

ALUMNI MAGAZINES: NEW FACE FOR A NEW ROLE

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CHAPTER I

THE PROBLEM

Change, newness, reorganization--even revolution--are old hat in 1966. Almost every field in American society has undergone considerable change from its counterpart earlier in the century--and the greatest change has come in the past 25 years. But no change has been much more startling than that in alumni magazines--primarily because their whole image is nostalgic, devoted to keeping the past alive in the minds of alumni. But also because of this, it is not surprising that the change has affected first the function of the magazine, transforming this image into one that accents the present problems and concerns of the university rather than the sentimental ties of the alumni. All alumni magazines did the former to a certain extent even from the beginning--but the primary purpose of the magazine was almost unanimously the latter.

The new kind of magazine is aimed at stimulating intellectual inquiry and disseminating information among the alumni about present conditions and problems of the university. As in any field, not all members have moved in the same direction or at the same rate--and many seem not to have moved essentially at all. But there is an obvious trend.

Alumni magazines aren't isolated entities, however, and it is only natural that their changes should be tied to equivalent changes in the fields of publishing and of alumni relations generally. In terms of publishing, alumni magazines have tended toward more sophisticated and polished editing and writing. From the standpoint of alumni relations, alumni magazines have been an obvious manifestation of awakening concern by administrators of the importance of alumni money and support. To some extent, it is not a mere awakening, since alumni money and support are actually becoming more crucial than they had ever been. But this is only speaking relatively, since for private schools, at least, it has always been important, and it is only recently that the administrators have seemed to realize how much a well-edited and properly aimed alumni publication can do for increasing alumni support. It's impossible to determine how much this is due to a corresponding change in the attitude of alumni themselves--perhaps they're becoming more sophisticated and intellectual than their counterparts

of the 20s or 30s. Practically no research has been done on what alumni prefer their alumni magazine to accomplish, or even on the nature of the audience itself.

This has allowed considerable dissent on exactly what constitutes a properly aimed alumni publication. One school of alumni editing has produced a magazine featuring a slick, Madison-Avenue sort of public-relations approach to promoting the university. These alumni magazines are little more than administrative tools for informing the public about positive aspects of the university. If they consider the campus scandals and controversies at all, it is only to present the university's side of the issue. Normally, of course, they ignore such dirty linen entirely. The articles talk only about the growth of the university; about the bright, clean-shaven young men and the beautiful girls; about the growing reputation of the university because of an ever-more-distinguished faculty, and of course, about the need for alumni to support the university. It should be no surprise that this is the sort of approach college administrators tend to formulate or support. We'll call this type of magazine stage two for future reference (the public relations stage), reserving stage one for the earlier type of magazine (the class-notes-and-football stage).

But there is yet a third stage, an even more fundamental and dramatic change. This was formulated primarily by alumni editors,

not administrators. They decided higher education needed a spokesman to interpret not only its achievements, but its problems and potentials to all its "publics." The alumni magazine could not do this directly--it had access only to the college's alumni--but it could help forge a spokesman for the university. The tool would be information. Since alumni were, a priori, an educated and discerning group, the editors reasoned that the only kind of information they would be willing to accept would be a candid, although sympathetic, appraisal.

Before alumni editors could hope to interpret the problems of higher education to their readers, they had to be experts on it themselves--a not-so-easy task with so complex an issue. The job began to require a new professionalism which only a few editors could or would achieve. These editors read books and articles avidly; listened with a discerning ear to their university presidents and faculties; discussed the problems among themselves, both in correspondence and at alumni conferences; formed a new non-profit organization called Editorial Projects for Education, Inc., which organized, wrote, printed and distributed general articles on current issues in U. S. higher education in the form of a pre-printed insert; and promoted good quality through a program of awards competition.

But the "revolution" remained rather restricted: only a handful (one editor estimated their number at 20 or 30 out of the total of

500 alumni magazines now published in the U. S.) have moved into the ranks of top-quality magazines. Of all the programs, EPE and its subsidiary syndicate service had the widest impact: in 1965, 259 alumni magazines purchased the insert and sent it to a combined total of 2,227,500 readers. Despite this and the other programs, however, the majority of alumni magazines have yet to experience the "revolution"--a larger number have entered the public relations stage, but by far the greatest percentage still clings to the old class-notes-and-football formula.

The Northwest provides a good example of the spread among the three groups, though with such a small sample, the percentages do not agree with national figures. For example: Oregon has 30 universities and colleges, of which only 7 have alumni magazines. A rough classification of these would place three in stage one (campus news-alumni news), two in stage two (public-relations tool), and two in stage three (candid treatment of the problems of higher education). But Idaho has none in stage three, and Washington perhaps only one, depending on how strict we make the criteria. This latter case, in fact, offers a good example of the problem of categorizing these magazines. The categories provide a rough but necessary measure of the emphasis of the magazines, but naturally not all magazines fit neatly into one or another of them. The Washington State Review is

certainly out of stage one, and is not strictly a public relations tool because it prints interesting and informative articles probing the nature of education at Washington State today and occasionally the trend of change. But it does not deal with the problems of higher education nor does it give its readers an overall look at the issues--even in Washington State University's relation to the community and within the educational community itself. One would think from reading the Review that the university does not encounter any problems at all--a rather unlikely possibility. In much the same way, another Washington magazine, the Washington Alumnus (University of Washington), is overtly a stage-two magazine, but also has a considerable emphasis on continuing education. This, while compatible with stage two, gives the magazine a broader scope than most in this category possess.

As these two magazines illustrate the problems of categorization, so the Northwest as a whole illustrates the complexity of the changes taking place in the alumni magazine field generally. It will be the purpose of this thesis to explore these changes in depth, considering first the national scene, then the Northwest generally, and then specific, representative magazines in the Northwest. Emphasis will be on the magazines of Northwest state universities, for two reasons: 1) because in the Northwest they have reflected change much more clearly than the private colleges, although this is not true nationally, and 2) because it

was necessary to restrict this thesis in scope somewhat, and the Northwest is a well-enough delimited area that it made sense to draw the thesis boundaries at its limits. One private college magazine (The Sallyport) will be discussed briefly, however, both for purposes of contrast and because Reed College occupies an analogous position to private colleges in the East, unlike most of its kind in the West.

Since documented material on this subject is practically non-existent, many of the sources for this thesis are correspondence and direct interviews with the editors and administrators concerned. Material for the specific magazine chapter was obtained through direct analysis of the back issues of each magazine.

CHAPTER II

NATIONAL SCENE

"I am convinced that someday alumni publications will have greater significance than any other publishing enterprise--with the possible exception of the daily newspaper," Verne A. Stadtman, editor of the University of California's California Monthly, boldly prophesied a few years ago.¹

Preposterous? Alumni of most American universities would say so. But the field has changed considerably in the past two decades, and perhaps his prophesy deserves a second thought. The field of alumni magazine publishing, led by a few adventuresome editors,

¹Dan Wakefield, "New Forage for the Old Grad," Madmoiselle, February, 1962, 100.

seems headed for a new image--one only faintly related to its past of class notes, football scores, and campus news.

Perhaps it's not a coincidence that the change, which some editors like to call a revolution, began when the universities were recovering from the flood of war veterans, and only just then realizing that the demand for higher education was entering a new stage. As the universities enrolled a greater and greater percentage of the young population, administrators began to realize the increasing importance of higher education. The mushrooming federal aid sealed their conviction and increased their national consciousness. Although it is pure conjecture whether these events caused the change in alumni magazines, it is certain they had some effect.

But before we investigate the change very deeply, we ought to get an idea of the state of affairs before that change. Almost the only source of knowledge about alumni magazines, besides archives of the old issues themselves, is in the memories of alumni editors. One such editor recently² described it thus: "For the first half century of their existence, alumni publications were sort of news sheets for the post-graduates, who were a fairly homogenous group economically and socially.

²George Keller, "The Lady or the Tiger," Alma Mater, June 1964, 13.

"Quite properly," he continues, "the publications were nearly always called the Alumni News. They concentrated on stories of reunions, commencement, and fraternities, alumni secretary reports, class notes, and news of athletics, which were financed, supported, and often directed by alumni. Revealingly, the magazines were usually edited by the alumni association secretary and paid for by alumni subscriptions and advertising."

A more detailed generalization is impossible, since the magazines varied so much. Some of them, of course, branched out occasionally with features on interesting alumni and different departments or aspects of the college, but it was a rare magazine that carried anything of depth.

It wasn't until 1949 that anyone began to put into effect really fundamental changes. That was the year Corbin Gwaltney, unofficially considered the first of the "new" editors, took over editorship of Johns Hopkins Magazine. The story of how he was offered that position is that one day he became so disgusted with the caliber of that publication (his alma mater's) that he wrote a scathing complaint to the administration. The latter responded with a challenge for him to take over the job himself and see if he could improve it. Since he was then in labor-relations work for General Electric (a somewhat more prestigious occupation at the time), the decision wasn't an easy one. But he

accepted. On the job, he soon found that there were other dissatisfied people--including a good many editors--who felt the same way he did about the problem. Together they began to work on a solution.

First task, of course, was to delimit the problems. Not the least of them was that most colleges could not afford to (or would not) spend the money for qualified staff and ample research time that were necessary for top-quality magazines. To help solve this problem, the group decided to produce first-class supplements on what they considered to be the burning issues of higher education. Due to the pooling of resources and talent, supplements could be offered to alumni editors for much less than they could afford to research, write and produce them for themselves. It wasn't an ideal solution, of course, as the supplements were necessarily so general as to be almost unrelated to each particular institution's problems in that area. But it was a start.

The first of these supplements was "American Higher Education 1958." Its circulation was 1,350,000. The next year, a grant of \$12,500 from the Carnegie Corporation financed "The College Teacher," which climbed to 2,250,000 circulation. This allowed the group to return the money and form a non-profit corporation, Editorial Projects for Education, of which Corbin Gwaltney became executive director and editor in 1960. The insert for that year,

"The Alumnus," scored a circulation of 2, 900, 000--highest of any so far produced, perhaps because of its obvious relevance, even to thick-headed alumni editors. Subsequent inserts have been "The College Student," "The College of Tomorrow," "What Right Has This Man?" (academic freedom), "The Money Behind Our Colleges," "The Plight of the Humanities," and "To Keep Pace With America" (changes in the American college). Their circulation has averaged about two million each.

The organization also produces about three syndicated articles a year by noted authorities in various fields, among them Margaret Mead, Bertrand Russell and Arnold Toynbee.³

The success of these publications encouraged these editors to launch a unique quarterly, Renaissance, with the help of a Carnegie Corporation grant in 1961. The beautifully designed, professionally written pilot issue dealt with the problems and the substance of higher education in such articles as: the plight of small colleges, the future as mirrored in California education, a layman's report of the new, young science of bio-chemistry, a corporation president's view of the kind of people industry really needs from the universities, the

³Information received in a letter to the author from Corbin Gwaltney, July 12, 1966.

growing crisis in the medical schools, and the first of a biographical series on great scholars.⁴ Unfortunately, this first issue turned out to be also the last, since there did not seem to be an adequate market for this type of magazine. Although an alumnus would presumably be willing to receive this type of fare if it related to his own alma mater, he was not willing to put out money for it. Considering the trend away from paid subscriptions in the alumni magazine field, he probably was not even paying for his own alma mater's magazine (only 6.2 per cent of alumni magazines in 1966 were by subscription).⁵

But Renaissance, even if it did not really get off the ground, was an example of the type of publication EPE's founders and supporters were advocating.

Meanwhile, The Johns Hopkins magazine had won four national awards--three under Gwaltney's editorship--including several Robert Sibley "Magazine of the Year" awards given annually by the American Alumni Council. These awards are part of a comprehensive program of awards, workshops, and education directed by the AAC which are designed to improve the quality of alumni

⁴Corbin Gwaltney, editor, Renaissance, pilot issue (1961).

⁵Charles M. Helmken, Editors and Alumni Publications, 1966, p. 30.

magazines. The editors they select for these awards must be more than excellent editors and writers--they must be thoughtful and articulate about the potentials and shortcomings of higher education. They must also be thoughtful and articulate about the contributions alumni magazines ought to make toward realizing those potentials.

"Alumni magazines," says Corbin Gwaltney, "can bring. . . to alumni a renewal of the excitement they knew as students. It can maintain, as no other medium can, the deep feelings of loyalty which an institution stirs in its students but which often begin to flicker, then sputter, and eventually die after graduation day. It can keep them informed of the ferment, the controversy, the change, that characterize any healthy institution of higher education--and it can show them why ferment, controversy and change are good, not necessarily evil, things on a college campus."⁶

These are the sort of things the old alumni magazines failed to do. They and others also failed to recognize their potential as articulate and effective public relations vehicles. They cannot do this by squelching legitimate news of controversy, problems, and downright failures of the university, despite many administrator's belief. Mr. Gwaltney believes that unless it is honest, "in this day

⁶Speech by Corbin Gwaltney to ACPRA meeting, March 20, 1961 in Washington, D. C.

of sophisticated readers, the magazine will simply not be believed and the institution will then not be honored by most of its constituency."⁷

Also essential to effective publishing, the magazine must reflect in its contents the institution which publishes it. To make his point, he quotes Ben Hibbs, then editor of the Saturday Evening Post, who told a meeting of alumni editors 10 years ago, "I have one impression of your publications that overshadows all others: in reading them, I get very little idea that they are published by educational institutions. Where is the exciting research? Where is the stimulating clash of mind with mind? Where are the arguments, the challenges, the aspirations that make education such an exciting thing? There is little evidence of such things in your magazines."⁸

Many editors, while agreeing with Gwaltney and Hibbs on these points, would not agree that they ought to tell all-- they prefer to keep the controversies and arguments under wraps. Perhaps the difference lies in their definition of "support". George Keller, another Sibley "Magazine of the Year" award winner, defines the first group as

⁷Gwaltney, loc. cit. (above, note 6).

⁸Gwaltney, loc. cit. (above, note 6).

"editors that are moving toward the new purpose of reporting fully, candidly and critically about higher education," and the second group as "those who see the magazine's primary purpose as one that must help the college's development program." But he thinks editors need not choose between the two courses. "Both purposes," he says, "should be served. But just as the alumni magazines should not neglect their own institutions in reporting about higher education, neither should they neglect the actual facts of higher education in describing the glories of their institutions."⁹

Becoming more philosophical, he adds, "To report the real work, problems and life of a university, and to relate them to that of the rest of society is, to me, the major task of the alumni magazines of the future. But that isn't necessarily at odds with a public relations concept. Where did the widely held assumption start that accurate reporting loses friends and donors while positive writing wins both? How valid is it, really? Isn't unrelenting sweetness and quiet more appropriate to an old people's home than to a university?"¹⁰

Gwaltney, Keller, and others hope to stir complacent editors and administrators into producing magazines that will be positive forces

⁹Keller, p. 14.

¹⁰Keller, p. 14.

not only for their sponsoring institutions, but for higher education itself.

To do so, they may have to buck something more formidable than alumni editors who fail to see that the alumni magazine's role must change to at least meet the changes in the university's role itself. They also have to overcome the objections of old alumni whose memories of the university, rightly or wrongly, are of football games, pretty coed queens, keg hunts and bonfires--and who want the alumni magazine to do nothing more than keep these memories alive. Few of the pioneering editors have escaped the experience of an irate letter from an alumnus (and not always an old one, either) berating them for printing sophisticated articles on the modern problems and nature of the university "which we can get in any other magazine if we want that sort of thing."¹¹ These people claim that space would better be spent on news about their old friends and articles on the "good old days." And others want to know why the magazine doesn't "protect the good image of the college"¹² by ignoring the demonstrations and not printing pictures of the unshaven men and the long-haired girls.

¹¹Letter to the editor by Ridgely Cummings '41, Old Oregon, January-February 1965, p. 30.

¹²Reference to a letter by D. Madeline Johnston Algee '19 in "From the Bottom of the Birdcage," The Sallyport, November-December 1964, p. 2.

The real problem, however, is not only that this vocal opposition provides the old-fashioned editors and administrators with fire for their guns against change, but also that it makes many editors who might change doubt their right to buck the wishes of their audience. Concentrating on the dissenters, they miss the evidence of the many other alumni who are pleased at the change.

Thus the task of the "revolutionaries". Like most revolutions, this one must not only overcome the real opposition, it must catch the imagination of a great mass of followers before it can become a success. Perhaps the latent support is there, if it were only identified and mobilized.

CHAPTER III

NORTHWEST GENERALLY

Change has not spared Northwest alumni magazines over the last few decades any more than it has the Eastern magazines we discussed in the last chapter. But there is a decided difference in the extent and nature of the change. Very few Northwest magazines have developed the national consciousness which characterizes the new type of alumni magazine. And few Northwest editors have actively contributed to the "revolution". Only one Northwest alumni magazine editor, Ken Metzler of Old Oregon, has ever been a member of Editorial Projects for Education's national committees, and he became one only in 1961.

Much of the reason for the Northwest editors' lack of involvement no doubt stems from the Northwest's pride in its regionalism, and from the differences between the Northwest and East in the

relationship between public and private colleges and universities. Just what this difference is has not been clearly established; representatives of both sides of the continent have their own ideas about it.

George Keller, from his Eastern stronghold as editor of Columbia College Today (New York), outlines his ideas of the difference thus: "For one thing," he says, "most of the major places of learning in the East are private. For another, they have a long tradition, which occasionally intimidates us Easterners to live up to the best in the past." He also includes the greater levels of achievement, brought about by good faculties and libraries and a selective admissions policy which ensures a higher caliber of alumni. And lastly, he says, "we are closer to Europe, and very much oriented in some things to the best of that continent. We tend to be further from the land, home, leisure, simplicity--and our alumni magazines show it."¹³

Although Ken Metzler, representing the other side of the continent, would not directly refute these theories, he prefers to add his own slant. He quotes Chet Worthington, editor of Brown University's magazine, who said the elite Eastern magazines, particularly

¹³Information received in a letter to the author from George Keller, April 22, 1966.

the Ivy League magazines, are more tradition-bound and less experimental in things like photography, layout, and design. They tend to handle traditional events in a rather traditional way because the alumni have come to expect it in some areas. "On the other hand," Metzler says, "those of us in the West have come to reflect a good deal of newness and experimentation. We want to change things, to come up with something entirely different. I think we're more free."¹⁴

He points out that some of the Eastern magazines are exceptions to this--like George Keller's magazine Columbia College Today--just as there are exceptions to any generalization made about Western alumni magazines. But it is still valid to make comparisons, since there are some basic differences.

One definite difference hinges on Keller's point about the major Eastern institutions being private. In the West, with a few important exceptions, the major institutions are public. Metzler points out that "all but a few of the state universities because of touchy questions of legislative, alumni and public relations, tend to shy away from any candid appraisal of issues in higher education."¹⁵

¹⁴Interview with Ken Metzler by the author, May 13, 1966.

¹⁵Metzler, loc. cit. (above, note 14).

Keller backs this up when he says "Private colleges, especially those with numerous enlightened alumni and a large endowment, can take chances that public institutions dependent on the favors of small-town lawyer-legislators cannot. Yet, when a state university has the backing of an ambitious, open-minded populace, such as, say, Michigan, Wisconsin and California have had, it can go far too."¹⁶

In fact, public universities in the West occupy much the same position the private institutions occupy in the East. That is, while private colleges and universities in the East are the major institutions in prestige and quality of instruction when compared with their respective state universities, the situation is reversed in the West. This is partly explained by their different beginnings. In the East, private colleges were the first institutions. When the states began to build and finance colleges themselves, the earlier institutions had achieved a position of prestige not only because they were older and more established, but because of the influence of their alumni. Subsequent differences in entrance requirements and quality of instruction let them keep the edge, so that even young

¹⁶Keller, letter (above, note 13).

private institutions could overshadow the older state institutions if they satisfied these conditions.

On the other hand, the West's first institutions were created and financed by public funds. Most private institutions which sprang up were denominational, committed to supporting the particular group which provided their bread and butter. Support for them was, in most cases, neither as generous nor as unrestricted as for the Ivy League institutions, and so they suffered in the competition with their publicly financed neighbor institutions. (Naturally, there were some exceptions, notably Stanford and Reed, to name only two.)

There are other respects in which Western public schools are like Eastern private schools. Now public universities are joining private institutions in soliciting endowments and donations from private individuals--and in no area is this more true than in the West. Within only the past decade or so, four major public universities in the Northwest have created their own "development funds".

Thus administrators of these schools have become interested in alumni as benefactors as well as supporters (which had always been important to these tax-supported institutions). But the change was not necessarily of the sort to increase the colleges' national awareness. It remained for the effect of federal aid to do that, and Northwest universities did not benefit as much by this, probably, as did the Ivy

League institutions. But while all these conditions allowed even the more advanced of the Northwest^W institutions (with their alumni magazines in tow) to fall short of the cosmopolitan outlook of many Eastern universities, they have nevertheless pointed these Northwest schools in the same direction.

As the universities have gone, so go their alumni publications. Some, of course, reflect their sponsor institutions to a greater degree than others, often because of the editor. The effect these circumstances have on the form, style and quality of the alumni magazine will emerge in the analysis of each specific magazine. These analyses form the following chapter. The histories of the several magazines differ, but they ought also to resemble each other slightly, thus validating our generalities about them. Comparisons with Eastern magazines cannot, of course, be validated without analyzing those magazines too. But the comparisons must be made to lend perspective to the development and present stage of each Northwest magazine, and it was to that end that they were made.

CHAPTER IV

SPECIFIC MAGAZINES

University of Washington

The University of Washington Alumnus has undergone many superficial changes since its first issue in 1928, but the underlying purpose of the magazine remained the same until the past four or five years.

The first issues were devoted to alumni news and statistics, advertisements by alumni vying for public offices, a list of positions open for college men in various cities, articles on homecoming, the growth of the university, and faculty. They were essentially devoted to informing the alumni about each other and about surface changes at the university--and of course on how necessary it was that they all pay their dues to keep the magazine coming.

After a couple of years, sports summaries were added to the basic formula. They were included for 30 years, but reached their heyday in the 1940s. Purpose of the magazine, outlined in a 1931 issue (November), was "to set forth the activities of alumni and to record the problems and accomplishments of the University of Washington's administration, faculty and student body."

These early issues were typical of alumni magazines of the time --provincial in interest, matter-of-fact and cordial in tone, but without the suave, witty style of the 1960s or the flamboyance of the 1940s. Even the class notes of this period were characteristic: many of them dealt with trivial happenings and occasionally even just noted that the class secretary had written to alumni and had received no reply. Individual issues, although put out monthly, were produced as inexpensively as possible, that is, with few or no pictures, covers in a standing format, and few pages.

In the middle of the 1930s the magazine was discontinued for more than a year and then resumed on the basis of voluntary effort without full-time or salaried employees because funds were short. For several years, the magazine took on a loud, brassy character that showed the editor's lack of expertise. A regular feature, the alumnus summa laude dignatus, a series honoring one outstanding alumnus

each year for his accomplishments , was introduced at this point. Pictures were either mug shots or composite pictures (pictures placed flush or overlapping each other so as to form a single mass of different pictures). Subject matter was now almost exclusively sports and alumni news, and the pages blared at the reader with conflicting type styles, bizarre placements and shapes of pictures, and very little white space. A newsletter begun at this time took over the function of reporting news of the campus, and so this aspect of the Alumnus was curtailed to reporting only enrollment and occasional news of the faculty.

This basic format continued until 1942, when one issue a year was set aside to carry articles on current subjects written by faculty members. This continuing education feature was fairly successful, but the quality and readability of the articles were not consistent--no doubt due to inadequate editorial supervision. A typical issue included articles on "Science and Technology in the Post-War World," "National and International Aspects of Race," "Arts and Letters in an International Society," "Religion and the World Crisis," and "Some Psychological Postulates for Peace." The only drawback to the articles' usefulness was their unreadability: they were written in a heavy expository style without much concern for drawing the reader into the article. The staid writing, true also of most regular issues about

this time (as well as these special issues), found its counterpart in monotonous layouts featuring pages heavy with copy.

But as the decade slid by, the character of the magazine seemed to brighten again slightly--with several delightful personal-experience articles written by alumni, such as "All That Glitters Isn't," by Betty MacDonald, as alumna author relating her trials as a best-selling novelist. Many of the articles were well-written and educational, clinging closely in subject-matter to University of Washington problems or alumni. For example, an interview with the U. S. secretary of labor who was an alumnus dealt primarily with his personal history rather than his work or opinions as labor secretary. Another article, a discussion of inflation after the war, concerned itself only with Seattle, the University's immediate environment, rather than the nation as a whole.

The typographical display was probably typical of most magazines of the time--with heavy dark pictures that crowded the type, virtually no white space, occasional red headlines, and red borders around the captions. However, the writing had improved slightly in general--probably due to the hiring of a full-time editor in 1947.

The magazine continued its gradual improvement in layout and writing until the late 1950's, when a new concept began to take

effect. The editor proposed and sold to the administration the idea that the magazine could be an effective administrative voice. This would change it from the purely alumni association publication it had been and lay the foundations for a public-relations function. But it was not until the 1960s that the function became entirely evident, since the only clear change in the 50s was the greater emphasis on news of the university and its faculty. Sports news was toned down a great deal, but alumni news retained a prominent place. During this time, 60-70 alumni notes per issue were normal, and the magazine continued to carry the directory of local alumni club chapters that it had carried since the early 40s.

From this point on, the magazine increasingly moved toward being an administrative tool to inform the alumni about the university and the administration's side of any disputes which arose. It regularly printed an editorial by the university president on some problem or issue. Features on different segments of the university were instituted, such as a series of articles begun in 1961 which would "depict the University through glimpses into the lives and activities of a diversity of people who are the University." Other articles dealt with such subjects as the Washington legislature's study of education, professors who had been here many years, the new mathematics by a professor of math, a new contract for building shells of canoes, two

alumni with a joint law practice who have "purple and gold enthusiasm to spare," the end of the Pacific Coast Conference, and relocation of the campus. The alumnus summa laude dignatus series was still being continued, with little change in format or formula.

The editorial matter in general was in breezy, familiar style, but not maudlin. The visual qualities had improved somewhat, but still had bad throw-backs, especially in the sports section, which also seemed to suffer because the writer apparently knew very little about sports.

Design began to improve substantially over the next two or three years with a new editor and the use of a graphic designer. The new editor was also instrumental in refining the public relations approach. Instead of assuming that the reader was interested simply because he was an alumnus, the new approach proceeded on the assumption that he would be interested only if he were intrigued first by the visual appeal of the magazine and secondly by the writing and emphasis. The ultimate purpose, of course, remained basically the same--to inform the alumni about the university and its faculty, and to induce them to support the university both financially and morally." This was tied in with the creation of an office of development which solicited funds from the alumni and other groups, and administered these funds for scholarships, faculty funds, and other purposes not adequately

provided for by the state legislature. These early 1960 issues stressed continuing education and featured articles more consistent in quality of content and writing than those of earlier years. The writing style throughout the magazine began to compare with many modern consumer magazines.

But more innovations were still in order. In 1963, a new "Around your University" section was inaugurated, designed (so the editors announced) to do much the same thing as the "Goings On About Town" section in the New Yorker. It contained specific news events, calendars of events, and short features. This was distinguished typographically from the major articles by putting this (front part of the magazine) and the section devoted strictly to alumni and alumni association news (end section) on brown paper, and the center on white.

Most articles fell into one of two categories: continuing education or features about the university. The former included such diverse topics as "The Humanist Revolution" (by Sir Julian Huxley), "The Power Struggle" (within the communist bloc), "The Town that Jailed Jack London" (a critical discussion of Port Townsend, Washington), and "Creative Book Binding." University articles included features like "The Year in the White Jacket" (a well-illustrated article about interns), Alumnus summa laude dignatus still retained his old place of honor, but with an improved layout and introduction.

In the spring of 1965, "Around Your University" became a "description of events and personalities shaping the campus of today, a running summary of the on-going history of your university."

A column of letters to the editor was also introduced, but for the first few issues was rather slim.

This completed a gradual transformation from the magazine's provincial beginnings to a sophisticated, effective and appealing public relations tool for its university. The peculiar editorial set-up of the magazine makes it, in effect, edited by a committee; although there is an editor with overall authority, all crucial decisions must be filtered through the other members of the staff (primarily part-time consultants). This system, while allowing the magazine the use of the specialized talents of many experts which its small budget and circulation would not otherwise be able to shoulder, sacrifices some executive decisiveness. Just how much decisiveness is difficult to tell from the product, but it is clear that no elements of controversy or anything else harmful (or potentially harmful) to the university's public image are printed. This impression was verified by the editor, who says that while there are administrative slip-ups and controversies here just as there are at most active universities, he is not permitted to talk about them except in their positive aspects, if at all. The situation represents an excellent profile of what I mean by a stage-two magazine.

Washington State University

In the days when it took a long day's journey to travel between Washington's two largest colleges (Washington and Washington State), their alumni publications looked like they could have been put out by the same school. Now, when air travel has made it a simple hour's ride, not only are the magazines' appearances drastically different, even their purposes diverge. They provide an interesting contrast in their different solutions to similar problems.

Although the editor of the Alumnus acknowledged that he would like to print more material more often (Alumnus is a quarterly), the administration apparently felt it was doing an adequate job. If a change comes, (and the editor thinks one will in the near future), it will be to bi-monthly rather than to a different type of publication.

Washington State, on the other hand, when its magazine came up against the same problem, decided to solve it by printing three separate publications. A prestige magazine, Washington State Review, carries only major articles (primarily on the subject of continuing education) and commentary, while a less-expensively produced booklet carries alumni news, association announcements, and some sports. Finally, a newsletter reports campus news.

Separation of the three publications was effected in 1957 during a major reorganization of the alumni association. Each publication represented an element of the old Powwow which had been much the same for the past fifty years: existing primarily to inform the alumni about each other and to supply current news of the college. Although it was sent to all dues-paying alumni, this too changed with the reorganization. A WSU Scholarship and Development Fund replaced the dues program, and the Review was sent to all contributors to the fund as well as to state officials and contributors to the athletic fund. The Powwow, now changed drastically in format and content, was sent free to all alumni, while WSU Reports, third of the trio, was sent to alumni and "friends" of the university. The three publications, each published quarterly, were timed so each appeared in a different month of the quarter.

"The whole program," the editor noted, "stems from our philosophy that continuing contact with alumni is vital to the university."¹⁷

That philosophy seemed also operating even in the early days of the old Powwow (1910s), but the result then was vastly different.

¹⁷Interview with Sally Adams by the author, January 9, 1966.

The first few issues contained primarily class notes and essays on the college. They accented the college's history, along with discussions of the different departments and their alumni. The college itself was small, and the magazine resembled more than anything else a frequently published small-town high school annual.

The formula changed little over the next 20 years, consisting mainly of opinion essays, commencement speeches, and personal experience articles by alumni. The essays attacked such topics as whether the university ought to move, the alumni scholarship fund, and the financial outlook for the university during the next year. Major articles like these were even absent in some issues, which carried instead several short essays and letters from alumni. The unvaried covers reflected the conservatism and probably also the typographical limitations of the magazine. A change in the magazine's name to the Alumnus was not essentially at odds with this conclusion: the editors explained the change by "there was nothing in the name Powwow that identified the magazine as one issued by the alumni. . . ."

The 1930s saw some change, but not all of it was for the better. Although the basic format, editorial formula and writing changed little, the editors did begin to use occasional feature material distributed by a national alumni association group. But these articles had little in common with their eventual antecedent, the EPE (Editorial Projects

for Education, see Chapter II) features, being essentially filler material on the frothier aspects of college and alumni life. Sports, probably because it was easier to get writers on this subject than on most others, began to assume an ever-increasing proportion of the space. On the other hand, advertising dwindled in the late 20s and early 30s, but again probably not because of a definite policy but rather because of its scarcity. This problem, no doubt due to the depression, and others hard to pinpoint but vaguely evident (such as an inadequate staff) apparently climaxed in 1934, when the magazine was turned over to undergraduate members of the journalism fraternity and financing assumed by the student body. Although it was undoubtedly valuable experience for the students, the magazine did not fare any better under the new editorial set-up. Its conservatism was exchanged for a rather amateurish flamboyance featuring bolder headlines, livelier writing, and busier layouts. And it emphasized news of junior prom queens, new annuals, or new buildings at the expense of news about legislative appropriations, alumni features or higher education issues.

The situation began to change somewhat in the mid-30s; a full-time alumni secretary was appointed who also served as director of the magazine (although students remained in charge of editing it), the name Powwow was reinstated, and an occasional full-sized article

leavened the news notes. But the choppy format continued even through a major reorganization in layout and design. With a new editor every year, none of the students had much of a chance to come to grips with improving the magazine. But from this point on, some progress was made toward longer articles (up to one or two pages), usually features on alumni.

Then in June 1943, the magazine was discontinued for a year, and when it resumed publication again, it was with a new full-time director as well as alumni secretary. Apparently more aware of the peculiar nature of his audience than earlier student editors had been, the editor sought advice from his readers on whether he ought to branch out into broader subjects. Response must have been positive, since a few depth articles then began to appear on such topics as war veterans, whether college graduates are having enough children to replace themselves (written by two sociologists), a unique nursery school at the college, and "Our International Altruism. . . What Are We Doing About It?" But the adventuresome editor hadn't made much progress in either design or writing: layouts were still busy and flashy, the writing amateurish.

But the improvements in scope were retained until 1950, when a new director came into office and the college resumed control over publication and distribution of the Powwow. Then, with a new and

apparently inexperienced editor, the magazine slid back to the old standby subjects: sports, alumni notes, campus news. As the editor gained experience, however, he began to include articles on the personnel services of the college, student part-time jobs, interesting alumni, and even the state tourist business. He did little with the design until 1955, when production was switched to offset. Hardly an improvement as it turned out, though, since the editor used the new production process to experiment with squiggly-shaped photos, and red and oversized headlines.

But an even more drastic change hit the Powwow, although of a different sort, with the birth of the Washington State Review in 1957. Powwow was made merely a compendium of class news and statistics supplemented by one or two opening pages of association news and an occasional sports story.

The new Review, on the other hand, took over the major articles. It was designed to keep the alumni "informed so [they] may understand the nature of the college and the reasons it does the things it does," as the editors put it, a euphemism for calling it a soft-sell public relations tool. "From time to time," the policy statement continued, "we will tell you of major problems facing WSC, hoping that you may help us with their solution, if in no other way than being

intelligently aware of them and sympathetic toward our efforts at their solutions."

The editors of the new magazine managed to follow this formula basically, but at first did not create a top-flight magazine. Mediocre writing style and treatment prevented that. It was considerably more sophisticated and serious than the old Powwow had ever been.

The first issues carried articles on an unusual and successful artist on the WSC faculty, life at Oxford by a Rhodes scholar, scholarship standards at the university, and a rush in archeology in the Northwest--particularly by Washington State archeologists. Emphasis was on continuing education: when they discussed a particular professor's research, it was primarily to impart information rather than to glorify the faculty. Design in the new magazine was appropriate to its contents: it was reserved and attractive.

With the publication of a special report produced cooperatively by American alumni editors (the group which organized EPE) on "American Higher Education 1958," the Review registered its involvement in the total picture of American higher education. But it was still a long way from producing such a comprehensive or general document on its own.

In 1959 Washington State College became Washington State University. It was shortly after that when the present editor, Sally Adams,

took over the Review and the Powwow. She made minor changes in the Powwow, such as tightening up the writing, improving the covers by using good pictures, choosing a more attractive type face for the headlines, and justifying the lines (to even margins). The tone continued to be rustic and familiar, no doubt by choice. Criteria for inclusion of notes in the alumni news seem very broad, and each note is written without much regard for preserving space.

Miss Adams did little to change the basic course of the Review, but refined and improved it while retaining its general framework. She continued to carry the Editorial Projects for Education articles, including a Moonshooter (EPE subsidiary) article by Margaret Mead in 1960 on married students which Miss Adams related to students at Washington State.

The topics continued to be much the same. Early issues under Miss Adams included: a series of five professor-written articles on Russia in the 20th Century, "What's Wrong with TV," an article on hypnosis, a sophisticated tribute to the outgoing baseball coach, "Implications of Biological Warfare" by a professor of zoology, "The Future of the Fraternity System" by the dean of students, a centennial issue for the land grant act, an article discussing religion on the campus, and "Programmed Learning: Bane or Boon to Learning."

The Review sought to create prestige for the university by publishing opinions and work of alumni and faculty, rather than by explicit promotion. Goodwill was thus achieved indirectly--and yet without talking about higher education in the way a stage-three editor might do.

Thus most Review articles attempt to accomplish three things at once: interpret the campus to the alumni, provide a means of continuing education for them, and give prestige to the university. The editor strives for a balance among the types of articles and the various departments of the university, and somewhat succeeds.

The real problem in evaluating this magazine, or even categorizing it, is that while the difference between a very sophisticated public relations promotion of a university and an honest analysis is a real one, it's often impossible for an outsider to detect. The editor says there are no controversies or scandals for her to report, but any stage-three editor would find this hard to believe. Although it is certainly a quality magazine, it has neither the scope nor the emphasis that a real stage-three alumni magazine possesses. Instead of choosing to discuss the issues of higher education, she has chosen to present the substance. Who's to say whether that isn't a sufficiently valuable contribution for an alumni publication, as long as the issues are discussed when they become problems?

University of British Columbia

The UBC Alumni Chronicle, being Canadian, operates under some special circumstances which tend to set it apart from Northwest American magazines. But in many respects, the difference between these two groups is not as great as that between Northwest magazines and Eastern magazines. Much of the description in Chapter III of the relationship of Northwest public universities to their communities applies without qualification to the University of British Columbia. In addition, the Chronicle is a member of the American Alumni Council, and in most respects considers itself part of the unit of American alumni magazines. It is for these reasons and for purposes of contrast that the Chronicle is included here.

As an individual, it has individual problems and character. These can best be considered in the perspective of its history.

The first issue of the UBC Chronicle was issued in April 1931, under the title Graduate Chronicle. It contained nostalgic articles about the university, letters from and notes about graduates, and some news of campus activities. Almost half the first issue was devoted to listing scholarship winners, and this feature took a similar portion of the next issues. Memorials and tributes to dead or retiring faculty members, sentimental articles on old halls, and reports of

undergraduate activities seemed to be the most popular themes.

The remainder of the decade passed with little discernible change. Campus expansion and development were touched on in a superficial way, but not with much sophistication or insight. The first use of pictures was in an experimental 1939 issue printed in newspaper form. The following issue, now in magazine format, was the first to use advertisements. War-related articles now competed with other subjects. A typical issue (October 1941) contained: an article reminiscing about World War I, a list of UBC graduates in Nazi prison camps, an entertaining editorial, a few letters to the editor, an alumni-in-uniform section, and a lot of alumni news notes.

For three issues in 1943-44, alumni news was eliminated altogether. The extra space was filled by a transcript of the commencement address, an appeal for money, a short report of a new department, and a letter to the editor.

We might infer from these conditions--experimentation with newspaper form, introduction of advertising, and heavy reliance on reprints of campus speeches--that the magazine had a major financing problem. This condition, fairly typical of all alumni magazines at the time, disappeared in 1944 when the Chronicle merged with The Blueprint, formerly the alumni magazine for engineering graduates. After a rather slow start, editors of the new combined publication began to make a perceptible effort toward writing its own articles. Although these were

decidedly more interesting than the reprinted speeches, they were amateurish, superficial, and short. This did not change much over the next decade, although the pictures became more sensational and the subject matter focused more on alumni than on campus events.

In 1954, two basic changes signaled the beginning of the magazine's modern character: the number of pages grew to 40, and the focus shifted to include more campus news. The next year, two general articles, one on hydro-electric and gas development in British Columbia (spring issue), and another on British Columbia fisheries (summer issue), widened the magazine's scope. This type of article appeared often over the next few years, but the magazine continued to focus on the university and on alumni activities though the writing was stuffy, and typography was gauche and cluttered. Editorials aimed at stirring alumni to support the university or alumni association, or commented on campus developments or events. The alumni association was revitalized in 1958. A year later alumni news moved to the front of the magazine, the general interest section expanded to two articles, and university news was placed at the back. In 1960 alumni news was curtailed to allow general features to expand slightly, but more than half the magazine was still devoted to university news, and no article ran longer than two pages. Typography remained the same.

It was not until the 1962 issues that the articles became livelier and more interesting. They became somewhat more general in scope, but the editor (new in 1963) stuck closely to higher education and usually to UBC in subject matter. The typography improved, especially on major articles, but the photography continued to lack imagination or skill.

As it appears in 1966, the magazine has some elements of all three stages, but stresses those characterized in an earlier chapter as characteristic of stage one. There is some attempt to discuss the broader aspects of higher education, but the editor's candor is considerably limited, probably hampered by the editorial committee she must strain ideas through. Perhaps because the university's financial need is not as urgent as that of many American universities, the sophisticated public-relations approach is not emphasized. And yet it is something more than the typical stage-one magazine; so perhaps the best categorization is none of the three, but rather a combination of them.

Idaho presents a different sort of problem from that of any other Northwest area, for if the Northwest as a whole is a backwater area in the field of alumni publications, then Idaho is certainly its backwater. The state's two major universities, the University of Idaho and Idaho State University, have alumni magazines which are roughly in the stage that most other major universities in this area passed 10 or 20 years ago.

University of Idaho

Alumni publication history at the University of Idaho, like that of the alumni association itself, has been rather sporadic--dotted by false beginnings and abrupt failures. The first publication seems to have been a newsletter called the Idaho Alumnus, first appearing in 1914. It was designed to be a quarterly, but was soon cut back. For the five years of publication, it carried alumni news notes, letters, lists of lost alumni, addresses, and appeals for dues. Either the publication was discontinued in 1919, or later issues have been lost.

In the 20s and 30s, one special issue of the University of Idaho Bulletin was published annually as an alumni newsletter. This was the extent of alumni publications until The Idaho Alumnus began in 1941. This newsletter had the same sort of format and content as earlier ones, and appeared twice (May 1941 and May 1942) before being

discontinued for the duration of the war. A newsletter carrying service personnel news took its place. It was titled "A Letter from the Idaho Campus," and included a letters section, a list of honors, promotions and addresses, and reports on personnel killed, missing, wounded or taken prisoner. It ended publication February 1946.

In May 1947 the present publication was started, the Idaho Alumni Roundup. Although the present subtitle is "Magazine of the University of Idaho Alumni Association," the format and most of the contents more nearly resemble a newspaper's than a magazine's. The first issues were clearly newspapers. The headlines ("Association Asks Aid of Districts," "Alumni to Meet Here on May 31," "Yost to Address Graduating Class," "Benefactors Will Gifts to School"), the format (four columns, with rules, masthead, datelines, eight pages, no cover, etc.), writing ("New feature of commencement activities this year will be. . ."), and nature of contents were all newspaper style. But it had many of the traditional early alumni magazine features: alumni and alumni association news, appeals for money and participation from alumni, sports, a few notes on faculty, and even fewer notes on the university itself.

There were few changes until March 1951, when the type faces were modernized, the masthead was changed from type to artwork and pictures were more liberally used (four pages out of a total of 12).

News treatment remained essentially newspaper style except for the departments--alumni news and statistics--which had grown so much they took up more than half the pages.

Until 1963, when a new editor (Mike Anderson) took over, the magazine changed little. Then it began a gradual transition to a magazine layout, but has not quite reached that point yet. The emphasis on current news remained the same until 1964, when a major financial crisis shook the school. The magazine was used to inform alumni about this problem through editorials, essays, and an interview with the university president. After this, Anderson began to print essays by alumni on such subjects as the "war baby problem," grammar in the early school years, and the "fallacy" that university education increases income.

The May 1965 issue carried Anderson's first real article, "Professor Miller's Mighty Magic," on a former U. of I. teacher who had developed over the past 30 years a unique program for demonstration of physics principles. Also with this issue, news of alumni, news of the campus (people and events) and sports were assigned to separate sections.

All of this was reversed in October 1965, when Anderson resigned, and no full-time editor immediately took his place. The "magazine" reverted to its former restricted content.

Thus, although the Roundup changed sporadically, it never rose out of stage one, nor did it ever really make an attempt to do so.

Idaho State University

Since the state university at Pocatello got a somewhat slower start in the alumni publication field than its counterpart in Moscow, and since the present purpose of its alumni magazine is different from that of other institutions, its evolution has taken a different path.

The institution's earliest publication, the Idaho State College Alumni Bulletin, began in 1952. The early issues were a combination of specialized newspaper and small magazine. They carried sports, announcements of alumni association activities, appeals for money and support, news of alumni and their families, short items on current university news (undetailed reports of professors resigning, new schools approved by the state board of higher education, courses enlarged or accredited, etc.), and, in some rare cases, prosaic essays by professors about the college.

There was no change in the magazine until the October 1960 issue when Roman type was exchanged for sans serif, and layouts were made much busier. These changes seemed merely to indicate adjustment to a new production technique rather than any change in editor or philosophy, since subsequent issues calmed down and gradually became more

attractive. The writing, too, became more sophisticated with time, although it never has changed from being essentially a news organ--informing the alumni about each other, about the association, and about the university.

Although the Bulletin never seemed to rise out of stage one, another publication was begun in 1958 (and published concurrently) which was obviously intended to serve a public-relations function for the university.

This magazine is ISU Today. It was originally 16 pages published quarterly, but later went to 12 pages semi-annually. It is edited and published by the university news bureau, but is written primarily by journalism students. This editorial set-up is clearly reflected not only in the quality of the articles, but in the fact that they resemble more the newspaper feature or straight news story than a magazine article.

Subject-matter is fundamentally different from that in the Bulletin, too. Although it is sent to all alumni automatically with their subscription to the Bulletin, its primary purpose is to "report to the citizens of Idaho on the progress of their Idaho State University," and is thus mailed free to anyone who requests it. A typical early issue carried: an article written by the university president discussing the pros and cons of the university's loyalty oath, a

personality sketch of the university dean by two journalism students, a short news story on accreditation of the nursing and dental hygiene programs, a short article with pictures on the foreign students at the university, excerpts from three major speeches given at the university, an article summarizing the university's history on the occasion of its becoming a university in name, and two short news stories on the enrollment and the hometowns of the students.

This formula was fairly well followed over the next year or two, although in 1965 it began to assume more of a newspaper style when it eliminated the student-written features. Although these had been at times unsophisticated and occasionally slanted inappropriately for a college alumni magazine, they did lighten the treatment and provide a vehicle for background on the university which was now eliminated.

While ISU Today was obviously an attempt at promoting better public relations with the state, it did not qualify for stage two because it employed none of the techniques identified with that stage. Not only did it fail to acquaint the readers with the "real" university by providing background and depth articles, it also failed to produce material sufficiently interesting to induce any neutral person to read it.

Reed College

Amid this discussion of state university alumni magazines, the inclusion of Reed College's Sallyport will seem a trifle out of place. But it provides an interesting contrast, if only because it is published by a private college, which gives it a more urgent financial purpose and a different kind of audience. More important than this, Reed is the only Northwest private college which publishes a stage-three alumni magazine,

Reed entered the alumni publication field in March 1939 with a four-page leaflet called Reed College Notes. It was issued fortnightly, with the avowed aim of "acquainting its membership [alumni] with interesting and important developments and events in the life of the college."

As it turned out, however, the scope was a trifle narrower: to alert alumni to Reed's problems so as to elicit their help in solving those problems. Most of the early articles, written mostly by alumni, were scholarly and serious. They usually contained real information, complete with statistics and data to document their statements. They discussed such topics as: the occupational record of Reed's alumni (results of a survey), the public relations problems of Reed with Portland, whether or not to increase tuition to meet the financial crisis of

of the college, a unique seminar project for students working toward a doctorate in math, and a new Belgian collection in the library.

The next year the magazine began carrying excerpts of speeches and the college's annual reports, but continued to solicit essays by alumni and faculty. It also initiated short announcements of alumni dinners, the alumni forum, reunions and the season's dramatic productions as well as continuing a calendar of campus events begun with the first issue.

With the beginning of the 1940-41 year, the editors "reaffirmed" their purpose: "The Notes will continue to bring the alumni and the general constituency of the college brief articles about what the faculty and our graduates are doing.... Problems of administration and educational policy as they relate to the small liberal arts college, and in particular to Reed, will also be discussed for the benefit, and counsel, of the larger college family."

Despite the broad outlines, however, the editors had printed only one article on graduates' work, and none on faculty. They had also restricted their discussion quite closely to Reed, and so the statement was hardly a reaffirmation of past policy. It also gave little intimation of the immediate future character of the Notes, since most of these promises were not fulfilled for several years. The

same was true of a statement that Notes would begin to carry more news of alumni. Apparently the editor's idea of more news was a full article every few years on the outstanding work of one or two alumni, as the Notes never carried alumni notes in the conventional sense.

Reprints of speeches, articles on specific programs and problems of the college, and excerpts of the annual reports continued to dominate the magazine, but they were gradually supplemented with reprints of national articles on Reed, its alumni, or on small colleges generally. An example of the latter was an article reprinted from Survey Graphic on alumni contributions (from the alumni point of view).

During World War II, the articles were overwhelmingly war-oriented--about the effects of the war on the college, the college's changes to meet it, or on the general picture of the war itself. Several times the entire issue was devoted to a list of alumni in uniform.

Reed Notes had never carried pictures or art, and few issues were over 16 pages long. Then, in September 1948, the Notes was discontinued during a major reorganization of the alumni program. So was another alumni publication, a once-a-year special edition of the college student newspaper. A new periodical, the Sallyport, designed to be a combination of the two, but with significant differences, began immediate publication. The most dramatic difference, as the first issue stated, would be less frequent publication and less scholarly

treatment. "It has two primary missions--to keep all who are interested better informed about the college and to keep alumni better informed about each other. We don't intend," said the editor, "that the Sallyport shall be strictly a news magazine. Scholarship is still the main business of Reed College, and in most issues we'll include some solid fare of the type which formerly appeared in the Notes." This proved to be an empty promise, making the Sallyport for more than a decade a poor substitute for the earlier publications.

But it was livelier and more readable. It used newspaper format, pictures, color, and large headlines. In contents, too, it represented an almost direct antithesis to that of the Notes. For example, the first issue carried a presidential message to the alumni; alumni news and statistics; news stories on the reorganization of the alumni association, faculty changes, the step-up in summer activities at the college, the results of a survey of graduating seniors on their graduate school plans, a memorial for a recently deceased professor, a program with the Atomic Energy Commission to train doctors and biologists, and an alumni meeting in New York.

Writing in the new magazine was frivolous and flip. An almost classic example was a 1950 story titled: "Radioactive Silkworm Project Stirs Transcontinental Hubbub, 'Hot' Worms Make 'Hot' Silk, Publicity Man's Pipedream," about a student experiment with radioactivity and

silkworms and the publicity it received. Its purpose was solely entertainment. While this type of material certainly adds to a magazine's readability, the sad thing was that the Sallyport contained little else. The first full-length article was an essay by a professor who compared Swarthmore and Reed after teaching at the former school for the past year. But it was hardly a professional-quality article, containing primarily his personal opinions. Even this type of article was rare. The next article was not until a year later, and although the subject was ostensibly worthy--an anthropology professor describing his field work on the Warm Spring Reservation--it was disappointing in its intellectual substance. He discussed primarily why he was doing it and what he was doing. While personal friends or former students may have been interested in this, the majority of readers might have been more intrigued by discussion of what he discovered, or how the research was unique, or a more detailed description of the work. In short, the editorial standard was low, the goals of the magazine ill-defined, and authors apparently chosen for their willingness to write rather than for the value of their message.

Other contents of the Sallyport included current news about the campus and the alumni (including alumni notes proper) and an occasional "article" by a professor or administrator explaining a new program at the college.

A new element was introduced in September 1954 when the Board of Trustees used the magazine for a public-information medium. In that issue, they issued a statement on why they decided not to take disciplinary action against three professors who had been called before the House Un-American Activities Committee on a charge of being or having been members of the Communist Party.

After this, the magazine did not revert to its old formula. The next issue, December 1954, was devoted entirely to an analysis of the college, its achievements and problems. Then, with only a few regressions to the old pattern, the magazine gradually began to acquire more usefulness. But it was a long way from sophistication.

A change of editors in December 1959 proved a significant step in the magazine's improvement. Even though it took several years for the new editor, Tom Worchester, to transform the Sallyport into a stage-three magazine, he did make some immediate changes. He printed one or two essay-articles each issue and changed the format so it became less garish. His subjects, too, were notably different: the reaction of students to a sharp increase in tuition, sociological research, the Portland newspaper strike, a Reed graduate who was working on a solution to pollution (discussing his work, as well as his personality), and an unusual commencement

address by the president of Reed delivered at Pacific University.

The first major overhaul came with the fall 1960 issue. The magazine shrunk from 8 1/2 by 11 to 5 by 7, although it was still published quarterly. The layout became more sophisticated, and more magazine-like, while the policy was made explicit: "With a cautious eye on the college publications budget," Worchester announced, "your editor has considered various ways to make the Sallyport the magazine it was intended to be, rather than the combination news-letter-magazine it has been (with most of the disadvantages of either style of publication).

"The Sallyport," he continued, "will be concerned with the persons, the ideas and the issues which are the cause of attention of the Reed campus and among the alumni. It will not report campus news, except when a news item becomes the peg upon which to hang a feature story. Current news items will reach you at frequent intervals through the pages of the Bulletin, the other major publication of the college. Personal notes concerning alumni will be continued as a vital part of this magazine."

At last the magazine had become a real magazine, although its quality could still be improved considerably. The first issue included articles on: "The Acetylene Artists" on an artist-in-residence at Reed who is one of a rather unique group of metal sculptors, the

freshman orientation outing, "Beyond the Foam and Fog in Linguistics," and the Romance languages (continuing education). The alumni news notes were divided into sections and made more visually attractive by changing type style and simplifying layout. The writing became more succinct and business-like.

The next few years' issues confirmed the initial impression: Worchester was accomplishing exactly what he had said he would, and was continually upgrading the quality while doing it. Another reorganization in 1964 included an increase in size, a change to bi-monthly production, and a revamping and upgrading of the format. More white space and a white paper stock made the magazine seem more modern and spacious. More significant, however, was the improvement in editorial standards (or editing). The first of these new issues carried first-class articles on "Inner Space" (about the ocean and its possibilities, written by a scientist-alumnus), the "sybiosis" of Reed and Portland, "The Academic Migrants" (on the national problem of retired professors), and "How to Improve a Bad Handwriting" by a professional calligrapher. It is significant of the editor's judgment that this last article was picked up by Newsweek, and the professor was subsequently swamped by hundreds of letters from people all over the country and the world wanting more information and help on improving handwriting. The alumni notes were again upgraded both in layout and writing.

The next issue, which the editor apparently forgot to date, carried more changes. Among them was a new column, "From the Bottom of the Birdcage." A policy statement explained that it would carry shorter items for "things of general interest [which] take place on the Reed campus or have some relationship to the college, but lack the meat for a full-scale article, and editorial comment."

Although it is impossible to draw the point at which a magazine really begins to candidly discuss the issues of its college and of higher education in general, it is clear that by this time, the Sallyport had reached this point. Evidence of this is an editorial comment, in which Worchester deplored a reader's suggestion that he whitewash the alumni and public image of Reed through printing pictures of only those students who are clean-shaven, well-dressed, and idyllic. (It is slightly irrelevant but intriguing that this is exactly the approach a stage-two magazine would take.) But more than this, he seems not afraid to discuss the more controversial problems which confront all colleges at one time or another--not only because he talks about them at all, but because he makes a real effort to be honest.

Current articles discuss the problems of the college and of higher education, but they are not preoccupied with the subject--they include excerpts from "The Impoverished Students' Cookery Book"

written by a student, a prize-winning essay by a visiting professor on "The Dissenter's Role in a Free Society," and an entire issue devoted to the Reed College Conference on U. S. Policy in Viet Nam.

Thus the magazine possesses the rudiments of those qualities we've labeled stage three. It does not, of course, quite compare in quality with Sibley Magazines of the Year, but the difference is one of degree, not kind.

Oregon State University

Oregon State University (then Oregon Agricultural College) began its alumni publication program in October 1915 with the OAC Alumnus. This quarterly-issued booklet was intended "to assist members of the alumni in keeping in touch with each other, to enable them to follow more closely the progress of their alma mater, and better to equip both the college and the alumni association to serve each other."

Accordingly, the first issues were filled with alumni association appeals for money, alumni news, campus news including sports, and amusing little poems composed for conveying an editorial point. As was the case with most other early alumni magazines, the format was staid and unrelieved by either pictures or white space.

In 1920 the editors introduced cover and inside pictures, bolder headlines, and larger pages. The magazine was now issued monthly. Editorial opinion began to be identified as such, and a new feature reporting news at other universities, with comments, was instituted. Sports were expanded to equal prominence with alumni news.

In 1924 the magazine became the Oregon State Monthly and expanded to include more general articles. The first of these included a series of articles on topics in some way related to various departments

of the school--history of forestry in Oregon, etc. This was dropped after a year in favor of several short articles on unrelated matters. Later that year, when the college underwent a crisis, the magazine also became a vehicle for public information. Some continuing education articles cropped up, but these, while informative, were usually short. Their subjects ranged from obesity to a professor's revolutionary discovery of a cattle-disease cure.

With a change in editors, these features were abandoned in 1928. The new editor returned to the old formula and elevated sports to its old place of honor. The nearest thing to continuing education he kept were articles excerpted or adapted from a professor's paper originally written for some other purpose. The style of writing was no longer either lucid or interesting.

In the mid-30s, the format was toned down from the flamboyance acquired in the early 20s. At the same time, the number of pages was reduced and all continuing education features were eliminated.

From June 1937 to October 1940, the magazine suspended publication because of financial problems. When it resumed, it was as The Oregon Stater. The new magazine concentrated on alumni news, campus news, sports, informational (as opposed to continuing education) articles on departments and related subjects. With 1941 came a

raucousness in typography that gradually worked toward a climax in the late 40s. The campus news dwindled gradually in favor of alumni news, but was reinstated in 1945 with the return of the veterans. With them, too, returned sports, reunions, and a few longer articles (up to a page in length).

In February 1952, a new editor produced a special issue, "On the Oregon State College Campus." Its simple, appealing style and design contrasted astonishingly with the gaudy, cluttered appearance of the earlier issues. Although the improvement was not permanent, none of the subsequent issues were quite as bad as those before it.

The overall character of the magazine did not change much throughout the 1950s, although there was some tendency toward longer articles, and the typography was sporadically better. The decade of the 1960s, too, saw only slight improvements, primarily in these two areas, including more and longer articles than before. One Editorial Projects for Education supplement, "The Alumnus/a," was printed, but this did not develop into a regular policy.

The Oregon Stater today provides a rather typical, although fairly high-quality, stage-one magazine. It revolves around class news, sports and superficial campus news. There is little attempt to provide the reader with a broader picture of higher education or even a candid appraisal of his own institution and its problems. Nor

does it really attempt to promote the university in a high-pressure, sophisticated way, as a stage-two magazine would.

If the national trend is reflected at all in Northwest alumni magazines, it's perhaps reflected most clearly in Old Oregon, published by the University of Oregon Alumni Association. This magazine has undergone the metamorphosis we described earlier, while it is in many ways far inferior to Sibley Magazines of the Year, it nevertheless manifests a few of their most significant features.

But it's only recently that this has become true; there is a long evolution behind Old Oregon since the first issue in March 1979. That issue was written and edited by the undergraduate editing class of the university's School of Journalism, and shows it. Although it was more entertaining than many of its contemporaries, it was not denumerable in other respects.

This first issue, typically provincial, included a terribly sentimental account of the university's first year, a maudlin dedication of the magazine by the president of the alumni association, an opinion essay on the effect of WWI on students at the college, a Godeux humor piece in the form of an exchange of letters between two soldiers, an article reporting the formation of the Pacific Coast Conference (athletic league), excerpts from the president's report to the Board of Regents, and ordinary alumni news notes (36 pages

University of Oregon

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of them). It also carried a few short news items about the campus, and a list of alumni in the state legislature. The magazine was issued quarterly in a 5 by 7 size, and had the usual early-alumni-magazine monotonous format (copy, copy and more copy).

Momentous occurrences rated royalty treatment: the entire second issue was devoted to discussion of a celebrated trial involving the University, an old farmer who had been putting out a magazine called the Hornet in which he had allegedly libeled the University, and a dead whale, which was reputedly the source of the farmer's enmity toward Eugene's "illustrious" institution. The reaction of Old Oregon's editors was indicative both of their biased involvement and of their naivete: "This account of the trial of James Fullerton is presented in the belief that it has brought to light a record of clean living and high thinking that no college or university, no lodge, no order, no church, can surpass and few can equal."

Their self-righteous indignation notwithstanding, it is significant that the editors printed the account of the trial verbatim from local newspaper stories. Most editors would have ignored it, or at most have printed only the university's side.

Except for this one issue, however, the magazine continued with its original formula. By October 1922, it had added more pages and dressed up its cover with two colors and a picture. The contents

were typical of alumni magazines of the time: appeals for funds and support, articles on current sports events, short news items of campus events, addresses to alumni by the student body president and the student newspaper editor, alumni notes, and an occasional longer article on such things as a new president.

With time, the coverage broadened slightly, including such topics as: a comparison of U. O. professor salaries with those at other universities, the university health service, correspondence students, the university's financial problems, Portland School of Social Work, etc. The new breadth did not eliminate alumni news, campus-news notes, sports, and association appeals, however, and the magazine became relatively static after the early 20s. The only visual change in this period was toward more subdued layouts and a new cover in 1924.

As usual for an alumni magazine of the time, opinion was thrown in freely without differentiation from fact. But if we can ignore the sophomoric sound of the articles, we can see that they discussed pertinent subjects, took a reasonably objective view, and kept the nature of their audience in mind. Though it lacked the polish of the 1960s, the writing was clear and lively.

The subject-matter focus was on alumni travel or experiences, new programs or events at the university, legislative actions in regard

to higher education, and sports. There were editorials, occasional articles by students, and rarely, a feature like "Books to Read Aloud with the Children." This pattern persisted until suspension of publication in May 1932. Ten months later, the magazine was back with a new editor and a new format. The basic subject-matter remained the same, although continuing education articles were initiated several issues later, to last less than a year. These were merely short synopses of different professors' research. By 1934, the magazine had adopted a very chopped-up format, with no article running more than a fourth of a page. Shortly before 1940, a few personal experience articles by alumni and students began to appear.

War brought the ordinary adjustments in subject-matter: long letters from service alumni, and occasional articles on the effects of war on the U. O. The quality of writing had improved considerably in the previous few years. Typography was tight, but not loud. Although the magazine was edited by students throughout this period, campus news and developments remained subordinate to alumni news.

This policy was altered in 1945, when the magazine's size and audience expanded. New student and faculty readers caused a resounding shift toward campus news and articles at the expense of alumni news. At first short news notes, and articles on academic departments and shortages created by the returning veterans predominated. Then,

as interest in the war faded, the focus shifted to individuals--alumni and faculty--and then back to general articles on the campus and news of world events as alumni experienced them. Continuing education articles were still absent, although an alumnus would occasionally speculate on "Why a Liberal Education?", and the editors would report on such features as a campus lecture series in science.

A new editor in the early '50s radically revised the magazine's design with larger pictures, more white space, more reserved headlines, and longer articles. He clustered news of the faculty, the campus, and alumni into separate sections instead of allowing them to be scattered throughout the back. He polished the writing on articles and editorials, although not disturbing either the editorial focus or the informational treatment. Only rarely would he print such an educational article as "On Modern Architecture," and "Nationalism in Asia" (a symposium).

After this editor left two years later, his innovations were retained except for the continuing education articles. Until sometime in the late 1950s, Old Oregon remained a stage-one alumni publication, perhaps better written and broader in coverage than some, but by no means exceptional. Alumni news, sports and advertisements constituted a full two-thirds of the contents.

The present editor, Ken Metzler, was to gradually convert the magazine into a stage-three publication. But at his take-over in 1956, he continued the policies of previous editors. Topics remained the same. His treatment was still essentially superficial, although he did make some effort to find unconventional approaches. Examples included "Something New in Recreation (on a unique recreational program in nearby Springfield), "Educational Adventure in the High Himalayas," "Music--a Growing Force in American Life," "Why You Can't Teach Art to Children," and "Flowers for Science" (an article on the university's herbarium).

Over the next few years, editorial quality improved steadily. Unfortunately, improvements in design were much more sporadic. The cluttered, sophomoric look was brightened only by an occasional well-designed article and a few picture essays, such as one in 1958 on "Scenic Oregon."

A more significant change than the improvement in writing was the type of questions the articles began to pose. "Class of '59 Speaks Up" is a modest example of this. In this article, students discuss college, their generation, and the world as they see it--without the euphemisms and irrelevancies that would have emerged if such an article had been written in 1920 or '30 or even '50. A later (and better) example is "The Half-Educated Man," a candid look at the

educational system of specialization (printed in 1960).

(At this point I am forced to interject the note that as a member of the staff of Old Oregon since 1963, much of the analysis that follows is not entirely objective--although I've tried to make it so. While my close contact with the magazine has given me some bias toward it, it has also allowed me to see more clearly the strong and weak points in its character. Perhaps the two factors will almost balance each other.)

The magazine became increasingly sensitive to the problems of higher education: not only to the question of salaries and whether the university has enough money to carry on, but to broader questions of trends and controversial issues. The editor says that this reflects the fact that more interesting and significant things are happening in higher education and on his campus than 20 years ago. But that doesn't provide the whole explanation, as he admits. It is true that 20 years ago there wouldn't have been university students who spent a summer in Mississippi working on registering Negroes to vote, but it is probably also true that if they had, the alumni magazine of 20 years ago would not have printed the story. The same is true of a student-organized and run project among summer migrant workers; while the students might not have done it in 1940 or 1920, the magazine also probably would not have presented the story so honestly and perceptively as Old Oregon did in 1964.

But the real contribution of the magazine has been with its supplements. The idea is the same as Editorial Projects for Education supplements, which Old Oregon does not use. Eight or 16 or 20 pages are devoted to a particular topic--business education, creativity, urban aesthetics, --which is explored in depth both at the University of Oregon, and with some orientation to the national scene. While these certainly lack the visual aplomb and the breadth of the EPE supplements, they have the advantage of being specifically oriented toward the U. O. In this sense they meet one of the most valid objections alumni editors have expressed against use of the EPE supplements--while there is a point to be made that the editors have a commitment as spokesmen for the community of higher education, they also have a more immediate commitment to interpret their own institution, and no one else can perform this job. This reason, and the simple expedient of cost, has been the rationale behind the Old Oregon policy.

A less substantial contribution to the development of Old Oregon's new philosophy is a column titled Old Oregon Roundup. It serves a variety of purposes, but focuses on two: to provide a touch of humor and entertainment, and to note trends and campus developments that, while significant, are not substantial enough to merit full-article treatment. Specific topics have ranged from

a report on a new computer dance craze on campus to "The Lolita Case," a report on a recent campus scandal involving a large number of male students and a 13-year-old girl. Many of these were more interpretive than objective, although they were not blatant editorials. This function was fulfilled with a definite editorial section inaugurated in 1961. Even these editorials seldom represented more than an attempt to clarify the issues, however. The editor rarely ventured real recommendations or criticisms. Later, Old Oregon Roundup was relieved of current campus news by the creation of a "News Briefs" section.

Old Oregon retained articles which dealt with the old topics: alumni news, features on interesting or prominent alumni, sports, campus and faculty news, legislature activities affecting the university, etc. But these were now in the background of the magazine's concerns, rather than being the primary focus. And such things as appeals for funds by the university or the alumni association, pictures or stories of reunions (except an occasional and well-identified one-page advertisement for them), and blow-by-blow sports articles were dropped entirely.

In short, Old Oregon satisfied most of the criteria characterized earlier as stage-three. It falls considerably short of Sibley "Magazine of the Year" quality, but is on the same path.

CHAPTER V

SUMMARY AND CONCLUSIONS

The surface changes in alumni magazines have obscured a change in the underlying philosophy--one that is related to the fabric of the society in which the magazines operate. Intricately tied to both higher education and the field of public relations, alumni magazines have reflected recent changes in these fields.

When alumni magazines first appeared, public relations was in its infancy; government, business and the entertainment field were only beginning to exploit the possibilities for marshalling public opinion. Few alumni magazines were conceived in these terms. Much of the reason, of course, was that this first "public relations" concept could be more accurately termed "publicity." P. T. Barnum's "there's a sucker born every minute" was an extreme example of the philosophy to which all public relations of the time subscribed. The aim was to

disseminate positive information about oneself and one's business, avoiding at all costs any reference to unfavorable news.

By the time higher education had changed so that it was necessary to communicate its problems to the public (especially to alumni), public relations principles had changed too. Those publications which chose the path we've characterized as stage-two accepted the earlier concept of public relations. Those which chose stage-three advanced to the more modern public relations principle: to report both favorable and unfavorable information honestly and completely (which did not preclude showing sympathy for their own side). To do an adequate job, they found it necessary to interpret the story of all higher education, as well as that of their own institution.

This story had been growing more complicated. Not only had higher education become a more influential segment of society, the nature of that influence was new. 1910 college graduates didn't worry whether their sons and daughters would attend college--of course they could attend if they wanted, but it was not always necessary. Now, so many students were storming the colleges that many had a problem even being admitted. This flood of students also had had its effects in other ways--alumni no longer constituted a small elite in American society. Under this load of students, colleges had to look beyond traditional sources of financial support, and public relations was only one of their tools for gaining those sources.

One large new avenue opened up after Sputnik, when the federal government not only stepped up the former trickle to science and research, but introduced whole new areas of support. In mere numerical terms, federal aid had jumped from \$1.5 million to \$16.1 billion in the 20 years since 1945.¹⁸ The fight for this money forced higher education to take on the aspects of a big business.

As the universities changed, so did their primary external organ--the alumni magazine. Those universities which found themselves in the mainstream of federal aid and modern public relations principles also found it necessary to effect the greatest changes in their alumni magazines. Thus Columbia College Today (and even Old Oregon) changed much more than Idaho Alumni Roundup.

That the transformation of alumni magazines reflects more fundamental changes in the rest of American society makes the study of that transformation more than an esoteric bit of research. It's a matter of national interest. About 1962, many of the national consumer magazines became aware of the alumni magazines' new

¹⁸Conflicts Between the Federal Research Programs and the Nation's Goals for Higher Education (House Report No. 1158). Washington, D. C.: U. S. Government Printing Office, October 13, 1965, p. 2.

character. Their writers for the most part considered it significant--and a few sought the reasons behind it. John Tebbel, in an article in the Saturday Review, outlined what he considered the important causes of the change: 1) a growing realization by college and university administrations that such publications could be an extremely valuable means of forging those closer ties which might mean increased alumni giving, with a reference to mounting financial distress in higher education, 2) the growth of a professional body of editors and writers who brought to alumni publications a good deal of the enthusiasm and dedication which the good teacher brings to his job, and 3) the innovations and influence of Corwin Gwaltney, editor of Editorial Projects for Education, Inc.¹⁹

And, of course, alumni editors have their own ideas about why alumni magazines have changed. George Keller, editor of Columbia College Today, attributes it to a change in the university. "The university," he says, "has become in this increasingly industrialized, internationally dangerous and urban world more and more the gate to national prosperity, security, social harmony, and beauty. The way to earn respect and power has changed. (How many burly, muscled

¹⁹ John Tebbel, "New Look in Alumni Magazines," Saturday Review, February 10, 1962, 64.

men and rah-rah persons does an urban, technological society need?)²⁰
 Another editor says all magazines have changed. They've become more intellectual and erudite on the whole than they were, he says, and alumni magazines have changed with them.

But even he would not dispute that they've come a lot farther than most magazines in the past quarter century. The rather lengthy discussion of the history of each Northwest alumni magazine revealed that. In the beginning, they all sounded much alike, with the partial exception of the Canadian magazine and the Sallyport. As they matured, each developed its own character; and, as with people, maturity brought differentiation. But they all seemed to pass through the same general periods: 1) beginning to sometime in the 1930s. The provincial stage-one alumni magazine was the rule during this period, dealing essentially with the basics: alumni news, campus news, appeals for support and money. Personal opinion essays usually constituted the only articles. The writing was either esoteric, obscure, or very chatty. Typography was simple and bleak, unrelieved by artwork, extra white space or pictures.

²⁰ Letter from George Keller to the author, April 22, 1966.

2) 1930s to beginning of war interest. Many magazines showed the characteristics of this period (lack of money or support) in the 1920s instead. Content and typography would have been the same as in the first period, except that all costs had to be cut to the absolute minimum, sometimes meaning the temporary discontinuance of publication altogether. This was rarely for longer than a few months, however.

3) war years. In some magazines, this was hardly a discernible period, while in others the transformation was striking. War news, of course, was the primary feature, but by this is meant only such things as lists of features of alumni in the service, news of how the war had affected the college (depleted faculty, curtailment of sports, and student activities), and then later, the effects of returning veterans. This period was typified by a flamboyant and cluttered typographical style and a lively, even occasionally sensational literary style.

4) post-war to late 50s or early 60s. Typography was toned down, although rarely enough to allow good design. More effort was expended in improving writing and obtaining articles of more universal interest.

5) 1960s. The chronology of this stage is impossible to pinpoint, as its character depends on each individual magazine. But

there were some similarities according to whether they were stage-one, stage-two or stage-three magazines. Stage-one magazines did little more than polish their writing and design. Stage-two magazines normally became this type only in the 1960s, becoming public relations vehicles that emphasized the positive aspects of university problems and avoided controversy. Stage-three magazines, although also public relations vehicles of a more sophisticated sort, sought to create public understanding as well as sympathy for the university (and for higher education).

Had we analyzed samples of magazines from all over the nation as closely as we have those in the Northwest, these general periods and the conditions which characterized them might be very different. But judging from comments of editors familiar with the national scene, the major difference is likely that some areas' magazines exhibited the characteristics at different times. The next point of inquiry, one more directly crucial to the success of these magazines, is about the alumni magazines' audience. What are they like? Do they approve the changes we've outlined here? Another avenue might be what the next stage might be. With the most educated set of audiences this nation has seen for a single group of magazines, perhaps it is not so preposterous after all to think that alumni magazines might become the most significant publishing venture in the United States.

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