

one of whose functions is "to represent the interest of Catholic education," reports that in the whole of the United States there are only eleven Catholic colleges offering courses in journalism.⁴ This authority, whose information is so far afield from the results of our own survey as to be unbelievable, officially asserts (in the name of the bishops of the land under whose control it is) that four Catholic men's colleges in the U. S. and no more offer so much as a course in journalism. Fortunately, the situation is not that dire, but the fact that so little has been done by Catholic colleges, as well as by the NCWC, is to be condoned.

At St. Bonaventure College, no major obstacles to expansion of the journalism are in evidence. Enrollment in journalism courses during 1947-48 was encouraging. More students are needed; it is hoped these will rally around the establishment of a more definite program.

Any expansion of the journalism program also calls for increment of the Journalism faculty. This does not present as many problems as at first appears. Professor James Hayes, who is teaching an allied journalism course, Bus. Ad. 302 (Advertising), is already in effect a part of such an expanded faculty. Should Public Relations and Publicity be offered in the Fall semester (see below), the instructor of that course would become a member of the journalism faculty. And there is at least one course, English in Journalism, which could be handled by a member of the English Department.

As noted, arts students may now obtain sufficient hours to gain a minor in journalism (although no official ruling has been made concerning a minor). We have had 17 pure journalism semester hours, plus three hours for Business Administration 302.

It is recommended, however, that English 225 and 226, Survey of Journalism, be re-evaluated. This is a history course whose place in a journalism program might better be filled by a 2-semester-hours course, rather than a 3-semester-hours one. If this recommendation is adopted, 12 additional semester hours of credit would be required before a 30-hour major program in journalism could be offered. It is suggested that three of these hours be obtained through a course in Public Relations and Publicity, which could be offered in the Fall. The description of such a course would read as follows:

English 2-- Publicity and Public Relations:--Study of the theories and practice of the techniques of public relations and of organized publicity campaigns. Emphasis will be on the factors within an institution bearing on satisfactory relations with the press and the public. 3 hours.

A course in editorial writing should also be offered, this for two hours' credit in one semester. The course description would read as follows:

English 2-- Editorial Writing:--Study and writing of editorials; the editorial page; editorial policy. Completion of basic courses in journalism are a

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V. Appendix IV