O. Nafziger, '26
Director, School of Journalism

include a study of the great possibilities, the achievements, and the limitations which have been woven into the history of journalism. Since the best support to the freedom of press is public approval of the job which the press does from day to day, we want our students to train themselves from the beginning to accept the responsibilities of their craft."

Nafziger is all for extra-curricular activities on the part of his undergraduates. He has established a close liaison with the *Daily Cardinal* and other student communications media.

He declares:

"Extra-curricular activities offer a student a chance not simply to satisfy his wish for self-expression, but to train himself in the exercise of good judgment, in the careful assessment of news values, in fairness and sportsmanship in means for appraising the consequence of his acts, and in all the other opportunities which the trusteeship granted to him by the whole college community offer him."

★ In 1947, a junior in journalism, Bob Sollen, switched his major to political science, tiraded the J-School's "stagnant and obsolete classes" through the *Daily Cardinal*, and thereby stoked a fire long-smouldering in South Hall. The anonymous report on these pages tells what has followed.

Research is Ralph Nafziger's middle name. His pioneering work in the application of journalism research to the problems of individual newspapers has brought him a national reputation. He was director of research in the University of Minnesota School of Journalism. He has served as chairman of the research committee of the American Association of Schools and Departments of Journalism. He was chief of the media division of the Office of War Information. He won a Sigma Delta Chi research award. He is a contributing author of *Communications in Modern Society* and an associate editor of *The Journalism Quarterly*.

So if Ralph Nafziger's coming to the University of Wisconsin means any one thing, it will mean a vastly stepped up program of journalistic research. Given adequate funds and equipment, his will be the role of stimulating graduate work on communications media in his own and other departments on the Hill.

"We need research men capable of carrying on a continuing appraisal of newspaper processes and of the performance of the mass media," he says.

"Stumping the State"

The public service program—the Wisconsin Idea applied to journalism—is already in high gear.

Nafziger has been stumping the state, speaking to big daily men and country weekly editors alike. And the editors have been coming to Madison, too. Last fall the School of Journalism and President E. B. Fred entertained daily and weekly editors and radio men at conferences about the University. On the fire now are Madison sessions for editorial writers. The J-School School is sponsoring a "house publications contest" for the publications of Wisconsin industrial and business firms. Prof. Lester L. Hawkes is sparking a state-wide "revival" for improvement in the typography and makeup of Wisconsin weeklies by running a series of "clinics" all over the state.

For both students and publishers alike, the School has started an employment service, designed to bring graduates and employers together quickly and effectively. Other public service activities are in the planning stage.

"The public has become more and more articulate in its demand for good performance by press, radio, motion pictures, and other media of mass impression," says Alumnus Nafziger. "These demands are a challenge to those who control and operate our communication media. They are a challenge also to the schools of journalism which have an opportunity to establish a stimulating atmosphere in which the student can explore the practices of the press and the social setting in which our information channels operate."

All told, under its new director the UW School of Journalism is meeting its obligations to students, faculty colleagues, and the profession as never before.

"What does the University do to make the student a moral, intelligent, and well informed citizen with a deep sense of obligation to the community?"

—University "Report Card"

Analyzing Current Trends

OUR WORLD—its current headaches, problems, and assets—is being rolled up in a nutshell for seniors at the University this semester as top educators in a dozen fields present a course in *Contemporary Trends*.

Open to all seniors, the course offers a probing examination of the interaction between science and traditional political, economic, and social behavior. It is the study of many social advances and problems which stem from this interaction.

"The course in *Contemporary Trends* is one way in which the University is trying to meet its obligations to citizenship training," says Prof. Farrington Daniels, chairman of the committee which gives the course.

"The program is designed to encourage student awareness of (1) problems created by our era and of (2) his obligations as a citizen to these problems. *Contemporary Trends* aims at being an important adjunct to the student's specialized educational program," Professor Daniels explains.

The court is divided into four major sections.

First unit is two weeks devoted to the broad world picture. Lecturers from various departments will consider the Russian attitude toward the West, international Communism, social control, and structure and science of western society.

Second major division is the promise and threat of atomic energy. This section will describe atomic structure, its development, its part in research and industry, biology and medicine, and its use in warfare. After the stage is thus set, further lectures will delve into the problem of atomic energy control, science and national control in Russia and the United States, and the part played by UNESCO.

The third section turns to our nation, its responsibilities and opportunities. This division primarily will consider a wide range of social problems such as unemployment, inflation, labor, housing, minority groups, and intellectual freedom.

Completing the four-star parade will be the section on current and emerging world problems. Population, food, fuel, water, political division in Europe, world trade, European union, the United Nations, and world government are a few of the topics to be discussed.

A total of 48 lectures will be given by noted members of the University of Wisconsin faculty and guest lecturers.



FRONT PAGE CLINIC: Dr. Ralph O. Nafziger, director of the School of Journalism; Claude "Mud" Eames, '22, publisher of the *Elkhorn Independent*; and Prof. Lester L. Hawkes study the *Elkhorn* weekly. Nafziger is an enthusiastic booster of these community newspaper clinics.

Last year the University's 100th anniversary was celebrated with 38 Founders Day banquets. This year, on its 101st birthday, Badger alumni across the nation are doing even better with . . .

46 Founders Day Banquets

BIG ANNIVERSARY celebrations are supposed to be followed by lulls, lapses, inaction. These periods of passivity are supposed to come on the 11th, 26th, 51st, 76th anniversaries—always the year after excitement and celebration. The 101st anniversary is expected to be a similarly "tired" year.

But it wasn't for the University of Wisconsin on its 101st anniversary.

Last year was the "big" year, a whole 12 months of Centennial activity and a record of 38 February Founders Day banquets in as many cities from Madison to Berlin, Germany. Next year, 1950, would be the "dead" year, predicted many; but Wisconsin alumni across the nation have gone ahead to give a record-breaking 46 banquets spread over January, February, and March.

On Campus

On the home campus the radio-broadcast banquet was sponsored by the Madison Alumni Club and the main speaker was incumbent Republican Sen. Wayne L. Morse, '23, of Oregon. Other speakers were Gov. Oscar Rennebohm, '11; Pres. E. B. Fred; and John H. Sarles, Minneapolis, president of the Wisconsin Alumni Association.

Held in Great Hall of the Memorial Union, the banquet was attended by some 350 alumni. Nearly two special tables were filled by classmates (1923) of Senator Morse. The radio broadcast was sponsored by the national WAA.

The senator's talk, *Sunset or Sunrise for Peace*, was an outspoken warning against scuttling our national bipartisan foreign policy—a project under consideration by several Republican leaders. Senator Morse believes "every communist in America and every Russian in the Kremlin" would welcome the disunity that would be created in the United States if the Republicans or the Democrats "ever failed to recognize the importance of ending partisanship at the water's edge insofar as our foreign policy is concerned." (His polemic is printed in full beginning on page seven of this issue.)

The Madison banquet also gave special recognition to the School of Commerce for its 50th anniversary, to be celebrated in May. In saluting the School, five of its nationally outstanding alumni sent tape recordings of their congratulations.

Musical entertainment this year came from the 55-voice mixed A Cappella choir, directed by Prof. Paul Jones (see picture on facing page). The choristers presented the premier performance of a musical composition recently completed by Prof. Raymond F. Dvorak during his long recovery from a nearly fatal railroad accident two years ago.

Madison club directors whose terms were expiring were unanimously re-elected to serve three more

years. They are Mrs. Ray Dvorak, '34, 2001 Jefferson St.; Mrs. O. C. Fox, '17, 3317 Lake Mendota Dr.; and Dr. Arnold S. Jackson, '16, club president and toastmaster at the banquet, 16 S. Henry St. Club officers, elected at a later date, will be announced in the April *Wisconsin Alumnus*.

Fred in Janesville

The next day, in Janesville, another Founders Day banquet was held and the speaker was Pres. E. B. Fred. His "report from the Bascom Hall office" was given to 100 alumni and friends of the University and told of a new emphasis at Wisconsin on a younger faculty "full of the zest of teaching."



—Kenosha Evening News.

AT KENOSHA: Founders Day, Thursday, Feb. 2, was also "Huxhold Night," with guests (left to right) Ken Huxhold, 1950 football captain and right tackle; Head Coach Ivy Williamson; Bob Downing, center; and Jim Hammond, defensive right halfback. Huxhold and Downing are Kenosha men; Hammond was formerly from that city. Here the four are pictured as they look inside the new *This Is Your University* publication which was circulated at many Founders Day banquets.

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

12/5/49

RELEASE:

Immediately

File

Madison, Wis.--Director [Ralph O. Nafziger] and Profs. Frank Thayer and Grant Hyde of the University of Wisconsin School of Journalism have contributed to "New Survey of Journalism," just published by Barnes & Noble, New York.

Dr. Nafziger has written the chapters "Political Affairs Create News," "Syndicated Features and Illustrations," and "Mechanics of Publication."

Professor Thayer wrote "Publishing the Business Press," and collaborated on the chapters "The Law Limits Journalism," and "Making Journalism Pay Dividends."

Professor Hyde supplied the foreword for the volume, which has been called "the most modern, comprehensive, and workable textbook in its field."

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U. W. NEWS

9/9/49

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Monday, Sept. 12

*File
Nafziger, Ralph*

(cut-line for attached mat)

The University of Wisconsin welcomes back one of its own today when Ralph O. Nafziger returns to South hall as director of the School of Journalism where he has been both student and teacher.

Dr. Nafziger holds three Wisconsin degrees: the B. A. in agricultural journalism, 1921; the M. A. in journalism, 1930; and the Ph.D. in political science, 1936. His wife, the former Monona Hamilton of Madison, is also a Wisconsin Journalism graduate.

Dr. Nafziger has been reporter and editor of newspapers in North Dakota and Nebraska, and has been extension editor at North Dakota State. He was assistant professor in the Wisconsin School of Journalism from 1928 to 1935, then left to join the staff of the University of Minnesota School of Journalism as associate professor. He has directed the Minnesota school's research division since 1944.

During the war Dr. Nafziger was consultant to the Office of Coordinator of Information and chief of the media division of the Office of War Information.

In 1937 he received the Sigma Delta Chi award for research. He is the author of "International News and the Press," a contributing author to "Communications in Modern Society," and an associate editor of the Journalism Quarterly.

"His coming brings to Wisconsin one of the ablest and best known leaders in the field," Dean Mark H. Ingraham says of Professor Nafziger's appointment.

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FACULTY

Nafziger Comes Back

PROF. RALPH O. NAFZIGER, '21, of the University of Minnesota, has been appointed director of the University of Wisconsin School of Journalism.

The action followed the acceptance of the resignation of Prof. Grant M. Hyde, director of the school since 1935, so that he might devote his time to teaching and research.

Dr. Nafziger, who is a former University faculty member and University graduate, will begin his term in the Fall. Nafziger, who is 52, holds three degrees from the University of Wisconsin. He received his bachelor's degree in agricultural journalism in 1921, earned his master's in journalism in 1930, and a doctorate in political science in 1936.

At present the new director is head of the University of Minnesota's journalism research division.

While at Wisconsin, Nafziger was editor of the University News Service and an assistant professor in the school of journalism from 1930 to 1936.

Nafziger's newspaper career covers service as editor of the Enderlin, N. D., *Independent*; editorial writer for the Fargo, N. D., *Daily Tribune*; reporter for the Fargo *Forum*; and reporter and desk man on the Omaha *World-Herald*.

During World War II, Nafziger was chief of the media division of the Office of War Information (OWI). He had previously served as consultant to the Office of Coordinator of Information.

He is the author and compiler of *International News and the Press*, and a contributing author to *Communications in Modern Society*. He also is an associate editor of the *Journalism Quarterly*.

In 1937, Sigma Delta Chi, professional journalism fraternity, awarded him its annual research prize.

His work at Minnesota has brought him recognition as an expert on public opinion and reader-interest surveys.

"His coming brings to Wisconsin one of the ablest and best known leaders in the field," Dean Mark H. Ingraham, of the college of letters and science, said in commenting on the appointment.

The new director is a veteran of the first World War, having served in the Infantry. His wife is the former Monona Hamilton of Madison. They have two children, Ralph and James.

Wis Alumni
April 1949

U. W. NEWS

3/16/49

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

UPON REGENT ACTION
RELEASE: WEDNESDAY P.M., MARCH 16, 1949

Madison, Wis.--Prof. Ralph O. Nafziger, former University faculty member and University graduate, was appointed to the directorship of the University of Wisconsin School of Journalism, effective next fall, by the Board of Regents Wednesday afternoon.

Prior to appointing Professor Nafziger, the regents granted the request of Prof. Grant M. Hyde that he be relieved of his duties as director of the School of Journalism so that he might devote his time to teaching and research.

This action was in accordance with the request Professor Hyde presented to Dean Mark H. Ingraham of the College of Letters and Science and President Fred on March 4. The change will become effective July 1 this year. Professor Nafziger will assume his duties at the beginning of the 1949-50 academic year.

The regents' actions were based upon the recommendations of Dean Ingraham and President Fred.

The work in journalism at Wisconsin was established as a course in the English department in 1905. The department of journalism was created in 1912 and was given the status of a school in 1927. The late Prof. Willard G. Bleyer, the first director of the school, started the course in journalism at Wisconsin and is widely regarded as a pioneer journalism educator in America. His work brought great renown to Wisconsin. He died in 1935.

From 1910 on throughout the period of building and growth to eminence on the part of the school, Professor Hyde participated both in the teaching of journalism and the administrative work of the school. He succeeded Professor Bleyer as director.

Professor Hyde brought great devotion to his work and although he lays down his administrative duties, he will continue both his teaching and research as professor of journalism.

The new director, appointed professor of journalism, holds three degrees from the University of Wisconsin. He received his bachelor's degree in agricultural journalism in 1921 and, after an extensive career in newspaper work, returned to earn a master's degree in journalism under the late Professor Bleyer in 1930 and a doctorate in political science in 1936. He was born in Chicago in 1896.

Nafziger's newspaper career covers service as editor of the Enderlin, N. D., Independent; editorial writer for the Fargo, N. D., Daily Tribune; reporter for the Fargo Forum; and reporter and desk man on the Omaha World-Herald. In 1921-22 he was extension editor at North Dakota State. He returned here in 1928 to serve as editor of the University News Service while working for his master's degree.

He was an assistant professor in the School of Journalism from 1930 to 1935 when he left Wisconsin to join the staff of the University of Minnesota School of Journalism as an associate professor. He was promoted to full professor in 1937 and appointed director of the school's research division in 1944.

In the summer of 1941, Nafziger served as consultant to the Office of Coordinator of Information in Washington and during 1942 was chief of the media division of the Office of War Information. He received the Sigma Delta Chi award for research in 1937. He is the author and compiler of "International News and the Press," 1940, and a contributing author to "Communications in Modern Society," 1948. He is an associate editor of The Journalism Quarterly.

Nafziger has been active in the American Association of Schools and Departments of Journalism and served as chairman of the research committee from 1942 to 1946 and has been a member of the joint accrediting committee since 1946.

Professor Nafziger's services to journalism are manifold and his pioneering work in the application of journalistic research to the problems of individual newspapers has brought him a national reputation.

"His coming brings to Wisconsin one of the ablest and best known leaders in the field," Dean Mark H. Ingraham said in commenting on the appointment.

The new director is a veteran of the first World War, serving in the A.E.F. infantry in 1918-19. His wife is the former Monona Hamilton of Madison. They have two children, Ralph and James. Mrs. Nafziger, also a graduate of the University School of Journalism, is the daughter of Mr. and Mrs. E. W. Hamilton, 545 S. Randall avenue, Madison.

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MAR 1.

Wafzign

AP - Jack Burke - 2:50
VP - Mary J. O'Neill - 2:55
WSJ - Jan Bohling - 3 pm
MJ - Dick Leonard - 3:02 pm
WHA - Roy Vogelmann - 3:10 pm
CARD - Mort Levine - 3:20 pm
MilSitt - ~~Lucille Byotorm~~ - 3:55 pm

Min. Star-Jnl - Wendell Weed - Mar 2 - 8:30

Min. Star-Jnl -

WED

RELEASE IMMEDIATELY

Dean Mark H. Ingraham of the College of Letters and Science received a letter from Professor Ralph O. Nafziger today but it brought no definite decision as to whether he will re-join the University of Wisconsin faculty.

"Further negotiations which may take some time will be necessary before any definite announcement can be made one way or the other. No further comment can be made at this time," a university spokesman explained.

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FOR YOUR BACKGROUND INFORMATION:

Professor Nafziger, a member of the School of Journalism faculty from 1928 to 1935, conferred here February 13 with Dean Ingraham and President Fred. At that time he was asked if he would accept the directorship of the School of Journalism at Wisconsin. If he is appointed, he will succeed Professor Grant M. Hyde, who is now on a year's leave of absence. Professor Hyde is expected to devote his full time to teaching in the future.

The director of the school is appointed by the Board of Regents upon the recommendation of the dean of the college and the president of the university. A directorship is an administrative position and thus does not carry tenure.

Professor Nafziger, who is director of journalistic research in the Minnesota School of Journalism, holds a master's degree in journalism and doctorate in political science from the University of Wisconsin. He is a nationally known authority on public opinion and reader-interest research.

March 16, 1949

This morning the Regents granted the request of Professor Grant M. Hyde that he be relieved ^{of duties} as Director of the School of Journalism so that he might devote his time to teaching and research. This action was in accordance with the request of Professor Hyde presented to Dean Ingraham and President Fred on March 4, and will become effective on July 1, 1949.

Professor Ralph O. Nafziger, now of the University of Minnesota, was appointed professor^x of Journalism and succeeds Professor Hyde as director of the school. He will assume his duties at the beginning of the academic year, 1949-50.

The work in Journalism at Wisconsin was established as a course in the English Department in 1905. The Department of Journalism was created in 1912, and was given the status of a school in 1927. The first director of the school who, from the start, had directed the course, was Professor Willard G. Bleyer. Professor Bleyer whose work and leadership brought great renown to the Wisconsin School of Journalism died in 1935. From 1910 on throughout the period of building and growth to eminence on the part of the school, Professor Hyde participated both in the teaching of journalism and the administrative work of the School. He succeeded Professor Bleyer as director. He has brought great devotion to his work and although he lays down his administrative duties, he will as professor of journalism continue both his teaching and research.

Professor Ralph O. Nafziger, now professor of journalism at the University of Minnesota, was born in Chicago in 1896. He received his bachelor's, master's and doctor's degrees at the University of Wisconsin. His experience both in active newspaper work and in the teaching of journalism has been extensive. He has served on the Enderlin Independent, The Fargo

Daily Tribune, The Fargo Forum, and the Omaha World-Herald as well as in editorial capacities at the North Dakota State College and the University of Wisconsin. He has been on the faculties of both the University of Wisconsin, 1930-35, and the University of Minnesota since 1935. His services to journalism are manifold, and his pioneering work in the application of journalistic research to the problems of individual newspapers has brought him national reputation. His coming brings to Wisconsin one of the ablest and best known leaders in the field.

Monona Hamilton

March 4 -

8750 - academic

PROF. RALPH O. NAFZIGER
Director, School of Journalism

University of Wisconsin
News Service

Prof. Nafziger was born in Chicago, Ill., April 18, 1896. He served in the U. S. Infantry AEF in 1918-1919. He served in France and in the often-forgotten American military expedition to northern Russia in 1919.

He took his B.A. in journalism at Wisconsin in 1921. After seven years of newspaper experience on three North Dakota papers and the Omaha World-Herald, he returned to the UW campus in 1928 to work on his master's degree. He was editor of the UW News Bureau from 1928-30, and received his M.A. in 1930. In 1936 he received his doctorate in political science from Wisconsin, and the following year he was given the research award of Sigma Delta Chi, professional journalism society.

From 1930-35 he was assistant professor of journalism at UW before going to the University of Minnesota as associate professor of journalism in 1935. He became full professor in 1937. In the summer of 1941 he was named consultant to the Office of Coordinator of Information in Washington, D. C., and the following year he was chief of the media division, Office of Facts and Figures, later the Office of War Information.

Returning to Minnesota, he became director of the research division, School of Journalism, in 1944. In 1949 he returned to the Wisconsin campus as director of the School of Journalism. He is the school's third director, following Willard G. Bleyer, 1912-35, and Grant M. Hyde, 1935-49.

Nafziger is an internationally recognized authority on research in journalism, communications and journalism education. At Minnesota he helped organize a public opinion state poll for the Minneapolis papers which has remained a popular Sunday feature. One of his research projects predicted Hubert Humphrey's election to the Senate in 1945 when most political commentators gave him little chance of success.

Add one--Nafziger

The Department of State sent him to Germany in 1952 to report on the character of the German press which emerged from the Allied occupation period. He was one of two American journalists chosen to attend a United Nations seminar in France in 1957 on journalism education and research. He delivered lectures under this UN program at the University of Strasburg, and has served as a trustee of the International Center for Teaching of Journalism at Strasburg. During the summer of 1961 he conducted research on international news communications at the Austrian National Library in Vienna. In October, 1961, he supervised the program at the fourth UNESCO International Seminar on Journalism Education and Research in Manila, the Philippines. In 1964 he served for five months as director of studies at a new public information training center in West Berlin, Germany.

He is the author and compiler of "International News and the Press," a contributing author of "Communications in Modern Society," co-editor of "An Introduction to Journalism Research," and co-editor of "An Introduction to Mass Communications Research." He has been associate editor and contributor to Journalism Quarterly and has written extensively in other journalism publications. He is on the editorial staff of the Amsterdam Gazette, published at the Institute of Journalism in Amsterdam, Netherlands, and the staff of the German journalism periodical, Publizistik.

He has been president of the American Association of Schools and Departments of Journalism, the Association for Education in Journalism, and its predecessor, the American Association of Teachers of Journalism. He is also a member of the American Political Science Association, American Academy of Political and Social Science, Delta Sigma Phi, Phi Kappa Phi, Alpha Zeta, and Sigma Delta Chi. In 1965 the Wisconsin chapter, Public Relations Society of America, presented its special citation to him for his distinguished service to the communications media.

He and his wife, the former Monona Hamilton of Madison, have two sons, Ralph H. and James A.

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Feb. 13, 1953

In Sept., 1952, UW Regents granted Nafziger a three month leave from Oct. 1 to Dec. 31 to allow him to accept an assignment with the U.S. Department of State educational exchange program. He was to study press and international news communications developments in Germany and Central Europe.

He visited papers in 25 European cities, mostly in Germany, but also in Switzerland, Belgium, and France. Although he did no actual news writing, he participated in forums, discussions, and press conferences with European reporters and editors. Although Nafziger and his partner, Wayne Jordan of the New York Times set up headquarters in Bonn, Germany, they were rarely there. Nafziger spent some time in Berlin, but did no work in the Russian Zone. One of the men's main objectives was to ~~the~~ determine the relation between the press and the government. Nafziger returned to this country early in January, 1953.

In December, 1952, Nafziger's appointment as educational director of "Foreign Assignment" was announced. "Foreign Assignment" is a means through which American university faculty members and graduate students can study journalism, political science, and industrial relations in Europe during the summer. Nafziger is responsible for the organization of a curriculum including political, social, and economic trends in Western Europe; strategic and economic integration of Western Europe; problems of Northern Europe and Scandinavia; comparative journalism; field study and analysis of the European press; radio journalism; visual media of information, and evolution of 20th century journalism.

File

Ralph O. Nafziger
Chairman, UW School of Journalism

Prof. Nafziger was born in Chicago, Ill., April 18, 1896. He served in the U. S. Infantry AEF in 1918-1919. He took his B.A. in journalism at the University of Wisconsin in 1921, and after seven years newspaper experience in North Dakota and Nebraska he returned to the UW campus in 1928, to work on his master's degree. He was editor of the UW News Bureau from 1928 to 1930. In 1936 he received his doctorate in political science from the University, and the following year he was given the Sigma Delta Chi research award.

From 1930 to 1935 he was assistant professor of journalism at Wisconsin before going to the University of Minnesota as associate professor. He became full professor in 1937. In the summer of 1941 he was named consultant to the Office of Coordinator of Information in Washington D. C., and the following year he was chief of the Media division, Office of Facts and Figures, OWI.

Returning to Minnesota, he became director of the School of Journalism's research division in 1944. In 1949 he returned to the Wisconsin campus as chairman of the Journalism school.

Nafziger is a member of the American Political Science Assn., the American Academy of Political and Social Science, the American Association of Schools and Departments of Journalism (chairman of council on research, 1942-46; member accrediting committee since 1946); Delta Sigma Phi, Phi Kappa Phi, Alpha Zeta, Sigma Delta Chi.

He is the author and compiler of "International News and the Press" and a contributing author to "Communications in Modern Society." He is associate editor of Journalism Quarterly.

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RALPH O. NAFZIGER
Director, School of Journalism

Prof. Ralph O. Nafziger is in his third year as director of the University of Wisconsin School of Journalism. A graduate of Wisconsin, he returned from the University of Minnesota where he had been since 1935.

He received his B.A. in Journalism from the University of Wisconsin in 1921, and after seven years newspaper experience, he returned in 1928 to work on his master's degree. He was editor of the UW News Bureau from 1928-30. Professor Nafziger received his Ph.D. in political science from the UW in 1936.

He was an assistant professor of journalism at the UW from 1930 to 1935, and then went to the University of Minnesota. He served as chief of the Office of War Information's media division in 1942. In 1944, he became director of the School of Journalism's research division.

He is the author and compiler of "International News and the Press," and a contributing author to "Communications in Modern Society." He is an associate editor of Journalism Quarterly.

He is a member of Sigma Delta Chi, professional journalistic fraternity, and received the Sigma Delta Chi research award in 1937.

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RALPH OTTO NAFZIGER, Chairman, UW School of Journalism

Prof. Nafziger was born in Chicago, Ill., April 18, 1896. He served in the U.S. Infantry AEF in 1918-1919. He took his B.A. in journalism at the University of Wisconsin in 1921, and after seven years newspaper experience in North Dakota and Nebraska he returned to the UW campus in 1928 to work on his master's degree. He was editor of the UW News Bureau from 1928 to 1930. In 1936 he received his doctorate in political science from the University, and the following year he was given the Sigma Delta Chi research award.

From 1930 to 1935 he was assistant professor of journalism at Wisconsin before going to the University of Minnesota as associate professor. He became full professor in 1937. In the summer of 1941 he was named consultant to the Office of Coordinator of Information in Washington D. C., and the following year he was chief of the Media division, Office of Facts and Figures, OWI.

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Nafziger is a member of the American Political Science Assn., the American Academy of Political and Social Science, the American Association of Schools and Departments of Journalism (chairman of council on research, 1942-46; member accrediting committee since 1946); Delta Sigma Phi, Phi Kappa Phi, Alpha Zeta, Sigma Delta Chi.

He is the author and compiler of "International News and the Press" and a contributing author to "Communications in Modern Society." He is associate editor of Journalism Quarterly.

In 1932 he was married to Monona Hamilton of Madison, Wis. His children are Ralph Hamilton and James Albert.