

# Bulletin of Texas Technological College

NOVEMBER, 1962  
LUBBOCK, TEXAS

## JOURNALISM

at

Texas Tech

Advertising: Single Typography  
A Division of Television  
Radio-Television  
News  
Photography  
Bulletin



Bulletin of

# TEXAS TECHNOLOGICAL COLLEGE

DEPARTMENT OF JOURNALISM



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No. 9

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# JOURNALISM: LIBERAL EDUCATION

The sound modern Journalism program has deep roots in the social sciences and humanities. Journalism itself is a liberal art. The subject matter that the journalist works with is so broad in nature and often so complex that it behooves him to gain the best education possible in his normal four years of college.

By conviction on the part of faculty, by departmental requirement, and by breadth of course subject matter, the Department of Journalism at Texas Technological College strives for a liberal education for its majors.

The vastly complicated world of today needs skilled communicators more than ever before. In the education of its students the Department of Journalism attempts to supply a broad understanding of the place and function of the mass media of communication in a democracy, along with accurate vocational information and sound training in such journalistic techniques as writing, editing, layout, photography, and typography.

Four options are available to the major: news-editorial, newspaper advertising, community newspaper, and radio-television, along with a teaching major offered in conjunction with the Education Department. Journalistic training prepares the individual for service in the newspaper large or small, the magazine, the book industry, radio, television, advertising, public relations, and the teaching field. With such vocational variety there can be no foreseeable shortage of positions for competent journalists.

With all life the subject matter, and the entire world the stage, the journalist has unlimited opportunities for public service and personal satisfaction.

Wallace E. Garets, Head  
Department of Journalism



# THE JOURNALIST'S Creed

## I believe IN THE PROFESSION OF JOURNALISM.

I BELIEVE THAT THE PUBLIC JOURNAL IS A PUBLIC TRUST; THAT ALL CONNECTED WITH IT ARE, TO THE FULL MEASURE OF THEIR RESPONSIBILITY, TRUSTEES FOR THE PUBLIC; THAT ACCEPTANCE OF A LESSER SERVICE THAN THE PUBLIC SERVICE IS BETRAYAL OF THIS TRUST.

I BELIEVE THAT CLEAR THINKING AND CLEAR STATEMENT, ACCURACY, AND FAIRNESS, ARE FUNDAMENTAL TO GOOD JOURNALISM.

I BELIEVE THAT A JOURNALIST SHOULD WRITE ONLY WHAT HE HOLDS IN HIS HEART TO BE TRUE.

I BELIEVE THAT SUPPRESSION OF THE NEWS, FOR ANY CONSIDERATION OTHER THAN THE WELFARE OF SOCIETY, IS INDEFENSIBLE.

I BELIEVE THAT NO ONE SHOULD WRITE AS A JOURNALIST WHAT HE WOULD NOT SAY AS A GENTLEMAN; THAT BRIBERY BY ONE'S OWN POCKETBOOK IS AS MUCH TO BE AVOIDED AS BRIBERY BY THE POCKETBOOK OF ANOTHER; THAT INDIVIDUAL RESPONSIBILITY MAY NOT BE ESCAPED BY PLEADING ANOTHER'S INSTRUCTIONS OR ANOTHER'S DIVIDENDS.

I BELIEVE THAT ADVERTISING, NEWS, AND EDITORIAL COLUMNS SHOULD ALIKE SERVE THE BEST INTERESTS OF READERS; THAT A SINGLE STANDARD OF HELPFUL TRUTH AND CLEANNESS SHOULD PREVAIL FOR ALL; THAT THE SUPREME TEST OF GOOD JOURNALISM IS THE MEASURE OF ITS PUBLIC SERVICE.

I BELIEVE THAT THE JOURNALISM WHICH SUCCEEDS BEST—AND BEST DESERVES SUCCESS—FEARS GOD AND HONORS MAN; IS STOUTLY INDEPENDENT, UNMOVED BY PRIDE OF OPINION OR GREED OF POWER, CONSTRUCTIVE, TOLERANT BUT NEVER CARELESS, SELF-CONTROLLED, PATIENT, ALWAYS RESPECTFUL OF ITS READERS BUT ALWAYS UNAFRAID, IS QUICKLY INDIGNANT AT INJUSTICE; IS UNSWAYED BY THE APPEAL OF PRIVILEGE OR THE CLAMOR OF THE MOB; SEEKS TO GIVE EVERY MAN A CHANCE, AND, AS FAR AS LAW AND HONEST WAGE AND RECOGNITION OF HUMAN BROTHERHOOD CAN MAKE IT SO, AN EQUAL CHANCE; IS PROFOUNDLY PATRIOTIC WHILE SINCERELY PROMOTING INTERNATIONAL GOOD WILL AND CEMENTING WORLD-COMRADERSHIP; IS A JOURNALISM OF HUMANITY, OF AND FOR TODAY'S WORLD.

*Walter Williams*

# JOURNALISM

## . . . AT TECH

The Journalism Department at Texas Tech is one of 17 departments of the School of Arts and Sciences, which is the largest school of the College with an enrollment of more than 5,000 students.

Journalism training at this institution is almost as old as the school itself. The Department was organized in 1933. To date 436 majors have graduated with B.A. degrees and have joined the professional ranks of news reporting and editing, advertising, public relations, and other allied journalistic fields over the U.S.

The Texas Tech Journalism Department has a particularly good record as regards the placing of its graduates in the newspaper field, both daily and weekly.

Tech's student newspaper, The Daily Toreador, with a circulation of more than 8,000, provides both a practical and experimental training ground each year for the students enrolled in the various writing, editing, and photographic courses.

It is worthy of note that the college paper is student-directed, with paid and non-paid staff members occupying all key positions from the editorship on down. Copy for the daily paper is not cleared through journalism instructors or the Director of Publications. It is left to the discretion of the student staff as to what should be published.

Inasmuch as a number of positions on The Daily Toreador are paid, they provide an excellent financial vehicle for those qualified

students requiring monetary help to complete their education.

Matters of policy are decided by the staff members, who are guided by a Director of Publications charged with the overall responsibility of production of the newspaper and the yearbook.

Student staff members in the higher positions are hired by the Publications Committee of the College after recommendations are made by the Publications Director. The Committee is responsible only to the College administration for its actions.

The College yearbook, La Ventana, is unique in the American college yearbook field, being published as 12 separate and complete magazines, which are in turn furnished to the student purchaser in a permanent, attractive cover.

Conceived four years ago, the magazine format of the Texas Tech yearbook has created discussion and comment over the nation when college yearbook advisers meet. Permission has been received from such magazines as Time, Life, Look, The Progressive Farmer, Town and Country, Mademoiselle, Playboy, Sports Illustrated, Fortune, and others to use their formats and, in several cases, their names. Thus, the theme and layout of the View section, which carries class panels, etc., is similar to Look magazine, which requested only that the name be altered.

La Ventana's circulation is one of the largest in the college yearbook field, and the yearbook has found great acceptance by the student body each year.

# REQUIREMENTS

## . . . FOR B.A. DEGREE

The requirements for the Degree of Bachelor of Arts also apply to all other degrees offered by the School of Arts and Sciences unless specifically shown to the contrary.

These requirements are:

	Sem. Hrs.
1. English	12
2. Foreign Language	12-14*
3. Mathematics	0-6**
4. Government 233-234	6
5. American History	6
6. Six hours of a social science above the freshman level other than major or minor. (Certain courses in journalism and philosophy may be counted in this category. Check Dean's Office.)	6
7. Laboratory Science	8-16***
8. Fine Arts (Selected courses in Music, Speech, Allied Arts, and Theory of Dance. Check Dean's Office.)	6
9. Major, minor, and electives sufficient with the above mentioned courses to total a minimum of 123 semester hours not including physical education, band or basic ROTC.	
10. Physical education, band or basic ROTC	4-6

The selection of the major and minor fields should be made by the time the student reaches his junior year. For the major subject he will be required to complete 24 semester hours in addition to the minimum degree requirements in that subject, except in English. In the case of a subject offered as a major in which no specific courses are included in the prescribed requirements for the Bachelor of Arts Degree, a minimum of 30 semester hours must be completed in the major subject. Eighteen hours of the major subject must be in courses of junior and senior rank. For the minor a minimum of 18 semester hours must be completed, at least 6 of which must be of junior and/or senior rank. All courses in the major and minor subjects must be approved by the head of the department concerned.

A minimum of 40 semester hours of junior and senior work must be presented for graduation.

Not more than 42 semester hours in one subject may be counted in the requirement for the Bachelor of Arts Degree. Not more than 12 hours in Biblical history and literature may be counted; not more than 8 hours may be counted in applied music and/or music ensemble, except for students offering music as a major or minor. Courses in shorthand and typewriting may not be offered for this degree.

In the majority of cases students completing the requirements for the Degree of Bachelor of Arts will carry their major and minor work in departments in this School.

\*Students must complete 12-14 hours in the same language. Students will be placed in the appropriate level by the Department of Foreign Languages.

\*\*If three and one-half units of mathematics including two of algebra, one of plane geometry, and plane trigonometry are accepted for admission, no further courses in mathematics are required. If three units are accepted including two units in algebra and one in plane geometry, Math. 130, 131, 133, 135, or 138 is required.

\*\*\*If two or more units of laboratory science, biological or physical or both, but not including general or applied science, are accepted for admission, one year of a laboratory course in college will satisfy the natural science requirement.

# JOURNALISM FACILITIES

Tech's Journalism Department acquired its own quarters in 1938, sharing the two-story, full-base-ment building with Tech Press until recently.

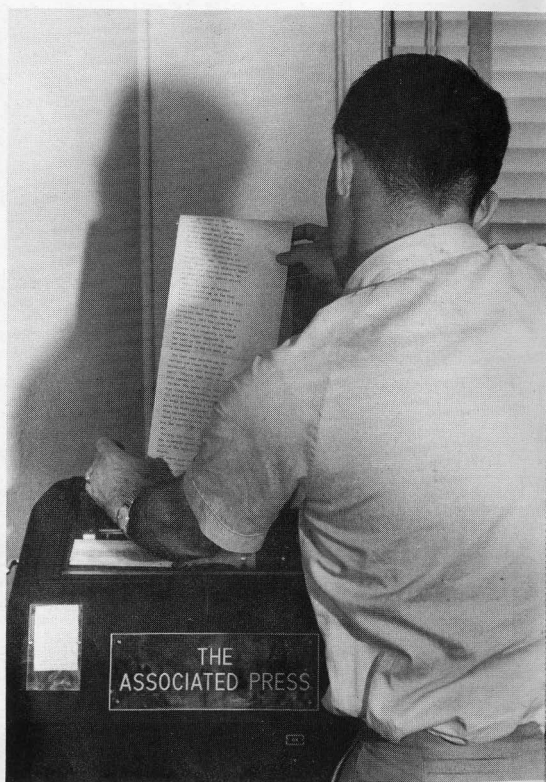
After removal of the College press facilities in 1961 to another building, more than half of the Journalism Building was remodeled for expanded classroom and laboratory instruction. The renovation was completed in September, 1962, and doubled the instructional space.

Photographic laboratories, fitted with the latest in developing and enlarging equipment, have been built to accommodate 24 students per semester. All phases of basic press photography are covered in the course, and stress is laid on quality and speed in photography. Individual darkrooms are provided, as well as individual enlargers.

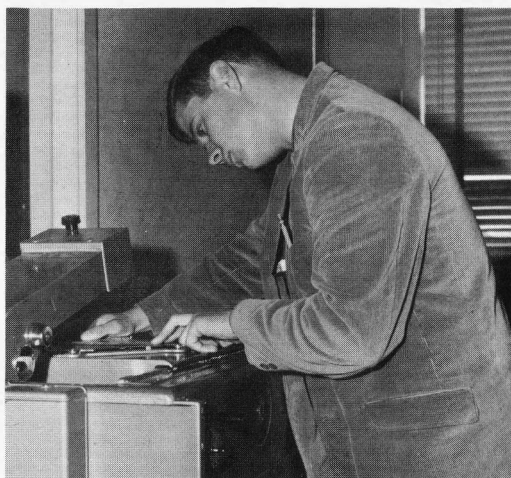
Included in the recent building renovation was ample space for a typography laboratory. Offered once a year, the course teaches students how to measure type, how to set type by hand, lock up type forms, and actually run material on one of the two job presses provided. Other equipment includes linotype machine (for demonstrations), proof press, and large composing stones.

Classes in radio-television news writing make use of tape recorders and work with the campus radio station in preparing newscasts.

Other facilities include a large, well-lighted seminar room in which copies of daily newspapers from over the nation are kept on file as well as a number of magazines of general and particular interest, reference books and other instructional aids.







# GETTING THE STORY

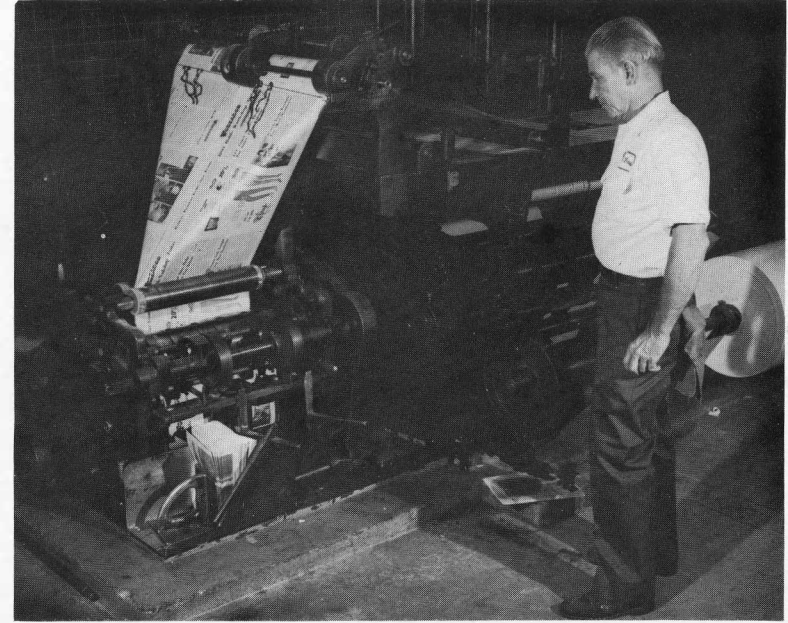
## THE TOREADOR



Most news stories, and many features, are written for The Daily Toreador by students in the reporting labs, which are held five afternoons each week.

Stories are assigned by the news editor at the beginning of each three-hour lab period. The lab students, therefore, serve as staff reporters. The lab instructor acts only as an adviser to editors. This assures the staff of maximum on-the-job experience during the process of getting out a daily newspaper.

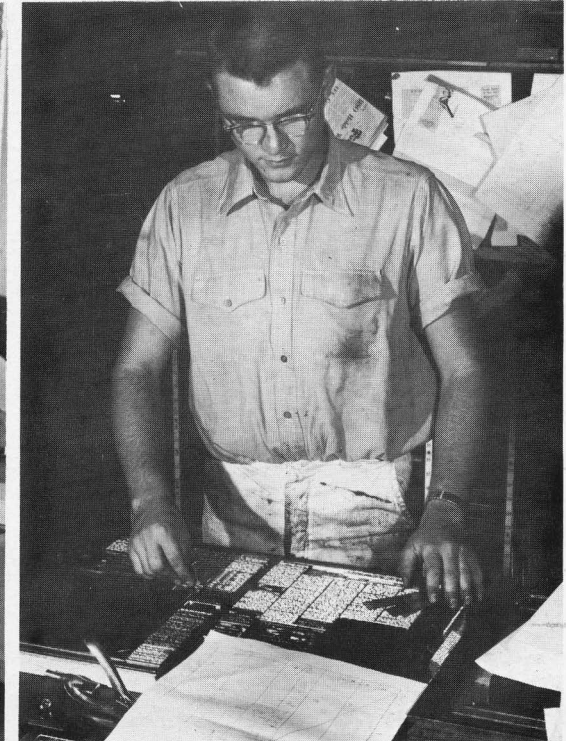
When a story is written, the original copy is given directly to the copy (or city) desk. The desk



is in the charge of a staff copy editor. His (or her) assistants are members of the editing class on their lab days.

Carbons of all stories are given to the lab instructor. He may call attention to gross errors, or errors of fact. Otherwise, he edits the carbon as a professional news editor might, and discusses each piece of work with the reporter later.

After a story has gone through the copy desk process, it is sent to Tech Press where it is set in type. The various staff members confer each day to decide how and where each story will be played in that day's edition. After each issue is published the lab instructor criticizes the paper for the benefit of both staff and reporters.





# COURSE OFFERINGS

## (THE CURRICULUM)

### For Undergraduates

#### 130. INTRODUCTION TO JOURNALISM. (3:3:0)

A survey of journalism and its related fields intended to give the student an understanding of communication agencies in modern life and a broad picture of the vocational opportunities.

#### 223. FEATURE WRITING. (2:2:0)

Special feature stories; sources for subjects; collection of facts; practice in writing the news feature, side feature, color story. Special feature stories for newspapers, radio, television, wire services.

#### 231, 232. NEWSPAPER REPORTING. (3:2:3 each)

Practice in gathering and writing news. Journ. 231 is a prerequisite to all higher journalism courses for both majors and minors. Majors and minors enrolled in this course are required to work on The Daily Toreador.

#### 320. TYPOGRAPHY. (2:1:3)

Brief history and evolution of typography; choice of types and their arrangement; type harmony and readability; mechanics of printing and publishing; engraving, printing processes, and presses.

#### 332. MAGAZINE WRITING AND EDITING. (3:3:0)

Techniques in writing for current magazines; a survey of editorial problems of the magazine; market study; layout and production problems.

#### 335. HISTORY OF AMERICAN JOURNALISM. (3:3:0)

Study of the development of journalism in America from its European roots to the present and of its interrelation with society.

#### 336. ADVANCED REPORTING. (3:2:3)

Prerequisite: Journ. 231, 232. A course in the interrelation and writing of news on social, political, and economic topics. Instruction in techniques of specialized reporting will be given through off-campus laboratory assignments.

#### 3312. SPECIALIZED JOURNALISM. (3:3:0)

Designed for students of agriculture, home economics, engineering, and science. Preparation in the principles of gathering and writing news, feature stories, and magazine articles in their respective fields. Lectures on layout, editing and marketing copy, and on preparing the radio and television newscast. Study of technical publications and of job possibilities.

#### 3313. PHOTOJOURNALISM. (3:1:6)

Varied assignments of news and feature picture coverage, stressing use of the press camera. Lecture and laboratory course covering picture processing, and practice and study of picture editing.

#### 3315. PROBLEMS IN ADVANCED PHOTOJOURNALISM. (3:1:6)

Prerequisite: Journ. 3312 or equivalent. Reportorial duties with various cameras for newspaper and magazine publication. Study of picture markets and study and practice in picture editing. Individual work on advanced photojournalism problems.

#### 3318. RADIO-TELEVISION NEWS WRITING. (3:3:0)

Training in news writing for radio and television presentation; preparation of copy for both wire and local news reports; interviews and other multiple voice news shows. Speech 335 recommended. May be taken for speech credit.

#### 3319. RADIO-TELEVISION ADVERTISING CONTINUITY WRITING. (3:3:0)

A study of network and station organization and application of techniques of advertising continuity writing to radio and television presentation. Preparation and presentation of commercial copy for

radio and television. Speech 335 recommended. May be taken for speech credit.

#### 431. REVIEWING AND REPORTING THE FINE ARTS. (3:3:0)

Emphasis on live coverage of local concerts, plays, and exhibitions, and on writing book reviews. Lectures and class discussions will point up critical standards as they relate to writing about the fine arts. Designed to appeal equally to students seeking improved cultural appreciation and to those preparing for newspaper departmental work.

### For Undergraduates and Graduates

#### 333. NEWSPAPER MANAGEMENT, PROMOTION, AND CIRCULATION. (3:3:0)

Weekly and daily newspaper revenues and expenditures; budgets, accounting methods, and cost-finding systems; editorial, advertising, and circulation promotion; circulation problems and methods. Field trips, individual study, and research.

#### 338, 339. EDITING. (3:2:4)

Prerequisite: Journ. 231 or equivalent. Intensive study and practice of editing principles plus basic problems involved in the design and makeup of the newspaper. Includes practice in makeup, layout, copyfitting, and selection of types. Members of the class are required to work on The Daily Toreador copy desk.

#### 411. SPECIAL PROBLEMS IN JOURNALISM. Cr.1.

Prerequisite: Senior or graduate classification, juniors only with consent of Department Head. Individual research on an approved problem in one of the following journalistic fields: news-editorial, radio-television, photography, magazine, public relations, or advertising. May be repeated for credit.

#### 430. LAW OF THE PRESS. (3:3:0)

A study of the laws which guarantee and protect the privileges and define the duties and responsibilities of the press. The course deals with freedom of information and the legal aspects of the newspaper, radio, television, and advertising.

#### 432. JOURNALISM FOR THE HIGH SCHOOL TEACHER. (3:3:0)

Study and practice with the problems met by a publications supervisor in organizing and directing high school newspapers and yearbooks, functions of high school publications, organization and training of the staff; editorial and business problems; problems with printers. May be counted as an education elective by secondary education students.

#### 433. PUBLIC OPINION AND PROPAGANDA. (3:3:0)

The nature of public opinion; the role of the newspaper in its formation and how the press in turn is influenced by public opinion. Propaganda analysis; the purpose, devices, and effects of propaganda and consorship. May be taken for psychology credit.

#### 434. EDITORIAL WRITING. (3:3:0)

Theory and practice of writing editorials; a study of contemporary editorial pages and editorials, with analysis of style, content, and purpose.

#### 435. NEWSPAPER ADVERTISING PROBLEMS AND METHODS. (3:2:3)

Problems of selling and servicing newspaper advertising; newspaper advertising makeup and design; rate structures; procedure in newspaper advertising departments.

#### 436. PUBLIC OPINION AND PUBLIC ISSUES. (3:3:0)

A broad synthesis course of both the social and natural sciences. A study of some of the great problems that face the citizen; the major mass media of communications and public opinion; how the mass media deal with the great problems.

# JOURNALISM SEQUENCES

## NEWS-EDITORIAL

- 231-232. Newspaper Reporting
- 335. History of Journalism
- 336. Advanced Reporting
- 338. Editing
- 3313. Photojournalism
- 430. Law of the Press
- 434. Editorial Writing

## NEWSPAPER ADVERTISING

- 231. Newspaper Reporting
- 320. Typography
- 333. Newspaper Management, Promotion and Circulation
- 335. History of Journalism
- 338. Editing
- 3319. Radio-Television Advertising Continuity Writing
- 430. Law of the Press
- 435. Newspaper Advertising Problems and Methods

## COMMUNITY NEWSPAPER

- 231-232. Newspaper Reporting
- 223. Feature Writing
- 320. Typography
- 333. Newspaper Management, Promotion, and Circulation
- 336. Advanced Reporting
- 338-339. Editing
- 3313. Photojournalism
- 434. Editorial Writing
- 435. Newspaper Advertising Problems and Methods

## RADIO-TELEVISION

- 223. Feature Writing
- 231. Newspaper Reporting
- 336. Advanced Reporting
- 338. News Editing
- 3313. Photojournalism
- 3318. Radio-Television Newswriting
- 3319. Radio-Television Advertising Continuity Writing
- 430. Law of the Press

The minor must include Journalism 130, 231 and 338 in the minimum of 18 required hours. Students must be able to type to enter Journalism 231. Majors and minors must have an overall C average in required courses; however, one D will be accepted in a required course provided the cumulative average equals C or better. More than one D will result in the student's repeating the course. Economics 133-134 and either Psychology 130, Philosophy 230 or Sociology 230 are also required for a major in journalism.



## SCHOLARSHIPS . . . . . . . PROFESSIONAL TRAINING

Each year several students, ranging from freshmen to seniors, attend Texas Tech on Journalism scholarships. Amounts of the grants vary from \$75 to \$125 per semester.

Included are the Sigma Delta Chi (West Texas Professional Chapter) and Sellers scholarships of \$250 each per year; the two Lubbock Avalanche - Journal scholarships, each amounting to \$150; and grants from the West Texas Publishers Scholarship Plan to which various newspapers, large and small, contribute.

Several students enroll each year as winners of West Texas Press Association scholarships.

Others in need of financial assistance may qualify for paid positions on either the student

newspaper or yearbook. The two publications presently employ a total of 27 students.

The Department of Journalism gives its students on-the-job experience by requiring those enrolled in reporting and editing classes to work weekly lab periods on The Daily Toreador under supervision of a faculty member. Those in the Advanced Reporting course cover live news stories in the city of Lubbock (population 128,000).

The Department also participates in both the Texas Press Association and Texas Daily Newspaper Association summer internship programs. Qualifying students work a minimum of ten weeks on either a weekly or daily newspaper for a salary, plus three hours of journalism credit.



## DEPARTMENTAL ACTIVITIES

### WEST TEXAS HIGH SCHOOL PRESS ASSOCIATION

West Texas High School Press Association, with more than 50 member schools, was started at Tech in 1957 and has its headquarters in the Journalism Department. The Association is divided into two sections, the faculty wing and the student wing, with each group having their respective officers. Their activities include a critical judging service for high school newspapers and yearbooks, Journalism Day, a Journalism workshop (four days) in the summer, and recruiting.

### SIGMA DELTA CHI

Sigma Delta Chi, men's professional journalistic society, was chartered at Tech in 1958 under the direction of the national Sigma Delta Chi organization. Its student members are composed of those men who intend to make some phase of journalism their life's work. The organization includes in its membership employers and employees, thus providing a common meeting ground for both.

### THETA SIGMA PHI

Theta Sigma Phi, organized at Tech in 1938, is a professional organization for women in journalism and communications whose aims are to work for a free and responsible press and to maintain high professional standards.

### JOURNALISM DEPARTMENT

Tech's Journalism Department is a member of the Southwestern Journalism Congress, composed of 16 departments and schools of journalism in Texas, Louisiana, Arkansas, and Oklahoma. The Congress meets annually at one of the member schools.

The Journalism Department is also affiliated with the Associated Collegiate Press, an organization of American college newspapers, yearbooks, and magazines.

The Journalism Department holds membership in a number of other professional organizations, including the American Society of Journalism School Administrators, American Academy of Advertising, Texas Press Association, Panhandle Press Association, West Texas Press Association, and the Radio-Television News Directors Association.



*Tape recording for radio-TV news class.*

## JOURNALISM

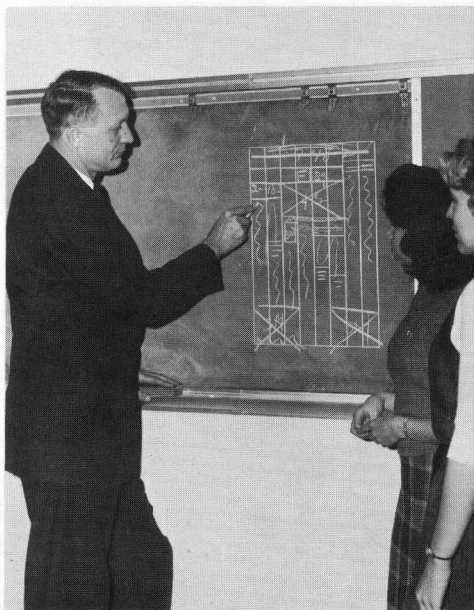


*Copy is checked by slot editor as instructor looks on.*

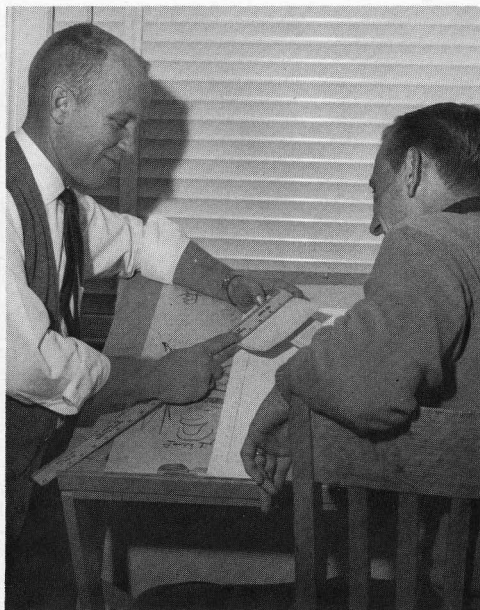


*Professor, students examining one of many papers department receives.*

## FACULTY



*Page layout emphasized in editing class.*



*Advertising being prepared for daily paper.*



# LA VENTANA



# TEXAS TECHNOLOGICAL COLLEGE GENERAL ADMINISTRATIVE OFFICERS

## BOARD OF DIRECTORS

MANUEL DeBUSK, Chairman, Dallas. Term expires Feb. 19, 1965.  
WILMER SMITH, Vice Chairman, Wilson. Term expires Feb. 19, 1965.  
J. ROY WELLS, Secretary.  
ALVIN R. ALLISON, Levelland. Term expires Feb. 19, 1967.  
R. WRIGHT ARMSTRONG, Fort Worth. Term expires Feb. 19, 1967.  
HAROLD HINN, Dallas. Term expires Feb. 19, 1963.  
CHARLES D. MATHEWS, Dallas. Term expires Feb. 19, 1965.  
J. EDD McLAUGHLIN, Ralls. Term expires Feb. 19, 1967.  
C. I. WALL, Amarillo. Term expires Feb. 19, 1963.  
FLOYD A. WOOLDRIDGE, Houston. Term expires Feb. 19, 1963.

## OFFICERS OF ADMINISTRATION

ROBERT CABANISS GOODWIN, B.A., M.A., Ph.D., President  
121 Administration Building  
WILLIAM MARTIN PEARCE, B.A., M.A., Ph.D., Academic Vice President  
121 Administration Building  
SABE McCLAIN KENNEDY, B.A., M.A., Ph.D., Dean of Arts and Sciences  
206 Administration Building  
IVAN LEE LITTLE, B.A., M.A., Ph.D., Assistant Dean of Arts and Sciences  
206 Administration Building

## JOURNALISM FACULTY

WALLACE EARL GARETS, Professor and Head Department of Journalism, 1956, 1957.  
B.S., M.S., Idaho  
LOUISE CRAWFORD ALLEN, Associate Professor of Journalism, 1928, 1957.  
B.A., Southern Methodist University; M.A., Missouri  
RALPH LOUIS SELLMAYER, Assistant Professor of Journalism, 1960.  
B.J., Missouri; M.A., University of Kansas City  
JAY D. MILNER, Part-time Instructor in Journalism, 1962.  
B.A., M.A., University of Southern Mississippi

## STUDENT PUBLICATIONS

K. PHILLIPS ORMAN, Director of Student Publications, 1959.  
B.B.A., Texas Technological College

