

What Is Midwest?

Nebraska Isolationism: Disappearing?

Leaders Explain NU Regents Appoint Kopp Dept. Head

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David Osterhout

"It is not only the middle of the country, it is the middle of the road socially, politically and religiously."

"It is the Balance Wheel of American Political and Social life and does not go to the extremes that the coastal regions do. This is due in part to its middle of the road conservatism and also because it is oriented to the rural community."

"People from the east tell me that Midwesterners work harder."

"The Midwest is also that portion of the country that keeps us on the level and prevents extremes of right and left from becoming very important."

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Charles W. Roach, Jr.



Charles W. Roach, Jr. is vice president and secretary of Chambers Dobson, real estate development, sales and promotion company.

Mr. Roach has served on two Chamber of Commerce committees and is vice president of the Lincoln Real Estate Board.

Charles Roach listed good qualities of Nebraska and the Midwest and also the areas for improvement that follow:

ADVANTAGES:

- Hallam atomic power plant.
- Lincoln is the insurance capital of the Midwest.
- Fine churches, good schools and Universities, civic minded citizens.
- Three cities in the Midwest are in the top six in the business activity index. They are Topeka, Lincoln and Des Moines.
- Cleanliness, low crime rate.
- Effective labor force.
- Rail center and retail center of the Midwest (Lincoln).
- Industrial potential.
- Agriculture and agricultural research.
- Four seasons.
- Air Force and missile bases.
- The Kellogg Center (Nebraska Center for Continuing Education).

AREAS FOR IMPROVEMENT:

- More recreational facilities.
- Expanded tourist promotion.
- More realistic tax structure (such as separate tax to support schools and school districts; personal property tax abolishment).
- Develop and encourage more creative leadership.

David Osterhout is Division Director of the Nebraska State Resources Division.



"We, in the Midwest, have a tremendous untapped potential in economic development."

"The Resource Foundation in Nebraska is attempting to develop the economy, particularly in new and additional employment. We are searching for new industry and trying to expand existing industry."

"There is an untapped reservoir of outstanding labor. Our people in Nebraska, particularly, although this is true of other Midwestern states to a degree, have been proven to excel in productivity."

"Nebraska has a unique opportunity to combine this excellent labor supply with its unique industrial climate to offer an exceptional opportunity to industry."

"Given time to present our story to American industry, we are confident that this area will show tremendous expansion in the next generation."

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A. James Ebel



A. James Ebel is general manager of KOLN-TV and was president of the Lincoln Centennial Corporation.

Ebel is also a past president of the Lincoln Rotary Club and is presently head of the Lincoln Symphony Orchestra Association. He has also been active in the Chamber of Commerce and received the American Federation of Advertisers-Printers Ink Silver Medal award from the Lincoln Ad Club.

"The history of radio and television broadcasting has shown the Midwest playing a leading role. Some of the earliest successful radio and television broadcasters have been midwesterners."

"Broadcasting in the Midwest is noted for its personal

service. Travelers who have listened to radio or watched television throughout the United States are impressed with the news service, public service and other local radio and television program origination in the Midwest."

"Broadcasting in this area is not 'formula' type broadcasting. Rather it is tailored to fit the needs of the markets being served. The Midwest doesn't go for 'fads' in broadcasting as do the stations on the East and West coasts."

"There are two reasons for the development of tailored broadcasting in the Midwest. It started with the original radio stations in Des Moines and Omaha which built a reputation of farm service. They didn't go by the board (as in 'formula' broadcasting, which follows fixed patterns)."

"The second reason for this is that we are competing with news. All broadcasters try to get all of the audience rather than special interests so there is better all-round service."

"In the Midwest, we spend more time on news than they do in New York. Our audiences are smaller and this makes broadcasters closer and more responsible to their audience."

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Chancellor Clifford Hardin



Chancellor Clifford M. Hardin has served as head of the University of Nebraska for seven years. He is also a past president of the Association of Land Grant Colleges.

Before coming to Nebraska, Dr. Hardin was dean of the College of Agriculture at Michigan State University. He has been active in the development of the Nebraska Center for Continuing Education.

"The Midwest by heritage and practice is a region of pioneering and progress in higher education."

"It was in our region that the land-grant concept of college opportunity for large numbers of students received prompt endorsement and inauguration. Iowa was one of the first two states to adopt the land-grant program and our own Nebraska Legislature accepted it even before it chartered the University."

"The University of Nebraska bears the distinction of being the first state university, and the first educational institution west of the Mississippi, to establish a graduate college."

"The educational institutions of the Midwest, by and large, have maintained an open mind in matters of higher education with the result that today it is here that the doors to participation in higher education remain open. It is here, that substantial progress is being made in employment of the idea of continuing education for adults and young people."

"The Midwest has every reason to be proud of the contributions it has made in higher education and of the leaders it has produced in all fundamental areas of productive activity."

The University of Nebraska Board of Regents Thursday appointed Dr. O. W. Kopp of Buffalo, N.Y., chairman of the department of elementary education in Teachers College.

He succeeds Dr. Madison Brewer who resigned a year ago to join the staff of Pennsylvania State University. Dr. R. W. McCreight, an associate professor, has been serving as acting chairman of the department.

For the past three years Dr. Kopp has been director of elementary education of the Orchard Park, N.Y., public schools and also professor of education at the New York State University's College of Education, Buffalo.

The Board also appointed Dr. Howard Eckel to the staff of Teachers College as a professor of school administration. Since 1952 he has been professor of education at the University of Kentucky, Lexington. Prior to that time he was associated with the School Executive magazine and is currently national chairman of the Association of Professors of Education, professional society for school administrators.


Budget Increases By \$1.5 Million

The University of Nebraska will use \$1 1/2 million more for its total operations this fiscal year than last under provisions of the annual budget adopted Thursday by the Board of Regents.

Last year's budget which expired June 30, totaled \$16,819,712. The new budget totals \$18,346,190. The increase of \$1,526,448 includes two general items for which the 1961 legislature gave specific directions:

1. \$137,500 for growth and development, including funds for the new agricultural research field laboratory at Mead. The legislature appropriated \$275,000 for growth and development, including the Mead laboratory, for the biennium.

2. \$400,000 to finance the University's contributions to the new funded retirement program for the first year of the biennium. The legislature made \$500,000 available for this purpose during the second year of the biennium.



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