

Twenty-Fifth Anniversary



THE COLLEGE OF COMMUNICATION

& INFORMATION SCIENCES:

A HISTORY

THE UNIVERSITY OF ALABAMA

Bruce Roche

**The College of Communication
& Information Sciences:
A History**

Bruce Roche

Dedication

To all the students who have majored or minored in
the College of Communication & Information Sciences
and the academic units composing the College.

Dean's Preface

Twenty-five years ago the College of Communication & Information Sciences was created. Almost three years ago, I became its dean, the most satisfying appointment of what has now become a rather long academic career. In receiving this honor and opportunity, I was keenly aware of the eminence attained in a relatively short period of time by an extraordinary collection of people—faculty, students, media professionals, chairs and deans, support personnel, alumni, and friends. All had combined their energies, passions, skills, devotion, intellects, and pride to build one of the finest colleges in the nation. To me, it was proof that when the people of Alabama devoted resources to an objective, we could attain the excellence that inspired our founders to establish the state's first university.

In celebration of our 25th anniversary, we have evaluated our programs, completed a merger with the School of Library and Information Studies, launched an ambitious development program, established a Board of Visitors, inaugurated a Hall of Fame to recognize those on whose shoulders we have projected our future, and begun a process to perfect faculty and student governance. These initiatives are but one part of a larger set of accomplishments attained daily by the people who form our college. These remarkable individuals have given the University a national and international reputation for leadership in the disciplines of communication and information.

Among them also are faculty emeriti, whose experience and expertise continue to inspire and teach those of us who follow in their steps. I asked one among them, Dr. Bruce Roche, Professor Emeritus of Advertising and Public Relations, to develop a history of the college. His tenure predates by one year the founding of the college and his accomplishments as a media historian, among other scholarly activities, uniquely qualified him for this assignment. He has pursued it with wisdom, affection, research, and above all a knack for telling the story. In so doing, he has produced a remarkable 25th anniversary history of a college that dates to the beginning of the century. I am grateful to my friend Bruce for this valuable history and join him in saluting the people who made us what we are today.

E. Culpepper Clark
Dean
March 5, 1999

Author's Preface

As this history makes clear, the story of the College of Communication & Information Sciences at The University of Alabama links principally to a great number of lives, perhaps thousands—students, faculty, staff, administrators, benefactors, communication professionals, and surely others. Each of those names should appear in a document such as this. That not being practical, my intent has been to tell the College's story in such a way that as many as possible appear in the narrative and that they serve to represent others equally deserving.

I have traced disciplinary and departmental threads through their early years and tied them to the College, telling its story in considerably greater detail. The list of full-time faculty and professional staff members at the end of the narrative proved a challenge. Old records, publications, and catalogs provided names and years with the College. However, some may have been missed or years of service incorrectly reported. For any such errors, I offer my apology and the hope that corrections will be reported for future editions.

The development of this history has required the greater part of a year. Were it not for those who assisted this process and who are recognized below, the effort would have involved much more time and would have produced a less accurate story. To them I offer my deepest appreciation.

Dr. Allen Bales, Professor Emeritus of Theatre and Dance, provided information and help in a personal interview. Keith Barze, former Assistant Dean and Professor of Telecommunication and Film, responded to numerous questions and reviewed a rough draft of the history.

Mary Clark, the College's Librarian, shared a vast amount of information and materials in the William E. Winter Reading Room. Dr. Eva McMahan, then Chair of the Department of Communication Studies, and her staff, Anita Abernathy and Gloria Keller, reviewed departmental files and made information available.

Melanie Danner, the College's Director of Financial Affairs, responded to numerous calls for help, particularly in identifying faculty and staff members and determining when they were employed in the College. Others helpful in this search were Deroma Hewett, Program Assistant in the Center for Public Television and Radio; Patty Kelly, Payroll Personnel Data Specialist in the payroll office; Jewel Kemp, Program Assistant in the Department of Telecommunication and Film; and Carol Olive, Administrative Secretary in the Department of Journalism, who also spent much time digging through old departmental records and copying a significant amount of that material.

Dr. Frank Deaver, Professor Emeritus of Journalism, whose personal files proved a rich source of information, especially about the early years of the College, also served as a reader of an early draft of the history.

Jennifer Doss, Marketing Coordinator of Distance Education in the College of Continuing Studies, provided a copy of Jeanie Thompson's history of the University's extension program. Professor Emeritus Annabel Hagood, former Chair of Communication Studies, offered information and suggestions in a personal interview.

The University Libraries Special Collections staff went out of its way to assist and support the project. My special thanks to Dr. Ellen Garrison, Curator, and to her staff: Clark Center, Technical Archivist, for photographs; Wes Johnson; Tom Land, Institutional Records Analyst, for finding and suggesting useful materials; and Rebecca Roberts, Public and Outreach Services Coordinator, for her initiative and response to repeated calls for help.

Kathryn Henslee, the College's manager of annual giving, and David Brown, a former WUAL-FM staff member, helped with information about the date the station first went on the air.

George Katz, Associate Professor of Telecommunication and Film, answered many questions and reviewed an early draft of the history. Amy Kilpatrick, then Director of Student Media, found old copies of *The Crimson-White* and made suggestions about other sources of information.

Bonnie LaBresh, the College's Director of Development, supported the project in a variety of ways and coordinated the conversion of text and photographs into design and printed product. Sunee Lavender in Advancement Services developed and provided information about gifts and bequests to the College.

Dr. William H. Melson, former Dean of the College and Professor Emeritus of Advertising and Public Relations, helped with the early planning of the history; responded to many, many questions; and reviewed an early draft of the history, offering insightful suggestions.

Dr. Ed Mullins, former Dean of the College and Professor of Journalism, opened his rich file of photographs, patiently responded to numerous questions, and reviewed a late draft of the history. Tom Rieland, Director of the Center for Public Television and Radio, provided information and material about the history of his unit.

Jewell Sandoval, Administrative Specialist in the School of Library and Information Studies, produced a wonderful file on the history of SLIS and responded to many requests for information and help. Sammie Schlichter, Executive Secretary to the Dean, also provided assistance in numerous ways, and Anna Gonce in the Dean's office contributed time to copying and other helpful activities.

Dr. Roger Sayers, former Dean of the College and former President of the University, assisted with information about early planning for the College.

Diane Shaddix, Administrative Secretary in Graduate Studies, and Mary Maxwell in the Institute for Communication Research provided helpful information on their programs. Dr. Loy Singleton, Chair of the Department of Telecommunication and Film, offered material from his departmental files.

Linda Adams Smith provided personal insights on the early days of the College, when she served as staff assistant to Dean Mort Stern.

Teri L. Terry, Coordinator of SIS/Data Resources, provided some enrollment numbers.

Dr. Bailey Thomson, Associate Professor of Journalism, offered information about the early history of journalism education and a copy of his unpublished and richly researched essay on the life of Clarence Cason, who serves as inspirational model for the College.

The University's Office of Communications helped with photographs and—through files preserved in the University Archives—information not available elsewhere.

To College Dean Culpepper Clark, who requested that I undertake this project, I offer my gratitude for his continuing interest and encouragement.

The author also expresses his thanks to others who have gone unnamed but who also contributed and his appreciation for the interest and encouragement of many others, especially his family.

Of course, the author accepts responsibility for the editorial judgments and use of the materials from the sources identified.

The author readily admits to a bias on the subject of this history. He hopes, however, that his journalistic training and background restrained him adequately in the development of this story.

Bruce Roche
Duncanville, Alabama
August 15, 1998

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Introduction

The College of Communication & Information Sciences at The University of Alabama has been touched by the thousands of people who have taught its courses, taken its courses, managed its resources, provided its staff support, hired its graduates, established its scholarships and provided other financial assistance, offered it professional encouragement and connections, and helped it in countless other ways. It is of these that this history speaks.

On July 1, 1973, a new academic unit appeared at The University of Alabama, born of three parents and a multitude of godparents. The School of Public Communications came into being full grown but not fully mature. Small at first but growing and evolving as its name changed, it soon became the School of Communication and, as it reached maturity, the College of Communication & Information Sciences.

In it were drawn together the parents—the academic Departments of Broadcast and Film Communication (BFC) and Journalism, and the service-oriented University Television Services. The three shared some common roots—especially the two broadcast components—yet came from different points on the academic compass. The new school traced its ancestry to the roaring twenties and dismal thirties and was graced by the loving and gritty hands of those who saw it through baptism and into the difficult passages of life on a university campus.

The Cason years

During the early decades of the 20th century, American universities began accepting the value of professional programs in their classically oriented curricula. And so it was that The University of Alabama in 1925 offered in its English Department a course "devoted to the study and practice of the principles governing the art of news-writing as bodied forth in American newspapers."

In the fall of 1928, journalism gained departmental status in the College of Arts and Sciences, and 31-year-old Clarence Cason became its first administrator and, considerably more important, its philosophical and inspirational leader. In 1931, journalism offered a major for the first time.

A man of considerable intellect, Cason wrote for both newspapers and literary journals. As an undergraduate, he had worked on student publications at The University of Alabama, graduating in 1917 with an English degree. After writing for a Birmingham newspaper and entering military service during World War I, Cason found his way back to journalism, working for several newspapers, including the *Louisville Courier-Journal*. He came to Alabama after graduate work at the University of Wisconsin and two years of teaching journalism at the University of Minnesota.

His impact at the University was immediate. The journalism curriculum swelled to 10 courses. Although it included skills classes, its primary purpose was, as stated in the 1929-30 catalog, ". . . to direct the study of contemporary affairs as they are reported and interpreted by magazines, books, and newspapers," a phrase surely written by Cason himself. He wanted to produce thinkers rather than technicians. He wished for them intellectual as well as professional proficiency. At that he proved extraordinarily successful.

Measures of Cason's effectiveness came in immediate terms—47 students in journalism his first year and 385 three years later—and in the careers of his students. Three of his better known were Hazel Brannon Smith, who won a Pulitzer Prize in 1964 for her editorials in *The Lexington (Mississippi) Advertiser* condemning racism; Melvin Israel, who, as Mel Allen, became the voice of the New York Yankees; and Carroll Kilpatrick, who became a political reporter for *The Washington Post* and wrote the lead story on President Nixon's resignation.

While providing stimulating leadership to the journalism program and drawing general approval from Alabama newspapers, Cason also followed other intellectual pursuits. He wrote for the *Sewanee Review*, the *Virginia Review*, and the *Yale Review*, among other elite journals. And he assembled a

Measures of Cason's effectiveness came in immediate terms—47 students in journalism his first year and 385 three years later—and in the careers of his students.

collection of his essays on the South into a small volume titled *90 Degrees in the Shade*. Days before the book's publication, however, on May 7, 1935, Cason committed suicide. Anxiety over reaction to his book, which was mildly critical of the region, may have prompted Cason to take his life.

Referring to an editorial in the *Birmingham News* praising the young educator and published a few days after his death, Waights Taylor, Cason's student and teaching assistant and 1934 journalism graduate of the University, said, "He was all the good things they wrote about him, and more. I count it the highlight of my college career that I had the privilege of working for him."

After Cason's death, the journalism curriculum took a shift toward the professional. A reference in the University catalog to the secondary role attached to training for newspaper work disappeared, and professional courses were added to the curriculum—notably those on public relations and radio. Consistent with the new orientation, in 1939 the Alabama Press Association established its headquarters at the University in an arrangement with the University's Extension Division and remained on campus until 1973, when it moved to a Tuscaloosa location.

An emphasis on professional training

After Cason's death in 1935, A. Phillips Beedon became head of journalism, and the faculty increased in number to four. By the end of World War II, it was back to two professors. Charles E. Bounds came to Alabama from Oklahoma State University in 1946 as journalism chair, and the Department began a long period of growth, focusing on professional education including advertising.

One of the significant figures in Alabama journalism education joined the faculty in 1948. Charles Scarritt arrived at the University by way of the University of Missouri's journalism program, the *Kansas City Star*, and teaching assignments at four other institutions of higher education. Scarritt pounded home his theology of accuracy in reporting. A misspelled name on an assignment in his classes produced an "F." On the other hand, a "Delta Gamma" notation meant that the student had done "damn good."

Mr. Scarritt (as he was always known by former students regardless of their later advancement) exercised considerable influence in the lives and careers of those who had studied under him. Jim Montgomery, executive vice president of Southern Forest Institute, said in 1980, "That influence includes mental discipline, respect for accuracy, the parsimonious use of words, and a holy regard for the institutions of journalism." "And he returned an affection for his students that followed them through their lives," Montgomery added. Scarritt retired in 1972 and died in 1979.

Through the work of Bounds, Scarritt, John Luskin, and other members of the faculty, the journalism department gained accreditation by the Accrediting

Council on Education in Journalism in 1949 for its community journalism and news-editorial programs. The Department also offered study in advertising and public relations. National professional societies in journalism for men and women were chartered in 1948, and a master's degree was added in 1950. Student enrollment had tripled, and faculty had doubled in number. Among numerous successful graduates was Gay Talese, class of 1953, who wrote for *The New York Times*, *Esquire*, and *The New Yorker* on his way to helping establish the "new journalism" of the sixties. Talese would win the College's first Clarence Cason Award for non-fiction in 1998.

In 1964 the journalism department lost its accreditation for reasons of curriculum, budget, facilities, and administrative support. The promise of a new era came when William E. Winter, the program's first faculty member to hold an earned doctorate, became chair in 1966.

Broadcasting begins

As the journalism department was developing under Cason's leadership in the early 1930s, broadcast activity was beginning in the University's Extension Division. Along with Alabama College for Women (now the University of Montevallo) and Alabama Polytechnic Institute (now Auburn University), the University owned Birmingham radio station WAPI and had been providing faculty for radio talks on the station since 1929. Reacting to funding problems created by the Great Depression of the 1930s, the three institutions leased the station to a commercial entity with the understanding that air time would be made available to them.

Faculty members continued to go to Birmingham for live broadcasts until 1934, when funding was eliminated. Academic interest in radio existed, however, and a few courses in the subject were offered in various University departments: English, journalism, music, physics, psychology, sociology, and speech. There were no broadcast facilities at the University.

In 1939 the University decided to build radio studios on campus and to establish a Department of Radio Arts in the College of Arts and Sciences. John S. Carlile, program production manager of the Columbia Broadcasting System, came to the University in 1940 to direct both activities. Carlile brought to the Capstone lengthy experience in radio as both on-air talent and director. He had authored a text on the production and direction of radio programs. Before coming to the University, Carlile had directed radio programs for the American Tobacco Company and had been with CBS for eight years.

Carlile constructed broadcast studios in the Union Building, now Reese Phifer Hall, and originated programs that were carried over telephone lines to WAPI and other stations. Elmo Ellis, a 1940 graduate of the University, recalls working with Carlile on a 15-minute program called "Alabama Editorial

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Review." The Extension Division established a radio department to perform this work, with Carlile as director. A Radio Workshop, directed by Carlile, brought academic and professional programs together, the Workshop serving as a source of programming to commercial stations and a learning center for students. Thus, the extension program and the academic department were tightly linked.

While Carlile served as the only faculty member in the radio arts department, professors teaching radio courses in seven other University departments became what were called "correlating faculty." A 1948 *Crimson-White* article says that 20 students took the first courses offered in the academic department. Only three of those courses were within radio arts itself, while 16 were taught in the other departments.

The establishment of a student radio station ranks as one of Carlile's principal achievements. Bama Radio Network, or BRN as it was popularly called, went on the air during the 1941-42 academic year, broadcasting several hours each afternoon, covering only the campus and relying on a small fee from each person in dormitories and sorority and fraternity houses for operational funds. Recorded music, news, interviews, and dramatic productions constituted its programming.

In 1943 Carlile took a leave of absence, and acting administrators headed the Department of Radio Arts until Leo Martin came from Northwestern University to assume the chair permanently in 1946. A year earlier, Graydon Ausmus, who had done doctoral work at Northwestern and the University of Wisconsin, had assumed Carlile's responsibilities as head of the newly organized Radio Broadcasting Services of the Extension Division. Although the World War II years had been difficult for the academic department, it had awarded its first bachelor's degree—to Roy John Flynn—in 1943, and it had attracted an increasing number of students to its classes.

The two radio programs—academic and service—were gradually separating, although Martin and Ausmus continued to feed off of each other's ideas, said a long-time colleague of both.

The Martin years

Leo Martin brought an academic perspective to the Department of Radio Arts. He had directed the radio program at the University of Nebraska and had taught radio at Northwestern University before coming to Alabama.

His professional experience included work on radio stations in Aurora, Illinois, and Lincoln, Nebraska. He possessed a remarkable ability to warm people to his view, former students recall.

Martin's arrival in 1946 presaged a thorough overhaul of the program. During his six-year tenure, the energetic Martin directed the reworking of the curriculum, oversaw development of a master's degree program, broadened the Department's scope to include television, put a new and better campus radio station on the air, and managed the rise in enrollments that accompanied the return of veterans taking advantage of the G. I. Bill. He represented the University and the Department in the formation of the University Association for Professional Radio Education, an early attempt to establish professional standards for academic programs in radio. And he had the unit's name changed to the Department of Radio.

When Martin arrived at the Capstone, the Department's production-heavy curriculum had increased to seven courses, an additional six being taught in other departments. Martin broadened the curriculum in content and number of courses, bringing all but one to the Department itself. He built a structure that led a student majoring or minoring in the field through basics and then into study of a specialized area. The curriculum was enhanced to include television and underwent constant change as new courses were added. During Martin's last year at Alabama, 1951, the Department offered 38 courses and an additional two taught in other academic units.

Five faculty members and one graduate assistant formed the teaching staff in 1948-49, when enrollment had escalated to 373 from the 52 who had matriculated in 1946. Enrollment would continue to grow until World War II veterans had largely passed through the University. Graduates grew in number from two in 1946 to 26 in 1951, the peak coming in 1950, when 29 received bachelor's degrees. A new faculty member in 1950, Kenneth A. Harwood, was the first in the Department to hold the doctoral degree.

With Bama Radio Network, BRN, in decline, Martin developed a new campus station that would provide greater opportunity for students to gain practical experience. Assigned the call letters WABP by the Federal Communications Commission, the station went on air in November, 1947. It gradually expanded until it operated 10 hours daily, 6 days a week. Programming was similar to that of BRN.

A nagging problem encountered by Martin and the Department was the heavy use of the Union Building studios by the Department, the student radio station, and the Extension Division's Radio Broadcasting Services. Martin built studios on the third floor of the building and moved both the student station and his Department to that location.

Before Martin left the University in 1951 to assume similar but broader responsibilities at Boston University and later at Michigan State University, he exercised some influence in a 1950 decision by the Alabama Broadcasters Association to establish its headquarters on campus.

Television arrives . . .

As the journalism and radio departments were maturing and growing in the 1950s, the seeds that eventually flowered into University Television Services were sprouting. Those first seeds, going back to 1929, were in radio.

In 1945, Graydon Ausmus came to the University Extension Division as director of its Radio Broadcasting Services and assistant professor in the radio arts department. His background included professional radio work, theatrical experience, and more than three years teaching speech and drama at the University of Texas.

Under Ausmus's leadership, radio station WUOA-FM went on the air in 1949, broadcasting classical music and other national and local programming 10 hours a day to an area centered on Tuscaloosa and about 100 miles in diameter. It ceased operations in the mid-1960s.

In the meantime, the University entered television, applying for a channel for an educational television station, and later requesting that the channel be reassigned to the Alabama Educational Television Commission. A production facility would be established at the University. Ausmus's expanded duties now included television—he was the first director of what was to become the Center for Public Television and Radio—and he took a leading role in developing the Alabama Educational Television network, the nation's first, fulfilling a goal he had established upon coming to the University. During this period, Ausmus served a two-year term as president of the National Association of Educational Broadcasters.

The University's television production studio began feeding programs to Alabama ETV in October, 1955. Soon the weekly schedule of the UA production facility

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included the origination of 20 to 25 half-hour programs largely oriented to school classroom use and the rebroadcast of 25 national shows it received as the state network's affiliate with National Educational Television and Radio Center.

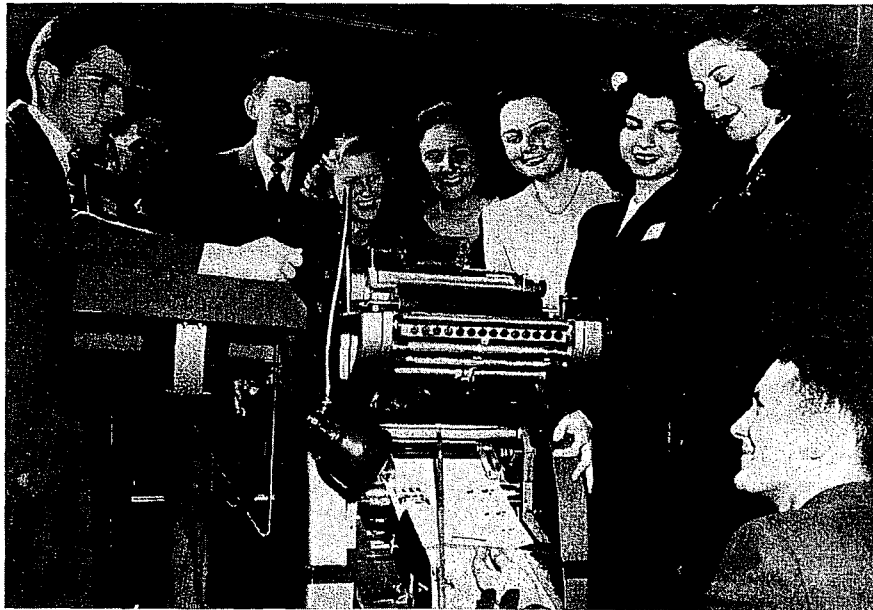
All telecasting was in black and white. It was the early seventies before University Television Services began working in some color, and color would not be fully used until 1975, when UTS was part of what had become the School of Communication.

... and also in the curriculum

Dr. Kenneth Harwood became the youngest departmental chair at the University when he assumed the office vacated by Leo Martin, who left Alabama in 1951. Television was sweeping the nation. The next two decades saw the new medium experience extraordinary growth. The need for people trained in television became clear. The University's Department of Radio, anticipating that demand, had built television into its curriculum, and it became the Department of Radio and Television in 1953. To provide laboratory experience, a student television station, WABP-TV, was developed. It operated in a manner similar to its sister radio station.

The Department awarded its first master's degree in 1954—to Irvin S. Liber. Twenty-one bachelor's degrees were conferred that year. Harwood resigned as chair in 1954 and was succeeded by Donald S. Dixon, who became permanent administrator of the Department in 1955. In 1963, Knox Hagood, who had joined the faculty in 1948, began his 19-year service as head.

In 1966 the Department changed its name to Broadcast and Film Communication to reflect the inclusion of film studies in its curriculum. But it had not forgotten its roots. Lacking a radio station for student training, the Department in the late 1960s applied for a 10-watt non-commercial stereo license, which was approved in September, 1972. The station went on the air with the call letters WUAL.



Journalism students from c. 1950 look at a job printing press. (Photo by UA Office of Communications)

A new direction in Journalism

As BFC was adding its emphasis in cinema, journalism was undergoing major changes. The arrival of Dr. William Winter to chair the Department signaled a new era in journalism. The tall, soft-spoken Missourian brought with him lengthy professional and teaching credentials. To begin a move back toward accreditation, a move publicly supported by the Alabama Press Association, Winter added two new doctors of philosophy in 1969, Frank Deaver and Charles Arrendell. He put them and Arlyn Powell, coordinator of the advertising/public relations sequence, in charge of studying and revising the curriculum. Significant changes followed, including the development of comprehensive advertising and public relations curricula, the addition of more conceptual courses to balance a perceived overemphasis on skills, and the updating of practical courses to include current technology.

An innovative program, the Distinguished Lecture Series, generated enthusiasm within journalism and among professionals in Alabama. Deaver proposed inviting major figures in American journalism to speak to students and the public. Alabama Press Association's Journalism Foundation funded the program, and six distinguished lecturers came to the University in the spring of 1971. Among them was George Reedy, press secretary to President Lyndon Johnson. Each speaker met with Deaver's class on the social responsibility of the media and delivered a public lecture. The impact of the program was amplified by University Television Services, which fed a videotape of each speaker to Alabama Public Television.

An innovative program, the Distinguished Lecture Series, generated enthusiasm within journalism and among professionals in Alabama.

Intended as a one-semester event, the series continued for 25 years, through most of the life of the College of Communication, eventually drawing more than 200 professionals from Alabama, the nation, and the world to the University to speak on subjects in every field of mass communication. In 1983, the program was renamed Editor-in-Residence.

Two other events of some importance occurred in this early era. Both involved journalism but had some significance for the school that was still almost two years in the future.

Journalism moved from Woods Hall to Carmichael Hall, where the School of Public Communications was to be established. Journalism's Woods Hall location had been a target of criticism by the Alabama press—and the Alabama Press Association in particular—because it was in such poor repair. The inadequacy of this facility had contributed to the Department's loss of accreditation in 1964. In moving to Carmichael Hall, journalism occupied a

building that had formerly served as the University's administration building. In time, the dean of the new school would work in the office once used by the president of the University.

Secondly, Arrendell, with Deaver's help, began developing a computer retrieval system for books in the University library related to mass communication. At the invitation of the Graduate Dean of Library Science, the two explained their procedures to the faculty and staff of the library. In 1972, the School of Library Science added two graduate journalism courses to its curriculum. Today, the renamed School of Library and Information Studies has become part of the College of Communication & Information Sciences.

As he pursued his agenda, Bill Winter knew that a school of communication was being considered by the University administration, and he established what would become administrative units within the school: advertising-public relations and news-editorial sequences, and a graduate studies program.

In December 1969, a committee appointed by Arts and Sciences Dean Douglas Jones began considering the possibility of a school of communication. Committee members represented the broadcast and film communication, journalism, and speech communication departments, all in A&S. After three meetings, the committee was at an impasse and ended its work.

Reflecting the mood of the time, some journalism students staged a highly visible protest over what they saw as mistreatment of their department by the University. Some faculty members have suggested that this action nudged the administration into more serious consideration of a school of communication.

In February 1970, University President David Mathews told an audience at the annual meeting of the Alabama Press Association that he favored the creation of a school of communication. About that time, serious discussions of the idea began within the University administration. Both broadcasters and newspaper people in the state expressed support for the proposed school. Early in 1972, Edward W. Barrett, former dean of Columbia University's Graduate School of Journalism, visited the campus and talked to students and faculty in BFC and journalism as well as representatives of local and state media. His recommendation regarding a proposed school followed.

When the administration decided to recommend establishment of the School to the Board of Trustees, three reasons moved them to do so. Twenty-five years later, then Assistant Vice President for Academic Affairs and later University President Roger Sayers recalled the reasons:

1. Other institutions had established similar schools.
2. An increasing appreciation existed for the interdisciplinary relationships possible in communication.
3. Separated within Arts and Sciences, it would be difficult for the two communication areas—broadcast and film communication, and journalism—to flourish.

On April 14, 1973, trustees approved the formation of the School of Public Communications, as it was then called, and the appointment of a Denver journalist, Dr. Mort Stern, as the school's first dean. Stern had worked for the United Press and for newspapers in Little Rock and Fort Smith, Ark., and Denver as a reporter and in management. He had earned a Ph.D. at the University of Denver.

The school entered the academic world on July 1, 1973.

A School appears

No ceremonies marked the opening of the new School of Public Communications. July 1, 1973, was a Sunday, a typical hot summer day in Alabama. When work resumed the next day, classes in journalism and broadcasting and film were conducted with no particular attention to the importance of the moment. Likewise, business at University Television Services went on as usual.

Fourteen faculty members and two professional staff members from University Television Services joined Stern as founding members of the school: Professors Knox Hagood, John Luskin, and William E. Winter; Associate Professors Charles Arrendell, Frank Deaver, Miriam Hill, and Arlyn Powell; Assistant Professors Kenneth Edwards, Richard Hartsook, George Katz, Bruce Roche, and James Rosene; Instructor Michael Sewell; Lecturer Camille Elebash; and UTS Director Frank Blodgett and Assistant Director Donald Dorin.

No ceremonies marked the opening of the new School of Public Communications. July 1, 1973, was a Sunday, a typical hot summer day in Alabama.

In addition, Samuel Himes Jr. served as executive assistant to the dean and Hill as registrar of the school, although she was soon succeeded by Carolyn Morris, who was the one member of the faculty and staff known to practically every student who graduated before her retirement in December 1991.

In early August Linda Adams became staff assistant to Stern. She recalls early struggles with purchasing procedures, budgeting, and the School's section of the University catalog. While Carmichael Hall quarters were prepared for him, Stern established an office in Academic Affairs, located in Rose Administration Building.

On Friday, September 21, 1973, the School faculty held its first meeting with Dean Stern presiding. The most important item on the agenda was consideration of the various School and departmental requirements. Other items included spring, interim, and summer schedules, and School representation on two university committees.

Purposes of the School were identified:

1. To offer courses leading to undergraduate and graduate degrees in those specialized areas necessary to prepare students to pursue careers in Mass Communication professions and related areas;
2. To provide students with a broad background that will enable them to become productive and creative citizens in our society and leaders in the industry, their communities, and the nation;
3. To encourage students to pursue further formal study and self-education in Mass Communication and related areas;
4. To actively engage in research and service activities.

Also out of faculty deliberations came the following requirements for the bachelor of arts degree offered by the School:

Six hours of freshman English and six hours of literature.

Twelve hours of social science and humanities.

A minimum of three hours in a natural science.



Broadcasting students in a television studio in 1968. (Photo by UA Office of Communications)

A foreign language if required by the major department.

Between 30 and 36 hours in a major.

Between 18 and 27 hours in a minor, which must be outside the School.

Electives to bring the total hours offered for graduation to at least 128.

The purposes have since been modified to accommodate the addition of the Department of Speech Communication to the School and the later incorporation of the School of Library and Information Studies into the College.

Within a year, the faculty had decided to create seven courses to carry mass communication numbers: introduction to mass communication at the freshman level; and law, theory, social responsibility, research, history, and international studies at the senior level. All majors in the school would be required to take the introductory course and two of the first four senior courses listed. Three years later, the faculty added a required freshman-level course focused on writing skills.

Students who had begun their work in Arts and Sciences before the School was formed were permitted to receive their degrees through A&S or the School of Public Communications. Each would have to meet the somewhat different graduation requirements of the unit he or she selected. One specific difference was that a student's major and minor could not include both broadcasting and journalism in the School while that could be done in Arts and Sciences.

The name of the new School troubled some faculty members, who felt that the term "public" misrepresented the nature of the unit. A group of faculty met with President David Mathews and recommended that the name be changed. Later in the year, the name became School of Communication, which it remained until the School achieved college status in 1988.

One of the major issues before the faculty and the dean during the first year was whether to create another department—advertising and public relations. The two were separate sequences in journalism at the time the School was founded. They were growing increasingly popular as majors, and advertising in particular connected with all mass media, not just newspapers and magazines. After some discussion, the faculty voted to recommend to the dean that the two sequences be established as the Department of Advertising and Public Relations. Stern and the University administration approved, and the dean named Arlyn Powell as chairman. Within a few years the Department would become the largest in the School, at one point holding about half of all majors in the School of Communication.

The School began its tradition of service to professionals during its first year by co-sponsoring an Art of Communication symposium in Birmingham. Joining with communications-related organizations and the Birmingham Festival of the Arts, students and faculty members assembled a program of national figures from communication fields as speakers and produced a dazzling audio-visual presentation in the first of what would become an annual event for several years.

A time of sorrow

And then all of the hard work, the discussions, the disagreements and agreements, the decision making, the paper work melted into sorrow as the Department of Journalism lost its chairman. A heart attack claimed the life of Bill Winter on March 6, 1974. For eight years, through patience, determination, and vision, he had brought journalism into a new era and almost to the point of seeking reaccreditation. When the School's reading room was organized a year later, it was named the William E. Winter Reading Room.

The School had heard other unhappy news: Dean Mort Stern would resign on July 1, 1974 to become dean of the School of Journalism at the University of Colorado. His reason for leaving was personal, Stern said. "I had no idea when I accepted the position at the University of Alabama how deeply my own roots had sunk into Colorado soil."

After Winter's death, Frank Deaver served briefly as journalism chair, and Charles Arrendell then assumed duties as administrator of the Department. The University's assistant vice president for Academic Affairs, Roger Sayers, became acting dean following Stern's departure, working half a day as dean and half at his responsibilities in university administration. Although intended as a temporary appointee, Sayers served for two years, 1974-76.

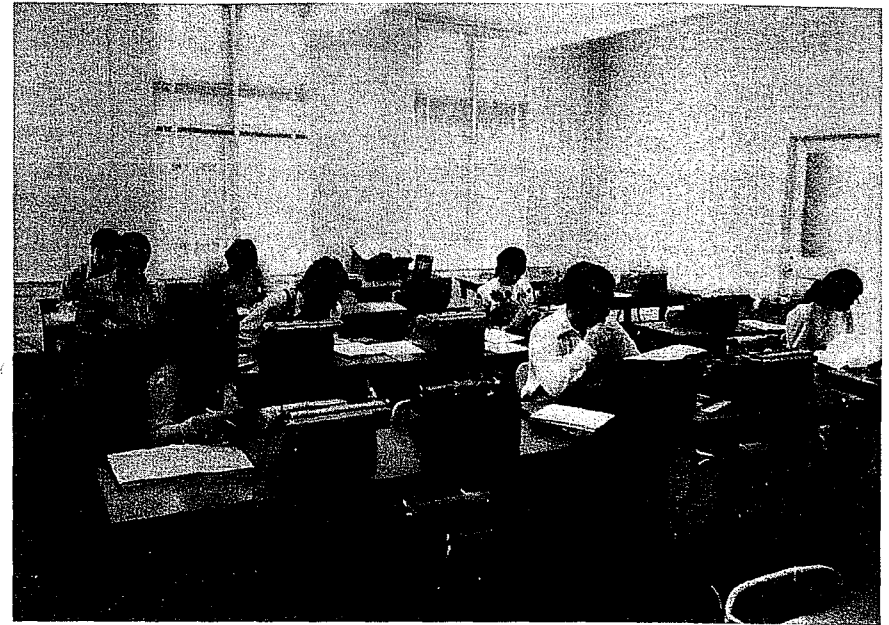
In spite of difficulties that inevitably attend a new venture, a spirit of excitement pervaded the School of Communication during its first year. Students, faculty, and staff alike were uplifted by the challenge of creating something new, and Roger Sayers seemed to share that spirit.

Sayers trained as a biologist, although—as he often said during his term as School of Communication dean—his specialty was in the most fundamental form of communication, genetics. Once in the dean's chair, Sayers studied mass communication and

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became conversant with its fields. He brought a stability to the School during the early years when countless decisions had to be made about matters large and, mostly, small as the new unit worked out its structure and operations.

One pioneering effort under his leadership sought to wrestle with the growing number of students in the School. Beginning with fewer than 300 students in 1973, the School grew to 500 a year later, 800 in 1975, and 965 in 1976. The faculty developed a pre-registration program in an attempt to bring a measure of order to what had become an increasingly hectic registration period. If



*Students in a journalism reporting lab at work in Carmichael Hall in January 1972.
(Photo by UA Office of Communications)*

not entirely successful, it nonetheless brought some relief to a difficult process and predated the University-wide attempt to do the same.

Sayers also pushed the effort for reaccreditation of the news-editorial sequence in the journalism program, which had been lost in 1964. In January 1974, University President David Mathews filed a request with the Accrediting Council on Education in Journalism to conduct an accreditation evaluation. A site visit was scheduled for the fall of 1976, after the journalism faculty had produced its own self-study. The visit was made in February 1977.

One of Sayers's responsibilities at Academic Affairs was to conduct the search for a permanent communication dean. After interviews with numerous candidates throughout 1975, the University offered the position to the chair of the radio and television department at the University of North Carolina, Dr. William H. Melson. The school's third dean assumed his duties on July 1, 1976.

The Melson years

From Bill Melson's deep voice, one suspects immediately that he has worked behind a microphone—as he in fact did, after graduation from high school in his hometown of Elizabeth City, North Carolina. Many years later, as an executive at corporate offices of a broadcast chain, he decided to undertake advanced academic work. That took him to Chapel Hill and the University of North Carolina, where he earned his Ph.D. and joined the faculty. He served as an associate dean of the Graduate School and then as chair of the radio, television, and motion picture department.

Then he came to Alabama. During his seven years as dean, he brought the School of Communication to the lip of greatness. Like Leo Martin before him, Bill Melson energized and changed the program. He faced immediate demands in several major areas.

Enrollment and faculty

If there was a central challenge, it was the booming enrollment. When Melson arrived at the Capstone, not quite a thousand students filled the School's classes. A year later, the number stood at 1,144 majors (making it the 10th largest communication school in the nation), another year later at 1,200, and by the fall of 1981 at 1,682.

More faculty—and good faculty—clearly were needed. Especially good faculty with the doctorate. When Melson became dean only 7 of 18 full-time faculty held doctoral degrees, all but one a doctor of philosophy; when he stepped down as dean seven years later 20 of 28 full-time faculty had earned the doctorate. During his first year, Melson hired an associate dean, an associate professor and departmental chair, four new assistant professors, and a new associate director of University Television Services.

Dr. Ed Mullins assumed the number two job in the School; in six years he would become number one. A journalism graduate of the University in the era of John Lusk and Charles Scarritt, Mullins had worked on newspapers in Georgia, Texas, and Ohio before earning a master's degree at Ohio State University and a doctoral degree at the University of North Carolina. After receiving his Ph.D., Mullins remained on the faculty in Chapel Hill, where he and Melson had known each other only slightly. Mullins's responsibility

During his seven years as dean, he brought the School of Communication to the lip of greatness. Like Leo Martin before him, Bill Melson energized and changed the program. He faced immediate demands in several major areas.

as associate dean focused on research, although he would teach and have general administrative responsibilities as well.

When Arlyn Powell decided to return to full-time teaching, Melson brought in Dr. Michael Hesse as chair of advertising and public relations. The Cincinnati native had earned his doctorate at the University of Wisconsin and came to Alabama from the University of Maryland, where he had taught public relations.

Four more assistant professors joined the faculty in 1978-79, two with doctorates and two completing the degree. Over the years, a number of professionals came in as part-time instructors to teach their specialties.

A major faculty addition became possible in 1982 when Hall Thompson, a Birmingham businessman, gave \$500,000 to establish the School's first endowed chair, the Ronald Reagan Chair of Broadcasting. The University Board of Trustees added another \$250,000 to make a total endowment of \$750,000. The chair was filled in 1984 by Dr. Don Le Duc, a professor of communication arts at the University of Wisconsin before coming to Alabama.

The space imperative

Almost as urgent as staffing was the need for adequate facilities. Melson's four units occupied most of two buildings. Broadcast and Film Communication and University Television Services filled the habitable part of the Old Union Building—completed in 1930, in considerable disrepair, and covered by a roof that leaked profusely. Advertising and public relations, journalism, and the School's administrative offices squeezed into the top floors of Carmichael Hall, sharing the ground level with New College.

During his second year at the University, Melson secured the entire Old Union for the School. Of course, the structure required extensive repair and remodeling, for which the administration promised two million dollars from a 1972 bond issue that would have joined the School of Communication and School of Law in one building. Communication was dropped from that plan, and an additional \$1.4 million for remodeling Old Union proved necessary when the University received bids on the job in October 1981. Renovation began the following month.

The first phase of the project was completed in the fall of 1982, when University Television Services moved into its quarters in the basement of the building. By that time, except for the west wing, the renovation of the rest of the building had begun. That second phase would not be finished and the remainder of the School moved until December 1983, four months after Melson had stepped down as dean.

As important as buildings to a communication school is equipment—expensive equipment. Television cameras, videotape machines, character generators, type setters, computers—just for starters. Remaining close to the latest technology is a continuous challenge. A year before he left the dean's office,

Melson estimated that his administration had purchased about a million dollars' worth of equipment and still needed that much more. In addition, private contributors had donated equipment valued at several hundred thousand dollars.

Alumni and public radio

While meeting with architects and contractors on the one hand and troubling over classroom availability and interviewing prospective faculty on the other, Melson turned to other projects. He asked Field Services Director John Cameron to organize an alumni association and Assistant Dean for Broadcast Services Keith Barze to continue his work toward a public radio station. Barze had been encouraging the development of the station for several years.

An outgrowth of traditions in broadcast and film communication and journalism, the alumni association emerged in May 1978 with the election of Jim Jacobson, then managing editor of the *Birmingham News*, as its first president. Now called Capstone Communication Society, the organization provides alumni a direct voice in the College, recognizes outstanding alumni during an annual meeting, and offers financial and other support to the College. The Society's newsletter, *The Communicator*, is older than the organization, having appeared for the first time with a spring/summer 1977 date.

Because the Federal Communications Commission was involved, the radio station took longer. Having appropriated the call letters of the campus radio station (which became WVUA), WUAL-FM went on the air on January 4, 1982. The 100,000-watt station built its programming around music—especially classical and jazz—and became an affiliate of National Public Radio. The first station manager was Robert "Bo" Pittman, director of the newly created University Radio Services.

Accreditation

Work toward another of Melson's priorities was already under way when he became dean. Journalism had been moving toward accreditation of its news-editorial sequence by the Accrediting Council on Education in Journalism, recognition that it had lost in 1964. A site visit committee's review of the sequence in February 1977 resulted in provisional accreditation. Full approval, which was achieved a year later after recommendations of the ACEJ committee had been implemented, confirmed that the news-editorial sequence had met the rigorous standards established by journalism professionals and educators. Academic Vice President Richard Thigpen observed that accreditation "... came at a time of enrollment growth in the school. This simultaneous qualitative and quantitative achievement is a tribute to the School of Communication and its faculty and administrators."

Planning had already begun for seeking accreditation of the remaining academic sequences in the School, and as that process went forward it became apparent that the academic programs were doing a sound job of preparing stu-

dents for careers in communication. Surveys of 1981 and 1982 graduates showed that 49 percent had accepted jobs in communication fields and most had experienced significant salary increases after starting at a modest level. They worked at more than 100 different jobs. Employers most represented included newspapers, radio and television stations, public relations departments, small advertising agencies, junior colleges, and printing/graphics companies. Only graduates with bachelor's and master's degrees were represented in these studies, as the School offered no doctoral program at that time.

A change was coming, however, as planning for a Ph.D. program had begun. The plan went through a series of drafts and evaluations before Dean Melson wrote the proposal that was approved by UA administration and the Board of Trustees, and, in 1987, by the Alabama Commission on Higher Education. Dr. Dolf Zillmann joined the faculty in 1989 to develop the program.

Research and service

Closely associated with the rigorous demands of an accredited program are the research and service functions of an academic unit. The School and its faculty had been busy there, too. In 1980, Melson created the Office of Communication Research and Service (now the Institute for Communication Research), directed by Associate Dean Ed Mullins.

On the research side, the School had been operating the Capstone Poll with the Department of Political Science since 1980. The Capstone Poll conducted pre-election surveys and other research on opinions of Alabamians toward a variety of subjects. In addition, the research office stimulated faculty studies of communication topics, distributing \$6,000 to \$7,000 each year to help investigators meet expenses of their research.

Workshops offered by the office served professionals in advertising, broadcasting, newspapers, and public relations. The Distinguished Lecture Series/Editor-in-Residence program brought accomplished professionals to campus, including some from other nations. Most classes included appearances by guest speakers drawn from the fields represented in the School. Some faculty members worked with professional associations.

Other service projects reached out to Alabama high school students and teachers. Regional journalism workshops were offered each year, and the annual Alabama High School Press Association came to campus each spring. The School's newest academic unit, the Department of Speech Communication, offered regional forensics workshops each fall and spring.

Planning had already begun for seeking accreditation of the remaining academic sequences in the School, and as that process went forward it became apparent that the academic programs were doing a sound job of preparing students for careers in communication.

An addition: Department of Speech Communication

Speech communication became the School's fourth instructional department in May 1981, moving from the College of Arts and Sciences. As in journalism, courses in speech had first appeared in the Department of English. Frederick D. Losey taught English and rhetoric from 1907 to 1916 and organized Blackfriars, a dramatics club and predecessor of the University theatre. Senators Lister Hill, Claude Pepper, and John Sparkman participated in Blackfriars productions. Speech became an independent unit in 1932 with T. Earle Johnson as departmental chair. A second faculty member, Helen Osband, joined the department in 1934.

During the World War II era, a speech and hearing clinic and courses in radio were added, the latter moving in time to the Department of Radio Arts. The components of the department in the years after the war included the clinic, rhetoric and public address, and theatre. During this period, the department attracted from 50 to 75 majors each year.

In 1949 the speech department's Alabama Forensics Council attracted attention throughout the United States by winning the first of its 12 national team titles, the latest coming in 1998. The forensics council traces its ancestry to the literary societies common to university campuses of the late 19th and early 20th centuries. Throughout its history, the forensics program has enriched students' educational development and trained them for the challenges of a complex society, winning 12 team national championships in the process.

In 1956 speech moved from Morgan Hall to the Music and Speech Building, now named the Rowand-Johnson Building. Dr. Allen Bales succeeded Johnson in 1969 and served as second chair of the department. Annabel Hagood became the third in 1976. That same year the speech and hearing clinic left to become part of the Department of Communicative Disorders, and three years later theatre joined dance in a separate academic unit. In 1983, a graduate student in speech, William M. Purcell, won the first Outstanding Graduate Teaching Assistant Award given by the University.

And departures, too

Additions to the School of Communication became common during the Melson years, and there were some departures as well—none more regretted than that of Charles Arrendell. He came to journalism in 1969 as a brand new Ph.D., was instrumental in reworking the Department's curriculum, became chair shortly after Bill Winter's death, and guided the program through reaccreditation.

After 12 years at UA, Arrendell returned to his home state of Texas in 1981 to become chair of the journalism department at the University of Texas at Arlington. His work there proved as productive as his work at Alabama. His untimely death in 1989 shocked his friends at the Capstone. Dr. Charles Self became chair of the journalism department when Arrendell resigned.

Another departure came in 1982, when Knox Hagood returned to full-time teaching after serving for 19 years as chair of broadcast and film communication. He remained on the faculty another two years before retiring from the University. Dr. James Brown replaced Hagood as BFC chair.

Yet another departure was signaled in the dean's column of the alumni publication, *Communicator*, in the fall of 1982. Bill Melson announced that 1982-83 would be his last year as dean and that he would return to full-time faculty status in the fall of 1983. Deflecting credit for the School's significant progress since his arrival onto faculty, staff, and University administration, Melson nevertheless admitted reasonable pride in those achievements.

"Bill Melson solved so many problems for us and began so many good things at this place, it would be difficult to list them all," Ed Mullins, Melson's successor as dean, said as Melson retired from the University in 1992. "[He] taught us what quality education is." Mullins added that the College of Communication ranked among the best in the nation "because of the foundation Bill Melson laid for us."

The Mullins years

In August 1983, the responsibility of building on the Melson foundation came into the hands of Leslie Edward Mullins—known as Ed to his friends and colleagues. "Our first 10 years were years in which we built a base for a comprehensive School of Communication," Mullins observed as he began his service as dean. "Our next 15 years, bringing us right up to the 21st century, will be dedicated to building something that cannot be described in terms of brick, mortar, equipment, or administrative structure. It will be the building of excellence. If we are to build something that will last, we must always strive for excellence."

Ed Mullins served 13 years as dean of the College—more than half of its first 25 years. His plan for the first five years called for a revision of the undergraduate curriculum to ensure well-educated and well-trained graduates, School-wide accreditation, recruitment of more bright and talented high school students through scholarships, and increased scholarly activity by the faculty.

What occurred during those five years?

Curriculum

During this period, the University established a core curriculum which, under School of Communication regulation, required majors in the School to take approved courses in natural sciences, mathematics, foreign languages or computer science, freshman and sophomore English, social sciences, and humanities—a minimum of 44 hours. The core held a striking similarity to the School's own basic curriculum.

Each department's faculty engaged in a constant process of evaluating and changing its curriculum to address developments in the professional field and to respond to student interests. In addition to other courses, the advertising and public relations faculty introduced courses in research, theory, and international studies. The speech communication department added a series of courses in political communication. In modifying its curriculum, telecommunication and film embraced new technology, especially the developing field of cable television.

Journalism developed a sequence focused on both the mechanical and managerial dimensions of editing. In addition to its own enhanced course requirements, journalism encouraged students in the sequence "to work in editing internships and to take non-journalism electives which will give them a broad range of knowledge, including such fields as English, economics, history, sociology, and political science," said Dr. David Sloan, who became acting chair of the Department of Journalism during Charles Self's sabbatical leave and subsequent return to full-time teaching and research.

The School continued its emphasis on internship experience. For example, during the summer of 1987, 57 communication students acquired internships, mostly in the South, and the following summer 40 students worked in professional settings, among them NBC-TV in New York, the St. Louis Cardinals, the Alabama Symphony Orchestra in Birmingham, and WDHN-TV in Dothan. All communication fields were represented by the internships.

Accreditation

During Mullins's first five years as dean, the School underwent two accreditation evaluations and passed both. In 1983-84, the entire School of Communication stood for accreditation by the Southern Association of Colleges and Schools. Hardly had that been approved than the School went to work preparing for an even more rigorous accreditation process under guidelines of the national Accrediting Council on Education in Journalism and Mass Communication.

This time the news-editorial sequence in journalism and the advertising and public relations sequences would be evaluated for accreditation, and the broadcast program would be reviewed. (Speech Communication falls outside the mass communication field and was not included.) Every aspect of their teaching, research, and service would be studied, first by the faculty of the units involved and by the School administrator and then by a committee representing ACEJMC.

After 18 months of work, a self-study was complete: two huge volumes of material containing about a thousand pages. In February 1985, the five-member site committee visited the School. It liked what it saw and recommended accreditation to the full council. Its approval arrived at the School in May of that year. The report added that broadcasting merited accreditation, though it permitted an excessive number of hours in the major.

"Having accredited programs ensures our constituencies that we meet high standards for professional education in mass communication," Mullins said. "These constituencies . . . represent students, parents, prospective faculty members, alumni, prospective employers, and major donors." The School became the only unit in Alabama to receive ACEJMC accreditation.

During Mullins's first five years as dean, the School underwent two accreditation evaluations and passed both.

Enrollment

Perhaps because of its accredited status, enrollment in the School continued to grow with few pauses. In 1985, it stood at 1,473 and a year later at 1,676. Of the 1986 figure, 554 came from other states and 29 from other nations. Advertising claimed 397 majors, followed by public relations, and broadcast and film communication with 375 each. Mullins noted in 1986 that faculty and facilities (including a renovated annex still two years away) existed for 1,500 students. He said that the faculty had begun considering enrollment management.

By 1987, the effects of tightened requirements were becoming apparent. The School had experienced no growth from the previous fall, although without new enrollment policies it would have had about 1,850 majors. The spring of 1988 saw a decline of 70 students from the previous year. The objective, Mullins said, was "to increase the quality and raise the standards in our programs" while slowing enrollment growth.

Even with the large numbers, the quality of the School's majors was improving. In 1985, the average ACT score of all students stood at 21 plus, up two points from 10 years earlier, a significant increase. And the 1985 freshman class scored an average of 22 plus. Moreover, the School counted 10 Presidential Scholars—requiring ACT scores of 30—among first year students.

As evidence of their quality, students in the School began winning major honors. In 1985, the forensics team won a national championship, and three years later Keith Dunnivant, a journalism senior, won first place in the prestigious William Randolph Hearst Foundation National Writing Competition.

Scholarships may have played a role in increasing student quality. In 1984-85, students received \$38,079 in scholarships and in 1986-87 the scholarship total stood at \$53,320, dropping to about \$45,000 in 1988. Ten years earlier, students in the School of Communication had received about \$5,000 each year in scholarships.

Research

The faculty's research productivity increased significantly during the 1983-88 period. In 1988, faculty members produced 16 books and 30 refereed publications, both well above the level of any year in the history of the School. For the 1980-85 period, the School ranked 16th nationally in research articles

among mass communication programs. Dr. Dan Riffe, associate professor of journalism, stood 17th among individual faculty members.

The arrival of Dr. Jennings Bryant in the fall of 1987 to occupy the Ronald W. Reagan Chair of Broadcasting contributed significantly to the increase in scholarly activity. During the 1987-88 academic year, refereed journals accepted 10 of his articles, and he edited or co-edited four books. In addition, he made 11 presentations before learned societies. Bryant also became director of the Institute for Communication Research.

Other things were happening

Accomplishments in the four areas targeted by Mullins as he began his tenure as dean only begin to describe activity during this early period of the Mullins era. Other things were happening.

A **Board of Visitors** was established in 1984 "to provide counsel and advice as we work to become the best professional school of communication in the South and to be competitive with the leading communication schools in the nation," Mullins said in announcing the appointment of 16 leading professionals to the board. They represented advertising, broadcasting, journalism, public relations, and publishing.

Although the membership changed over time, original appointees to the board included Eleanor S. Applewhaite, general attorney for CBS, Inc.; Pam Beaver, executive vice president of 13-30 Corporation, which produced 16 publications for a variety of audiences; James B. Boone, Jr., chairman of the board of Boone Newspapers, Inc.; Bob Cohn, chairman of the board of Cohn and Wolfe, an Atlanta public relations firm; Paul Delaney, deputy national editor of *The New York Times*; Bob Edwards, anchor of National Public Radio's *Morning Edition*; Doyle Harvill, publisher of the *Montgomery Advertiser*; James E. Jacobson, editor of the *Birmingham News*; Charles H. Land, publisher of *The*

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Tuscaloosa News; Frank Lee, president of Luckie and Forney, a Birmingham advertising and public relations firm; James T. Lynagh, president of Multimedia Broadcasting Company; William G. Quigley, director of public relations field operations for General Motors Corporation; Edward Sears, managing editor of the *Atlanta Journal and Constitution*; Ray Shaw, president and chief operating officer of Dow Jones and Company, who served as chair of the Board of Visitors; Whitney Shaw, president of Shaw Communications and publisher of *Business: North Carolina*; and Julius Talton, president of Talton Broadcasting Company in Selma.

After an intensive review within the University and the system, the

doctor of philosophy degree in mass communication was approved by the Alabama Commission on Higher Education in 1987. Dr. Dolf Zillmann, an internationally recognized communication educator, joined the School in January 1989, as associate dean for graduate studies and director of the doctoral program. He had authored, co-authored, or edited 30 scholarly books and 175 research articles. A native of Germany who had worked in advertising and studied communication in his native country, Zillmann's presence added to a growing interest in **international communication** within the School, and his frequent lectures abroad brought external recognition.

International courses came into the School of Communication through its founding departments: International Cinema, International Mass Communication, and—at the graduate level—the International Communication Seminar. An annual summer tour of public relations programs in Europe was offered to students. Dr. Frank Deaver began speaking at universities in Europe, the USSR, and Latin America. A series of journalists from Brazil, England, Finland, Guatemala, Japan, the Soviet Union, and Sweden flowed through the School in the 1970s and 1980s. Grants related to international studies were developed.

A catalytic event in international communication came with a faculty colloquium in November 1987, focusing on teaching, research, and service opportunities. Half of the School's faculty members led discussions in areas of expertise. An increase in international activity blossomed from the colloquium: Dr. Yorgo Pasadeos edited the newsletter of an international communication organization, communication professionals from throughout the world became more common in the School, and the number of international students grew, all reflecting interest in an increasingly interconnected world.

While developing an international dimension, the School through **University Television Services** also turned its focus on Alabama. UTS began producing *Discovering Alabama*, its cameras following University environmental educator Dr. Doug Phillips as he toured the state's natural resources. The monthly series quickly became the most popular program on Alabama Public Television in the central part of the state.

At the same time, UTS devoted significant resources to a two-hour documentary on Alabama's controversial governor, George Wallace. Senior producer Joe Terry and advertising professor Camille Elebash developed the program from more than 200 hours of videotape and 30-plus interviews with individuals who had worked with Wallace, newsmen who had covered him, and Wallace himself. The documentary ran on APT and eventually on National Public Television.

Along with other specials and programs during this era, UTS also developed a "candid classroom"—a room like many others where students received instruction at the University except that it included several television cameras and other equipment providing the ability to videotape the instructor and any materials used by the instructor. The resulting tapes could be reviewed by students in a class and—as importantly—those off campus taking the course. In

time, this "distance learning" concept would become a major part of University Television's responsibilities.

The University's public radio station, WUAL-FM, brought a different meaning to distance education by installing a repeater station in the Florence area in the fall of 1987 and beginning broadcasts to northwest Alabama.

Even a new magazine contributed to the College's connection with the public. Begun as a prospectus in a journalism course, *Alabama West* first appeared in 1990 with articles focused on this part of the state. Although it was staffed by students—from Professor George Frangoulis's magazine course for the articles and Professor Camille Elebash's media sales class for the revenue-producing content—it was not a University publication in the usual sense of the word.

Another target of the School's outreach was **professionals**. Founded in 1977 in conjunction with the Alabama Press Association Journalism Foundation, the Media Institute provided professional development workshops up to six times each year both on campus and at locations throughout Alabama.

Advertising club leaders from throughout the state began holding an annual meeting at the School of Communication. At their 1985 session, they established a statewide scholarship program for college majors in advertising and related fields and later founded the Alabama Advertising Education Foundation.

The influence of the School reached other universities. In the fall of 1985, Dr. David Sloan developed a plan for the Southeast Journalism Conference, attracting 23 universities to the organization. Its first convention and competition were held in 1987. A decade later SEJC has grown to 40 universities, and all three of its executive secretaries have connections to The University of Alabama.

The School found another way to continue extending educational opportunities beyond its own student body. Since 1929, the Department of Journalism had been working with the University's Extension Division to help students improve the quality of their high school publications. State and regional meetings and contests and cooperation with the Alabama High School Press Association have served this purpose.

During the summer of 1984 another vehicle for helping scholastic journalists was added as eleven high school juniors from Alabama attended a **minority journalism workshop** at the University. Students who scored well on the ACT and who were interested in mass communication were recommended by their high school instructors for the two-week program. The workshop proved so successful that 70 students applied and 24 were accepted for the 1985 workshop. It continues to be held each summer. "The main purpose of the workshop is to recruit blacks for the journalism profession and give training during high school years to familiarize them with journalism," said Marie Parsons, director of the program and a member of the School's journalism faculty. The Dow Jones Newspaper Fund and a dozen mass media organi-

zations in Alabama helped fund the workshop. It became part of a high school summer journalism program, which had been conducted on campus for years.

The high school workshops were one beneficiary of about \$200,000 worth of **equipment** given to or purchased by the School from 1983 to 1988. About \$100,000 in print editing and production equipment came to journalism from the *Selma Times-Journal* and *Alexander City Outlook* in 1985. Three years later, journalism established a \$56,000 Macintosh lab that could be used for writing, editing, and graphics. The lab included equipment valued at \$8,000 and donated by Apple Computer Company. At about the same time, advertising and public relations opened a graphics lab which contained 15 Apple Macintosh computers, a graphics tablet, and five printers. APR graphics instructor Charles Groover called it one of the best labs in the nation. Two grants from the U. S. Department of Commerce totaling more than \$75,000 financed the construction and equipment of the repeater station in northwest Alabama for WUAL-FM, the University's public radio station.

Endowment funds were also flowing into the School. By the end of the 1987-88 academic year, they totaled \$1.3 million, most in the Ronald Reagan Chair but about a third in scholarship, fellowship, and professorship gifts.

Faculty figured prominently in the events of Ed Mullins's first five years as dean. When Knox Hagood retired in September 1984, he had completed 36 years on the faculty, 19 as chair of broadcast and film communication. His association with the University ran even longer. He had enrolled as a pre-med student at the Capstone but went

Faculty figured prominently in the events of Ed Mullins's first five years as dean.

into military service in 1943. Returning after World War II, he changed his major and graduated in radio arts. After earning a master's degree at Northwestern University, Hagood accepted an offer from Leo Martin to teach in the radio arts department and joined the faculty in 1948. Fifteen years later he became its chair, serving until 1982, when he returned to full-time teaching.

Journalism professor John Luskin, who retired in 1974, died in September, 1988. After earning a master's degree in English at Harvard and working for a newspaper in New Haven, Connecticut, for five years, he came to the University in 1938, remaining until his retirement in 1974. "What we remember [about Luskin] is the relentless force of his intellect, his self-confident certainty about the way things should be, his challenge to each of us to think—THINK—about issues, about ideas, about our place in a worrisome world," said Jim Jacobson, editor of *The Birmingham News*, and a former student.

The growing reputation of the advertising and public relations program attracted two nationally known figures to the faculty in the late 1980s. In 1987, Dr. Arnold Barban, media planning scholar and long-time chair of the advertising department at the University of Illinois, came from the University of Texas, where he had held a chair in advertising. Two years later, Dr. John Eighmey, senior vice president of Young & Rubicam, one of the world's largest

advertising agencies, joined the faculty as chair of the Department.

Major recognition of the quality of the School's faculty came when two of its members received campus-wide recognition for their classroom work. The National Alumni Association's Outstanding Commitment to Teaching Award went to APR's Camille Elebash in 1981 and to speech communication's Annabel Hagood in 1986.

A step up the academic ladder

Off-campus recognition came to the School when it was selected in 1985 as one of 25 organizations in the nation to assist in NASA's Journalist-in-Space project. The School's 11-person panel was in the process of recommending someone for the mission when the Challenger explosion in January 1986, ended plans to place a journalist in space.

In 1987-88, the School won recognition from the Gannett Center for Media Studies as one of the 20 best schools of communication in the nation. After listing the top 11 schools, the Center said in a report, "The University of Alabama at Tuscaloosa has all but reached the first division under Edward Mullins, its dean. Alabama provides a wide-ranging professional curriculum, and its graduates get good jobs and do well in them." Noting that the School had ranked for years among the top 10 communication programs nationally in enrollment and degrees granted, Mullins said, "We are now receiving recognition for the quality of our programs as well as our size."

In the fall of 1988, the School took a step up the academic ladder. The Board of Trustees renamed it the College of Communication. As if the School were not busy enough before it became a college, the level of activity around the Communication Building seemed to increase after the promotion. Almost every week came reports that one or more students had won scholarships, that individuals or teams associated with the College had received awards, that faculty research had been published, that new scholarships and endowments had been established, that research or equipment grants had been received.

Nonetheless, news that University Television Services had received a grant in the summer of 1989 generated more than the usual excitement. The grant, the largest the College had ever received, totaled \$1,045,800, half from the federally funded Public Telecommunications Program and half from the University. It made possible critically needed, new, state-of-the-art equipment to correct technical problems of linking to the Public Broadcasting System. In 1990, the name of UTS changed to the Center for Public Television.

Renovating an annex

As news of the television grant arrived, the building's annex was being vacated in preparation for asbestos removal, the first step in its renovation. The annex had been the site of the ballroom in the Old Union Building where many a dance had been held during the Big Band era. The annex claimed its

own musical organization for many years. The Million Dollar Band rehearsal room occupied the south end of the fourth floor. Construction work on the annex began in July 1990, and ended a year later.

Some classes were held in the remodeled and renovated west wing, as it is now called, in the summer of 1991. Computer labs, classrooms, seminar rooms, a tiered lecture hall seating 211, a reading room, offices of student radio station WVUA-FM, the Institute for Communication Research, and doctoral program offices occupy the wing. An extension for elevators and stairs at the south end was the only external change. The project cost \$3.3 million, a third coming from the University and the remainder from alumni and friends of the College. Recognizing the contributions of Alabama radio pioneer Bert Bank to its program, the Department of Telecommunication and Film dedicated the WVUA-FM broadcasting facilities to him.

With the occupancy of the west wing, the College completed a construction effort that required 10 years and almost \$8 million. Now all components could be housed under one roof. Speech Communication moved in July, 1991, leaving the Rowand-Johnson Building, formerly known as the Music and Speech Building, after 35 years. In fall 1992 public radio station WUAL/WQPR vacated quarters it had occupied on the eastern fringe of the campus for 10 years and made its new home on the second floor.

Along with renovation and moves, the building acquired a new name. Since its construction, the structure had been called the Alabama Union, the Old Union Building, or the Communication Building. In April 1991, the Board of Trustees renamed it Reese Phifer Hall in honor of the chairman of the board of Phifer Wire, Inc., a long-time supporter of the University. A public unveiling of the new name occurred during the summer.

Learning

More important than the building, though, was the activity inside. Learning. Writing. Speaking. Thinking. Debating. Researching. The meshing of brains and ideas. Learning.

And with that intellectual activity came accomplishment—most of it personal as, individual by individual, each student learned more about self, about the physical, political, and social world, and about how to prepare for that world as a professional communicator.

Sometimes accomplishment became more than personal. Students achieved for themselves, of course, but in that process often brought external attention to their academic programs and the College as well.

Here are some examples. Many more could be included.

The forensics team earned another national championship in 1992 and another impressive trophy to place in its display case on the third-floor foyer of the west wing. In addition, three members of the team—Tonya Adams, Zoe Brown, and Michelle Moreau—won national championships in individual events.

In 1991, Trey Garrison, a journalism major, became the second College

student in four years to win the William Randolph Hearst National Writing Competition. His stories placed first in both categories of the competition.

Competing against all graduate teaching assistants at the University, journalism master's degree student Julie Hedgepeth earned the University's 1991 award as Outstanding Graduate Teaching Assistant. The following year, she was recognized for writing the best thesis at the University. Five years later and now Julie Hedgepeth Williams, she was honored by the American Journalism Historians Association for producing the year's finest dissertation in mass communication history in the United States.

Two other students in journalism, Elizabeth Viall and Elizabeth Ziesenis, tied for first place in the 1991 Carol Burnett/Association for Education in Journalism and Mass Communication national graduate student ethics competition.

A master's thesis written by telecommunication and film student Michael Silbergleid was judged best 1992 debut paper in the production division by the Broadcast Education Association.

Tammy Knauer, an advertising major, won the Media Research Club of Chicago's first place award in 1990. The honor carried with it a \$2,000 scholarship and recognition as the best media planning student in the nation.

The College's student advertising team won regional competition in 1989, 1991, and 1992, and finished seventh nationally out of 130 competing teams in 1992. Advertising students began taking top awards in competition sponsored by the Direct Marketing Association, including national first place in 1998, and the American Academy of Advertising.

The success of the student newspaper, *The Crimson White*, during this era signals the quality of its staff, filled mostly with journalism and advertising majors. Its awards from Columbia Scholastic Press Association and Associated Collegiate Press marked it as one of the 10 best college papers in the nation.

Doctoral students presented seven authored or co-authored papers at the 1992 convention of the Association for Education in Journalism and Mass Communication.

The success of the student newspaper, The Crimson White, during this era signals the quality of its staff, filled mostly with journalism and advertising majors.

With students performing at these levels, the College clearly was attracting high-quality students—like Perri Colley. During her senior year at Athens High School, Perri Colley earned recognition as Alabama High School Journalist of the Year. That advanced her to national competition, where she was judged the best high school journalist in the United States in 1990. That fall she enrolled as a journalism major at the University.

In 1993, the College's undergraduate enrollment stood at eight percent of the University's. That year, 16 percent of the University's Presidential Scholars were majors in the College. Presidential Scholars must meet high academic standards. Moreover, 50 communication majors were enrolled in the

University Honors Program in 1993. Further evidence of the quality of communication students comes from the \$600,000 a year they earned in scholarships during the early 1990s, including \$75,000 from the College.

Of PhDs and accreditation, and an anniversary, too

At the doctoral level, the first students entered the new Ph.D. program in 1989, drawn mostly from Alabama. Succeeding years, however, saw applicants from throughout the nation and abroad. The first graduate, Rhonda J. Gibson, received her degree in May, 1993. By the summer of 1998, 39 students had earned doctoral degrees through the College. The program had positioned itself among well-recognized doctoral programs in communication.

The director of the doctoral program, Dr. Dolf Zillmann, earned a Fulbright Foreign Scholarship for 1991-92, a first for the College. He lectured on the psychology of communication at the University of Klagenfurt, Austria, and developed collaborative media research with the faculty there.

As the application process began and continued for the first class of doctoral students, the College launched preparations for its next accreditation cycle. The AEJMC committee site visit came in October, 1990, and all three mass communication programs underwent examination. The College passed 11 standards—leadership, budget, curriculum, student records and advising, instruction, faculty, internships and work experience, equipment and facilities, faculty scholarship and professional activities, public service, and graduates and alumni—and was found lacking in one, diversity. The College was reaccredited and praised for many improvements since the 1985 evaluation, although urged to bring more minorities and women onto the faculty.

Six months after the accreditation visit, the newly accredited telecommunication and film department held a party to celebrate its fiftieth anniversary. One weekend in March 1991, alumni returned and joined current students and faculty in the festivities to celebrate the formation of the Department of Radio Arts during the 1940-41 academic year. A tour of the building and a Saturday evening dinner highlighted the walk down memory lane. At the dinner, long-time faculty member Knox Hagood directed several original members of the Crimson Theater, which had once traveled the airwaves, in the radio drama "Sometime Every Summertime."

While celebrating its anniversary, the Department also cheered the election of a faculty member, Dr. Ray Carroll, as chairman of the board of directors of the Broadcast Education Association, a national organization supporting scholarship in broadcasting and encouraging interaction between academics and professionals.

The fall of 1991 found advertising and public relations introducing its new professional master's degree, an intense, accelerated one-year program. Eleven of the Department's 17 entering graduate students opted for the professional rather than the traditional degree. APR chair Dr. Arnold Barban noted that the

new program integrated advertising and public relations and studied persuasive communication strategies "within the broader disciplines of mass communication and marketing."

Bill Melson retires

In May the College's third dean retired. Bill Melson served as the College's administrator from 1976 to 1983, when he returned to teaching and research in public relations. He capped his 16-year career at the University by delivering the College's commencement address. He told graduates and their families, "Education should have prepared you not just for your career and the sustenance of life but for the improvement, enjoyment, and celebration of life. Not only should it enable you to put more into life but also to get more out of life."

He closed his remarks with a Melsonian, "And finally, in the vernacular of the day—Hey, we outta here babe!"

Honors to broadcasters

A few months after Melson's address, public radio stations WUAL/WQPR participating in Southern Educational Communication Association competition, won more awards than any other station in SECA. Among other entries accorded honors, Sam Hendren's "The Closing of Boykin Elementary" received recognition as best news/events coverage for local use. SECA includes states from Kansas east and West Virginia south.

At the same time, the University's Center for Public Television was producing from 12 to 16 half-hour episodes of *The Alabama Experience*, a new series about life in the state. Designed for use by Alabama Public Television, the programs are also distributed by SECA and broadcast by public television stations throughout the nation.

In addition, CPT cooperated with the University's Center for Communication and Educational Technology in producing programs for use in kindergarten through high school classes and distributing them by satellite. Courses offered through this distance learning included world geography and Japanese. The new "Integrated Science" program for seventh-grade students and teachers went to students in 85 schools. In 1992, Japanese and Integrated Science placed first and second in national competition attracting 170 nominees. By 1998, 1,400 science teachers and 170,000 students in 20 states and Canada had participated in the Integrated Science program.

Knox Hagood, RIP

The longest-serving chair in the history of the broadcasting academic program, Knox Hagood, died in 1993. In 1986, three years into retirement, Hagood had established a Communication Faculty/Staff Award program which bears his name. The same year a classroom in the Communication Building was dedicated to him. It contains Hagood memorabilia, including an

early one-tube radio that had occupied a place in his office. Dean Mullins characterized him as a "tough task master in his courses—very demanding. But he was, underneath, a softie with a kind heart and a helping nature."

A century for the C-W

Homecoming 1993 brought 130 former staff members of *The Crimson White* back to campus to help the publication celebrate its 100th birthday, which came in January 1994. Sessions held during the reunion carried interesting titles, such as "*The Crimson White Goes to War*" and "*The Crimson White and Integration*." The journalism program and, more recently, advertising have supplied much of the staff for the C-W.

In 1993 *The Mobile Press Register* and the Department of Journalism announced plans to establish a business journalism program thought to be among the first of its kind in the nation. The newspaper funded the program with \$75,000 to "improve the preparation of business journalists by increasing their knowledge of the business world, the rigor of their reporting, and their appreciation of the importance of accurate and authoritative business news," Dean Mullins said. Journalism undergraduates in the program would minor in business, and graduate students would take a concentration of business courses.

The College also continued to receive grants. One especially large pledge came from Southern Progress Corporation, publisher of *Southern Living* and *Cooking Light*, in the spring of 1995. Designated for the Institute for Communication Research, \$400,000 funded two endowed graduate research fellowships, and \$50,000 covered the cost of computers and other equipment. It was noted at the time of the gift that about 60 Southern Progress employees had graduated from the University, many from the College of Communication.

A change in title came to the broadcast service units of the College in 1995. The two were joined together in the renamed Center for Public Television and Radio under CPT Director Thomas Rieland. Roger Duvall became station manager of WUAL/WQPR. In 1996 WAPR went on the air in Selma, carrying WUAL's signal to the south-central area of the state. In addition to its service responsibilities, CPT&R has, over the years, provided many students laboratory and practical experience.

Dean Mullins returns to teaching

The spring of 1994 brought an announcement that Ed Mullins had decided to resign as dean and return to full-time teaching and research. After six years as associate dean of the College and 11 as its dean, Mullins said he would step down when a successor was named. By the time a new dean was selected, Mullins had served 13 years in that office. Reflecting on his accomplishments, Mullins said, "What it means to do a good job as dean is that so many people are doing a good job. Everyone should be thanked."

The search for a new dean came in two segments. The first, starting in 1994 and occupying much of 1995, attracted 40 applications but in the end did not yield a dean. A second search began in the fall of 1995 and produced four finalists. From them, Dr. Culpepper Clark was appointed the College's fifth dean. He assumed his duties in May 1996.

The Clark beginning

E. Culpepper—or “Cully”—Clark came to the deanship from six years as executive assistant to University President Roger Sayers, the College's second, although part-time, dean. Though involved in numerous tasks in the President's Office, Clark's most public one had him leading the University's appeal when the National Collegiate Athletic Association imposed penalties because of problems in the intercollegiate football program. He succeeded in securing a revocation of some penalties from the NCAA, an outcome unheard of before then.

Clark's book, *The Schoolhouse Door: Segregation's Last Stand at the University of Alabama*, enjoyed favorable reviews and a listing in *The New York Times Book Review* as one of its Notable Books of 1993. He is the College's third dean in a row to hold a Ph.D. from the University of North Carolina at Chapel Hill. His teaching experience includes two appointments at the University, the latter as professor and chair of the Department of Communication Studies. Between the two, he taught at The University of Alabama at Birmingham and Georgia State University in Atlanta.

Clark assumed leadership of a College which enjoys great respect in communication education. It ranks sixth in the nation for research productivity in telecommunications and media studies. The College tied with Stanford University as the second leading producer of doctoral degrees in mass communication in 1996. Its master's degree programs in advertising and broadcasting have been ranked among the nation's best by *U. S. News and World Report*.

Its students and faculty likewise earn high honors. Here are *some* of those honors.

In 1998, the dissertation of David Davies was cited as best history dissertation in mass communication by the American Journalism Historians Association. It was the second year in a row for the honor to come to a College of Communication student.

The University forensics team won its 12th national championship in 1998, and individuals on the team collected nine national titles.

A broadcast student of Dr. Pam Doyle, Carson Clark, received the grand prize for audio production in sports and features at the 35th annual National Student Production Awards held by Alpha Epsilon Rho national broadcasting society. Two other students earned honorable mentions. The Medical



High school students in the 1997 Minority Journalism Workshop write assignments. The two-week summer workshop began in 1984 with a grant from the Newspaper Fund. Visiting minority professionals from throughout the nation work with students. Dave Rogers, External Affairs Manager for JVC, talks with students. (Photo by Ed Mullins)

Association of Alabama honored Dr. Doyle with a first-place award in medical reporting.

Journalism Professor Dr. David Sloan was elected to a two-year term as president of Kappa Tau Alpha national honor society in mass communication and to a one-year term as president of the American Journalism Historians Association. Broadcasting Professor Dr. Gary Copeland serves as president-elect of the Southern States Communication Association.

Dr. Frank Thompson, associate professor of Speech Communication and director of forensics, became national president of Delta Sigma Rho-Tau Kappa Alpha honor society for a two-year term. On campus, Dr. Thompson became, in 1996, the third College faculty member to receive the National Alumni Association's Outstanding Commitment to Teaching Award.

Likewise, the accomplishments of former students have strengthened the reputation of the College. Many others are as worthy of mention as the alumni identified below, but these provide a good sample.

Mel Allen. The famous “Voice of the New York Yankees” earned his undergraduate and law degrees from the University in the 1930s. He took courses in speech and served as sports editor of *The Crimson-White* in 1935. While working toward his law degree, he was debate coach and taught speech courses. Among his students was Paul W. “Bear” Bryant.

Gould Beech. After serving as editor of *The Crimson-White* in 1934, Beech worked on newspapers in Anniston and Montgomery and as editor of *Southern Farmer*, a popular newspaper of the time. Later he served as speech writer and acting campaign manager for the state's reform-minded Governor James E. "Big Jim" Folsom.

Ron Casey. A 1973 journalism graduate, Casey won a Pulitzer Prize in 1991 for an editorial he wrote for *The Birmingham News*. During the 1972-73 academic year he edited *The Crimson-White*.

Russ Chappell. A member of the telecommunication and film class of 1958, Chappell worked for radio stations in Anniston, Montgomery, Mobile, and Tuscaloosa. He joined a Tuscaloosa advertising agency in 1965 and purchased it in 1984. He is president and CEO of Promotional Group in Tuscaloosa.

Tom Cheronos. The one-time producer and director of the television hit series *Seinfeld* (NBC) earned a master's degree in telecommunication and film in the late 1960s. He also worked on *Welcome Back Kotter* and several other sitcoms.

John Cochran. A 1963 TCF graduate, Cochran worked at NBC affiliates in Charlotte, N.C., and Washington D.C. Joining the network news staff, he served as NBC's Pentagon correspondent, chief European correspondent, and chief White House correspondent. Now with ABC, he covers the U.S. House and Senate.

George A. Cornish. In the pre-journalism days, Cornish, a 1921 graduate, worked on University publications and was associate editor of *The Crimson-White*. His career included responsibilities as executive editor of *The New York Herald-Tribune* and as editor-in-chief of Grolier's *Encyclopedia International*.

Douglas Edwards. During his 46-year career with CBS, Edwards became, in 1948, the first television news anchor for the national network. After 14 years, he was replaced by Walter Cronkite. Building on his high school experience with radio in his hometown of Troy, Alabama, Edwards came to the University and studied both journalism and broadcasting.

Elmo Ellis. During his college career, Ellis served as editor of *Corolla*, *The Crimson-White*, and *Rammer-Jammer*, the University's humor magazine. Moreover, as a freshman he wrote for the University News Bureau and supervised its operation during the rest of his academic career at Alabama. A member of the University's debate team, Ellis graduated in 1940 with a degree in journalism. An advocate of radio in the television era, Ellis popularized WSB in Atlanta through his concept of "hometown radio." In 1995, *Radio Ink* magazine named him one of 75 people who has had a "major impact on radio." Others included the father of radio, Guglielmo Marconi, and—more recently—Ronald Reagan and Larry King.

Vic Gold. A 1951 law graduate, Gold served as press secretary for Vice President Spiro Agnew and later as a writer for President George Bush. He assisted Bob Dole in his preparation for the presidential debates in 1996.

Sandy Grossman. A 1957 telecommunication and film graduate,

Grossman has directed television coverage of Super Bowls and numerous National Football League regular season and playoff games.

Janet Hall. News anchor at WBRC-TV in Birmingham and a 1977 graduate in speech and telecommunication and film, Hall is a Capstone Communication Society distinguished alumna of Communication Studies.

Sam Harvey. The long-time editor of *The Advertiser-Glean* in Guntersville, Harvey edited *The Crimson-White* and graduated from the University in the 1940s. Although his newspaper has the largest non-daily circulation in the state, Harvey says it offers only local news and commentary, leaving other stories to the dailies.

Robert Inman. A 1965 graduate in radio and television, Inman worked for many years as a television news anchor and as director of University Relations at the Capstone. More recently he has emerged as a novelist and screenwriter of considerable note. Hallmark Hall of Fame has produced one of his books, *Home Fires Burning*, and one of his screen plays, *The Summer of Ben Tyler*, as television movies with Inman also writing the teleplay for the book. *Ben Tyler* received an award from the Writers Guild of America as best television movie script of 1997.

Carroll Kilpatrick. This 1935 editor of *The Crimson-White* and journalism graduate spent the Kennedy, Johnson, Nixon, and Ford years as White House correspondent of *The Washington Post*. His was the by-line on one of the most dramatic stories in American history, the resignation of President Richard Nixon. After Kilpatrick's death, the *Post* lauded him as "a thorough, fair-minded, reliable, unruffled journalist who did not play favorites. . . ."

Andrea Kirby. A 1963 graduate of telecommunication and film, Kirby worked in broadcasting for 17 years and served as the first woman sportscaster for ABC television. In 1985 she established herself as a coach for athletes and others facing media interviews to help them communicate more effectively.

Harper Lee. Nelle Harper Lee received a Pulitzer Prize in 1961 for her book, *To Kill a Mockingbird*. Only 12 years earlier she had attended the University, writing for *The Crimson-White* and editing *Rammer-Jammer*, the campus humor magazine.

William F. O'Connor Jr. With a master's degree in advertising and public relations as well as a bachelor's in journalism, O'Connor is president of the Business Council of Alabama. He has also served as a vice chancellor of the University of Alabama System.

Jon Petrovich. In 1972, Petrovich earned a telecommunication/film master's degree and began an 18-year career in television news. Moving into management, he oversaw CNN *Headline News* operations and more recently has served as executive vice president and managing director of Turner Broadcasting System Latin America.

Charles Porter. While working as a general reporter at the *Mobile Press-Register* in the late 1960s, Porter successfully encouraged the publication of stories about blacks. In 1969, he entered the graduate program in journalism at

the University and became the first African-American to receive a master's degree in the subject. He founded the *National Inner City News* in 1976.

Dr. Annette Nevin Shelby, who earned a bachelor's degree in 1960 and a master's degree in 1962, both in communication studies, was named by XXXI as one of the top XXXI women to graduate from the University.

Chet Simmons. At Alabama, the 1950 graduate wrote sports for *The Crimson-White* and did some radio broadcasting. He is probably best known as the founding president of ESPN, but he also has served as president of NBC's sports division and as president of the United States Football League.

Hazel Brannon Smith. Winner of a Pulitzer Prize for editorial writing and an Elijah Parrish Lovejoy Award for courage in journalism, Smith graduated from the University in 1935. She worked on the editorial staff of *The Crimson-White*.

Judy Stone. A 1979 communication studies graduate, Stone is executive director of Alabama Public Television.

Dr. Bernell Tripp. Now an associate professor at the University of Florida, Tripp was the first African-American to receive a doctoral degree from the College.

Sela Ward. Although Ward, who graduated with an advertising degree in 1977, did not make it big in her college major, she did appear in many commercials on her way to success in motion pictures and television. One of her best-known roles was as one of the siblings in the NBC hit series *Sisters*.

Confirmation of first-tier status

When Clark became dean in 1996, planning was well under way for a reaccreditation visit by a team from the Accrediting Council on Education in Journalism and Mass Communication. The 1990 accreditation team had predicted that the College could become a nationally recognized communication program, and the 1997 ACEJMC visitation committee called the College a "first-tier program in every respect."

Not to sit on these laurels—and continuing the College's tradition of continuously upgrading and reworking departmental programs—journalism under new chair Ed Mullins went to work updating and revising the undergraduate curriculum. The Department sought to simplify its curriculum, help students graduate more quickly, and reemphasize basics such as liberal arts, writing, reporting, and editing. Many courses were eliminated and most others revised. The new curriculum requires that students do more field work.

At the same time, journalism developed a professional master's degree to accompany its more traditional graduate program. Students in this program have greater flexibility in organizing their degree and may do much of their work by distance learning.

In the tradition of first-tier programs, the College attracted funds for endowed professorships. Four Reese Phifer professorships were established in 1996 with a \$600,000 gift from the Reese Phifer family and additional funding

through the State's Eminent Scholars program to bring the value of the endowment to one million dollars. Appointed to the professorships in 1997 were Dr. Arnold Barban in advertising and public relations, Dr. Matthew Bunker in journalism, Dr. David Roskos-Ewoldsen in speech communication, and Dr. Sandra Braman in telecommunication and film. Dr. Joseph Phelps is to assume the APR professorship in September 1998.

Organizations

Over the years, thousands of students have enhanced their classroom learning through membership in professional organizations. Most of these clubs have developed a close relationship with the field through speakers, tours, shadow days, and scholarship programs.

Some, like the Society of Professional Journalists, predate the College. The University SPJ came into being as

Over the years, thousands of students have enhanced their classroom learning through membership in professional organizations.

Sigma Delta Chi in 1948. In 1978, its members co-hosted the national convention of its parent organization. Similarly, the University Advertising Federation traces its founding to April 1973. Fifteen years later, it sent a delegation to a board meeting of the Seventh (Deep South) District, American Advertising Federation, and convinced the directors to hold a meeting of the professional organization in Tuscaloosa.

The Public Relations Council of Alabama, founded in 1980, works closely with its older sibling, the Public Relations Student Society of America's Arlyn S. Powell Chapter. The Capstone Association of Black Journalists came into being in 1984 as Minorities in Communication, later renamed Minorities for Careers in Communication. Another professional group is the Radio-Television News Directors Association, organized in the early 1990s. Members of the Alabama Student Society for Communication Arts have served as official ambassadors for the College since 1989, when ASSCA became an organization.

An important part of a student's academic recognition in the College comes with election to an honorary society, four of which have established chapters in the College's instructional units. The forensics program, located now in Communication Studies, affiliated with Tau Kappa Alpha in 1915. After TKA and Delta Sigma Rho joined, the University received a charter from the combined society and has honored students under the hyphenated name since 1964. Alpha Epsilon Rho has served telecommunication and film students since 1945; three years later a member of the Alabama chapter, Mort Granas, served as the first student national president of the honorary society. Kappa Tau Alpha has accepted students in advertising, journalism, public relations, and telecommunications since 1974. In the School of Library Service, Beta Phi Mu was chartered in 1975. In addition, since academic year 1980-81

Capstone advertising majors have been elected to Alpha Delta Sigma, which does not maintain university chapters. All societies require high academic standing for admission.

Student publications

Student publications have traditionally drawn on majors in the College's professional fields. This was true even before the Media Planning Board came into being in the 1970s to support and budget the student media. The two older publications, *The Crimson-White* newspaper and *Corolla* yearbook, are ancient compared to the College and even 35 years older than the Department of Journalism.

Corolla first appeared in 1893 with the promise "to give a picture of the comings, goings and doings of the student during his sojourn here." Apparently, the picture provided by the annual offended some trustees, so another, more conservative and more frequent publication, the C-W, began its life—first as a weekly—in January 1894.

A humor magazine, *Rammer-Jammer*, paid a monthly visit to the campus from 1925 to 1956.

The School of Library and Information Studies

A major addition to the College's academic program occurred on July 1, 1997, as the School of Library and Information Studies merged with the College and became its fifth instructional division and eighth unit overall. SLIS offers four graduate degrees, including the doctor of philosophy, and may begin some courses at the undergraduate level by 1999.

At the University, courses in librarianship began as early as 1929 in the Department of School Librarianship in the College of Education. However, many Alabama students seeking a master's degree in library service attended accredited programs out of state. Working with University of Alabama librarians, the Alabama Library Association proposed the formation of an MLS program in the UA system. The legislature approved this in 1969 and established the Graduate School of Library Service at the University.

A partial academic program began in 1970 with Dr. Charley Scott on loan from the University's Office of Academic Affairs as administrator; Dr. James Ramer came from Emory University as the School's first dean in 1971. The School earned full accreditation by the American Library Association in 1974. It was one of the first programs to pursue continuing accreditation under 1992 standards. The first

Master of Library Science degrees were awarded in 1971. In 1978, the School began offering a six-year educational special-

A major addition to the College's academic program occurred on July 1, 1997, as the School of Library and Information Studies merged with the College.

ist degree. A master of arts degree was added in 1985 with the development of the unique Book Arts Program.

The doctor of philosophy degree became part of the School's program in 1988. Largely because of the doctoral program, the School's curriculum grew rapidly in the early 1990s. The EBSCO Endowed Chair in Librarianship was created in 1989 and filled by Professor Michael Malinconico. A partnership with JVC Corporation produced a CD-ROM production venture and an Information Systems Research Program. The School has become an Alabama leader in the use of two-way digital-based video to complement its faculty both in its statewide instructional program and also in importing resources.

Alumni achieved a formal means of support for the School through the Library School Association and helped the School become the first academic division at the Capstone to reach its goal in a University-wide capital campaign. Dr. Phillip Turner began serving as second dean of the School in 1987, and Dr. Joan Atkinson was named director shortly before the merger with the College of Communication. The School celebrated its 25th anniversary in 1996.



Members of the 1998 Alabama Forensics Council celebrate their national forensics championship. A perennial power, the team has won 12 national titles, the first in 1949. In addition, its members have earned more than 40 national championships over the years. (Photo by UA Office of Communications)

New names

Incorporating the School of Library and Information Studies in its name, the College in August 1998 became the College of Communication & Information Sciences. Speech communication also adopted a new name, Department of Communication Studies, reflecting national changes in the discipline.

The present and the future

As the College enters the 1998-99 academic year, it anticipates an enrollment of 1,500 graduate and undergraduate students, a faculty of 57, and a professional staff of 45. It holds endowments valued at \$5.5 million. Since its founding the College has received \$10.1 million in gifts and bequests, including \$2.9 million to the School of Library and Information Studies and not including grants from governmental agencies.

In the Department of Telecommunication and Film the University's second most senior faculty member in terms of service, Professor George Katz, continues to teach at the Capstone, as he has for 42 years. He is the only member of the College's original faculty still teaching at the University.

Although the College again occupies two different locations on campus, Dean Clark's vision for the future would bring all units together in a communication complex of five buildings. The \$34-million "New Century" project would provide two new buildings, remodel three buildings, and provide chairs, fellowships, and scholarships. This plan follows a successful Campaign for Alabama which attracted \$5 million for the College as part of the \$224 million raised by the University.

In retrospect

A history written contemporaneously often suggests, incorrectly, that all ran smoothly and perfectly. The human condition argues otherwise. The College of Communication & Information Sciences developed as the product of the people who worked in it and with it—people who agreed, but often disagreed—in the process of creation and development. Because of their willingness to struggle with issues and resolve them, the College has prospered.

No angel touched a magic wand to this academic infant on July 1, 1973, and marked it a success. A committed faculty and staff reared it to its present stature. And it required the stewardship of five deans, each of whom brought it a gift:

Mort Stern, who walked it gently through its earliest steps and brought its collegial parents and godparents together in a common cause.

Roger Sayers, who offered the academic child reassurance, moved it comfortably past its tentative beginning, and helped establish its course, preparing it for youthful development.

Bill Melson, who brought it a discipline necessary to full maturity, who demonstrated what it could achieve and opened a door to the challenges of maturity.

Ed Mullins, who directed the adult College in realizing its potential.

Cully Clark, who celebrates the powers of maturity and leads this College into a future of complex and rewarding challenges.

Clarence Cason

As this story began with Clarence Cason, so it ends with him. In the spring of 1998, the College offered the first in a series of awards to be given annually in recognition of a person "who has made an outstanding contribution to non-fiction writing over the course of his or her career and has been associated with the state of Alabama or the University of Alabama," in the words of Dr. Bailey Thomson, who organized the event.

The first Clarence Cason Writing Award went to Gay Talese, a 1953 journalism graduate of the University. Talese developed a style using techniques of fiction in nonfiction writing to enhance its power, and he employed this style in his books and magazine profiles. He has been credited with founding a school of journalistic writing through those techniques. A portrait of Cason, unveiled at the award ceremony, hangs now in the Department of Journalism office.

Many, many faculty, students, alumni, administrators, benefactors, and professionals have contributed to the development of this thriving College of Communication & Information Sciences. Cason—young, energetic, idealistic—stands as a symbol of all, dedicated as he was to empowering students both intellectually and professionally. The College, now fully matured, will light its passage into the future by Cason's vision.

Administrators of College units

Listed are administrators from the founding of the College on July 1, 1973 (or from the time each unit became part of the College) through academic year 1997-98 with dates of service. If an administrator held the position prior to July 1, 1973, or when the unit became part of the College, the beginning date of his or her service in that capacity is shown.

Deans of the College

Dr. Mort Stern – July 1973 to July 1974.
Dr. E. Roger Sayers (Acting) – July 1974 to June 1976.
Dr. William H. Melson – July 1976 to August 1983.
Dr. L. Edward Mullins – August 1983 to May 1996.
Dr. E. Culpepper Clark – May 1996 to present.

Senior, Associate, and Assistant Deans of the College

Keith E. Barze. Assistant Dean. 1977-87.
Dr. Karen Johnson Cartee. Associate Dean for Undergraduate Studies. 1992-94.
Dr. L. Edward Mullins. Associate Dean. 1977-83.
Dr. Mark D. Nelson. Assistant Dean for Undergraduate Studies. 1996 to present.
Judith I. Stone. Assistant Dean. 1985-88.
Dr. Dolf Zillmann. Senior Associate Dean for Graduate Studies and Research, 1989 to present.

Director of the School of Library and Information Studies

Dr. Joan Atkinson, Director – May 1997 to present.

Chairs of the Department of Advertising and Public Relations

Professor Arlyn Powell – July 1974 to August 1977.
Dr. Michael Hesse – August 1977 to August 1985.
Dr. Frank Kalupa – August 1985 to August 1988.
Dr. Arnold Barban (Acting) – August 1988 to August 1989.
Dr. John Eighmey – August 1989 to January 1992.
Dr. Arnold Barban – January 1992 to August 1997.
Dr. Loy Singleton (Acting) – August 1997 to January 1998.
Dr. William Gonzenbach – February 1998 to present.

Chairs of the Department of Communication Studies

Professor Annabel Hagood – 1976 to August 1987.
Dr. Culpepper Clark – August 1987 to September 1990.
Dr. Eva McMahan – October 1990 to July 1998.
Dr. Culpepper Clark (Interim) – July 1998 to present.

Chairs of the Department of Journalism

Dr. William E. Winter – Fall 1966 to March 1974.
Dr. Frank Deaver – March to May 1974.
Dr. Charles Arrendell – May 1974 to August 1981.
Dr. Charles Self – August 1981 to August 1985.
Dr. David Sloan (Acting) – August 1985 to August 1987.
Dr. Jay Black – August 1987 to August 1991.
Dr. L. Edward Mullins (Acting) – August 1991 to August 1992.
Professor Paul Delaney – August 1992 to August 1996.
Dr. L. Edward Mullins – August 1996 to present.

Chairs of the Department of Telecommunication and Film

Professor Knox Hagood – 1963 to August 1982.
Dr. James Brown – August 1982 to May 1988.
Dr. Ray Carroll (Acting) – May 1988 to August 1989.
Dr. Loy Singleton – August 1989 to present.

Directors of the Center for Public Television and Radio

Frank E. Blodgett – Director/Television. c.1968-75.
Keith E. Barze – Director/Television. 1975-79.
Wilbur H. Hinton – Director/Television. 1979-83.
Judith I. Stone – Director/Television. 1983-88.
Thomas M. Rieland – Director/Television and Radio. 1989 to present.
Robert M. Pittman – Director/General Manager/Radio. 1981-86.
David Brown – Acting Manager/Radio. 1986
Rena Stahmer – Director/General Manager/Radio. 1986-90.
Anthony Dean – Director/General Manager/Radio. 1991-95.
Roger E. Duvall – General Manager/Radio. 1995 to present.

Director of the Communication Research and Service Center

Dr. James G. Stovall – 1983-87.

Director of the Institute for Communication Research

Dr. Jennings Bryant – 1987 to present.

Administrative Assistants

John H. Burton. Assistant to the Dean. 1984-88.
John G. Cameron. Director of Field Services. 1977-79.
Melanie Danner. Director of Financial Affairs. 1997 to present.
Dr. Samuel H. Himes, Jr. Executive Assistant to the Dean. 1972-73
Bonnie E. LaBresh. Director of Development. 1997 to present.
Gail Leonard. Director of Fiscal Affairs. 1994-97.
Jim Oakley. Placement and Intern Director. 1985 to present.
Carolyn L. Morris. Registrar. 1972-91.

William F. O'Connor, Jr. Director of Field Services. 1974-77.
Dolores W. Rhodes. Assistant to the Dean for Fiscal Services.
1984-94.
William C. Rogers. Director of Field Services. 1979-83.

Faculty and professional staff of the College

Listed are full-time faculty members and professional staff members of the College from its founding on July 1, 1973 (or from the time each unit became a part of the College) through academic year 1997-98. Also listed for each person is the highest rank or title held and the beginning year of service. In addition, a list provides the names and titles of the full-time secretarial and technical staff for academic year 1997-98.

School of Library and Information Studies

Atkinson, Dr. Joan L. Associate Professor. 1972 to present.
Charnetski, Dr. John R. Associate Professor. 1982 to present.
Coleman, Dr. J. Gordon, Jr. Associate Professor. 1984 to present.
Dalton, Dr. Margaret S. Professor. 1972-75, 1983 to present.
Genz, Dr. Marcella D. Assistant Professor. 1995 to present.
MacCall, Steven. Instructor. 1997 to present.
Malinconico, Dr. S. Michael. EBSCO Professor. 1989 to present.
Miller, Dr. Steven K. Associate Professor. 1988 to present.
Paris, Dr. Marion. Associate Professor. 1986 to present.
Stephens, Dr. Annabel K. Associate Professor. 1985 to present.

Department of Advertising and Public Relations

Avery, Dr. Donald. Assistant Professor. 1982-85.
Barban, Dr. Arnold M. Professor and 1997-98 Reese Phifer
Professor. 1987 to present.
Cline, Dr. Carolyn. Assistant Professor. 1978-82.
Cooper, Dr. Caryl A. Assistant Professor. 1995 to present.
Cartee, Dr. Karen Johnson. Professor. 1987 to present. (See also
Telecommunication/Film).
Dennis, William Alan. Instructor. 1988 to present.
Eighmey, Dr. John. Professor. 1989-96.
Elebash, Camille. Professor. 1974-90.
Groover, Charles. Assistant Professor. 1974-89.
Gonzenbach, Dr. William J. Associate Professor. 1991 to present.
Griffin, W. Glenn. Instructor. 1996 to present.
Hanily, Dr. Mary Lynn. Assistant Professor. 1993 to present.
Haynes, Dr. Paula J. Assistant Professor. 1983-c.1985.
Hesse, Dr. Michael B. Professor. 1977-90.
Ju, Dr. Kuen-Hee. Assistant Professor. 1991-95.

Kalupa, Dr. Frank B. Professor. 1985-88.
Kimbrough, Jessica. Instructor. 1988-96.
Kittle, Dr. Bart R. Assistant Professor. 1983-90.
Kurzbard, Gary. Assistant Professor. 1980-81.
Lewis, Dr. Regina L. Assistant Professor. 1995-97.
Mancini, Marilyn E. Instructor. 1988 to present.
McKinnon, Dr. Lori M. Assistant Professor. 1995 to present.
Melson, Dr. William H. Professor. 1983-92.
(See also Telecommunication/Film)
Motes, Susan G. Instructor. 1981-83.
Oates, Dr. William. Associate Professor. 1980-c.1983.
O'Connor, William F., Jr. Associate Professor. 1987-96.
Pasadeos, Dr. Yorgo. Professor. 1982 to present.
Phelps, Dr. Joseph. Associate Professor. 1990 to present.
Planchon, Dr. John. Assistant Professor. 1978-83.
Plumley, Dr. Joseph P. Assistant Professor. 1988-95.
Powell, Arlyn S. Associate Professor. 1965-80.
Roche, Dr. Bruce. Associate Professor. 1972-94.
Sievers, Dr. Gay. Assistant Professor. 1984-86.
Soley, Dr. Lawrence. Assistant Professor. 1980-81.
Unwin, Stephen J. F. Associate Professor. 1974-79.

Department of Communication Studies

Alexander, Katherine. Instructor. 1979-86.
Bacon, Dr. Constance C. Assistant Professor. 1981-c.1983.
Bennett, Dr. Beth S. Associate Professor. 1981 to present.
Chang, Dr. Briankle G. Assistant Professor. 1988-93.
Clark, Dr. E. Culpepper. Professor. 1971-79, 1987 to present.
Crenshaw, Dr. Carrie A. Assistant Professor. 1991 to present.
Gordon, Dr. Dexter. Assistant Professor. 1997 to present.
Hagood, Annabel D. Professor. 1946-87.
Harris, Dr. Thomas E. Professor. 1989 to present.
Jackson, Nancy. Instructor. 1983-85
Kimoto, Dr. Diane M. Assistant Professor. 1993-96.
Lucaites, Dr. John L. Assistant Professor. 1982-87.
McMahan, Dr. Eva M. Professor. 1974-98.
Murphy, Dr. Mary Ann. Assistant Professor. 1985-93.
Nelson, Dr. Mark. Assistant Professor. 1991 to present.
Roskos-Ewoldsen, Dr. David R. Associate Professor and
Reese Phifer Professor. 1992 to present.
Shuler, Dr. Sherianne. Assistant Professor. 1997 to present.
Stacks, Dr. Don W. Associate Professor. 1985-89.
Thompson, Dr. David. Assistant Professor. 1983-89.
Thompson, Dr. Frank. Associate Professor. 1980 to present.
Ulrich, Dr. Walter. Assistant Professor. 1981-c.1983.

Department of Journalism

Arrendell, Dr. Charles. Professor. 1969-81.
Bailyn, Robert J. Assistant Professor. 1984-c.1986.
Bell, Kenneth. Professor. 1947-73.
Black, Dr. Jay. Professor. 1987-93.
Bunker, Dr. Matthew. Associate Professor and Reese Phifer Professor. 1993 to present.
Burton, John. Assistant Professor. 1984-88.
Cameron, John G. Instructor. 1974-79.
Deaver, Dr. Frank. Professor. 1969-96.
Delaney, Paul. Professor. 1992-96.
Edwards, Kenneth. Professor. 1973-81.
Frangoulis, George. Associate Professor. 1988-98.
Hill, Miriam G. Associate Professor. 1959-87.
Huttenstine, Dr. Marian L. Assistant Professor. 1977-93.
Jones, Melvin. Instructor. 1972-74.
Kilpatrick, Amy. Instructor. 1993-98.
Luskin, John. Professor. 1938-74.
Masel-Walters, Dr. Lynne. Assistant Professor. 1978-81.
Meissner, Daniel M. Instructor. 1978 to present.
Montgomery, Dr. Louise. Assistant Professor. 1983-84.
Mullins, Dr. L. Edward. Professor. 1977 to present.
Oakley, Jim. Instructor. 1985 to present.
Oates, Dr. Rita Haugh. Assistant Professor. 1981-c.1983.
Osborne, Elizabeth Southwick. Instructor. 1985-88.
Parsons, Marie V. Instructor. 1990 to present.
Perry, Dr. David. Associate Professor. 1984 to present.
Riffe, Dr. Daniel. Associate Professor. 1985-92.
Rogers, William C. Instructor. 1979-83.
Self, Dr. Charles C. Professor. 1974-90.
Sewell, Dr. Michael. Assistant Professor. 1970-78.
Sloan, Dr. David. Professor. 1983 to present.
Stovall, Dr. James G. Professor. 1978 to present.
Thomson, Dr. Bailey. Associate Professor. 1997 to present.
Winter, Dr. William E. Professor. 1966-74.

Department of Telecommunication and Film

Allen, Dr. Craig. Assistant Professor. 1989-91.
Barze, Keith E. Professor. 1974-90.
Beckley, Dr. Susan. Assistant Professor. 1977-80.
Blodgett, Frank E. Assistant Professor. 1974-75.
Braman, Dr. Sandra. Associate Professor and Reese Phifer Professor. 1997 to present.
Brown, Dr. James A. Associate Professor. 1982 to present.

Bryant, Dr. Jennings. Professor, Ronald Reagan Chair of Broadcasting 1987 to present.
Butler, Dr. Jeremy G. Associate Professor. 1980 to present.
Cammeron, Dwight B. Instructor. 1984 to present.
Carroll, Dr. Raymond L. Professor. 1977-97.
Copeland, Dr. Gary A. Professor. 1982 to present.
Davis, L. Brent. Instructor. 1985 to present.
Doyle, Dr. Pamela K. Assistant Professor. 1991 to present.
Greene, Terrell A. Instructor. 1981-83.
Hagood, William Knox. Professor. 1948-84.
Hartsook, Richard M. Associate Professor. 1957-94.
Hinton, Wilbur H. Instructor. 1979-83.
Horne, Dr. William L. Assistant Professor. 1984-89.
Josey, Dr. William E. Jr. Assistant Professor. 1974-77.
Johnson, Dr. Karen S. Assistant Professor. 1983-87.
(See also Advertising/Public Relations)
Katz, George. Associate Professor. 1956 to present.
Lamb, Yvonne H. Instructor. 1978-81.
Le Duc, Dr. Don R. Professor, Ronald Reagan Chair of Broadcasting. 1984-87.
Lievrouw, Dr. Leah. Associate Professor. 1991-96.
Melson, Dr. William H. Professor. 1976-83.
(See also Advertising/Public Relations)
Miller, Dr. Christine M. Assistant Professor. 1980-82.
Pond, Dr. Wayne J. Assistant Professor. 1977-79.
Rosene, Dr. James M. Associate Professor. 1971-81.
Shores, W. Maxwell. Instructor. 1983.
Singleton, Dr. Loy A. Professor. 1989 to present.
Williams, Glenda C. Instructor. 1991 to present.
Zillmann, Dr. Dolf. Professor. 1989 to present.

Center for Public Television and Radio

Baughn, David M. Director of Engineering/Technical Services. 1980 to present.
Baumgartner, Sara. News Reporter/Radio. 1998 to present.
Brown, David P. Program Director. 1981-88.
Cain, Brett Butler. Radio News Director. 1998 to present.
Cammeron, Dwight D. Director of Programming. 1981 to present.
Davis, L. Brent. Manager of Public TV/Radio Information. 1985 to present.
Deal, Bruce A. Manager, Area Computing Services. 1998 to present.
Dorin, Donald. Assistant Director/Television. 1969-78.
DuBose, David R. News and Public Affairs Director/Radio. 1981-84.
Duff, David B. Music Director/Radio. 1996 to present.
Dunkling, Ronald D. News Director/Radio. 1984-88.

Duvall, Roger E. WUAL-FM Station Manager. 1989 to present.
Eifler, Amy. Production Coordinator. 1997 to present.
Greene, Terrell. Director of Community Relations/Television.
1981-83.

Hales, Carolyn. TV Producer/Director. 1993 to present.

Hendren, Sam A. Producer/Radio. 1984 to present.

Hinton, Wilbur H. (Skip). Associate Director/Television. 1977-79.

Jennerjahn, Jack E. Assistant Director for Programming/
Television. 1974-79.

Jordan, Mortimer, Jr. Production Manager/Television. 1977-79.

Lamb, Yvonne H. Director for Community Relations/
Television. 1979-81.

Letcher, John M. Production Manager/Television. 1974 to present.

Liptak-Livingston, Shannon B. TV Producer/Director. 1993-98.

Miller, Aubrey S. Community Relations Director/Television. 1978-79.

Peebles, Melanie. News Director/Radio. 1995-98.

Phillips, Mae Elise. Administrative Assistant/Traffic Manager/
Radio. 1980-86.

Russell, August A. Assistant Director/Technical Operations/
Television. 1975-76.

Sandige, Jonathan W. Operations Manager/Radio. 1983-87, 1991-98.

Shores, W. Maxwell. Producer/Director. 1977-85, 1993 to present.

Stone, Judith I. Assistant Director for Programming/Television.
1979-83.

Stuckey, Joseph E. Assistant Director for Engineering/
Television. 1947-88.

Subkis, Edward. Program Director/Radio. 1981-82.

Sullivan, Preston W. TV Producer/Director. 1990-97, 1998 to present.

Tannehill, Brett. News Reporter/Radio. 1998 to present.

Institute for Communication Research

Gonzenbach, Dr. William J. Associate Director. 1993 to present.

Roskos-Ewoldsen, Dr. David R. Associate Director. 1993 to present.

Stovall, Dr. James G. Associate Director. 1993-94.

Professional Staff

Clark, Mary. Staff Librarian. 1993 to present.

Gilbreath, Andrea. Manager, Area Tech/PC Support. 1997-98.

Goldstein, Greg. Manager, Area Tech/PC Support.
1992-97, 1998 to present.

Henslee, Kathryn B. Manager of Annual Giving. 1992 to present.

McMillan, David J. Manager, Area Computing, School of Library and
Information Studies. 1998 to present.

Osborne, Elizabeth Southwick. Technical Director of
Communication Research and Service Center. 1984-88.

1997-98 Secretarial and Technical Staff

Abernathy, Anita. Secretary. Communication Studies.
Abernathy, Jade T. Program Assistant. Advertising and
Public Relations.

Arnold, Sandra. Secretary. Dean's Office.

Bradley, Mary Ann. Student Records Specialist. Dean's Office.

Dobbins, Keith. Studio Operations Supervisor. Public Television.

Clay, Kevin C. Videotape Editor. Public Television.

Colburn, Leila F. Office Assistant. Public Radio.

Gipson, Millie. Secretary. Telecommunication and Film.

Glaser, Jean. Records Assistant. Dean's Office.

Hammond, Cecilia. Program Assistant. Dean's Office.

Hamner, Ronald A. Broadcast Engineering Technician.
Public Television.

Harmon, Richard. Videographer. Public Television.

Hewett, Deroma. Program Assistant. Public Television.

Hewitt, Tamika. Office Assistant. Public Television.

Holt, Louis A. Videotape Editor. Public Television.

Jones, James W. Senior Broadcast Engineering Technician.
Public Television.

Keller, Gloria C. Program Assistant. Communication Studies.

Kemp, Jewel. Program Assistant. Telecommunication and Film.

Maxwell, Mary E. Administrative Secretary. Institute for
Communication Research.

McGuigan, Mark. Computer Network Technician.
Telecommunication and Film.

McNair, Greg. Videographer. Public Television.

Musumecchi, Leslie. Office Assistant. Public Television and Radio.

Olive, Carol H. Administrative Secretary. Journalism.

Parker, Cheryl D. Secretary. Advertising and Public Relations
and Journalism.

Price, John I., Jr. Broadcast Engineering Technician.
Telecommunication and Film.

Sandoval, Jewell. Administrative Specialist. Library and
Information Studies.

Schlichter, Sammie C. Executive Secretary. Dean's Office

Shaddix, Diane D. Administrative Secretary. Graduate
Studies Program.

Solorzano, Monique A. Office Assistant. Communication Research.

Spivey, Nannette C. Senior Word Processing Operator.
Library and Information Studies.

Suhanin, Kathleen. Jazz Host. Public Radio.
Vono, Francie Ann. Studio Operations Supervisor. Public Television.

Bibliography

Books

Thompson, Jeanie. *The Widening Circle: Extension and Continuing Education at The University of Alabama, 1904-1992*. Tuscaloosa, Ala.: The University of Alabama College of Continuing Studies, 1992.

Wolfe, Suzanne Rau. *The University of Alabama: A Pictorial History*. University, Ala.: The University of Alabama Press, 1983.

Files

Clipping files created by The University of Alabama Office of Communications (in University Libraries Special Collections).

Clipping files created by Jeff Coleman (in University Libraries Special Collections).

Files from the School of Library and Information Studies, Department of Communication Studies, Department of Journalism, and Department of Telecommunication and Film.

Files from the William E. Winter Reading Room, College of Communication & Information Sciences.

Personal interviews

Dr. Allen Bales, Professor Emeritus of Theatre and Dance.

Professor Annabel Hagood, Professor Emerita of Speech Communication.

Dr. Roger Sayers, former Dean of the College and former President of The University of Alabama.

Linda Adams Smith, staff assistant to Dr. Mort Stern, first Dean of the College.

Photographs

Dr. Ed Mullins's personal collection.

University of Alabama Office of Communications (in University Library Special Collections).

Private papers

Dr. Frank Deaver, Professor Emeritus of Journalism.

Dr. T. Earle Johnson (in University Libraries Special Collections).

The author.

Periodicals

Alabama Journalist, published by the Department of Journalism.

The Alabama Publisher, published by the Alabama Press Association.

The Communicator, published by the College of Communication & Information Sciences.

The Crimson White, student newspaper at The University of Alabama.

First Monday, published by College Dean Ed Mullins.
University of Alabama Undergraduate and Graduate Catalogs.

Unpublished materials

Paper on the life and career of Clarence Cason by Dr. Bailey Thomson.

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