

The Laurel, monthly magazine, was edited by an English major who took two courses in journalism during the year. No others on the five-man editorial staff are yet journalism students, but three are English majors. A reorganization of this staff to assure participation of all departments is planned for next year. Both the Bona Venture and The Laurel have been operating on a quasi-experimental basis. Students working on the paper, for example, were exposed to the most unjust sort of criticism for errors beyond their control, most of them typographical and directly attributable to the printer. Fortunately, this situation is being remedied in 1948-49, when a new printer will be engaged and students and the faculty advisor will be able to maintain responsibility until the moment the presses roll.

During the past year, journalism students were encouraged to contribute classroom assignments to both The Bona Venture and The Laurel. In one class (Creative Writing), all completed and corrected assignments were turned over to the editors of one or the other publication for disposition according to their own judgments.

b. Off-campus Publications. Two field trips were made to the Clean Times Herald, where students toured the editorial offices, composing and press room, and advertising offices. In addition a field trip was made in April to Radio Station WHDL; here students inspected news receiving facilities and observed programs being broadcast.

Students were encouraged to submit class assignments to off-campus publications. A number of these were printed in the Clean Times Herald and newspapers in the surrounding area. Other contacts with off-campus publications throughout the country were made through a survey.

4. Surveys. Three major surveys designed to obtain information not otherwise available were made in the class in Survey of Journalism. These were titled (1) A Survey of Journalism Education in Catholic Colleges in the U. S.; (2) Opinion of Leading U.S. Editors on College Preparation for a Journalistic Career, and (3) Survey of Reading Habits in The Bona Venture, A College Weekly.

Reports on these surveys can be found in the appendices. Further reference will be made within the report to the first two.

5. Publicity. Nearly all publicity concerning the activities of the Journalism section originated within the section. No attempt was made to publicize the program officially as, for example, through letters and posters to high school principals. An exception to this was the commendable effort made by Father Cornelius Madden, OFM, in suggesting journalism courses to students and in disseminating information concerning the new program. Correspondence with prospective students was maintained.

Publicity in the form of news releases was tried with some success. A story concerning some activity of the section appeared on an average of once every two weeks in The Bona Venture. Off-campus publicity has appeared in the Clean Times Herald and other vicinity papers, and the New York Times. In addition, local radio stations have broadcast news of the section.