

316 4837

UBCHEA ARCHIVES
COLLEGE FILES
RG 11

Yenching
Academic
Department of Journalism
1931 - 1934

0475

February 1931

Present Status of Department of Journalism

I. FACULTY

Vernon Nash, B. A., B.J., M.A..... Asst. Professor and Chairman
Huang Hsin-Chao (Hin Wong) Professor
Samuel D. Groff, B.J..... Instructor (First Missouri-
Yenching Fellow)
J. C. Sun Half-time Instructor

Mr. Nash from 1914 to 1916 reporter on various newspapers in middle west; 1916 Rhodes Scholar from Missouri; with British Army Y.M.C.A. in England, India and East Africa 1917-18; publicity secretary Kansas City Y.M.C.A. 1919-1924; instructor and assistant professor in department of journalism, Yenching University, Peiping, China, 1924---; also China correspondent and business representative of Editor and Publisher. Married; two children.

Mr. Hin Wong has been editor of the Canton Times; director, Intelligence Bureau, Military Government, Canton, China; correspondent, Reuter's, Associated Press, etc. at various times until 1929; superintendent of charities and prison inspector, Canton Provincial Government; 1912-14; director of charity, Canton City, 1921; college 1916-18; professor, Sun Yat Sen University, 1928; Yenching University 1929---; Married; seven children.

The department was recently honored in the election of Mr. Wong as secretary of the faculty of the College of Arts and Letters. The two other undergraduate divisions of Yenching, pursuant to regulations of the National Ministry of Education, are the College of Natural Sciences, and the College of Public Affairs (Political Science, Jurisprudence, Sociology, and Economics).

Mr. Groff. (See Exchange Fellowships).

Mr. J. C. Sun, chief editor of the Juo Wen News Agency (English Section), has joined the staff of the department this year as a part-time lecturer. He is handling one hour per week in each of the following courses; Introduction to Journalism, Journalistic Writing, Newspaper correspondence, and The Editorial Page. Mr. Sun has been continuously engaged in newspaper work in Peiping and Tientsin for the past decade since his graduation from Peiyang University, Tientsin, in 1920. He was news editor of the North China Standard for five years and news editor of The Leader for one year. Several American and British newspaper correspondents have referred to him as the best "news man" they have met among Chinese journalists.

1912 - grad
from U. of
School of Journalism

0476

2

II. STUDENT BODY. The student situation is much more satisfactory from a teaching point of view in that the numbers have narrowed down to those who are much more certain of their professional purpose. We are dealing in our advanced classes almost entirely with individuals who will in all probability enter some phase of journalism. Thirteen undergraduate majors are enrolled, three graduate students, and ten students from other departments have elected one or more courses in journalism. The following courses are being given this year:

Introduction to Journalism
Journalistic Writing
News Gathering, Writing, and Editing
The Writing of Special Feature Articles
Newspaper Correspondence
The Newspaper Library
The Editorial Page
History and Principles of Journalism
Research in Journalism
The Business and Mechanics of Publishing
Principles of Advertising

The size of classes ranges from 1 to 15 with an average of 6. The staff feel that this situation is desirable educationally, though perhaps not so efficient economically. In addition to the regular class work, Mr. Nash has a regular monthly appointment of one hour with each major and graduate student for a conference with them concerning their work, their non-journalism courses and any other personal problems which they may care to discuss. The chairman feels that this English tutorial method is highly satisfactory to both teacher and student, and educationally profitable.

The only major student in journalism to be graduated last year, Mr. Chao En-yuan, at once found employment on the "Ta Kung Pao" of Tientsin. This newspaper has the largest circulation in North China; because of its enterprise in the gathering of news and particularly because of its editorial independence and courage, it is frequently referred to among Western newspaper men as China's "Manchester Guardian" or "Springfield Republican." Mr. Chao worked on the "Ta Kung Pao" during the two weeks of the mid-year vacations last year, and this practice work led to his permanent appointment. He is working as assistant to the foreign editor, translating and rewriting the dispatches of the news agencies which are issued in English.

Another 1930 senior, Mr. Huang Ching-Shu, who majored in history, but enrolled in one class in journalism last year, found employment immediately after graduation on the staff of the Kuo Min (Nationalist) News Agency in its Shanghai office. This agency is a semi-official organization. It purchases the incoming dispatches of the United Press for translation and circulation among the Chinese newspapers.

Three of the students who took courses in journalism under Mr. Nash during his previous term in Yenching from 1924 to 1927 are now journalists. Mr. Yao Shih-Fen is assistant editor of the Kuo Wen News Agency (English section). This agency is the leading privately-owned organization in China, and is under the same ownership and control as the Tientsin "Ta Kung Pao." Chiang Yun-Ch'ang is foreign editor of "Yung Pao", Tientsin, the publisher of which is Hollington K. Tong, former student in the School

of Journalism of the University of Missouri. Hsu Chao-Yung is a graduate student assistant and departmental secretary this year in the Yenching Department of Journalism. Mr. Hsu has been teaching in Tientsin for the two years since his graduation from Yenching; during this period special articles by him have been accepted for publication by several Tientsin papers.

- - - - -

III. CURRICULUM AND EXTRA CURRICULAR ACTIVITIES. (See Sheets from Department of Journalism Courses of Instruction.)

The Journalism Club, student organization of the majors in journalism, is starting this year a monthly publication, called "New China." (Copy enclosed herewith). It will resemble in form and content journals of opinion. A 1929 graduate of Yenching, who remained in school last year as a special graduate student and took several courses in journalism, will give full time to the publication as business manager.

The Journalism Club has also been the host at a reception given to a party of local newspapermen and journalists (25 present) at the Lai Chin Yu Hsuan Restaurant in Central Park, Peiping, this past winter. Mr. Vernon Nash, Chairman of the Department, in the course of an address, made a sketch of the Department which was translated into Chinese by Mr. Wu Ch'un, Chairman of the Club. Mr. Kuan Yi-Hsien, Chairman of the "Shih Wen News Agency" of Peiping, replied for the visitors. At the close of the reception, the members of the Journalism Club went on a tour of inspection to the plant of the Commercial Press Works, Ltd., in the Chinese City and thence to the printing plant and offices of the "Hua Pei Jih Pao."

- - - - -

IV. EVIDENCE OF OUTSIDE INTEREST

Mr. Edward Bing-Shuey Lee, of the Publicity Committee of the Central Executive Committee of the Kuomintang and acting managing editor of The Peking Leader, spent a morning with the students of the Department of Journalism at Yenching recently and spoke to two classes. The students were specially interested in Mr. Lee's account of his experiences in founding the "China Nation," a weekly review and journal of opinion published in Shanghai.

Victor Keen, (B. J. '25 at Missouri), visited Yenching in October with Mrs. Keen. He is China correspondent of the New York Herald Tribune. He met the journalism students in an informal conference on the work of the foreign newspaper correspondent in China. A "Missouri" lunch was held with the following alumni present: Mr. Keen, Mr. and Mrs. Nash, T. E. Breece, head of the Department of English at Yenching, A.B. '10; A. S. P'u, B.S. in Ed. '25, assistant professor of education at Yenching; Hin Wong, B.J. '12, and S. D. Groff, B.J. '29.

0478

W. R. Farrington, publisher of the Honolulu Star-Bulletin, and former governor of the territory, has written to Mr. Hin Wong, suggesting that the department prepare and circulate a weekly "China Letter," dealing with significant instead of sensational news. As others have expressed interest in such a project, this is a proposal which is now being given serious consideration by Mr. Wong.

Mr. S. O. Chen, publisher of The World at Peiping, China, and Mr. C. H. Cheng, editor-in-chief of the China Times at Shanghai, arrived in the United States a few weeks ago to visit the prominent schools of journalism here as part of a world tour investigating education in journalism. While at the University of Missouri for several days they were entertained by President Walter Williams, who has given a great deal of help to the new school at Yenching, Dean Frank L. Martin of the Missouri School of Journalism, and Mr. David Lu, the first exchange fellow from Yenching.

Mr. Chen is a graduate of the Peiping National University and at the present time is head of the department of journalism in the law school of that institution and has been cooperating with Vernon Nash.

- - - - -

V. EXCHANGE FELLOWSHIPS. Mr. Samuel D. Groff is the first fellow from Missouri at Yenching University. He graduated from the University of Missouri School of Journalism with the degree of B.J. in 1929. During his vacations from 1922 to 1929 he was first linotype operator, then advertising manager and editor of the Mercury-Independent at Garyville, Illinois. He was instructor in advertising at Yenching from 1929 to 1931.

Under the system of graduate fellowships between Yenching and Missouri, Yenching bi-ennially appoints to a teaching fellowship some graduate recommended by the faculty of the department of journalism at Missouri who has majored in advertising. Mr. Groff is the first to come to Yenching on this basis. Mr. David Lu is the first fellow under this system to be appointed upon recommendation of Yenching and President Williams of Missouri. While the fellow from Yenching received \$500 a year for two years, the fellow from Missouri has the status of an unmarried instructor in Yenching.

Mr. Lu was born in New York City and returned to China with his mother when he was eleven years old that he might study Chinese. He received his early schooling in Canton and later entered Lingnan University there, but in his junior year (1927) he transferred to Yenching University with the expectation of studying journalism there. When he found that department had been closed through lack of funds, he wisely specialized in English and during the summer of 1928 he took some courses in journalism in Shanghai, returning to graduate at Yenching in 1929. The following autumn he became a member of the staff and served as Peking correspondent to Chinese and foreign newspapers under the supervision of Professor Hin Wong. He came to the University of Missouri in the summer of 1930.

October 23, 1930, Mr. Lu writes from Missouri: "Since my arrival here I find that a Chinese student is more or less an unofficial ambassador of the Chinese nation and people. I have given more than ten lectures to the Rotary Club, Y.W.C.A., Y.M.C.A., and to various other organizations. I find that my time is quite full with these additional activities. However, I am very happy to interpret to the West what is really happening in our own country. If one understands China through the American newspapers, then China would be a hopeless victim."

Mr. Lu is progressing so well in his studies that it appears he may be able to complete the work in a year and a half instead of two years as was originally expected. During this period Mr. Lu hopes to earn a B.J. degree in 1931 and an M.A. in 1932 and to get some practical experience on American newspapers during his vacations. At the same time he is lecturing and doing some outside work in order to help with his expenses at Missouri. His scholarship for the two years is \$1,000.

VI. EXCHANGE FELLOWSHIPS - FUTURE PLANS:

It is expected that Dean Frank L. Martin of the Missouri School of Journalism will go to Yenching in the fall of 1931 for a year as exchange professor with Mr. Vernon Nash for the same period. The advantages of the exchange will be much greater in an exchange of professors than if Dean Martin came to Yenching as a visiting professor. A year on the regular staff at Missouri will be of great value to the Yenching representative in his work there.

VII. FINANCIAL NEEDS: The budget of the department has been voted very conservatively so as to keep within the current funds definitely pledged by contributors. Unfortunately, the acute financial depression in America has introduced an unexpected element into the situation which it is difficult for us to meet. A considerable number of entirely trustworthy friends of the University are simply compelled to postpone payments on pledges until themselves relieved of emergency conditions. No immediate expansion of the department is in contemplation. All available funds will be required to carry forward our program as scheduled for the five-year preliminary period.

VIII. ACCOMPANYING EXHIBITS:

1. Sheets taken from the University catalog showing courses given in the Department of Journalism and the schedule of that department.
2. Specimen copies of a journal of opinion published monthly by students of the Department of Journalism under the title "New China."
3. Specimen copy of "Yenta Journalism News" issued periodically by the Department of Journalism.

We shall be deeply grateful if Mrs. Elmhirst can renew for the fiscal year 1931-32 the generous gift made available for the present fiscal year.

Respectfully submitted,

Assistant to the President
Yenching University

0481

C O P Y

Chinese Lions Given to the University of Missouri

ms. Yen - Journalism
April 1931

X

Two large stone gate lions have been given to the School of Journalism of the University of Missouri by Dr. H. H. Kung, Minister of Industry of the National Government. They were dedicated by Dr. C. C. Wu, Chinese Minister of the United States during the 1931 Journalism Week ~~last~~ this month. Among the other similar monuments at the University of Missouri there are a stone lantern, given by the Japanese Government, and a block of stone from St. Paul's Cathedral, secured during alterations and repairs some years ago and donated by the British Institute of Journalists.

may

(may)

The Chinese lions were first erected before the Pao-An Ssu (Temple of Thanksgiving) in Nanking about 1600. They thus have an interesting history and will be an appropriate addition to the collection of national monuments which are being placed in and around Neff Hall at Missouri. Alumni of the School of Journalism resident in China, under the chairmanship of J. B. Powell, editor and publisher of the China Weekly Review, have been responsible for the shipping of the lions from Nanking to Columbia, and the Dollar S.S. Co. has provided free shipping.

Captain Robert Dollar has accepted an invitation of the University of Missouri to participate in the dedication ceremonies. It is expected that other prominent persons interested in Sino-American relations will also be present. Yenching is gratified that this dedication will be one of the principal features of the first Journalism Week to be attended by a Yenching-Missouri Fellow, Mr. David H. C. Lu.

0482

*mo - yen ching
original in clipping*

CHINESE PAPERS GIVEN TO M. U.

From clipping in
"Missourian"
Columbia, Missouri
April 22, 1931

Copies of Ching Pao Presented to School of Journalism.

A rare collection of complete daily issues of the Ching Pao, or the Peking Gazette, believed to be the oldest newspaper in the world, has been presented to the University of Missouri School of Journalism by students in the Department of Journalism of Yenching University, Peiping, China.

The Ching Pao had its beginning in the Tang Dynasty, 620-907 A.D., and was the official government publication. It continued through the five dynasties, changing names at times, until the fall of the Ching Dynasty in 1911.

The present collection is composed of issues published in the third moon of the sixth year of Emperor Tung Ching, who reigned from 1860 to 1873. The newspapers are in booklet form. The covers are of the imperial color, yellow, and the two characters, "Ching Pao," are printed in red on the upper left hand corner. Each paper consists of twelve thin sheets of brownish paper made from bamboo. The whole is attached by two stitches, measuring seven and one-half inches to three and three-fourths inches.

0483

Vernon Nash
Exchange Prof. of Journalism
From Yenching University, Peiping
at the Univ. of Missouri.
Address to N. E. Missouri Press Assn. Feb. 19. 1932

Information Journalism

✓ V. Nash

only copy we have
K 3-15-32

JOURNALISM - CHINA'S FIRST ESTATE

That public opinion is the one truly national governing force in China today is an observation that has been made by some who are in a position to know that people best. A central government with actual as well as nominal control of all parts of the country is a desideratum yet to be achieved.

No adequate political machinery exists whereby the majority judgments can regularly be ascertained and followed. The present regime, under the aegis of the Kuomintang, is avowedly a party dictatorship in an era which is called by the party "the period of tutelage". Nevertheless, in a broad sense, public opinion does make itself felt. And when the face of the people is clearly set in a certain direction, few politicians, statesmen or militarists dare stand against it.

The best recent example of this fact is to be found in the formation of a coalition government at Nanking, following the outbreak of what we must now call the Sino-Japanese War. There were rival regimes in Canton and Nanking, comprising groups within the Kuomintang Party which are bitterly hostile to each other.

0484

When Japanese aggression became too plain to be doubted, a surging cry swept across China that these two cliques must compose their differences and present a united front to the foe. Leaders of both ~~partisan~~ sections were not slow to comply.

The "pilot fish" of public opinion in China is the student class. The great mass of the people are still illiterate and can therefore be reached only by verbal or graphic appeals. This will explain the extraordinary activity of students in every crisis of recent times. They have taken it as their function to carry messages to the people through individual ~~mass~~ agitation and through "soap-box" types of public speaking.

How then can one say that journalism is China's first estate? This statement is roughly accurate because daily newspapers mould and guide student opinion and the students in turn take the message of the editors to the large section of the populace which is unable to read. This situation obtains in all the larger centers where there are sizable numbers of secondary and college students.

What about the smaller cities and the thousands of more isolated villages? It would be difficult to find a settlement of any consequence in China that does not possess at least one educated person. Usually he is the scholar who teaches the village school

0485

or an elder of the gentry class who has retired to his family homestead. Such an one is almost universally a person of great influence. With few exceptions, such village leaders subscribe to some daily newspaper or other periodical publication of the news and journal of opinion type. They thereupon serve their communities as "spoken newspapers". The content of their conversations is obviously largely determined by the publications they read and what they have to say travels far and wide by the grapevine route.

The tea houses in Chinese cities, towns and villages alike still have journalistic attributes not unlike the coffee houses of Elizabethan England. Here in the evenings, the school teacher, the leading man in the community, or the professional story-teller employed by the establishment, relays the news and the editorials they have read in their newspapers. Their accounts in turn form the basis of the daily conversations of this very gregarious, social people.

Public opinion, lacking fit instruments of its will, is relatively ineffective at any given time, but it does move slowly and irresistibly like a glacier and, glacier-like, it ultimately grinds to powder anything which stands in its way. Far more than any other social agencies newspapers determine the direction and rate of speed of such glaciers. Consequently, if we do not press the figure too far, I think we are justified in referring to journalism as China's first estate.

0486

Whatever the degree to which this is true, journalism stands as one of the most attractive professions today for the young Chinese who can see through the temporary character of that disrepute which seems to be an inevitable counterpart of the early days of newspaper work in every country, and who are ready to accept the kind of remuneration offered. Such young men and women are exceptional, but highly promising. I trust you may understand my enthusiasm for the opportunity I have to work with successive student generations of prospective Chinese journalists. It was the great potentialities involved ^{the} school of journalism ² which led ^{the} University of Missouri to associate itself in the undertaking with Yenching University. Some of those boys and girls in our journalism classes are virtually certain to be among the leaders of the public opinion of a quarter of the human race, whose destiny is a matter of concern to every person in this world which is so rapidly becoming a ^{neighbor} brotherhood.

#

0487

C O P Y

January 23, 1933

To the Board of Trustees of
Yenching University

After spending a period of nine months at Yenching University as exchange professor in journalism from the University of Missouri School of Journalism, I wish to report to you that I am highly impressed with the development and progress of that Department during the more than three years of its existence.

The Department, I found, has gained a wide and most favorable reputation among both publishers and educators throughout the Republic. It has more than justified the effort and expenditures necessary for its inauguration and maintenance as evidenced by the demand for those completing the course and by the number seeking admission. The enrollment for the current term ranks third or fourth of all the departments in the entire University. In addition, I was particularly pleased with the splendid cooperation afforded the Department by the administration of the University under President Stuart and the Chancellor, as well as the entire faculty. This spirit of cooperation, I feel, is due in a large measure to the thorough manner in which the Department is endeavoring to provide for China the academic and professional training necessary for journalistic leadership which the Republic greatly needs.

I trust the Trustees of Yenching will feel as I do that every possible effort should be made in the near future to place the Department upon a permanent and sound financial basis, now that the funds subscribed by American publishers for the five-year period are nearly at an end. In my opinion, it would be a genuine tragedy if, for any reason, Yenching University, with its most enviable record of educational achievement in China, were forced to abandon the movement started so splendidly toward adequate training for the rapidly developing journalism throughout the Republic. The School of Journalism of the University of Missouri offers, in this connection, every possible assistance.

In closing, I cannot refrain from expressing to you my appreciation of the aid and courteous treatment extended to me during my residence at Yenching by all connected with your fine institution.

Very sincerely yours,

(Signed) Frank L. Martin

0488

Mar. 1933

HISTORICAL STATEMENT CONCERNING THE DEPARTMENT OF JOURNALISM
of Yenching University, Peiping, China

by Vernon Nash

Education for journalism was mentioned as among the desired objectives in the prospectus looking to the formation of a union missionary university in North China which led to the establishment of Yenching University in 1918. The new president, Dr. J. Leighton Stuart, had this possible extension of the work in mind during all the early years of the university's existence.

The writer first met Yenching's president in Kansas City in the early spring of 1924. Dr. Stuart had recently secured a grant from the then Mrs. Willard Straight (now Mrs. Leonard Elmhurst) which enabled Yenching to secure Mr. R.S. Britton to inaugurate courses in journalism in September, 1924. Mr. Britton had been graduated in 1923 from the Pulitzer School of Journalism of Columbia University and was at that time in Europe, having been granted one of the traveling fellowships of that institution. He proceeded to Peking, with Mrs. Britton, directly from Europe.

It was thought desirable to start the work with at least two members of the faculty of journalism. After my conversation with Dr. Stuart and his subsequent conference with the trustees, I received an invitation to join the Yenching faculty. The invitation was conditioned upon sufficient funds for a three-year "faculty budget" being obtained.

When it became apparent that this condition might mean a delay of a year or more, I sought and secured approval for an attempt to find enough contributions in Kansas City to carry my support for the desired period. This effort was successful, chiefly because of the exceptional interest and tangible help of Mr. Robert J. Clark, treasurer of the Kansas City Power and Light Company; Mr. E.C. Winters, president of the Lion Oil Refining Company; and Mr. R.R. Irwin, president of the White Eagle Oil Company, and other fellow-members of the Lions Club of Kansas City, a national organization similar in form and activities to the Rotary Clubs. These individuals and various other Kansas Citians, notably Mr. J.F. Porter, president of the K.C. Power and Light Company, have continued their interest and substantial help to the present.

0489

It was therefore possible for me to join with Mr. Britton in starting preliminary work in journalism in Yenching in September, 1924. Both of us enrolled full time in the North China Union Language School for the study of Chinese and therefore throughout the academic year 1924-25 only one three-hour course was offered. It was an introduction to journalism and was jointly conducted by Mr. Britton and myself. Seven students were enrolled. A Yenching graduate of the previous year was admitted by the university as a graduate student in journalism and completed requirements for the M.A. degree under the direction of Mr. Britton.

Other university duties, ill-health, and administrative and organizational activities as chairman of the new department of journalism made it necessary for Mr. Britton to give up much of his language study during the latter part of the first year. During the second year, therefore, Mr. Britton continued to give most of his time to language study, and the three journalistic ^{courses} offered were handled almost entirely by the writer. Ill-health compelled Mr. Britton to return to America early in the third year; he has been for some years now a member of the mathematics faculty of New York University.

The work was continued by the writer through the first semester of the academic year 1926-27 with five courses offered. Because of general financial conditions, it was decided that I should return to the United States early in 1927 and the work was suspended until my return to China in the fall of 1929.

This short preliminary period had supplied answers to certain pertinent questions of the university authorities. A satisfactory number of students had manifested interest in the courses and exhibited promising capacity for the profession. Three students in the brief period had succeeded in securing enough credit hours for majors in journalism. One of these has a responsible position with the Asiatic Petroleum Company; the second has taught since his graduation in one of the large high schools in Peiping; the third has been continuously and successfully engaged in reportorial and editorial capacities in Chinese Journalism. Several other students in journalistic courses during these early years have gone ~~xx~~ into various forms of newspaper work; one of them has been for several years the foreign (cable) editor of one of the leading vernacular dailies in Tientsin. The graduate student mentioned continued in advanced courses in the school of commerce of New York University and joined his father's business, a large Chinese department store, as an executive.

It was agreed by all, therefore, that the department of journalism in Yenching should be continued, but only if it proved possible to secure sufficient financial resources to enable us to maintain comprehensive training for the profession for at least five years. It was then felt that a demonstration could be made in this period which would make it possible for us to secure an adequate permanent endowment for the work.

In considering possible sources of financial aid, Dr. Stuart and I were attracted by the hope that funds might be obtained for the department from American newspapermen. Such support would have the double value of demonstrating to Chinese journalists and students that American journalists had confidence in the worth-whileness of education for journalism; such a fund would also stand as a gesture of good-will from the American "Fourth Estate" to the new and rapidly growing journalism of China.

After discussing the matter with the American authorities of Yenching in New York City, after my return, I decided to lay the project before Mr. E.H. Baker, then publisher of the Cleveland Plain-Dealer. He was chosen because he had shown some interest from the beginning in the organization and development of Yenching University. Several pleasant hours were spent with Mr. Baker on the first Monday in May, 1927, while the writer was on his way from New York to attend the Journalism Week at the University of Missouri.

Mr. Baker encouraged me in the hope that a fund might be obtained from American publishers for the support of a school of journalism in China. He placed only one condition upon such a hope: the project must be sponsored by, and have the approval of, some outstanding school of journalism in this country, or of some leader in the field of journalism and education for journalism. "The individual whose sponsorship would carry the most weight," added Mr. Baker, "is of course Dean Williams of Missouri."

Mr. Baker very kindly gave me a large number of letters of introduction to other publishers. These were of great value in the financial effort which followed some months later. One of them, however, secured for me an interview the very next day with the late Walter Strong, then publisher of the Chicago Daily News. Mr. Strong's advice was remarkably similar in content to that of Mr. Baker; he further assured me that he would make an initial substantial gift to the fund, if it received Dean Williams's O.K. and would assist in every way possible in securing further gifts.

When the 1927 Journalism Week was over, Dean Williams discussed the entire matter with me very fully. He stated that he was not only willing but very eager to have the School of Journalism of the University of Missouri join with some college or university in China in a joint undertaking to provide education for journalism in the Far East. This cooperative relationship, when it had been consummated with Yenching, took several forms, as follows:

(1) A resolution adopted by the Missouri faculty in journalism early in 1928 stated that the School of Journalism of the University of Missouri "desires to associate itself with Yenching University in an undertaking to provide education for journalism in China, and to render all possible aid to the project."

(2) The Board of Curators of the University of Missouri approved a permanent system of exchange professorships in journalism between the two institutions, same to be operative during such years as may prove mutually acceptable and desirable to the two schools.

(3) Exchange graduate fellowships were established whereby a student is sent from each institution to the other every two years for a biennial period of study and work.

(4) Dr. Walter Williams accepted the chairmanship of an informal advisory and campaign committee; his letters to, and personal conferences with, newspapermen were without doubt the dominant factor in the success of our efforts to resume work in journalism in Yenching on a scale and quality comparable to those of better schools of journalism in this country. His leadership continues to be invaluable to the enterprise.

It was agreed that the writer should spend the academic year 1927-28 in graduate study at Missouri while plans for the cooperative relationship and the subsequent financial campaign were slowly matured. This was done. Soon after the formal action by the School of Journalism at Missouri sponsoring the project, Dr. Stuart passed through Chicago. I joined him there and we called together upon Mr. Strong. He made a subscription of \$5,000, conditional upon a total of \$50,000 being obtained. Shortly after our visit, he wrote a vigorous letter upon his own initiative to twenty prominent publishers throughout the country stating what he had done, why he felt constrained to do it, and urging them to join him in backing the undertaking. He followed up this letter with enthusiastic personal appeals at the annual meeting of the American Publishers' Association a few weeks later.

The writer joined Dr. Stuart in New York City during the Easter vacation of 1928 and two additional gifts of \$5,000 each were obtained by us from Mr. Robert P. Scripps and Mr. W.T. Dewart. After an address by me at the annual meeting of the American Association of Newspaper Editors, during this trip east, that society voted a gift of \$1,000. Two large subscriptions were obtained during the 1928 Journalism Week at Missouri. After commencement, my full time was given to the effort and the \$50,000 mark was passed in late February, 1929. Within a few weeks, additional gifts brought the total to almost \$70,000. By prior agreement, my salary and expenses during the period were paid from the receipts and the gifts of close personal friends in Kansas City were allocated by the university to the cost of building a home for the Nash family on one of the Yenching faculty residence compounds.

While collections upon these pledges have been most gratifying, considering the subsequent ~~pledges~~ existing financial conditions, payments have lagged so that the department up until this year has never expended for current operating expense the \$10,000 tentatively set as an annual figure. The total amount used in the first year after work was resumed was less than \$7,000- partly due to the favorable exchange.

The writer left for China with his family in late March, 1929, returning through Europe, India, and the Dutch East Indies. Chinese journalists, educators and other community leaders among the great overseas Chinese populations in Southern Asia and the South Seas, especially in Java and the Straits Settlements, were visited and consulted about what they thought should be taught in a school of journalism in China. Several unusually fine journalism students from these areas have enrolled, partially as a result of this trip.

On our way north from Singapore, I had a conference in June at Hongkong with Mr. Hin Wong which led to his later acceptance of an invitation from the General Faculty Executive to join our faculty the following September. He had been engaged in journalism work in South China in various significant capacities since his graduation from the School of Journalism of the University of Missouri in 1912. He was the first Chinese to serve as a Reuters correspondent. Mr. Wong's work in the development of better laboratory facilities and in closer contacts with vernacular newspapers and newspapermen has been a decisive element in the success of our work to this point. He has organized an increasingly interesting and profitable Journalism Week in Yenching each year since he joined the staff. In various mid-year and summer vacations, he has been the leader of delegations of students upon road trips. Each New Year's vacation, under his direction,

a group of advanced students have done practice work upon the newspapers of Peiping and Tientsin. From September, 1931, till now, a period marked by rapid expansion in the work, he has been chairman of the department.

(1932) Mr. S.D. Groff also arrived in the fall of 1929 as the first Yenching-Missouri Fellow. We three, with Mr. David C.H. Lu as departmental secretary, and with the part time services of Mr. J.C. Sun, then of the Kuo Wen News Agency, constituted the staff. Mr. Lu came to Columbia in September, 1930, as the first Yenching-Missouri Fellow. Mr. Groff was succeeded in 1932 by Mr. J.D. White, and Mr. T'ang Te-chen took Mr. Lu's place at Missouri last September. The latter joined the department in August, 1932, as a member of the staff in charge of laboratory activities upon one of our two publications, the Yenching Gazette, an English-language daily established in Peiping in February, 1932. The P'ing Hsi Pao, vernacular publication issued on the campus as a daily community newspaper, has been maintained since September, 1931. The department has sponsored the publication of several helpful booklets, notably the Newspaper Directory of China which came off the press early in 1933.

The first exchange of teachers was carried out during the calendar year of 1932. Dean Frank L. Martin served on the faculty of Yenching while the writer was at Missouri. Before leaving for America to become exchange professor of journalism at Missouri, I was released by Yenching for three months at the request of the Chinese Government to serve upon the publicity staff of the National Flood Relief Commission in Shanghai.

The value and effect of Dean Martin's advice and constructive aid on the field is not estimable. In addition to placing his professional and academic experience at the disposal of our new department, the very prestige accruing to the department from his presence in our Yenching community has had its very great effect upon faculty, students and the general public. It was his privilege to help found and to pioneer in the development of our English-language laboratory newspaper in Peiping, as he had engaged a score of years before in the successful founding of the Columbia Missourian, community daily newspaper maintained by the School of Journalism at Missouri.

Doubtless as a consequence of his presence, in large measure, the number of students electing to major in journalism more than doubled in the September registration following Dean Martin's arrival. Indeed, the numbers of students enrolling for journalism during this second period, their quality, their ability to find suitable

employment upon newspapers and other periodical publications after graduation, and their satisfactory performance in these places, have exceeded our best expectations. The future of our work is assured, we feel certain, if only sufficient financial resources are obtainable.

In re-establishing the department of journalism in Yenching in 1929, the University Council specifically recognized the desirability of its expansion in due course into a school of journalism. It was stated to be the purpose of Yenching to place its journalism work in this status as soon as the development of its work and the assurance of its permanent financial support justified such a step.

It seems further desirable that full responsibility for the support, maintenance and direction of the journalism work should be devolved by the trustees upon a body in America composed of professional journalists. A local advisory committee, composed of Chinese and western newspaper men in China, should also be established to serve as the agents and advisors of the American Advisory Committee.

Next to uncertainty of financial resources, the greatest handicap to our work is our inability to offer a professional degree. This inability arises from the fact that Yenching is chartered under the University of the State of New York and that body at present is opposed to the granting of a specific professional journalism degree in institutions under its control. This lack is the more serious in China since many students decide to enroll for journalism in a fifth year, after having already secured a B.A. or B.S. degree. There is therefore no adequate tangible academic evidence of performance we can offer them for a fifth year's work.

The faculty committee on academic policy, in Yenching, in a recent report, recommends that our department of journalism should not be authorized to accept candidates for the M.A. or M.S. degree. To this decision, under present conditions, I should not be disposed to offer serious objection. It chiefly affects the Missouri-Yenching Fellow; he should be able to enroll in one of the departments in the College of Public Affairs or in Sociology and do a piece of graduate research and write a thesis acceptable to such department while directly and closely related to some vital problem in journalism.

Presumably the expansion to the status of a school, and further negotiations with the New York authorities concerning a professional degree, may well await developments which will determine whether the undertaking can be continued or not. By the time its permanent financing is assured, the department will have reached a stage, I feel sure, where the university will feel justified in making it a school.

March, 1933

Observations on a Possible Form of Organization for
THE MISSOURI-YENCHING JOURNALISM PROJECT

1. It is suggested that all contributors to the Missouri-Yenching Journalism Fund giving \$25 or more during the five-year period 1929-34 be invited to serve upon a general advisory committee for the project.

2. That approval be sought from the Yenching trustees and from members of the advisory committee for the appointment by President Williams as permanent chairman of an administrative committee of four members (besides himself), broadly representative in its personnel of the interests concerned. For example:
Dean Frank L. Martin, schools of journalism;
Robert J. Clark, treasurer of the Kansas City Power and Light Co., the Kansas City constituency;
James Wright Brown, newspaper publishers;
B.A. Garside, assistant treasurer of Yenching.

Note:- On another sheet are further suggestions for membership for possible invitation in case any of the above persons are unable or unwilling to serve.

3. That a board of advisors be created in China, composed of Chinese and Western newspaper men, to pass judgment upon the recommendations of the staff of the Yenching Department of Journalism on the field before these are sent on to the administrative committee in America for final action.

4. Proposals 1 and 2 are made for a provisional period. If the administrative committee is given an autonomous status by the board of trustees of Yenching University, it may be desirable to create a corporation of the State of Missouri which would accept the responsibility and authority for the undertaking to develop Class-A education for journalism in China, with the department (later a school) maintained in connection with Yenching and sponsored by the School of Journalism of the University of Missouri.

If such a corporation is created, all contributors of \$5 or more might be entitled to membership therein. This membership might elect the administrative committee or, preferably, the membership might be asked to empower the president of the corporation (President Williams) to appoint his associates on this administrative committee.

5. The formation of a legal entity would seem to be desirable even if the trustees of Yenching University are invited to hold the funds secured in trust and to place its routine administrative services at the disposal of the journalism project, upon payment for overhead of a certain percentage of the sums obtained and administered. This would not be a substantial change from the relationships maintained in the financial administration of the journalism fund at present. A legal entity would have larger assurance of permanence, would have greater prestige, and would command more confidence on the part of prospective contributors.

6. If such a Missouri corporation is desired, it would be necessary to request someone trained in the law to draw up the necessary articles of incorporation. Dean Parks of the School of Law of the University of Missouri will doubtless be willing to give his services to this end.

7. It is proposed that the administrative committee, whether of the unincorporated fund or of a corporation, shall have full power over

- (a) measures for the securing of further needed funds;
- (b) the annual budgets of the department or school of journalism of Yenching University;
- (c) professional policies of the department.

(While the department would undertake to conform to academic and scholastic standards of Yenching University, the administrative committee would reserve the right to pass upon questions which, in its judgment, were strictly professional in character.)

8. It is recommended that the American members of the journalism staff (including the Missouri-Yenching fellows from the University of Missouri) shall be employed directly by the administrative committee, and their services donated or loaned by the field.

Note:- In the interest of harmonious relationships, it is highly desirable that the salaries or fellowship payments of these individuals shall be paid directly by the treasurers in New York and that the amounts so paid shall not appear upon the annual field budgets of the department (or school) of journalism.

9. In response to my request for same, Mr. B.A. Garside has supplied the following statement concerning the relationship to the board of trustees of the Harvard-Yenching Institute and of the Princeton-Yenching Foundation:

Harvard-Yenching Institute

This is incorporated under the laws of the Commonwealth of Massachusetts. It consists of nine trustees, of which three are elected by Harvard University and three by the Trustees of Yenching University. The remaining three were appointed originally by the Trustees of the Hall Estate, but as they die or resign, their successors are chosen by the Trustees of the Institute. The Institute has its own financial officers, and is entirely independent in all its financial responsibilities. Each year the Trustees of the Institute prepare a budget for the coming fiscal year, based usually, though not necessarily, upon budget estimates submitted by Yenching and Harvard. Both Yenching and Harvard make formal financial accountings to the Institute covering all disbursements made from the Institute's appropriations.

Princeton-Yenching Foundation

This is a membership corporation established under New York laws. Its only formal contact with the Trustees of Yenching University is that two members of the Board of Trustees are coopted from the Trustees of the Princeton-Yenching Foundation. The Foundation has its own Treasurer, of which Mr. Evans and I are Associate Treasurers, and looking after most of the financial work of the Foundation, under instructions from the Trustees of the Foundation. The Foundation makes its contributions to Yenching both in cash and through supplementing staff members.

0498

Suggestions for Further Personnel
on the Administrative Committee of the Missouri-Yenching
Journalism Fund

1. It is assumed that Messrs. Williams, Martin and Garside will serve.

2. If Mr. Clark should be unable or unwilling to serve, I would suggest that the following be approached in the order named:

R.R. Irwin, president, White Eagle Oil Company,
Federal Reserve Building, Kansas City, Mo.
E.C. Winters, Lion Oil Company, Midland Bldg., K.C., Mo.
N.T. Veatch, Jr., Mutual Bldg., Kansas City, Missouri.

3. Newspaper publishers and editors, vice Mr. Brown, might be sought in the following order:

W.T. Dewart, the New York Sun
Karl Bickel, the United Press
Dr. John H. Finley, the New York Times
C.M. Palmer, of Palmer, Dewitt and Palmer

(The first four named are from New York City because of the desirability of having one member conveniently available to the N.Y. office. Whenever President Williams or Dean Martin made a trip East, it would be possible to get a personal meeting of three of the five members. Similarly a trip by these two to Kansas City or of the member from that city to Columbia would also make a majority meeting possible.)

G.B. Dealey, the Dallas News
E.K. Gaylord, the Oklahoman, Oklahoma City
Mr. Blake, chief editorial writer, the Chicago Tribune
J.C. Harper, La Jolla, California
W. Laurence Dickey, Kansas City Journal-Post
Caspar S. Yost, Globe-Democrat, for the A.S.N.E.
W.E. Scripps or Lee White, Detroit News
Marcellus Foster, the Houston Press
W.F. Prisk, the Pasadena Star-News.

For Promotion Office

Yenching News

PROGRAM

Program

The Journalism Week

Yenching University

Department of Journalism

Peiping, China

April 1 — 4, 1931

0500

PROGRAM

(Tentative)

Chairman of Sessions: An Huai-yin, *Hua Pei Jih Pao*
Huang Peh-yao, *Min Kuo Jih Pao*
Chang Jen-chih, *Shih Chieh Jih Pao*
Dr. Philip T. C. Tyau, *The Leader*
Hu Lin, *Ta Kung Pao*
Stephen Wang, *Tientsin Shang Pao*
Liu Chun Ching, *Yih Shih Pao*
Chiang Kwang Tang, *Yung Pao*

Secretary to Chairman: Hin Wong

Wednesday, April First

Morning Session:

- "The Business Side of Newspaper Publishing"
Kwan Yi-hsien, *Shih Wen News Agency*
- "Newspaper Management"
Lin Chung-yi, *Peiping Chen Pao*
- "The Status of the Chinese Journalists and How to Elevate It"
Huang Chiu-Yueh, *Ching Pao*

Afternoon Session:

- "American Interest in Chinese News"
D. C. Bess, *United Press U. S. A.*
- "The Defects of the Chinese Press and How to Remove Them"
Chen Po-shen, *Peiping Chen Pao*

Thursday, April Second

Morning Session:

- "The Work of the War Correspondent and the Special Correspondent"
Shen Chung-fang, *Sin Wan Pao*, Shanghai
- "The New Diplomacy of China and International Publicity"
Edward Bing-Shuey Lee, *The Leader*

Afternoon Session:

- "The Training of Chinese Journalists"
Sun Chi-yi, *Peiping Chen Pao*
- "A Survey and Comparative Study of Provincial Papers"
Sun Chi-yi, *Peiping Chen Pao*
- "The Foreign Language Press Around the World"
Edward E. Hunter, *Consolidated Press*, U. S. A.

Friday, April Third

Morning Session:

- "The Pictorial Press in China"
Fu Yun-tze, *Ching Pao*
- "The Work of a Literary Editor on a Chinese Newspaper"
Chang Heng-shui, *Shih Chieh Jih Pao*
- "The Question of Finding Competent Chinese Editor of Foreign News"
A Discussion led by Wu Fan-kwan, *Shih Chieh Jih Pao*

Afternoon Session:

- "My Impressions of the Chinese Press"
H. J. Timperley, *The Manchester Guardian*, *The Associated Press of America*, etc.
- "The History of Reuter's Service, Its Extent, and Its Present Activities in China"
P. D. Evans, *Peiping Manager*, *Reuter's Service*

Saturday, April Fourth

Morning Session:

- (1) Conference for Middle School Publication Editors and Managers.
- (2) Reception to Journalists and Friends to be Followed by a Tiffin and Conference.

(Detailed Program to be Announced.)

Y. Kew

新聞學系辦公室

辦事處

會場設北平西郊海淀燕京大學

北平私立燕京大學新聞學系新聞學討論週秩序

民國二十一年四月一日至四日

2050

將王張二胡黃安劉
光縷慎作政伯懷倭
堂冰之謙之耀音卿
先生先生先生先生
先生先生先生先生

MISSOURI-YENCHING

SINCE 1929 Yenching University, with the cooperation of the School of Journalism of the University of Missouri, has been providing education for the profession of journalism in China.

IN 1928 the Missouri journalism authorities decided to associate themselves with this Yenching project, and during that year a fund of nearly \$70,000 was subscribed largely by American newspapers and newspaper men, to be expended in five years of experimental effort.

AMONG the chief donors were the New York Times; the New York Sun; the Chicago Tribune; the Chicago Daily News; R.P.Scripps; Dr.Walter Williams, president of the University of Missouri and dean of its school of journalism; the Editor and Publisher; the Dallas News; the Oklahoma City Oklahoman; Marcellus Foster; the American Society of Newspaper Editors; the Missouri Press Association; the Kansas City Journal-Post; the Detroit News, and Mr.and Mrs.F.W.Kellogg of Pasadena, California.

0504

DURING the scholastic year of 1933-34, the enrollment in the Yenching School of Journalism totaled 55 - more than twice the number registered during the previous year. In its classes all sections of China were represented, while its enrollment also included 12 Chinese born over-seas.

GRADUATES of the School are readily finding positions upon leading Chinese papers, and a number have followed their work there with further study in the United States.

CHINESE publishers and journalists are cooperating cordially in the effort, and several of the latter in the Peiping-Tientsin area have been and are giving part-time service upon the faculty of the School.

IN THE MIDST of a crucial transition period, China, it is generally felt, will find her journalists playing a constantly increasing part in the shaping of her future. Therefore, the soundness of their training becomes of paramount importance.

0505

THE COOPERATIVE relationship between the University of Missouri and Yenching University has decidedly personal aspects. Vernon Nash came from the former institution to conduct pioneer work in connection with journalistic education in China in 1924, and since the opening of the Yenching School of Journalism in 1929 has been at the head of its faculty.

THIS RELATIONSHIP also provides, among other things, for exchange professorships whenever possible and mutually desirable. Dean Frank Lee Martin of the University of Missouri School of Journalism spent most of 1932 on the Yenching campus while Mr. Nash was exchange professor of journalism at Missouri.

SINCE 1930 exchange fellowships, good for a period of two years and available to graduate students of both institutions, have been continuously maintained.

WALTER WILLIAMS has said: "I know of no other undertaking today, offering a greater opportunity for far-reaching service."

0506

RAPID INCREASES in literacy throughout China are directly reflected in the steady increase in number and circulation of Chinese newspapers and other periodical publications.

THIS EXPANSION in journalism, in turn, is reflected in an increased demand for trained personnel, so that there is a sure and predictable demand for the product of this first and only "Grade A" school of journalism in all of the Far East.

CONTINUANCE of the work of the School of Journalism at Yenching, now that the five-year experimental period for which funds were originally provided has come to an end, will depend upon securing additional financial support, either in the form of annual subscriptions or of permanent endowment. An effort to secure the funds required is already under way in the United States and in China.

YENCHING UNIVERSITY

American Office

150 Fifth Ave.

New York City

0507

Material for
Journalism Folder to Nash.
Jkb.

Mar 3, 1933

THE MISSOURI-YENCHING JOURNALISM PROJECT

Yenching University, with the cooperation of the School of Journalism of the University of Missouri, is undertaking to provide education for the profession of journalism in China. The project on a scale and with a quality of work comparable to those of the better schools of journalism in the United States is now in its fourth year. Prof, Vernon Nash carried on pioneering work from 1924 to 1927.

Following the decision of the Missouri journalism authorities to associate themselves with the undertaking, a fund of almost \$70,000 was subscribed in 1928 to be expended in five years of experimental effort. This money was contributed largely by leading American newspapers and newspaper men. Among the chief givers were the New York Times, the New York Sun, the Chicago Tribune, the Chicago Daily News, R.P. Scripps of the Scripps-Howard Press, Dr. Walter Williams, president of the University of Missouri and dean of its School of Journalism; the Editor and Publisher, the

0508

Dallas News, the Oklahoma City Oklahoman, Marcellus Foster of the Houston Press, the American Society of Newspaper Editors, the Missouri Press Association, the Kansas City Journal-Post, the Detroit News, and Mr. and Mrs. F.W. Kellogg of Pasadena.

Associated with Mr. Nash on the journalism faculty since 1929 has been Prof. Hin Wong, who was the first Chinese to be graduated from the Missouri School of Journalism. Since his graduation in 1912, Mr. Wong had been engaged in the field of Chinese journalism in South China. One of his outstanding positions during much of this period was his service as correspondent for South China of Reuters, the world-wide British news agency.

Forty-two Yenching students during the year 1932-33 are majoring in journalism. Graduates of previous years have promptly found positions upon the leading Chinese dailies and are giving satisfaction in their work. Prominent Chinese journalists are cooperating cordially in the effort. Several in the Peiping-Tientsin are have been and are giving part-time service upon the teaching staff.

The cooperative relationship between Missouri University and Yenching provides, among other things, for exchange professorships whenever possible and mutually desirable. Dean Frank L. Martin of Missouri spent most of 1932 on the Yenching faculty in Peiping while Mr. Nash was exchange professor of journalism at Missouri. Since 1930 exchange fellowships, good for two years, available to graduate students of both institutions, have been continuously maintained.

Rapid increases in literacy throughout China are most directly reflected in the steady increase in the number and circulations of Chinese newspapers and other periodical publications. This expansion in journalism, in turn, produces an increasing requirement for trained personnel. There is, therefore, a sure predictable demand for the product of this first and only class-A department of journalism in the Far East.

05 10

China is in the midst of a crucial transition period which will doubtless determine her destiny for a long time to come. She is at a cross road; her journalists will play a decisive part in her choice of a national highway. It is highly important, consequently, that these future leaders of her national public opinion shall be high-minded men and women, of dependable character and with a broad general education. It was chiefly for these reasons that President Walter Williams could say of the Missouri-Yenching Journalism Project: "I know of no other undertaking today, offering a greater opportunity for potential far-reaching service."

The continuance of this work after June, 1934, will depend upon the securing of additional funds, either in the form of annual subscriptions or in a permanent endowment. An administrative committee for the journalism work in Yenching, composed of American newspapermen, journalistic educators and others especially interested in the undertaking, is being formed at present under the chairmanship of Dr. Walter Williams.

0511

GRADUATES IN JOURNALISM OF YENCHING, 1930-1933

1930

Chao En Yuan, foreign news editor, Ta Kung Pao, Tientsin.

1931

Chou Ke Cheng, editor and publisher, The Sporting Weekly, Tientsin.
Tang Te Chen, Yenching-Missouri Fellow, 1932-33, en route from America to join the Department of Journalism in Yenching and the Central News Agency of China in Tientsin.
Wang Cheng Hu, news editor, Kung Lun Jih Pao, Hankow.
Wu Chun, research fellow, Yenching University, Peiping, China.

1932

Kao Ching Hsiao, editor, Shih Wen News Service, Peiping, China.
James C. H. Shen, China Press, Shanghai.
Su Liang Ke, assistant in journalism, Yenching University.

1933

F. M. Fisher, news editor, The Chronicle, Peiping, China.
Li I., en route to Hankow in preparation to enter newspaper service.
Kao Ke Yi, sailing for America to enter School of Journalism, University of Missouri, Columbia, Missouri, U.S.A.
Miss Tang Pei Chen, en route to Java.
Tsou Yu Hsiu, Hua Pei Jih Pao, Peiping, China. (telegraph editor)

YENCHING-MISSOURI FELLOWS

David C. H. Lu, 1930-1932, assistant in journalism, Yenching University, news editor, the Chronicle, Peiping, China.
Tang Te Chen, 1932-33, en route from America to China, manager-designate, Central News Agency, Tientsin, to be temporarily with The Chronicle, Peiping.
Samuel D. Groff, 1929-1932, publicity section, Y.M.C.A., St. Louis, U.S.A.
J. D. White, 1932- Yenching University, Peiping, China

March 24, 1933

27 names

PUBLISHERS CONTRIBUTING TO DEPT. OF JOURNALISM
AT YENCHING UNIVERSITY.

Amer. Society Newspaper Editors
E. S. Beck, Treas.
Chicago Tribune
Chicago, Ill.

Mr. Karl Bickel
President
The United Press
220 E 42nd St.
New York, N. Y.

Mr. James Wright Brown
The Editor & Publisher
Times Bldg.
New York City, N. Y.

Mr. Harry H. Bliss
Janesville Daily Gazette
Janesville, Wis.

Mr. C. E. Broughton
The Sheboygan Press
Sheboygan, Wis

Mr. Kent Cooper
President
The Associated Press
383 Madison Ave.
New York City, N. Y.

Mr. Gardner Cowles,
Publisher
Register & Tribune Co.
Des Moines, Ia.

Mr. Gardner Cowles, Jr.
Publisher
Register & Tribune Co.
Des Moines, Ia.

Mr. G. B. Dealey
Dallas Morning News
Dallas, Tex.

Mr. Wm. T. Dewart
President & Publisher
~~New York Times Co.~~
New York, N. Y.

Mr. W. L. Dickey
President
Kansas City Journal-Post Co.
Kansas City, Mo.

Mr. Marcellus E. Foster
The Houston Press
Houston, Texas

Mr. E. K. Gaylord
Publisher-President
Oklahoma Publishing Co.
Oklahoma City, Okla.

Mr. Frank P. Glass
The Montgomery Advertiser
Montgomery, Ala

Mr. Roland R. Harrison
Manager
Christian Science Pub. Society
Boston, Mass.

Mr. Ed. Howard
Times Publishing Co.
Wichita Falls, Texas

Mr. & Mrs. F. W. Kellogg
145 Mariposa St.
Altadena, Calif.

Col. Robert R. McCormick
Publisher
Tribune Co.
Chicago, Ill.

Mr. Adolph S. Ochs
President & Publisher
New York Times Co.
New York City, N. Y.

Mr. T. M. Stocke
The News
Santa Barbara, Calif.

Mr. C. M. Palmer
President
St. Joseph News Press
St. Joseph, Mo.

Mr. C. H. Prisk, Pres
President
Star-News Pub. Co.
Pasadena, Calif.

Mr. W. F. Prisk
President
Press-Telegram Pub. Co.
Long Beach, Calif.

0513

March 24, 1933

Mr. Robert P. Scripps
Ridgefield. Conn.

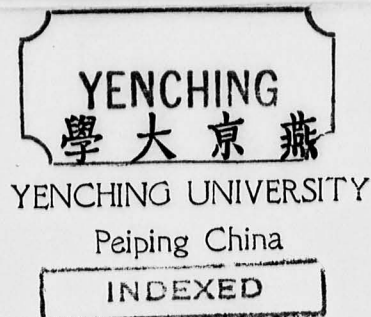
Mr. Wm. E. Scripps
The Detroit News
Detroit, Mich.

Mr. Oswald G. Villard
The Nation
20 Vesey St.
New York City, N. Y.

Mr. G. B. Williams
Geneva Times
Geneva, N. Y.

05 14

系學開新
Department of Journalism



June 22, 1933.

ack 7/27

Mr. B. A. Garside,
Yenching University,
150 Fifth Avenue, N.Y. City, U.S.A.

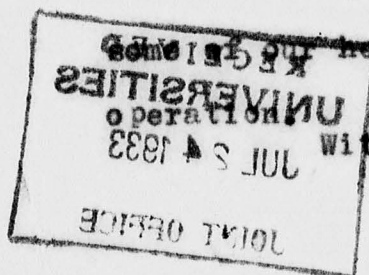
My dear Mr. Garside:

The work of our department has just come to a successful close for the academic year, 1932-1933, and knowing your deep interest in our work, I am making a brief mention of some of the things worth commenting in the attached copy.

For a time it was thought that our work would be interfered with by military operations, but the unfortunate situation around the city and for a while, near the campus, had been taken advantage of for some intense training for reporting and intelligence service.

Several students visited the battle scene as war correspondents as inter-preters for foreign journalists who have found it advantageous to take a Chinese-speaking assistant along to inspect the Sino-Japanese fighting zone, and some of our young men appeared to have enjoyed the hardship and gained no little experience from their short but effective association with visiting newspapermen from all parts of the world. Incidentally they also reported for the Yenching Gazette, a daily published in Chinese and English as a laboratory production.

I am looking for another successful year and believe



hopes will be realized with your advice and co-

With best regards, I remain,

Yours Sincerely,

Hin Wong.

Hin Wong

YENCHING UNIVERSITY
Peiping China
INDEXED

Department of Journalism
新聞學系

Mr. B. A. Garabide,
Yenching University,
150 Fifth Avenue, N.Y. City, U.S.A.

My dear Mr. Garabide:

The work of our department has just come to a successful close for the academic year, 1932-1933, and knowing your deep interest in our work, I am making a brief mention of some of the things worth commenting in the attached copy.

For a time it was thought that our work would be interfered with by military operations, but the unfortunate situation around the city and for a while, near the campus, had been taken advantage of for some intense training for reporting and intelligence service.

Several students visited the battle scene as war correspondents as inter-protectors for foreign journalists who have found it advantageous to take a Chinese-speaking assistant along to inspect the Sino-Japanese fighting zone, and some of our young men appeared to have enjoyed the hardship and gained no little experience from their short but effective association with visiting newspapermen from all parts of the world. Incidentally they also reported for the Yenching Gazette, a daily published in Chinese and English as a laboratory production.

I am looking for another successful year and believe you will be realized with your advice and go-

With best regards, I remain,

Yours sincerely,

Hin Wong

RECEIVED
UNIVERSITIES
JUL 24 1933
JOINT OFFICE

6150

學大京燕
YENCHING UNIVERSITY
Peiping China

系學聞新
Department of Journalism

Graduates in Journalism of Yenching, 1930-1933

1930

Chao En Yuan, foreign news editor, Ta Kung Pao, Tientsin.

1931

Chou Ke Cheng, Editor and publisher, The Sporting Weekly, Tientsin.

Tang Te Chen, Yenching-Missouri Fellow, 1932-1933, en route from America to join the Department of Journalism in Yenching and the Central News Agency of China in Tientsin.

Wang Cheng Hu, news editor, Kung Lun Pao, Hankow.

Wu Chun, research fellow, Yenching University, Peiping, China.

1932

Kao Ching Hsiao, editor, Shih Wen News Service, Peiping, China.

James C. H. Shen, China Press, Shanghai.

Su Liang Ke, assistant in journalism, Yenching University.

1933

F. M. Fisher, news editor, The Chronicle, Peiping, China.

Li I, En route to Hankow in preparation to enter newspaper service.

Kao Ke Yi, sailing for America to enter School of Journalism, University of Missouri, Columbia, Missouri, U.S.A.

Miss Tang Pei Chen, en route to Java.

Tsou Yu Hsiu, telegraph editor, Hua Pei Jih Pao, Peiping, China.

Yenching-Missouri Fellows

David C. H. Lu, 1930-1932, assistant in journalism, Yenching University, news editor, the Chronicle, Peiping, China.

Tang Te Chen, 1932-1933, en route from America to China, manager-designate, Central News Agency, Tientsin, to be temporarily with the Chronicle, Peiping.

Missouri-Yenching Fellows

Samuel D. Groff, 1929-1932, publicity section, Y.M.C.A., St Louis, U.S.A.

J. D. White, 1932-, Yenching University, Peiping China.

學大京燕
YENCHING UNIVERSITY
Peiping China

系學聞新
Department of Journalism

The 17th commencement of Yenching University, Peiping, June 20, 1933, listed among the 141 graduates, five from the Department of Journalism, the largest number on record since its reorganization 1929, including an American from the United States and a young woman from Java, for the first time. Except one going to America to take up post graduate study in the School of Journalism of the University of Missouri, all the other four have been placed, two having already entered into active journalistic service by having accepted appointments with Peiping newspapers, while two, promised positions in their home city.

It is most grateful to again note that no one of the graduates of the department so far has failed to receive calls to enter the profession for which they were prepared, with the exceptions just noted. Graduates of the department are now found with newspapers in Peiping, Tientsin, Shanghai, Hankow, and other ports of China. Students having taken minor courses in journalism are also found with the profession in Canton as well as other large cities above mentioned.

One of the encouragements to the effort of this department is the readiness of newspaper editors and publishers in China to facilitate the desire of graduates to enter into the practice of their chosen profession without delay.

The 1932-1933 in Yenching saw a record attendance in the Department of Journalism with 57 majors and one auditor among the hundred or more course students, representing all the leading provinces in China, besides Netherland Indies, Straits Settlement, Hongkong, Hawaii, and the mainland of America. Eleven students, including three Americans, have come from abroad to study in this department.

Undergraduate work in the Department of Journalism in Yenching differs very little from that of the standard schools and departments of Journalism in the United States through the support of leading journalists and journalism teachers of which, particularly those of the School of Journalism of the University of Missouri, the work here has been made possible. Aside from taking other than journalism courses so as to afford a high, general training, laboratory work is done through the publication of two daily newspapers, one in the city and another in the suburbs, in order to be familiar with the problems of country as well as city journalism, in two leased plants where students may acquaint themselves with printing and other service connected

學大京燕
YENCHING UNIVERSITY
Peiping China

系學聞新
Department of Journalism

with newspaper production. The United Press, Reuter's, Havas, Transocean, Rengo, Nippon Denpo, Central Press, Central News, Tass, Angusta, Kuo Min, Shih Wen, and other Chinese and foreign news agencies at home and abroad supply leased service to the Yenching Gazette regularly, and students of this department incidentally study international affairs at the same time while handling "copy" furnished by wire or by mail every day.

In the 1932-1933 session, seven graduates from Yenching and other universities registered with the department for either post graduate or special work, and upon the completion of their study either the degree of master of arts or vocational and professional certificates will be granted. The department encourages young men and women to first take up an arts and letters course before devoting themselves seriously to the study of journalism.

The staff of the department for the fall semester, 1932-1933, was sufficient to carry on the work, but in the spring, on account of departure and resignation, the full time member's strength was taxed to the limit.

Mr. Frank L. Martin, associate dean of the School of Journalism of the University of Missouri, who served as Missouri-Yenching exchange professor 1932, sailed for home early in November, after having rendered valuable service to the department, including a thorough inspection of the work being done here and the offer of suggestion for improvement and extension. The unprecedented increase in enrollment of major students for the 1932-1933 session of the department has been one of the results of his visit.

Mr. J. D. White, second Missouri-Yenching exchange fellow in journalism, arrived in Yenching, the fall of 1932, together with Mr. David C. H. Lu, the first Yenching-Missouri exchange fellow. Mr. Tang Te Chen, second Yenching-Missouri fellow, departed for America late in July. Both Mr. White and Mr. Lu have been since then with the department and contributed much towards the success of work for the year under review. Mr. Tang expects to return to China the summer of 1933, and to him this department will extend a hearty welcome. He has also been proposed as manager of the Central News Agency in Tientsin.

All newspapers and other periodicals issued by students as part of their laboratory work under supervision of the faculty

學大京燕

YENCHING UNIVERSITY

Peiping China

系學聞新
Department of Journalism

of this department are more or less experiments never intended to be perfect or model, but there have been no little misconception and adverse criticism of the nature of their products, and question of university standard has crept in. Unless the object and purpose of the publications is fully understood, there will always be room to doubt the value of the enterprise. To those behind this form of practical training for persons desiring to be able to assume almost at once reporting or editing responsibility immediately and direct from the school to the office, the ability to place graduates of this department where they should belong must be attributed to the effective laboratory facilities it has thus far maintained.

The practice of placing senior and junior students in newspaper offices during winter, spring, and summer holidays for a brief period of actual work supplementary to their class room and laboratory study conducted by the department has produced happy results. Seven newspapers, one in Shanghai, two in Tientsin, and four in Peiping, employing graduates or former students at present, have first gained their relationship with the department through granting the request to take in a few of its students for a short-time employment. Six newspaper offices have given employment to those whom they had first taken in at random and just for a try-out as suggested by the department.

Recent disturbance in North China and the effect created have interfered with the earlier program of the department to appeal to the press of the nation to have a review of the work being done and the service it intends to render to the profession, and while material assistance has not yet been sought and, therefore, not given, the welcome the leading newspapers of the country have extended to its graduates and former students looking for openings may be taken as a silent but sure approval of the effort Yenching is being made to train for journalism in co-operation with such tried and influential institution as the School of Journalism of the University of Missouri, the success of which as recently noted in its silver anniversary has inspired much those now in charge of the department here to double their effort for the coming year.

Further evidence of the Chinese press goodwill towards the department in Yenching may be seen in the ever increasing interest of local and outside journalists shown in its journalism week program. The third annual journalism week held in Yenching, the last week in April, 1933, was attended for the first time as

燕京大學
YENCHING UNIVERSITY
Peiping, China

新聞學系
Department of Journalism

a body by the faculty and student body of the two senior department of journalism in Peiping, the ~~Peiping~~ ^{Peking} University and the Min Kuo College. Many journalists attending the third annual gathering discussed subjects of vital interest to the profession. For the first time also, the advance students of the department took upon themselves the sole responsibility of entertaining the delegates attending the conference for middle school publication editors and managers. Many of the students themselves have had experience with middle or high school publications before their coming to Yenching to study journalism, and they appreciate more than others the coming influence of student publications and their place in middle schools.

The Yenching Gazette, campus edition, goes to all accredited middle schools of the University as exchange for their publications, reprint from which has been a source of information to graduates of these institutions who are now attending Yenching.

In addition to school publications, the journalism department in Yenching receives scores of other newspapers and magazines Chinese and foreign for its reading room which is open to the university community at large. Many new publications have also come to the attention of the department under the auspices of which a newspaper directory of China is being published. The 1933 edition, issued early this year, is ^{the} first publication of its kind in this country. It contains the names and addresses of nearly 3,000 publications in China, with a supplement of leading newspapers and magazines in the Far East.

Lectures delivered during the journalism week or by visiting journalists on times are published as "Journalism Study Series", the second issue of which is under preparation. In addition to the Yenching Gazette, the Journalism Club of the department expects to continue the publication of the New China, a monthly of opinion to enable the students to express themselves in connection with the study of editorial and feature writings.

Although this department as reorganized is but four years old, its graduates have found themselves in important positions. One is a foreign news editor of the largest and most influential newspaper in North China, while another is night editor in charge of the foreign and domestic news supplied by agencies ^{by} wires latter part of the day or early in the morning.

學大京燕
YENCHING UNIVERSITY
Peiping China

系學聞新
Department of Journalism

The chief editor of one of the leading news agencies in Peiping covering North China is a graduate of this department.

While it may be happy to see the success of those already gone into active service, the sudden increase of enrollment in the department the year under review has created a problem. Present number of majors is by far too large for the present staff to handle, and unless there is change of situation, the coming year, 1933-1934, may find at least 15 candidates for the master's, and bachelor's degrees and a number for professional certificates. In recent years it has been comparatively easy to arrange for topics for research and study and to place those seeking for openings after the completion of their courses.

In the meantime, effort is being made to encourage the study of rural conditions and the possibility of publishing weeklies or small dailies in districts too far to be served by the large city publications effectively from the standpoint of local news and community service. During the year under review effort has ^{been} made to interest students to edit country weeklies and other special organs, and for a time the Workers' Weekly in Yenching and the Ching Ho Bulletin in Peiping West were a part of laboratory products of this department by arrangement with the Sociology Department and the Workmen's Club of Yenching.

As a part of the "go country" program and study, the department has in recent years promoted a series of visits to interior provinces. Graduates of the class of 1931 were taken through part of the provinces of Hopei, Chahar, Suiyuan, and Shansi, with a stop at Tingsien, where a model district is being developed under the direction of the leaders of the mass education movement. Those of the class of 1932 visited Shantung and Shansi. Extensive trips covering a week or more under the auspices of the department were made during the last three years to Shantung, Honan, and Shensi.

While making arrangements for openings in newspaper offices for students of this department either temporarily or permanently, editors and publishers communicated with often have come back with request for reciprocal service, suggesting that the department may take in some of their junior members of the staff for a year or two of special training. To this, it is impossible for the department to acquiesce, on account of government regulations forbidding such a private arrangement.

學大京燕
YENCHING UNIVERSITY
Peiping China

系學開新
Department of Journalism

Since the early part of this year, however, the proprietors of the World, a daily of Peiping, have organized a trade or technical school in journalism, offering courses in printing as well as business management, and as admission to this does not require more than junior middle school education, persons not admissable to colleges or universities may find training in institutions of this type.

While not aiming at the provision of the trade school type of technical training in journalism, it is the desire of the department to extend its service to as many as possible without interfering with its university curriculum. More than a year ago, proposals were made to have permission from the university authorities to offer extension courses in journalism outside the campus in order to accommodate junior members of the staffs in local newspapers and news agencies, while request was also made to make possible the admission of a few special students. The authorities concerned, however, did not see their way to take any action in these recommendations.

At the same time, effort was made to encourage for more time be given to preparation for journalism by those who are able and, while the university council has sanctioned the proposal to have a five-year program of study leading to the offer of the degree of bachelor of journalism to those having successfully followed the course, the office in New York did not consider it advisable at that time to secure the proper authorization to do so.

Teaching of journalism in China to best render service to the profession has been an experiment until the readiness of the Chinese press to recognize the products of its training by their admission of them into their editorial and business staffs. The success in placing graduates and their ability to hold their positions should be the most effective speaking points to support the present policy of the department to maintain an efficient laboratory in which a student is able to pass during his study through the experience of proof-reading, news gathering, writing, editing, selling advertising, and other service of newspaper production, in addition to the study of history and principle of journalism which aims not only to show future men and women of the profession how but what to do when being placed in their chosen field.

What have promised to be the most successful of the several years since the department has been reorganized was for a time during this 1932-1933 academic year feared that it would

學大京燕
YENCHING UNIVERSITY
Peiping China

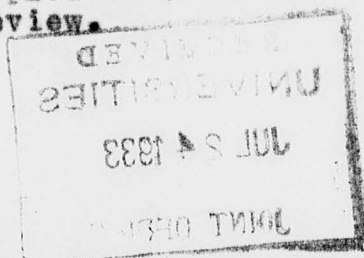
系學聞新
Department of Journalism

prove otherwise. Members of the staff expected to resume full duty have been prevented to do so and program of laboratory activities prepared at the opening of the year had to be curtailed when the work was only half through. When junior members of the faculty were put to task usually undertaken by the senior when they were present, objection and protest from certain quarters ~~when they were present, objection and protest from certain~~ quarters were met, and as a result one of the senior and only responsible officer of the department had to carry a fourteen-credit-hour-teaching-load, in addition to taking principal part in administrative and editorial activities within the department and its affiliated organizations in the city and outside the campus. Conditions political and economic in North China about this time, while providing much room for editorial work and opinion, were not so good from the commercial, or business, point of view, and institutions, including the newspaper, which had to depend on trade and industry for their existence, naturally have to suffer.

Since the department, to go on, could not afford to have its program planned for the year cut short, everything had to be carried out as first mapped, and while no little risk had to be assumed by those responsible for the several task, it was believed that to hesitate would be more harmful than to go on.

The uncertainty and hesitation caused partly by circumstances, including business depression and war operations, which the world alike and China particularly have been facing, will soon be removed, it is hoped, but thus far they have never affected the department as much as feared, and with the return to full service here of Mr. Vernon Nash and others the coming year, the final of the present five-year plan may be the beginning of a new era with the work for journalism at Yenching.

To have been with the department from the beginning is a pleasure, but no period has given me greater joy than that under review.



Wong

prove otherwise. Members of the staff expected to resume full duty have been prevented to do so and program of laboratory activities prepared at the opening of the year had to be curtailed when the work was only half through. When junior members of the faculty were put to task usually undertaken by the senior when they were present, objection and protest from certain quarters when they were present, objection and protest from certain quarters were met, and as a result one of the senior and only responsible officer of the department had to carry a fourteen-credit-hour-teaching-load. In addition to taking principal part in administrative and editorial activities within the department and its affiliated organizations in the city and outside the campus. Conditions political and economic in North China about this time, while providing much room for editorial work and opinion, were not so good from the commercial, or business, point of view, and institutions, including the newspaper, which had to depend on trade and industry for their existence, naturally have to suffer.

Since the department, to go on, could not afford to have its program planned for the year cut short, everything had to be carried out as first mapped, and while no little risk had to be assumed by those responsible for the several tasks, it was believed that to hesitate would be more harmful than to go on.

The uncertainty and hesitation caused partly by circumstances, including business depression and war operations, which the world alike and China particularly have been facing, will soon be removed, it is hoped, but thus far they have never affected the department as much as feared, and with the return to full service here of Mr. Vernon Nash and others the coming year, the final of the present five-year plan may be the beginning of a new era with the work for Journalism at Yenching.

To have been with the department from the beginning is a pleasure, but no period has given me greater joy than that under review.

Wang

RECEIVED
UNIVERSITIES
JUL 24 1933
JOINT OFFICE

C
O
P
Y

YENCHING UNIVERSITY
Peiping, China

June 22, 1933

Professor Frank L. Martin
Office of the Dean
School of Journalism, University of Missouri
Columbia, Missouri

My dear Mr. Martin:

The work of our department has just come to a successful close for the academic year, 1932-1933, and knowing your deep interest in our work, I am making a brief mention of some of the things worth commenting in the attached copy.

For a time it was thought that our work would be interfered with by military operations, but the unfortunate situation around the city and for a while, near the campus, had been taken advantage of for some intense training for reporting and intelligence service.

Several students visited the battle scene as war correspondents as interpreters for foreign journalists who have found it advantageous to take a Chinese-speaking assistant along to inspect the Sino-Japanese fighting zone, and some of our young men appeared to have enjoyed the hardship and gained no little experience from their short but effective association with visiting newspapermen from all parts of the world. Incidentally they also reported for the Yenching Gazette, a daily published in Chinese and English as a laboratory production.

I am looking for another successful year and believe some of our hopes will be realized with your advice and cooperation.

With best regards, I remain,

Yours sincerely,

(Signed) Hin Wong

0526

GRADUATES IN JOURNALISM OF YENCHING, 1930-1933

1930

Chao En Yuan, foreign news editor, Ta Kung Pao, Tientsin.

1931

Chou Ke Cheng, editor and publisher, The Sporting Weekly, Tientsin.
Tang Te Chen, Yenching-Missouri Fellow, 1932-33, en route from America to join the Department of Journalism in Yenching and the Central News Agency of China in Tientsin.
Wang Cheng Hu, news editor, Kung Lun Jih Pao, Hankow.
Wu Chun, research fellow, Yenching University, Peiping, China.

1932

Kao Ching Hsiao, editor, Shih Wen News Service, Peiping, China.
James C. H. Shen, China Press, Shanghai.
Su Liang Ke, assistant in journalism, Yenching University.

1933

F. M. Fisher, news editor, The Chronicle, Peiping, China.
Li I., en route to Hankow in preparation to enter newspaper service.
Kao Ke Yi, sailing for America to enter School of Journalism, University of Missouri, Columbia, Missouri, U.S.A.
Miss Tang Pei Chen, en route to Java.
Tsou Yu Hsiu, Hua Pei Jih Pao, Peiping, China. (telegraph editor)

YENCHING-MISSOURI FELLOWS

David C. H. Lu, 1930-1932, assistant in journalism, Yenching University, news editor, the Chronicle, Peiping, China.
Tang Te Chen, 1932-33, en route from America to China, manager-designate, Central News Agency, Tientsin, to be temporarily with The Chronicle, Peiping.

Samuel D. Groff, 1929-1932, publicity section, Y.M.C.A., St. Louis, U.S.A.
J. D. White, 1932- Yenching University, Peiping, China

The 17th commencement of Yenching University, Peiping, June 20, 1933, listed among the 141 graduates, five from the Department of Journalism, the largest number on record since its reorganization in 1929, including an American from the United States and a young woman from Java, for the first time. Except one going to America to take up post graduate study in the School of Journalism of the University of Missouri, all the other four have been placed, two having already entered into active journalistic service by having accepted appointments with Peiping newspapers, while two, promised positions in their home city.

It is most grateful to again note that no one of the graduates of the department so far has failed to receive calls to enter the profession for which they were prepared, with the exceptions just noted. Graduates of the department are now found with newspapers in Peiping, Tientsin, Shanghai, Hankow, and other parts of China. Students having taken minor courses in Journalism are also found with the profession in Canton as well as other large cities above mentioned.

One of the encouragements to the effort of this department is the readiness of newspaper editors and publishers in China to facilitate the desire of graduates to enter into the practice of their chosen profession without delay.

The 1932-1933 in Yenching saw a record attendance in the Department of Journalism with 57 majors and one auditor among the hundred or more course students, representing all the leading provinces in China, besides Netherland Indies, Straits Settlement, Hongkong, Hawaii, and the mainland of America. Eleven students, including three Americans, have come from abroad to study in this department.

Undergraduate work in the Department of Journalism in Yenching differs very little from that of the standard schools and departments of Journalism in the United States through the support of leading journalists and journalism teachers of which, particularly those of the School of Journalism of the University of Missouri, the work here has been made possible. Aside from taking other than journalism courses so as to afford a high, general training, laboratory work is done through the publication of two daily newspapers, one in the city and another in the suburbs, in order to be familiar with the problems of country as well as city journalism, in two leased plants where students may acquaint themselves with printing and other service connected with newspaper production. The United Press, Reuter's, Havas, Transocean, Rengo, Nippon Dempo, Central Press, Central News, Tass, Angusta, Kuo Min, Shih Wen, and other Chinese and foreign news agencies at home and abroad supply leased service to the Yenching Gazette regularly, and students of this department incidentally study international affairs at the same time while handling "copy" furnished by wire or by mail every day.

In the 1932-1933 session, seven graduates from Yenching and other universities registered with the department for either post graduate or special work, and upon the completion of their study either the degree of master of arts or vocational and professional certificates will be granted. The department encourages young men and women to first take up an arts and letters course before devoting themselves seriously to the study of journalism.

0528

The staff of the department for the fall semester, 1932-33, was sufficient to carry on the work, but in the spring, on account of departure and resignation, the full time member's strength was taxed to the limit.

Mr. Frank L. Martin, associate dean of the School of Journalism of the University of Missouri, who served as Missouri-Yenching exchange professor 1932, sailed for home early in November, after having rendered valuable service to the department, including a thorough inspection of the work being done here and the offer of suggestions for improvement and extension. The unprecedented increase in enrollment of major students for the 1932-1933 session of the department has been one of the results of his visit.

Mr. J. D. White, second Missouri-Yenching exchange fellow in journalism, arrived in Yenching, the fall of 1932, together with Mr. David C. H. Lu, the first Yenching-Missouri exchange fellow. Mr. Tang Te Chen, second Yenching-Missouri fellow, departed for America late in July. Both Mr. White and Mr. Lu have been since then with the department and contributed much towards the success of work for the year under review. Mr. Tang expects to return to China the summer of 1933, and to him this department will extend a hearty welcome. He has also been proposed as manager of the Central News Agency in Tientsin.

All newspapers and other periodicals issued by students as part of their laboratory work under supervision of the faculty of this department are more or less experiments never intended to be perfect or model, but there have been no little misconception and adverse criticism of the nature of their products, and question of university standard has crept in. Unless the object and purpose of the publications is fully understood, there will always be room to doubt the value of the enterprise. To those behind this form of practical training for persons desiring to be able to assume almost at once reporting or editing responsibility immediately and direct from the school to the office, the ability to place graduates of this department where they should belong must be attributed to the effective laboratory facilities it has thus far maintained.

The practice of placing senior and junior students in newspaper offices during winter, spring, and summer holidays for a brief period of actual work supplementary to their class room and laboratory study conducted by the department has produced happy results. Seven newspapers, one in Shanghai, two in Tientsin, and four in Peiping, employing graduates or former students at present, have first gained their relationship with the department through granting the request to take in a few of its students for a short-time employment. Six newspaper offices have given employment to those whom they had first taken in at random and just for a try-out as suggested by the department.

Recent disturbance in North China and the effect created have interfered with the earlier program of the department to appeal to the press of the nation to have a review of the work being done and the service it intends to render to the profession, and while material assistance has not yet been sought, and therefore not given, the welcome the leading newspapers of the country have extended to its graduates and former students looking for openings may be taken as a silent but sure approval of the effort Yenching is being made to train for journalism in cooperation with such tried and influential insti-

tution as the School of Journalism of the University of Missouri, the success of which as recently noted in its silver anniversary has inspired much, those now in charge of the department here to double their effort for the coming year.

Further evidence of the Chinese press goodwill towards the department in Yenching may be seen in the ever increasing interest of local and outside journalists shown in its journalism week program. The third annual journalism week held in Yenching, the last week in April, 1933, was attended for the first time as a body by the faculty and student body of the two senior departments of journalism in Peiping, the Pinmin University and the Min Kuo College. Many journalists attending the third annual gathering discussed subjects of vital interest to the profession. For the first time also, the advance students of the department took upon themselves the sole responsibility of entertaining the delegates attending the conference for middle school publication editors and managers. Many of the students themselves have had experience with middle or high school publications before their coming to Yenching to study journalism, and they appreciate more than others the coming influence of student publications and their place in middle schools.

accredited
The Yenching Gazette, campus edition, goes to all ~~accredited~~ middle schools ~~of the~~ University as exchange for their publications, reprint from which has been a source of information to graduates of these institutions who are now attending Yenching.

In addition to school publications, the journalism department in Yenching receives scores of other newspapers and magazines, Chinese and foreign, for its reading room which is open to the university community at large. Many new publications have also come to the attention of the department under the auspices of which a newspaper directory of China is being published. The 1933 edition, issued early this year, is first publication of its kind in this country. It contains the names and addresses of nearly 3,000 publications in China, with a supplement of leading newspapers and magazines in the Far East.

Lectures delivered during the journalism week or by visiting journalists on times are published as "Journalism Study Series", the second issue of which is under preparation. In addition to the Yenching Gazette, the Journalism Club of the department expects to continue the publication of the New China, a monthly of opinion to enable the students to express themselves in connection with the study of editorial and feature writings.

Although this department as reorganized is but four years old, its graduates have found themselves in important positions. One is a foreign news editor of the largest and most influential newspaper in North China, while another is night editor in charge of the foreign and domestic news supplied by agencies or by wires latter part of the day or early in the morning. The chief editor of one of the leading news agencies in Peiping covering North China is a graduate of this department.

While it may be happy to see the success of those already gone into active service, the sudden increase of enrollment in the department the year under review has created a problem. Present number of majors is by far too large for the present staff to handle, and unless there is a change of situation, the coming year, 1933-1934, may find at least 15 candidates for

0530

the master's, and bachelor's degrees and a number for professional certificates. In recent years it has been comparatively easy to arrange for topics for research and study and to place those seeking for openings after the completion of their courses.

In the meantime, effort is being made to encourage the study of rural conditions and the possibility of publishing weeklies or small dailies in districts too far to be served by the large city publications effectively from the standpoint of local news and community service. During the year under review effort has been made to interest students to edit country weeklies and other special organs, and for a time the Worker's Weekly in Yenching and the Ching Ho Bulletin in Peiping West were a part of laboratory products of this department by arrangement with the Sociology Department and the Workmen's Club of Yenching.

As a part of the "go country" program and study, the department has in recent years promoted a series of visits to interior provinces. Graduates of the class of 1931 were taken through part of the provinces of Hopei, Chahar, Suiyuan, and Shansi, with a stop at Tingsien, where a model district is being developed under the direction of the leaders of the mass education movement. Those of the class of 1932 visited Shantung and Shansi. Extensive trips covering a week or more under the auspices of the department were made during the last three years to Shantung, Honan, and Shansi.

While making arrangements for openings in newspaper offices for students of this department either temporarily or permanently, editors and publishers communicated with often have come back with a request for reciprocal service, suggesting that the department may take in some of their junior members of the staff for a year or two of special training. To this, it is impossible for the department to acquiesce, on account of government regulations forbidding such a private arrangement.

Since the early part of this year, however, the proprietors of the World, a daily of Peiping, have organized a trade or technical school in journalism, offering courses in printing as well as business management, and as admission to this does not require more than junior middle school education, persons not admissable to colleges or universities may find training in institutions of this type.

While not aiming at the provision of the trade school type of technical training in journalism, it is the desire of the department to extend its service to as many as possible without interfering with its university curriculum. More than a year ago, proposals were made to have permission from the university authorities to offer extension courses in journalism outside the campus in order to accommodate junior members of the staffs in local newspapers and news agencies, while request was also made to make possible the admission of a few special students. The authorities concerned, however, did not see their way to take any action in these recommendations.

At the same time, effort was made to encourage for more time be given to preparation for journalism by those who are able and, while the university council has sanctioned the proposal to have a five-year program of study leading to the offer of the degree of bachelor of journalism to those

having successfully followed the course, the office in New York did not consider it advisable at that time to secure the proper authorization to do so.

Teaching of journalism in China to render best service to the profession has been an experiment until the readiness of the Chinese press to recognize the products of its training by their admission of them into their editorial and business staffs. The success in placing graduates and their ability to hold their positions should be the most effective speaking points to support the present policy of the department to maintain an efficient laboratory in which a student is able to pass during his study through the experience of proof-reading, news gathering, writing, editing, selling advertising, and other service of newspaper production, in addition to the study of history and principle of journalism which aims not only to show future men and women of the profession how but what to do when being placed in their chosen field.

What have promised to be the most successful of the several years since the department has been reorganized was for a time during this 1932-1933 academic year feared that it would prove otherwise. Members of the staff expected to resume full duty have been prevented to do so and program of laboratory activities prepared at the opening of the year had to be curtailed when the work was only half through. When junior members of the faculty were put to task usually undertaken by the senior when they were present, objection and protest from certain quarters were met, and as a result one of the senior and only responsible officer of the department had to carry a fourteen-credit-hour-teaching-load, in addition to taking principal part in administrative and editorial activities within the department and its affiliated organizations in the city and outside the campus. Conditions political and economic in North China about this time, while providing much room for editorial work and opinion, were not so good from the commercial, or business, point of view, and institutions including the newspaper, which had to depend on trade and industry for their existence, naturally have to suffer.

Since the department, to go on, could not afford to have its program planned for the year cut short, everything had to be carried out as first mapped, and while no little risk had to be assumed by those responsible for the several task, it was believed that to hesitate would be more harmful than to go on.

The uncertainty and hesitation caused partly by circumstances, including business depression and war operations, which the world alike and China particularly have been facing, will soon be removed, it is hoped, but thus far they have never affected the department as much as feared, and with the return to full service here of Mr. Vernon Nash and others the coming year, the final of the present five-year plan may be the beginning of a new era with the work for journalism at Yenching.

To have been with the department from the beginning is a pleasure, but no period has given me greater joy than that under review.

(Signed) Hin Wong

1934

Concerning the Best Location in China for a School of Journalism

Memorandum by Vernon Nash, Chairman, Department of
Journalism, Yenching University

NOTE: The Council of Higher Education of the China Christian Educational Association, in considering problems of correlation of the work of Christian colleges and universities in China, passed the following resolution:

"The Council favors the development of professional work in journalism in Shanghai, and refers the matter to those concerned in East China, in consultation with Yenching."—page 3 of "The Correlated Program for Christian Higher Education in China, 1933-38," issued by the China Christian Educational Association.

0533

The secretary of the China Christian Educational Association, in compliance with the resolution of that body which is printed on the front cover page, recently queried Yenching University concerning the possibility of a transfer of its work in journalism to Shanghai. The Faculty Executive Committee of Yenching replied that it was its judgment that the question of a desirable location for an institution offering education for the profession of journalism in China had not yet been thoroughly considered, that it would welcome such a study and pledged itself to abide by the decision of a disinterested and competent group provided the other institutions concerned would give a similar undertaking.

The professional staff of the department of journalism, Yenching University, is at one with the university's administrative officers in a willingness to have the matter of the future location of a school of journalism in China considered solely on the basis of this question; where can education for the profession of journalism under the auspices of Christian institutions in this country be conducted with the best prospects of its rendering practical service to China's present journalism and of its contributing to an improvement in the standards and status of the profession?

This Is Avowedly an Ex Parte Statement

In this brochure I have attempted to state the case for Yenching (and, indirectly, for any other institution outside a metropolitan environment). We hope that a similar statement in full of the facts and points of view upon which the conviction is based that our future school of journalism should be located in Shanghai will also be published and circulated.

We believe that such a question can be answered competently only by those with experience and recognized achievement in the field of education for journalism. (A specific proposal will be

made on this point in the closing paragraphs of this memorandum.) So far as we can ascertain, all decisions which have been made hitherto, such as the resolution of the Council of Higher Education of the China Christian Educational Association in its 1934 meeting, have been based almost if not entirely upon the uncritical acceptance of the assertion that Shanghai is the logical place for a school of journalism since the largest newspapers in the country are published there and the city is otherwise the center of the publishing industry.

The idea that schools of journalism should be located in close proximity to the place of publication of great newspapers and other periodicals, as schools of mining engineering should be near mines, requires expert analysis and study. It may well be a superficial assumption. Indeed, the available data concerning the locations of existing schools of journalism point strongly to an antithetical conclusion.

Existing Data Merit Thorough Study

It does not follow, of course, that practice elsewhere should be followed in China but precedents and the best available advice and experience have been sought in other professional fields before making final decisions in Christian education in China. The facts presented hereinafter, concerning the location of schools and departments of journalism in the United States, in smaller cities rather than in the great metropolitan centers, are so striking as to seem to throw the burden of proof upon those who say, "Of course a school of journalism in China should be in Shanghai."

The United States is the only country in which education for journalism is at all advanced. It is worth an inquiry whether it may not be more than a coincidence that experiments in this field in several other countries, none of which are very promising, have all been made in connection with universities located in the

largest of the cities of the countries concerned. The point to be investigated is this: Is there something intrinsic in the problems of providing a helpful preliminary training for the profession of journalism which makes it desirable to offer such training in smaller cities? If such factors are inherent in journalistic education, then all the probabilities are that the Christian educational institutions of China should *not* place a school of journalism in Shanghai.

I shall first present the pertinent facts concerning American schools and departments of journalism, and then state some reasons which seem to me to account for the greater success of such institutions outside the metropolitan centers. More than half the institutions of higher learning in America now have either schools or departments of journalism, or offer one or more courses in the subject. The equivalent of the more officially approved Class-A rating obtainable by schools of law and medicine is generally considered to have been won by schools and departments of journalism which are able to gain admission to the American Association of Schools and Departments of Journalism.

Most Class-A Schools Not Metropolitan

Although good work is being done in some non-member institutions, an overwhelming majority of students with professional training who have entered the profession of journalism full-time in the U.S.A. and are succeeding therein have been graduated by member schools. Among the requirements for admission to the A.A.S.D.J. are these: at least three staff members of professorial rank with professional experience; other minima as to budgets, plant and laboratory equipment; curricula which produce technical competence, and require a sufficiently broad and sound educational background (besides studies in the history and principles of journalism) as evidenced by a professional degree or a diploma in journalism in connection with a bachelor's degree.

The following study is confined to these "Class-A" schools and departments of journalism, on the assumption that all desire that education for journalism within Christian Higher Education in China shall be of that grade and that it shall be fully professional in tone and scope, not a "trade school" for journalistic apprentices.

Thirty schools and departments of journalism have qualified for membership in the A.A.S.D.J., including those admitted at the annual meeting during the 1933 Christmas holidays. Three-fourths of these (22) are in cities and towns of less than 100,000 population. An even half of them (15) are in cities and towns of less than 20,000 population. Two of these towns do not even have daily newspapers!

Largest Enrollments Also in Small Cities.

The only recent enrollment figures available are in the International Year Book of the Editor and Publisher, issued in January, 1934. These are not satisfactory since differentiation is not made in most cases between major students or candidates for a professional degree as against enrollments in a few courses by non-professional students. Certain institutions, to my personal knowledge, count only degree candidates, as Missouri's figure of 298; others must have included even extension-course students, as Illinois' figure of 780 (this may be a typographical error.)

Taking the maximum figure given for each school, one finds that the average enrollment in the eight schools in cities of over 100,000 is 164; the average enrollment is 226 for the institutions in the smaller cities and towns. If Illinois' proper figure is assumed to be 380 (which seems more reasonable), the average enrollment would be 206, for the institutions in cities of less than 100,000. Enrollment figures for the schools in the state universities of Indiana and Oklahoma are not given; the average cited is on the basis of twenty schools. (See following table.)

Data Concerning Member-Institutions And Departments

Institution	Enrollment	Location	Population
In Towns Under 20,000 Population			
Missouri	298	Columbia	15,000
Oregon	341	Eugene	18,000
Leland Stanford	101	Palo Alto, Calif.	13,000
Illinois	780	Urbana	13,000
Iowa	213	Iowa City	15,000
Iowa State College	200	Ames	10,000
Indiana	—	Bloomington	18,000
Montana	180	Missoula	14,000
Georgia	104	Athens	18,000
Kansas	235	Lawrence	13,000
Kansas State	121	Manhattan	10,000
Oklahoma	—	Norman	9,000
Colorado	98	Boulder	11,000
Pennsylvania State	115	State College, Pa.	4,000
Washington and Lee	77	Lexington, Va.	3,000
Between 20,000 and 100,000 Population			
Wisconsin	304	Madison	57,000
Michigan	300	Ann Arbor	26,000
Louisiana	136	Baton Rouge	30,000
Nebraska	170	Lincoln	75,000
Texas	261	Austin	53,000
Rutgers	108	N. Brunswick N.J.	34,000
Kentucky	380	Lexington, Ky.	45,000

of The American Association of Schools of Journalism

Institution	Enrollment	Location	Population
In Cities of More than 100,000 Population			
Columbia	60	N.Y.C.	7,000,000
Northwestern	127	Chicago	3,376,000
Boston	232	Poston	781,000
Marquette	121	Milwaukee	578,000
Minnesota	192	Minneapolis	434,000
Washington	211	Seattle	365,000
Ohio	240	Columbus	290,000
Syracuse	132	Syracuse, N.Y.	209,000

Notes: Where name of a state only is given, the state university is meant.

Population figures in even thousands are from 1930 census.

Enrollment figures are of course for work in journalism only.

Possible Reasons for These Facts.

In the following pages, I have attempted to set forth the reasons which, it seems to me, make it desirable that education for journalism be offered in small cities:

(1) *Integration With Other Educational Work More Difficult in Cities.* It is academically desirable that journalism students

shall take their professional work in a proper sequence, spread over the last two or three years, and especially that they take courses designed to give them a broad educational background *simultaneously* with various professional courses during these years so that they may make practical use of the material obtained in other fields in their laboratory practice. (Standard journalism work in the four years requires that only one-fourth of a student's credit hours approximately shall be in professional courses.)

It is much more difficult to obtain desired articulation and integration in city universities in which (in so many cases) the various divisions of the institution are located at some distance from each other. This is a decidedly important consideration to be taken into account in the proposal to set up a school of journalism in downtown Shanghai with the associated academic institutions miles away.

(2) *Available Practice Work Not Educationally Satisfactory.* The opportunities for practice work upon outstanding daily newspapers, while very attractive to students *in prospect*, are not thoroughly satisfactory either to student or teacher. Such opportunities are usually quite limited and elemental in character; it is not ordinarily possible for the student to obtain a well-rounded acquaintanceship, by actually performing them, with the variety of duties involved in the production of a newspaper or other periodical publication. Most great papers naturally will permit practice students to do for them only the simplest tasks in reporting and editing. It is difficult for the teacher to incorporate any instructional elements directly with this type of laboratory practice. Unless such instruction is integrally associated with the practice work, the student beginner has little advantage over other "cubs" save as some student may have exceptional ability to apply independently what he has learned in theoretical courses.

The situation in both respects is far more advantageous in institutions in smaller cities which are able to maintain full-fledged laboratory publications either under their own auspices or by some reciprocal agreement with other publishers. The American Society of Newspaper Editors, in a number of its annual resolutions concerning schools of journalism, has attributed the exceptional place of Missouri in the field of education for journalism to the existence of the Columbia Missourian, a regular daily community newspaper with all press services and features, operated by the school. Dummy publications (the recourse of some big city schools) are incomparably less effective. Laboratory practice in journalism must be genuine, not "make believe".

(3) *Psychological Attitude Toward Work in Other Areas Unwholesome.* In one vital respect, the offering of training for journalism in metropolitan centers has an unfavorable effect upon students. When most young men and women have had an opportunity to work for some months upon a paper of national or international reputation, any positions they are able to attain after graduation in smaller cities on lesser publications seems a "step down." Consequently many will accept almost any place in the "big town" in press agency or whatnot rather than go back "to the sticks."

One may be apprehensive of similar reactions by Chinese students enrolled in a school of journalism in Shanghai. Using Missouri as an example again, some have observed that a factor in its success is the fact that students gladly take any positions open to them as a "step up." I will not take space to enumerate other reasons against the offering of higher education in a commercialized big-city atmosphere which apply to all students, but will merely observe that the distractions and diversions of a metropolis are

probably peculiarly attractive to students in journalism with their broad general interests.

(4) *Big Cities Can Employ Only Limited Number.* The development of leading schools of journalism predominantly in mid-western universities has often been attributed to the fact that so many places are open from year to year in the rural and small-town press of that area. There is doubtless a large element of truth in this. It is equally significant that so many of the important positions in newspapers in the larger cities are filled from among executives who have "made their mark" in smaller cities. Workers who start "at the bottom" on great publications manifest a general tendency to settle into a rut of some specialty; they do not have an opportunity for all-round development open to the worker on smaller publications who performs a variety of tasks and thereby fits himself for an executive position.

As one surveys the need for better-trained and better-educated journalists in China, it is apparent that the country's need for a finer journalism will not be met, merely by manning the papers in the largest cities with graduates of a school of journalism. From the standpoint of adequate placing of the growing numbers of students who desire to prepare themselves for the profession of journalism, it is also obvious that the number which can be "taken on" by the papers in the larger cities is sharply limited. From both patriotic and practical points of view, therefore, it is highly desirable that we offer a training in an environment which will send a large proportion of the students out into the smaller cities as well as into metropolitan centers. As one of the consequences of wide-spread increases in literacy, the future expansion and development of Chinese journalism will be dominantly in the smaller cities and rural areas. Hence our emphasis at present

at Yenching upon the maintenance of a Peiping "west suburbs" community paper as a laboratory publication.

General Comment on Possible Qualifying Considerations.

It may be objected that it is reading something into the situation to suggest logical reasons why schools of journalism of Class-A grade have developed in larger numbers in small cities. It may fairly be observed, for instance, that most American state universities were originally located in a non-urban environment and that it may therefore merely be in consequence of this fact that one finds schools of journalism predominating in such locations. To this contention one would reply that such state institutions in many instances have found it desirable or necessary to separate such professional divisions as medicine from the main body of the institution and to locate these in the nearest city. They have not found it necessary or desirable to do this for journalism. Why not?

Moreover, one may fairly inquire why so many great metropolitan universities still offer no work in journalism, though education for journalism has been in existence for a third of a century. Still more pertinent is a query concerning universities in great cities which have had such instruction for many years, such as New York University or Hunter College. Why have so few been able to develop the work up to a Class-A standing? Why does the Pulitzer School of Journalism of Columbia University with its \$2,000,000 endowment have only sixty students? The personality and reputation of Dr. Walter Williams may be said by some to explain Missouri's unique prestige. There is no such explanation for the continued success of so many other outstanding schools in quite small cities.

A Specific Proposal for Securing Expert Advice.

The Council on Education for Journalism of the American Association of Schools and Departments of Journalism is a per-

manent body from whom expert advice can be sought and obtained (I feel sure) by educational authorities in China. The chairman of that body, Dr. Willard G. Bleyer of Wisconsin, has been in China in recent years. Another member is Dean Frank L. Martin of Missouri, who spent the year 1932 as exchange professor of journalism at Yenching. Other prominent leaders in the work of the association, all former members of the Council, who have visited China in recent years for periods of varying lengths, are: Dean E. W. Allen of Oregon, Dean Vernon McKensie of the University of Washington, and President Walter Williams of Missouri. That body could therefore give a judgment on the matter, based not only upon their long and distinguished careers in education for journalism but also upon first-hand knowledge of conditions in China.

We formally urge all those concerned to unite in presenting a request to this Council on Education for Journalism of the American Association of Schools and Departments of Journalism for advice on the desirable location for a school of journalism in China, and that the fullest possible statement of the situation in China, as it presents itself to various groups, should be given to them, if and when the invitation is accepted.

Successful Work Being Done at Yenching

Whether this proposal is acted upon or not, we believe that those of us who have pioneered in the field in China should have more detailed and convincing reasons than have yet been offered before we are asked to pull existing work up by the roots in order that new work under very different conditions may be started elsewhere. Some may observe that all arguments against the location of a school of journalism in a big city would apply with equal force against an institution in Peiping. We would remind all such that Yenching is situated five miles from the city walls in a

growing suburban community. We believe this fact permits us to escape from most of the urban disadvantages cited in the foregoing, while making it possible for us to avail ourselves occasionally of such advantages as may inhere in a metropolitan environment.

It would generally be acknowledged also, I presume, that Peiping with its many educational and cultural institutions is distinctly different in atmosphere from any other city of its size.

A hypothetical proposal to set up a school of journalism within the city of Peiping, affiliated with Yenching, with a second college at Tungchow and a third at Paotingfu, would attract us no more than does the tentative scheme which has received the approval of the C.C.F.A. A good school of journalism must be well integrated, academically and geographically, with the entire life of one educational institution which offers superior work in all phases of a liberal arts college. Special emphasis is usually given to the work by journalism students in the social sciences, languages, and cultural heritages. The character of Yenching's college of public affairs and of the work now made possible by the Harvard-Yenching Institute particularly strengthens our conviction that education for the profession of journalism in China should be continued as a part of the program of Yenching University.

Finally, our five years' experience in Yenching has demonstrated, we believe, that education for the profession of journalism can be successfully maintained in China in a non-urban location. The facts along this line are another story. Some persons to whom this statement is being sent will also receive a fuller summary of our work. Students of high caliber in gratifying numbers are enrolled, they are finding attractive positions promptly upon graduation, and they are giving satisfaction therein.

Vernon Nash

Yenching University, June, 1934