

Gubernatorial Candidates Air Views On Nebraska, Education, Aid, Election

Morrison Opponent Must Show Failure

By MIKE MACLEAN
When asked to comment on whether the gubernatorial campaign would be one of personalities or issues, Governor Frank Morrison commented in a special interview with the Daily Nebraskan, "I can only speak for myself. I cannot control others. It has already been made one



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of personalities by other candidates." "I believe in campaigning on issues and will continue to do so," Morrison continued. "There is one basic issue in this campaign. It is whether or not the Morrison administration and approach to state problems should be given another two years to implement its programs or whether it should be junked." "He (Fred Seaton) is the challenger. I challenge him on nothing. He's got to show where I've been a failure and where he's got something better," Morrison said. "I think that it is the job of the people of the state to provide an education for the state," said Governor Morrison.

Aid to Education
In reply to a question as to how he would interpret the fact that the state of Nebraska is 49th in the nation in state aid to education, the governor said, "that doesn't mean anything. There is money on the local, state and federal levels, and we use three. The quality of the student is the question, not the source of the money."

NU Professors Comment On Economic Changes

By TOM KOTOUK
Has Kennedy's interference with steel caused a shake-up which will permanently affect the U.S. economy?
Professor Keith Broman, assistant professor of business organization answers in the negative:

"Many technicians feel that we reached a ceiling climax in stock market activity Monday — or that the present market slump has reached its bottom."
Stock prices closed up 9.52 yesterday and up to \$6 higher Monday with the largest volume of sales during the year.

Kennedy's Intervention
Asked how President Kennedy's intervention with steel's desire to raise prices affected the economy, Broman said: "Even before Kennedy entered the picture, the market was overpriced, with people generally paying stock prices which ignored the normal relationship to earnings."
"When Kennedy used a pretty heavy-handed policy relative to steel (in holding the price of steel down), he showed that future industrial price raises would be fairly improbable," Broman commented.

"Thus the expectation of inflation was shaken, causing the slump," said Broman. "This action, and the fact that any government action against business undermines business confidence, apparently had its effect and touched off the price decline of 30 points off the Dow Jones Industrial average in this last week."

Drop Causes
Professor Campbell R. McConnell, associate professor of economics, suggested that the deterioration of business confidence and deterioration of the relationship of business with government had caused the present drop in stock prices.
But as for a recession or

"It is obvious," he continued, "that our school system is not 49th in the country. I would doubt if there is a state in the union that has a higher percentage of its graduates in positions of importance in the federal government."

As examples, the Governor pointed out Ted Sorenson, Homer Gruenther and Lee White in the present Kennedy administration. "The President told me that the chief reason he appointed Ted Sorenson as his administrative assistant is that he was editor in chief of the Nebraska Law Review," he added.

Good System
In concluding his views on the state school situation, he said, "I'm not saying that our school system is better than other states', but it is a good one."

When asked about the question of school redistricting, and reminded of the fact that 10% of all school districts in the U.S. are in Nebraska, he said, "This is kind of a Nebraska tradition. It is a local problem and the local government must solve it. The governor has nothing to say about it. I would like to see more consolidation, but it cannot be dictated from the governor's office."

He replied that he thought that the figure had grown smaller when asked about the fact that 45% of the elementary teachers that are educated in Nebraska leave the state. "As the state progresses economically, it will become a more attractive place to live in," Morrison stated.

Candidacy Reason
"This outflow of trained young persons," he continued, "is one of the reasons I became a candidate for office."

When he was asked about the controversial University budget, he answered, "It is the primary responsibility of the University to make its programs known. The legislature should never convene without all of its members knowing exactly what the programs are."
"The University never has gotten the budget it has requested. This is a problem that both the state government

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Daily Nebraskan

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J-School Ranks First In Hearst Competition

WASHINGTON, D.C. — President John F. Kennedy presented the first-place national Hearst Foundation Journalism Award to the University of Nebraska's School of Journalism yesterday.

The coveted award was accepted jointly by Chancellor Clifford M. Hardin and Dr. William E. Hall, director of the Nebraska School of Journalism, in special ceremonies at the White House.

The competition was held among 45 accredited schools of journalism in the United States in which students wrote newspaper articles for local and national publications.

Also meeting with Presi-

dent Kennedy at the White House and at the presentation was Harold (Hal) Brown of Waterbury, a senior journalism student from the University who received second-place individual national honors for the year.

Three-Time Winner
Hal is the only student ever to win three first place monthly awards in the competition history.

The University of Kansas won second place in the competition, followed by the Universities of Washington, 3rd; and Michigan and Florida, a tie for 4th place.

The award carried a stipend of \$6,200.

The honored Nebraskans were also received by the

Nebraska Congressional delegation in the afternoon.

Problems Revealed
The Nebraska students won first place with a number of penetrating depth stories on various social, political and educational problems and aspects of Nebraska and the Midwest.

All the winning stories but two were initiated and planned under a unique depth reporting class begun by Prof. R. Neale Copple, who with his students have received national recognition for their efforts.

The depth reporting class, one of the first of its kind in the nation has received financial support from such organizations as the Wall Street Journal (\$11,000) and

the Readers Digest (\$1,500).

Four Million Readers
The eight articles were read by an estimated 4 million readers in the United States.

They have appeared in such regional and national newspapers as the Omaha World-Herald, Des Moines Register and Tribune, the Denver Post, Oklahoma City Times, Sunday Oklahoman, St. Louis Post-Dispatch, Kansas City Star and others.

Many more editors from the largest circulation newspapers in the United States extended a great deal of moral and professional help in the program to help the school in its definition and approach to "depth reporting."

'Depth Reporting' Pays Off

Dynamic education in journalism, all dressed up in the princely phrase, "depth reporting" has made a great impact at the University of Nebraska.

The idea and concept of depth reporting as applied by the students, won the school the first place national Hearst Foundation Award.

Underneath the fancy wrapping of the name, however, is hard working, sock-em-with-facts journalism, calculated to get the attention of the country boy, the city slicker and everyone in between.

The editors of the best newspapers in the nation, according to Dr. William E. Hall, director of the school, already know depth reporting well. To them, and to the students, it means giving a tough assignment to a talented writer; giving him time to do the thorough job, travel money if needed, moral support when asked, space to tell his story right, and just enough direction to inspire but not too much to strangle.

Planned Curriculum
Dr. Hall said the senior depth reporting course was developed to top off an Arts and Science and journalism curriculum that has been in the building stages for five years.

The program, after fundamental writing and editing courses, includes the actual student editing and publication each semester of selected Nebraska daily newspapers for a two day period, an integrated program in which students produce a mock daily newspaper one day a week, and a 12-week summer internship program at the conclusion of the junior year.

In the rough planning stages at the school, and the next effort, will be a massive production on Nebraska Public Power. The students are looking now for the strange origins, the controversy, the present development and the future outlook for public power.

City Journalist's Support
In all fairness, Dr. Hall said, it must be said that the University's concept of depth reporting, now a permanent part of the school's discipline, has had the necessary support of the big city journalists to make it work.

It was the fear of the Madison Avenue gimmicked phrase, "depth reporting" that had Dr. Hall, and Prof. R. Neale Copple, teacher of the course, worried when they planned the curriculum.

The moral and financial support it has had from editors throughout the United States is testimony that they need have fears no longer. The support has taken various forms:

—A total of \$11,000 has been granted to the University, to date, by the Newspaper Fund, Incorporated of the Wall Street Journal to carry on the program.
—The Readers Digest Foundation has made grants

of \$1,500 to students for travel, as is sometimes necessary to complete their depth stories.

—The \$6,200 received from the Hearst Foundation will be used to strengthen further the entire curriculum.

Copple's Reference Book
Professor R. Neale Copple, who is now finishing a text-reference book on depth reporting, describes it this way:

"Frankly, we don't care what it is called. If you believe, as does James Pope, former executive editor of the Louisville Courier-Journal and Times, that the word reporting is "the noblest word in the English language," then we are talking about the same thing.

Old, New Idea
"It is also the mixture of the old and the new. It is as old as the tradition of digging up all available facts and letting them tell the story, not writer opinion, and it may be as new as the emphasis on the best—excellent—writing that competes successfully with the other communications media," he concluded.

Professor Copple's book, to be published in 1963 by Prentice-Hall, was three years in the undertaking and was made possible with the help of the Newspaper Fund of the Wall Street Journal.

Dr. Hall has his own feelings about depth reporting as it is being taught the upperclass students at the University:

By-Line Pride
"The benefits as it is taught here can be seen on many levels. We hope to restore pride in the by-line, and pride among newspapermen themselves.

"We see depth reporting as a way newspapers can help hold on to their best writers and keep from losing good reporters to public relations, advertising agencies and television, which is happening and must be faced.

"There's no magic in the phrase 'depth reporting' and if anyone has a better one, we would like to use it. We see the practice of letting a student or professional journalist spend time, energy, money and talent on getting the best story possible as the best investment for the newspaper.

"There are goals we want to achieve: We want the newspaper journalist to be the master of his profession and not subject to outside pressure or influence. We want him to start, if he has to, with the public relations handout, not simply rewrite it or touch it up.

"There are a lot of things we want for our students, not the least of which is a thorough, liberal education and the good sense to know how to use it for their employers.

"We need the help of the profession and we're going to keep on asking for it. We do have faith now that they have faith in us, and that's a good start."

Hal Brown Is 2nd in Journalism Contest



University student Hal Brown, left, receives second place award from President Kennedy at the White House during the second annual Hearst Journalism Awards Program. Fred Zimmerman, right, from Kansas University received the first place award.

Seaton Will Use Authority of Post

By WENDY ROGERS
Fred Seaton, candidate for the Republican gubernatorial nomination, would seek a "1962 model state government" rather than a "1920 model" if elected in the '62 race.

In a special interview with the Daily Nebraskan, Seaton explained that he would propose a complete reorganization and modernization of the administrative procedures and functions of the state government.

"The last major revision of how the state government would operate was in the 1920's when Gov. Sam McKelvie set up the 'Code System' which made these functionalities of government responsible to the governor."

Continued Seaton, "Other governors in the 40 some years have made some changes, but we need broad and sweeping reorganization and modernization of the state, using full authority of the governor's office to accomplish this."

Recommendations
Then, whatever else is necessary would be accomplished through the governor's recommendations to the legislature.

"As far as I am concerned," said Seaton, "the gubernatorial race would be one of issues, not of personalities."

Another proposal Seaton would make is a special program of working with the legislature and private enterprise to get the economy of Nebraska "rolling faster."

To improve the general situation of the economy, "we must not only get more industry and business in the state, but also create a more favorable fiscal and financial climate for those businesses and industries already located in the state."

Past Experience
In leading a campaign for this, Seaton said his experience as Secretary of the Interior under the Eisenhower administration would be invaluable.

"According to most economists," he said, "a given increase in industrial and business activity, on the average, comes 85 per cent from the business and industry already located in the state."

"We must not overlook the part they play in the growth and expansion of the economy of the state. Thus we strengthen what is here.

"When we create this atmosphere," said Seaton, "we will:

—make the capital investments in business and industry more secure and profitable.

—make people's jobs more secure and better paid, and

—create an almost irresistible magnet to draw in more outstate industry."

If elected, Seaton would also "carry before the people the planning of the state of Nebraska in its various aspects.

Long Range Plans
"There is now an attempt to try for this kind of improvement, but it is not enough. Thus far it has been

carried along on a hit and miss basis—we need long range plans."

As an example, Seaton referred to the recent statement that the state will try for a two-year plan for highway construction. "That is an improvement, but I feel we would need at least a five-year advance program."



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Reasons? "The local communities can't plan ahead on matching road funds; they can't solve their own construction problems because they don't know what the state will come up with."

Seaton also commented that he has and will continue to propose that "we need to do a great deal more as a state in agricultural research for industrial purposes and our program to attract tourism and industry."

Research Programs
"Both the state and federal government programs for research are entirely too small — that is particularly true of the federal program.

"We need to beef up the federal program — more money, personnel, researchers... the best and most sensible long term remedy for problems of superabundant agricultural production is to find more industrial uses and new markets for the production."

Seaton would also urge the legislature to put into effect in Nebraska the provisions of the Kerr-Mills bill which provides for medical aid to the needy aged.

"That bill was before the legislature in the last session, and defeated by one vote — to the best of my knowledge, the governor didn't lift a finger to help," he said.

Seaton noted that Nebraska is one of the few states which has neither a merit plan or a state retirement system — "The employees of the state of Nebraska should be given the protection of a properly drawn merit plan. It protects the state employees from political interference, and throws out the window the old law of the jungle that to the victor belongs the spoils."

Concerning the educational system, Seaton said "we have to get the salary schedule in the Nebraska educational system at all levels up to the point where we can attract the best-equipped (educationally) and most capable men

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"I never believed anything like this would happen to me when I came from a high school with only 11 in the graduating class," said Hal Brown, learning that he had placed number two in the nation in Hearst Competition.

"But I don't think I've got that much ability; just plain work did it," added Hal modestly.

Further probing, however, showed that Brown's formula was more than plain work, but is based on a new philosophy of journalism.

With greater competition from radio and TV in spot newscasts today, the newspaper cannot simply report bare surface facts, but must put the news in perspective, and explain it, said Brown.

Depth Reporting
Asked about whether or not depth reporting was the key to his success, Brown replied, "I think the term

'depth reporting' is bad, since the simple word 'reporting' should mean putting news in perspective and explaining it."

With the money newspapers spend today in covering the meetings of Rotary and Lions clubs, depth reporting is not really so expensive, emphasized Brown, who said that his stories cost up to \$125 in time, transportation and phone bills.

"If I had been assigned to a newspaper to work on the story about NU sports fans, I would have spent three solid days, \$40 in long distance calls and two trips to Omaha in writing it," said Brown.

But what did the award mean to Brown personally?

Two Offers
"So far," said Brown, "I've had offers from papers in Albany and Miami, but the monetary award for second place will make it possible for me to go on to graduate school in journalism."