

Bayard “Bud” Walters ‘63

Inducted: October, 2018



In his DePauw junior year Bayard “Bud” Walters realized he was a lousy Disc Jockey, but that he loved the difference local radio and especially WGRE could make in the community. Thus, he focused on broadcast management and ownership as a possible future. Over a more than 50 year career Walters’ Cromwell Group, Inc. has developed (many from scratch) over 40 radio stations, and been a launching pad for the careers of young people wanting to experience media. In that time, he has been a recognized industry leader, receiving the National Radio Award from the National Association of Broadcasters, and being inducted into the broadcast association Halls of Fame for Illinois, Kentucky, and Tennessee. The Broadcasters Foundation of America recognized him as an industry pioneer.

Walters describes his 4 years at WGRE as an “extra-curricular activity that was really full-time.” After graduation, he served four years as an Air Force Information Officer, and then returned to Indiana, earning an MBA at IU Business School. One course called for a “dummy” FCC application to build a radio station. Instead, he wrote a real application for a station in the small town of Hawesville, Kentucky.

The FCC decision took some time. In the interim, Walters joined Chicago’s Leo Burnett Advertising Agency, learning how media is bought and sold, and about national level marketing. When the FCC granted his application three years later, he moved to Kentucky to build WKCM. The first staff included Retired DePauw Professor, WGRE Advisor Elizabeth Turnell, and three recent DePauw graduates. As of July, 2018, Cromwell had 31 stations, including the original Kentucky station and five in Nashville, Tennessee, which he and wife Rosemary have called home since the 1970s.

As the technological world evolves with more choices for the public, Walters believes local media content has to be relevant and available wherever, and however, the public wants it: “over the air, on social media, on the Internet for streaming, for apps on smart devices, on digital automotive dashboards, and anything else that comes down the pike.”

Bayard “Bud” Walters has been Chairman of, or served on, the Boards of the Radio Advertising Bureau, Tennessee and Kentucky Broadcasters Association, the Illinois Broadcasters Foundation, the National Association of Broadcasters, and the Radio Music Licensing Committee. He was a media participant in the music industry’s “Leadership Music.” Bud has been a national leader on a myriad of broadcasting and music issues, regulation and policy. His radio stations have focused on serving smaller communities using the motto “make a difference where you are” and “build up don’t tear down.” As a result, the stations and their staffs have received numerous national, state, and local recognitions, in addition to being important to their individual communities.



Bud served on The DePauw Board of Trustees for more than 20 years, and was chairman of the Pulliam Center Advisory Board for a number of years. He’s proud that nearly 1/3 of DePauw students have an activity in the PCCM, and that 10% of the student body does something on WGRE. It all began for Bud with WGRE’s farm news program that he was assigned to do because he had a southern accent. The accent has mostly disappeared, but he’s glad he had it when he came to DePauw.

John McWethy '69

Inducted: June, 2014

John McWethy '69 believed that the word “why” is “the most powerful word in the English language” and a driving force in journalism. During a commencement address at DePauw University in 2003, he said: “All institutions, all endeavors, all relationships are improved by a good scrubbing using the word ‘why.’ In democracy it is the question we must all constantly be asking our government and our leaders. It is not unpatriotic to question the government; it is unpatriotic not to.” Beginning with his time as a reporter at The DePauw and throughout his career, McWethy would apply this principle while covering stories from Oklahoma City to Antarctica, through two dozen wars and fifty countries.

After graduating from DePauw University in 1969, McWethy earned a master's degree from Columbia University's School of Journalism. In 1973 he went to work as a reporter for U.S. News & World Report, where he stayed until 1976. He spent his last two years as chief White House correspondent for the magazine.

McWethy joined ABC News in 1979 as chief Pentagon correspondent and was immediately tasked with covering the Iran hostage crisis and the Soviet invasion of Afghanistan. Though much of his focus was on national security and diplomacy, McWethy's stories also included terrorism, espionage and intelligence matters. In 1984 McWethy was named ABC's chief national security correspondent.

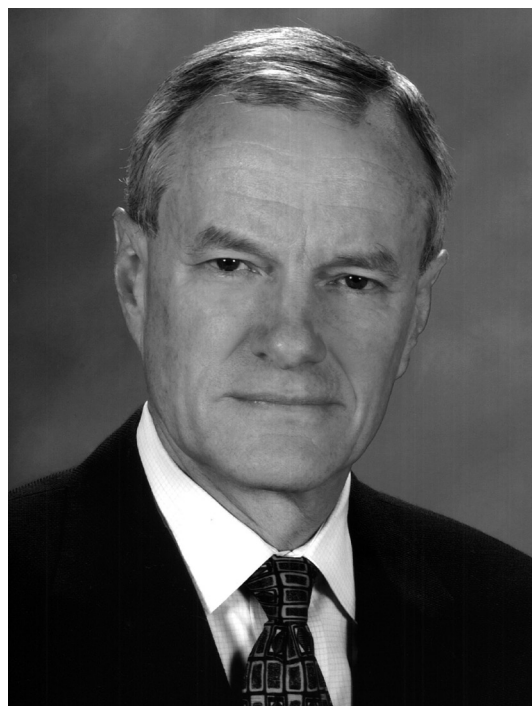
Over 27 years with ABC some highlights of his reporting include all five historic meetings between President Reagan and Soviet leader Mikhail Gorbachev, the Iran-Contra affair, the U.S. invasions of Grenada and Panama and Israel's invasion of Lebanon. McWethy reported on the air war over Kosovo and the India-Pakistan conflict. He spent months in Bosnia before and after American troops arrived and visited Liberia when the U.S. Embassy was under siege. Other areas from which he filed stories included Haiti, Somalia, Mozambique, Russia and the Middle East.



McWethy was at the Pentagon on Sept. 11, 2001, when the building was struck by an American Airlines passenger plane. Shortly thereafter he traveled to Tora Bora in Afghanistan to cover U.S. special operations teams as they searched for Osama bin Laden. One of his last major stories involved the reporting and treatment of PTSD in the military.

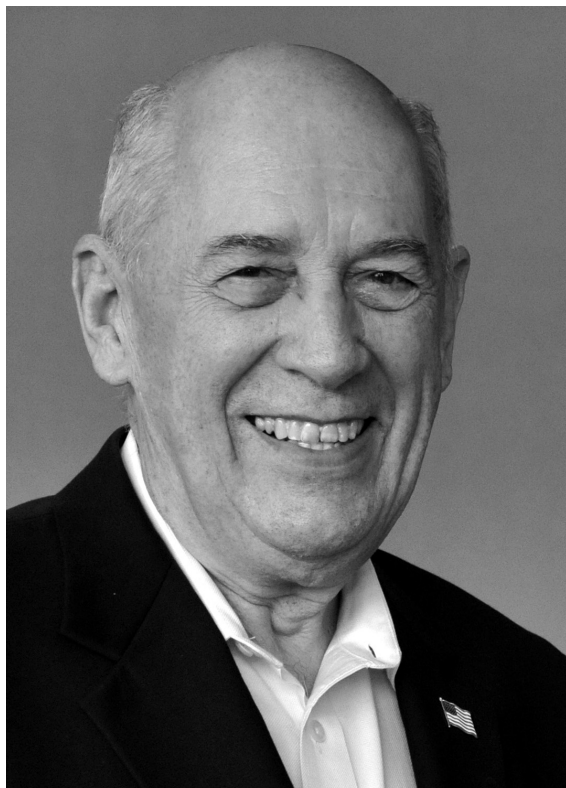
At his funeral in 2008, ABC News president David Westin said that John McWethy “represented the very best of ABC News. He was one of those very rare reporters who knew his beat better than anyone and had developed more sources than anyone, and yet kept his objectivity.”

McWethy received at least five national Emmy Awards for his participation in “World News Tonight” coverage of Sept. 11, 2001, ABC News' millennium coverage, and individual reporting on Ross Perot, the Persian Gulf War and the Soviet military. He also received an Alfred I. duPont-Columbia Award, an Overseas Press Club Award and other honors. In 2003 he received the McNaughton Medal from DePauw University. This award honors the memory and commitment to public service of 1942 DePauw graduate John McNaughton.



BILL RASMUSSEN '54

Inducted: October, 2012



A lifelong entrepreneur and sports fan, Bill Rasmussen '54 is best known as the founder of ESPN, the Entertainment and Sports Programming Network. His numerous innovations in sports, broadcasting and advertising include the concepts for *Sports Center*, wall-to-wall coverage of NCAA regular-season and March Madness basketball, coverage of the College World Series and convincing Anheuser Busch to break the cable television advertising barrier to sign the largest advertising contract at the time.

Rasmussen graduated from DePauw University in 1954 with a bachelor's degree in Economics. He was a Rector Scholar and a member of Lambda Chi Alpha fraternity and Air Force ROTC. Following his time at DePauw he served in the United States Air Force and then earned an M.B.A. degree from Rutgers University in 1960.

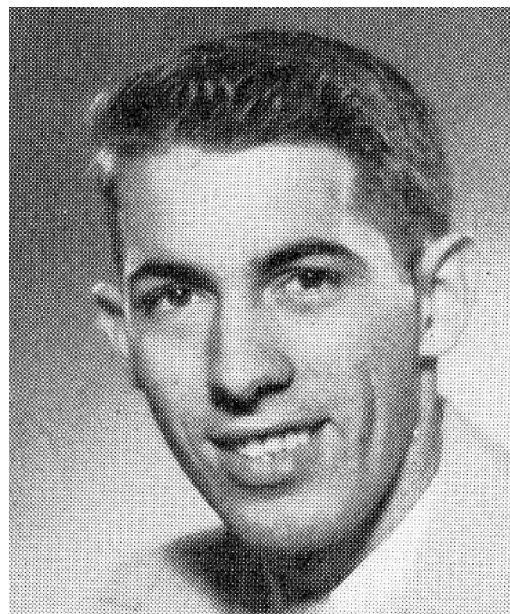
Rasmussen began his career as a sports broadcaster at WTTT-AM radio in Amherst, Massachusetts. He created the first-ever radio network for University of Massachusetts football and basketball games. He moved to WWLP-TV in

Springfield, Massachusetts and spent 10 years as sports director, and then news director and anchor. In 1974 he left to join the New England Whalers as Communications Director.

Rasmussen incorporated ESPN in July of 1978. After seeking investors, content providers, advertisers, satellite technology and transmission agreements with cable television companies, the network began broadcasting 14 months later on September 7, 1979.

Most recently, Rasmussen has served as a consultant on television matters for the Big Ten conference and numerous other startup media and internet companies. Rasmussen also introduced College Fanz, an online college sports community, in 2007.

Rasmussen was named the "Father of Cable Sports" by *USA Today*. In 1997 he was inducted into the Connecticut Sports Museum and Hall of Fame, and in 2002 he took his place on the Rutgers University Wall of Fame. He was also honored in the 2011 class of *The Champions: Pioneers and Innovators in Sports Business* from *Sports Business Journal* and the *Sports Business Daily*. Rasmussen remains active in numerous charity events.



MARY LEONARD '70

Inducted: October, 2011

Mary Leonard earned her B.A. in English and political science from DePauw University in 1970. She was elected to Phi Beta Kappa and Alpha Lambda Delta and was among the first women initiated into the campus chapter of Sigma Delta Chi, the honorary journalism fraternity founded at DePauw. She also served as a reporter and news editor at The DePauw, the campus newspaper.

Leonard received her master's degree from the Medill School of Journalism at Northwestern University in 1971. From there she joined ChicagoToday as a features writer in the lifestyle department, winning city and statewide awards for her reporting.

In Washington, D.C., Leonard became a writer and then editor at Dow-Jones's weekly National Observer newspaper. She moved on to the Washington bureau of the Detroit News in 1977, where she covered national security and politics and managed the staff as bureau chief. In 1988 she became the deputy bureau chief for New York Newsday where she managed 20 reporters. During her

tenure the staff won the Pulitzer Prize, Gerald R. Ford Award, the National Press Club Washington Correspondence Award and the Sigma Delta Chi Award for national reporting.



standard (benchmark) for an annual survey on the status of female executives and board members in Pittsburgh.

Today, Mary Leonard is the deputy managing editor at the Post-Gazette. She oversees digital and social media in the newsroom and supervises postgazette.com; PG+, a premium sports website; and Pipeline, an award-winning website focused on the issue of natural-gas drilling in Pennsylvania. In addition, Leonard manages the Post-Gazette's mobile platforms and award-winning multimedia department.

Leonard has been an active DePauw alumna, visiting campus as a speaker and member of the William Center for Contemporary Media board. She served six years on the Alumni Association Board of Directors and is a member of the Washington C. DePauw Society.



Leonard became the deputy bureau chief and a senior correspondent for the Boston Globe in 1994, where she directed their Washington news and political coverage. Over her 30-year career as a Washington correspondent, Leonard covered seven presidents and many political campaigns, social issues, two Gulf wars, Congress, and the terrorist attacks on Sept. 11, 2001.

In 2004, Leonard (*left, in the 1970 Mirage*) moved to Pittsburgh where she became the assistant managing editor for business news at the Pittsburgh Post-Gazette. She and her staff partnered with the Women and Girls Foundation to produce "Women at the Helm." This was the 2006

LEE DIRKS '56

Inducted: October 8, 2010



Lee E. Dirks earned a B.A. in Political Science from DePauw in 1956 and an M.A. from the Tufts Fletcher School of Law and Diplomacy in 1957. As a student, he was a Pulliam Journalism Scholar, president of Gold Key and editor of *The DePauw*. Dirks is the chairman of Dirks, Van Essen & Murray, the nation's largest and most experienced firm specializing exclusively in mergers, acquisitions, and appraisals of daily newspapers and non-daily newspaper groups. He founded the firm in 1980 and has remained chairman since that time. He began his career in the industry as a summer copyreader for *The Wall Street Journal* while attending DePauw.

Dirks spent time in the military as a special agent of the U.S. Air Force Office of Special Investigations, a tour that included three years of duty in Japan. He joined the National Observer in 1962 as a business writer, gradu-

ated to page one reports and served as news editor. In 1969, Dirks moved to Wall Street where he became the nation's first full-time newspaper stock analyst. He worked first with D.H. Thomas & Co., then with Dirks Brothers, Ltd., later with Delafield Childs, Inc., serving as vice president and head of the Lee E. Dirks Division and finally as senior vice president of C.S. McKee & Co., Inc.

In 1976, he accepted an appointment as assistant to the president of the Detroit Free Press. He was later named acting advertising director and in August 1977 was appointed Vice President and General Manager of the newspaper, where he served through 1980. Lee Dirks' (*right, in 1956*) accomplishments include being named Religion Writer of 1963 by Religious Newswriters Association; serving as a director and president of the Georgia O'Keeffe Museum; serving as a commissioner for the Smithsonian American Art Museum and being an avid art collector including works from Edward Hopper, George Bellows, Marsden Hartley, Stuart Davis and Georgia O'Keeffe. In 1979, he received an Alumni Citation from the DePauw Alumni Association. Dirks also served on the Eugene S. Pulliam Center for Contemporary Media Board of Advisors and as an Annual Fund volunteer.



NORVAL D. REECE '56

Inducted: October 3, 2009

In 1988, Norval D. Reece '56 founded Reece Communications, Inc., an investment and management company, to develop cable television in countries of the former Soviet Union and Eastern Europe. Reece was co-founder, chairman and CEO of Polska Telewizja Kablowa (PTK) based in Warsaw, Poland, which was the first East-West cable television joint venture in a communist country. Reece is also chairman emeritus and co-founder of Kane Reece Associates, Inc., a full-service international consulting firm that provides financial, technical and management services for the media, cable television, communications and financial industries.

In 2001 Reece received the Vanguard Award, which is the highest honor given by the National Cable & Telecommunications Association. He was elected to The Cable Television Pioneers in 2000, and appointed to the board of directors of the National Cable & Telecommunications Association CablePac. He was a founding board member of C-SPAN, an adviser to The Learning Channel, and a member of the NCTA committee that helped draft the Cable Policy Act of 1984.



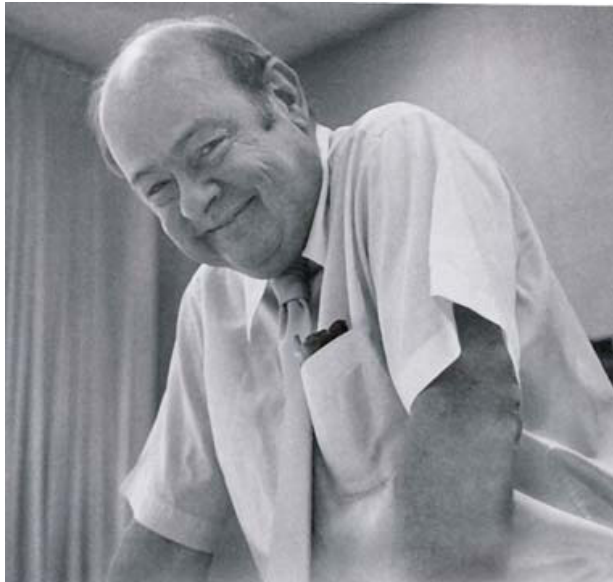
Reece was secretary of commerce of the Commonwealth of Pennsylvania and special assistant to Governor Milton J. Shapp from 1971 to 1979. He was founder and Chairman of Pennsylvania's first Small Business Commission, founder and chairman of its first Film Commission for on-site movie production, founder and chairman of the Northeast Association of State Commerce Officials and founded new trade offices in Japan, Europe and South America.

Reece (*left, in the 1956 Mirage*) is a former chairman of the National Governors' Association Task Force on Commerce, Transportation, and Technology. He was appointed by President Jimmy Carter to White House Conferences on economic development, and small business development, and he was appointed by President George H. W. Bush as a delegate to Eastern Europe Business Opportunities. He has led trade missions to Europe and Asia, served as chairman of the Pennsylvania Industrial Development Authority, and has served on more than 40 boards.

Reece received a B.A. degree from DePauw University and a B.D. and M.Div. degrees from Yale University. He has served as both an Annual Fund and reunion year volunteer for DePauw.

JOHN FROST (Jack) BRIDGE '42

Inducted: October, 2007



John Frost (Jack) Bridge '42 enjoyed a distinguished career with Dow Jones that spanned 40 years. He joined the company in 1938. After graduating from DePauw University in 1942, Bridge served a stint in the Navy before being hired at The Wall Street Journal as a reporter in 1946. Over the years he served the Journal as Page One editor, and Features editor for the Editorial page.

In 1961 he added duties at a new, weekly Dow Jones paper, the National Observer, as one of the founding editors. For more than a decade, he assigned and edited the stories for the front page of the Journal while also presiding over the editorial page and then, as managing editor, over the front page of the National Observer.

“He was a remarkable editor and patient teacher,” according to Wesley Pruden, who worked under Mr. Bridge at the National Observer and went on to head The Washington Times.

“He could weave magic with a No. 2 pencil in the days before computers, when a story wasn’t finished until a demanding editor had finished taking it apart and putting it back together. The insertion of a word or phrase here, the deletion of a few superfluous words there, and soon a piece of pedestrian prose sang with the voice of a cathedral choir.” *(At right, Bridge in the 1942 Mirage)*

William E. Giles, another editor of The Washington Times who worked for Mr. Bridge at The Wall Street Journal and the National Observer, was quoted as calling him a “master craftsman” in Bridge’s obituary in May, 2002.



“Jack asked reporters only for facts, details and ‘meaty’ quotes. He wanted two facts a line, for ‘color’ he wanted descriptive specifics, not just a ‘cigarette’ but a ‘Marlboro;’ not ‘a weapon,’ but a ‘.32-caliber handgun.’ He wanted quotes that added something to a story and moved it forward. On rare occasions at the Journal, when a story came in that was beyond redemption, Jack would quietly rise at his desk in the newsroom, light a match to the copy, and let the ashes fall to the floor. Without a word.”

“Jack knew how to make complicated stories come alive,” Giles continued. “To illustrate the impact of highway bond financing in the 1950s, Jack assigned a young Journal reporter to take the family Ford and race the 20th Century Limited from New York City to Chicago over the newly completed turnpikes. Not a red light (or a speeding ticket) all the way. The Ford won.”

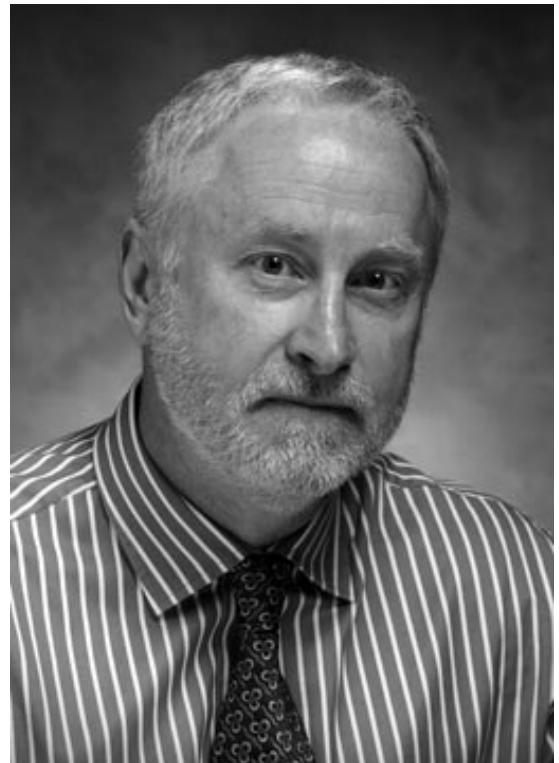
While at DePauw, Bridge was active at the campus newspaper, The DePauw, and was a lifetime member of Sigma Delta Chi. In later years he was a member of the National Press Club.

DOUGLAS FRANTZ '71

Inducted: October, 2006

When announcing Doug Frantz's appointment as managing editor at the Los Angeles Times in October of 2005, editor Dean Baquet described Frantz '71 as: "a leader on news, enterprise, and investigations . . . who has covered some of the biggest local, national and international stories, including the illegal arming of Iraq, corruption in the Teamsters union and insider trading on Wall Street."

Frantz began his noteworthy career after four years in Greencastle at DePauw University. He graduated in 1971 with a B.A. in English Composition and went on to complete a Master's at Columbia University. His professional newspaper career began at the News-Journal in his hometown of North Manchester, Indiana, where he was a reporter and photographer. In 1975 Frantz became city editor at the Albuquerque Tribune, and then three years later he moved to the Chicago Tribune, where he served as a Metro reporter and later a Washington reporter.



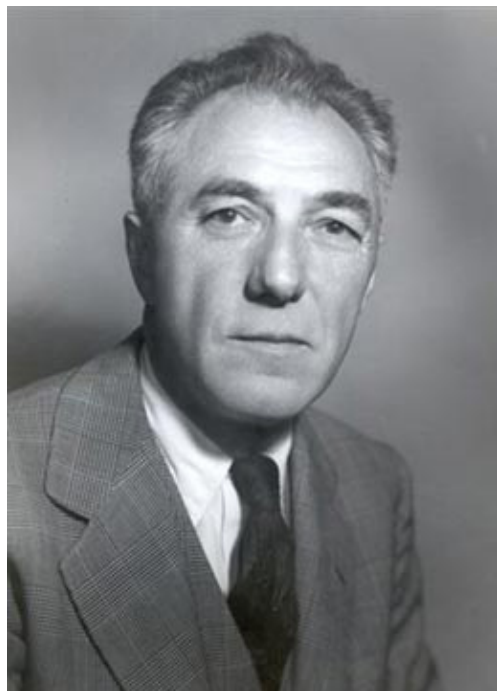
In 1987, Frantz joined the Los Angeles Times as a business reporter, and eventually became an investigative reporter in their Washington bureau. From 1994 to 2000, Frantz was an investigative reporter for The New York Times, later becoming the paper's investigations editor. He rejoined the Los Angeles Times in May 2003 as an investigative reporter based in Istanbul.

Frantz (*left, in the 1971 Mirage*) is a two-time Pulitzer Prize finalist and was recognized for a Los Angeles Times series chronicling the arming of Iraq before the Gulf War, and for a New York Times series on the Church of Scientology. His other investigative reporting honors include a 1995 and 1997 Worth Bingham Prize and a 1993 Goldsmith Prize.

With his wife Catherine Collins, Doug Frantz has authored a biography of AQ Khan, the father of Pakistan's nuclear program, as well as "Death on the Black Sea: The Untold Story of the Struma and World War II's Holocaust at Sea," "Celebration USA: Living in Disney's Brave New Town," and six other nonfiction books.

FORD C. FRICK '15

Inducted: October, 2006



Ford C. Frick '15 was a talented print journalist, sportscaster and writer who was able to turn a love of sports into a career at the helm of professional baseball.

After graduating from DePauw University in 1915, Frick moved to Colorado where he taught high school, worked for the War Department, opened an advertising agency and wrote various columns for the Colorado Springs Gazette, the Rocky Mountain News and the Colorado Springs Telegraph.

Frick moved to New York in 1922 and joined the sports staff of the New York American, and a year later the Evening Journal, where he covered the New York Yankees and ended up ghost-writing Babe Ruth's Own Book of Baseball. In 1930, Frick began sportscasting with legendary New York radio station WOR, the first radio station to devote time solely to covering sporting events anywhere in the US.

By 1934 Frick was named the first director of the National League Service Bureau, in charge of all publicity for Major League Baseball. He excelled rapidly at the position and in less than a year was elected as President of the National League.

His first act as President was to propose a National Baseball Museum, which later became the Baseball Hall of Fame. During his tenure as President he was also instrumental in saving several franchises from bankruptcy, and his popularity with owners was a factor in Frick's unanimous election to Commissioner of Baseball in 1951.

As Commissioner, Frick guided the game through a turbulent period that saw expansion from eight to ten teams in each league, the free-agent draft, the college scholarship plan and a refinement of baseball's relationship with national TV.

Ford C. Frick was inducted into the Baseball Hall of Fame in 1970. Shortly after his death in 1978, the Baseball Hall of Fame created the Ford C. Frick award, which is presented annually to sportscasters who make a major contribution to baseball broadcasting.

DePauw University honored Frick with the Old Gold Goblet in 1952 and the honorary Doctorate of Humane Letters in 1955. He was named to the DePauw University Athletic Hall of Fame in 1989.



Frick in the 1915 Mirage

DAVID MOESSINGER '52

Inducted: October, 2005



David Moessinger '52, has had a long and varied career in the television industry, wearing the hats of writer, director and producer. After beginning his media career as a freelance television writer, he became the executive producer on many popular and acclaimed series, including *Walker, Texas Ranger*; *Murder, She Wrote*; *In the Heat of the Night*; *Jake and the Fatman*; *Simon and Simon*; *Blue Thunder* and *Quincy, M.E.*

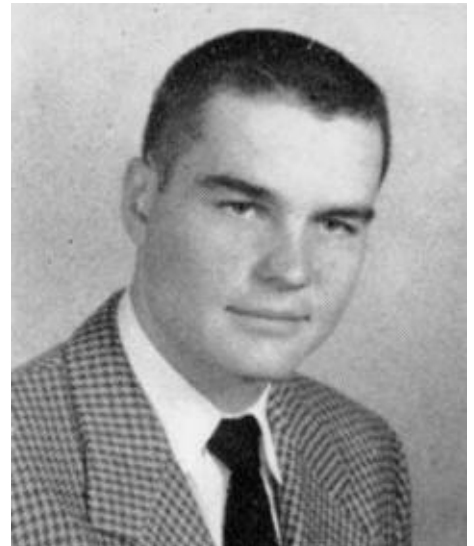
As a writer and director, he worked on such shows as *Eight is Enough*; *Father Dowling Mysteries*; *Knots Landing*; *Kung Fu*; *Wild, Wild*

West; *Serpico*; *Kraft Suspense Theater*; *Mission Impossible*; *Police Woman* and *Police Story*. He also wrote the motion picture *Number One*, which starred Charlton Heston. He was executive producer of the 1983 movie *M.A.D.D.: Mothers Against Drunk Drivers*, a movie starring Mariette Hartley portraying Candy Lightner, the founder of Mothers Against Drunk Drivers. He was the screen writer for the 1981 acclaimed television movie *The Best Little Girl in the World*, starring Jennifer Jason Leigh as a young girl battling anorexia nervosa.

During his years in the industry, Moessinger received two Emmy Award nominations, a People's Choice nomination, two Gabriel awards and a Scott Newman award plus citations from the Arthritis Foundation and American Women in Radio and Television.

In 1948 he endured a 14-hour train trip from Albany, N.Y., to arrive in Greencastle, Ind., and graduated from DePauw in 1952 with a Bachelor of Arts degree in art. He was a member of Phi Kappa Psi fraternity and lettered in football. After graduation he served as an officer in the United States Marine Corps before beginning his career in television. It was in the Marine Corps that he first learned to use a camera.

Moessinger has served on the Eugene S. Pulliam Center for Contemporary Media's Board of Advisors. He is now retired and lives in northern California with his wife, Jeri Taylor.



*Moessinger as he appeared in
the 1952 Mirage*

BARBARA BLAKEMORE '46

Inducted: October 31, 2004

Barbara Blakemore '46 began her 50-year career in journalism here at DePauw in the publications building, on the editorial staff of The DePauw. Then, as co-editor of the campus magazine, The Boulder, she helped change its focus to fit the interests of its wartime readers. These journalistic efforts were capped with an appointment to Theta Sigma Phi, the national women's journalism fraternity. She was also active in academics and leadership, elected to both Mortar Board and Phi Beta Kappa and served as president of Alpha Phi. After graduation she went on to receive a master's degree in journalism from Columbia University in 1948.



Blakemore in the 1946 Mirage

Ms. Blakemore began her professional career as an editor for Woman's Home Companion magazine and then for Collier's. Later, as fiction editor of Redbook, she edited a story that was included in The Best Short Stories of 1963. This marked the first time that a story from any "slick" magazine had been chosen for this yearly anthology. She then moved on to a 19-year career at McCall's, where she rose to the position of Executive Editor. During her time there she served as president of New York City-based Women's Media Group for a year.

In 1982, she received Alpha Phi's highest honor, the Frances E. Willard Award. In 1984 she moved to Family Circle as Deputy Editor. In 1991 she edited the article "Toxic Nightmare on Main Street," which won in the Public Interest category of the American Society of Magazine Editors' annual competition. In 2000-01 she served as president of QUEST, a Community for Lifelong Learning, in Manhattan.

JOHN J. OLIVER, SR. '34

Inducted: October 31, 2003



John J. Oliver Sr., a native of Brazil, Ind., was a Rector scholar at DePauw University, where he earned a bachelor of arts degree in chemistry. He joined the staff of the AFRO-American newspaper following his graduation in 1934. The AFRO was a Baltimore-based news chain founded in 1892 by Oliver's grandfather, and is the second oldest continuously published African-American newspaper in this country, with circulation in many cities along the East Coast.

For most of his career, Oliver was the director of production. He managed the paper's conversion from "hot type" to "cold type" and computer production. In 1976 he became the president of the AFRO, a position he held until his retirement in 1983. He was known as "the glue that held the paper together," and he helped shepherd the paper through the civil-rights movement and the critical post-segregation period.

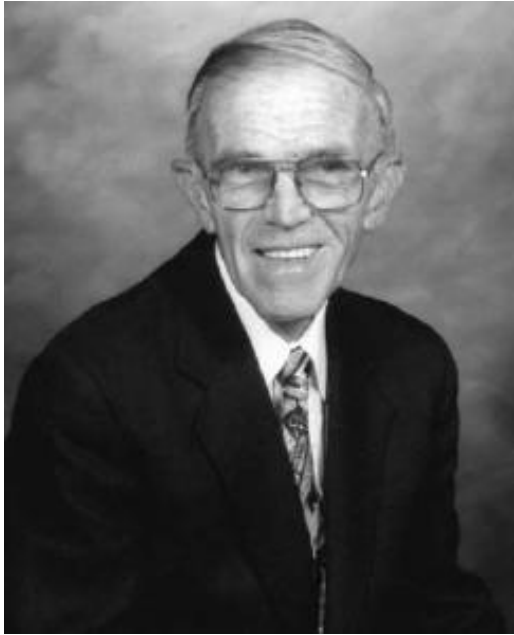
Oliver was among those responsible for the Afro-American being able to publish news of interest to blacks, particularly at a time in when other newspapers in the United States gave little attention to their interests. He was determined to perfect the weekly newspaper production process to create a product that the readership would respond to, and look forward to reading each week.

One of Oliver's mentors while a student at DePauw was the great Percy L. Julian '20. He was inducted into the Indiana Journalism Hall of Fame in 1988, and received an honorary degree from the University in 1989. *Oliver receiving the Indiana Journalism Hall of Fame award in 1988, at right.*



JAMES C. BARBIERI '50

Inducted: October 11, 2002



James C. Barbieri '50 grew up in Park Ridge, Illinois and entered DePauw as a Rector Scholar. His journalism career began as an undergraduate, working at The Chicago American, where he wrote sports and feature stories. He became editor of The DePauw newspaper his senior year, was named a Pulliam Journalism Scholar, and graduated summa cum laude with a major in economics in 1950.

After graduation he joined the staff of the Bluffton Evening News-Banner in Bluffton, Indiana, where he has served since, except for two years in the infantry and signal operations during the Korean War. Barbieri gained experience working in all the newspaper's departments in addition to general reporting and editorial writing. Later he became an officer and director of the corporation, and in 1975, became the paper's general manager.

In the 1980's, he won seven major state press association awards, including four first place honors. He was invited to White House conferences with five Presidents and has interviewed six of them. He was in the Kremlin when the Soviet Union came to an end, and was one of the few American journalists to meet with then-Russian President Boris Yeltsin.

In 1986 he became co-owner, president and publisher of the News-Banner and continued in that role for the next twelve years. He now serves as Chairman Emeritus while continuing to contribute stories to the paper. He is Indiana chair of the National Newspaper Association, an elder of the Presbyterian Church, and has been a scoutmaster and baseball coach. He was chosen by his class as their 50th Reunion speaker and received an alumni citation. In October of 2002, Barbieri was given the DePauw University "Distinguished Alumni Achievement Award for Media" during Old Gold Weekend.



Barbieri's senior yearbook picture

Small towns have a special relationship with their newspapers and the people who work for them. As a single source for information, local papers must strive to be accurate, reliable and responsible to their readers. In over fifty years at the Bluffton News-Banner, James C. Barbieri has embodied these attributes, while also proving that small-town journalists play a very important role in the communities they serve.

PHILLIP H. AULT '35

Inducted: October 26, 2001

After graduating from DePauw University in 1935, Phillip Ault took a job as a newspaper reporter with the LaGrange Citizen in Illinois. Two years later, on a 2,200 mile bicycle trip across Europe, he watched first-hand as Germany prepared to go to war against the world. This experience inspired a multi-faceted career in journalism that would span sixty years.

After returning home from Europe, Ault was hired by United Press wire service in Chicago and New York. Transferred to the foreign desk in 1940, he was sent to Iceland and traveled in the first convoy to be escorted by American warships. Ault then went to England and North Africa, where he worked alongside Ernie Pyle, and was eventually transferred back to London as manager of the United Press bureau there. Six years earlier, on the bike trip that changed his life, he could not have imagined that he would find himself wading ashore with the troops at Oran, typewriter held high above his head, or writing press dispatches in the United Press office in London during German bombing raids.



Ault reporting in Algeria for United Press in 1942 In 1948 Ault left the wire service and the front lines behind to begin a 30-year segment in newspapers. He was founding editorial director of the Los Angeles Mirror-News, then vice-president of Associated Desert Newspapers in southern California. Ault moved to South Bend in 1969 to be associate editor of the Tribune, spending ten years there until his retirement from the newspaper business in 1979. In the years after his retirement Ault continued to write, authoring or co-authoring 18 books, including the textbook "Introduction to Mass Communications," which was recently published in a Fortieth Anniversary edition and has been read by over a million students in college classrooms worldwide. He also wrote magazine articles for the Saturday Evening Post and American Heritage, was a college instructor, radio commentator and television host.

In 1998 Phillip Ault was inducted into the Indiana Journalism Hall of Fame, honoring a career "of the highest distinction," as a journalist whose "dedication and contribution to journalism have in turn contributed to the regard others have for journalism

DR. ROBERT H. GILES '58

Inducted: May 7, 1999



It was late nights editing copy and laying out pages in The DePauw newsroom that convinced Cleveland native Bob Giles that his instincts were right; he wanted a life in journalism. In 1958, he joined the staff of the Akron Beacon Journal and over the next 17 years held several reporting and editing positions, directed the Pulitzer Prize-winning coverage of the Kent State shootings, and became managing editor and then executive editor.

In 1976, he went to the William Allen White School of Journalism at the University of Kansas as a Gannett Foundation professional-in-residence. His experience in Akron had convinced him that newspaper editors needed a deeper understanding of management, and it was this feeling that led him to write a textbook on the subject, *Newsroom Management: A Guide to Theory and Practice* which was published in 1987.

In 1977, Giles became executive editor of the two Gannett newspapers in Rochester, New York, the Times-Union and Democrat & Chronicle, and was promoted to editor in 1980. In 1986, he joined The Detroit News as executive editor, and became editor and publisher in 1989. In 1993, The News won a Pulitzer Prize for investigative reporting. In June 1997, Giles retired from The News and joined The Freedom Forum as a senior vice president and executive director of the Media Studies Center in New York City. Giles is now the curator of the Nieman Foundation for Journalism at Harvard University. He has held that position since 2000.

Giles won the Scripps-Howard Foundation Distinguished Journalism Citation in 1978 for “outstanding public service in the cause of the First Amendment.” He received the honorary Doctor of Journalism degree from DePauw University in 1996, and currently serves on the Center for Contemporary Media External Board of Advisors.

ELIZABETH J. TURNELL

Inducted: May 7, 1999

In 1949 Elizabeth Turnell left her mark upon DePauw, and indeed the country, by establishing (along with Dr. Harold Ross) the first 10-watt college FM station in America here at DePauw University. From 1944, until her retirement in 1972, she was the broadcasting matriarch at the university, turning out students who went on to successful careers in the broadcast, advertising and theater industries, and establishing a pattern for volunteer student involvement in a full-service community radio station that continues today.

A native of Danville, Illinois, Turnell majored in speech at the University of Illinois where she made Phi Beta Kappa and graduated in 1923. She earned her master's degree in speech at the University of Illinois in 1931. Following graduate school, Turnell taught broadcasting and theater at Shorewood High School in Milwaukee, and then moved to Northwestern in Chicago to teach at the newly formed radio institute. After only six weeks, Turnell accepted a position at DePauw University, where she would teach broadcasting for the next 28 years.



The teaching and practice of radio broadcasting was a new field at DePauw, requiring a professor and adviser who was able to help the students think about broadcasting in new and creative ways, while maintaining a professionalism and commitment that would serve them well when they left to pursue careers after graduation. She was known to her students as a professor who, in the words of Bayard Walters '63, "exercised enough discipline to make students do it right, but enough restraint to let them experiment."

On the 50th anniversary of the founding of WGRE, it is fitting to honor the woman who infused the radio station with a sense of excitement, purpose and public responsibility that remains an integral part of the station today.

KENNETH G. KRAMER '27

Inducted: May 8, 1998



When Kenneth G. Kramer graduated from DePauw in 1927, his decision to pursue a career in journalism came as no surprise to his professors and classmates at the University. A member of Sigma Delta Chi, the Press Club and student council, Kramer took time off from his studies for just over a year to work as the city editor for the Greensburg, Ind., Daily News. Upon his return he served as news editor and the editor-in-chief of The DePauw his junior and senior years. The Batesville, Ind., native graduated from DePauw with a degree in economics and began a successful journalism career that culminated in a 22-year relationship with Business Week magazine.

Kramer's first jobs included stints with The Wall Street Journal in San Francisco and Chicago in newspaper circulation and advertising, along with a year as the publisher of the Daily News in Rockford, Ill. In a return to news writing and editing in 1935, he rejoined The Wall Street Journal in Washington, D.C., as the bureau head, a position he would hold for nine years.

During World War II, Kramer left journalism for a time, but in 1946 he was invited to a meeting with James H. McGraw Jr., president of McGraw-Hill, who was searching for a person to take over the helm of a small magazine known as Business Week. Thus began "the remarkable Kramer years," as coined by Business Week publisher C.C. Randolph.

Serving as managing editor, executive editor and editor-in-chief, Kramer oversaw a five-fold increase in staff, the addition of 14 bureaus and eight more editorial departments. "In order to accomplish what we had to do, we had to keep moving into new areas of coverage," Kramer said on his retirement in 1969. "The departments of the magazine were originally designed to match, roughly, the structure of a modern business corporation – as corporations spread out and recognized the importance of other areas, we found new departments to match this interest. My job has been building an outstanding staff and creating new departments to keep up with the considerable growth in business and our coverage of it."

He traveled extensively to speak with business leaders throughout the country to learn what was on their minds. According to Keith Feleyn, chief of correspondents in 1992 for Business Week: "He was the best-known magazine editor of his time in corporate offices."

A loyal Hoosier and DePauw graduate, Kramer received an alumni citation from DePauw in 1952 and Doctor of Letters in 1957.

J. DAVID HOGUE

Inducted: May 8, 1998

When J. David Hogue took over as publisher of the Utica, N.Y., Observer Dispatch and The Daily Press in 1937, he pledged to give his readers “accurate, informative, interesting and wholesome newspapers that would be welcomed alike by men, women and children of these communities.” For the next 21 years, he did just that.

“Dave” Hogue began his newspaper career in 1926 in his hometown of Vincennes, Ind., as the publisher of the oldest paper west of the Alleghenies, The Evening Sun, which later became the Vincennes Sun-Commercial. In 1932 Hogue left to become the publisher of The North Jersey Courier, in Orange, N.J., where he stayed until 1935 when he moved to Chicago to join J.P. McKinney and Sons, the national advertising agency for Gannett newspapers. It was from this position that he was recruited by Frank E. Gannett in 1937 to go to Utica and oversee the two newspapers he would manage until his death in 1958.



In an article published after his death in The Daily Press, the editor wrote that “Hogue was not an ordinary person. There was nothing ordinary about him. His vital job of leading the three Utica newspapers through good times and bad over the last 20 years would have been more than enough for most people. But Mr. Hogue’s energy was amazing.” In less than a decade after taking the helm, Hogue developed an organization that was known as one of the most progressive and efficient units in the Gannett Group, and his commitment to modernizing equipment and facilities was rare for the newspaper industry at that time.

Not only a respected publisher, Hogue also devoted long hours to working on dozens of civic projects “all calculated to make the Utica area bigger, better, more prosperous, and happier,” and was lauded as a true “Utica-first man.”

In 1957, Hogue was elected to the board of directors of the Gannett Corporation, Inc. In 1977, the J. David Hogue Journalism Scholarship was established by his wife, Mildred ‘21, and daughter, Margaret Hogue Corneilsen ‘56, to award to outstanding student journalists at DePauw University.

W. D. MAXWELL '36

Inducted: May 9, 1997



Once described as an imaginative and innovative editor, fertile in ideas and energetic in execution, W.D. Maxwell left his mark as an editor and publisher of The Chicago Tribune. He believed the formula for newspaper success was obsessive curiosity, hard work and the ability to distinguish right from wrong.

Born in Greencastle, Indiana, W.D. "Don" Maxwell attended DePauw University from 1917-1920 where he became editor of the DePauw Daily during his junior year. He spent his summers working for the Cleveland Press as a general assignment reporter. He also earned \$6.00 an hour writing articles for the Greencastle Banner-Graphic and the Greencastle Herald. He also wrote for The Indianapolis News. Mr. Maxwell always credited his mother, Grace Beck Maxwell (an English teacher at Greencastle High School) with teaching him to write concisely.

W.D. Maxwell joined the Tribune staff in 1920. He wore several hats while at the Tribune working as a reporter, copy reader, sports editor, news editor, city editor and assistant managing editor. In 1930 he transferred to the news side where managed to compel other sports editors to take notice of the newly evolving sport of professional football. He was the first sports editor to give an eight-column line to the pro game in a Bears contest. The Associated Press, for the first time, began to carry results of other pro games. His service won him a citation from the Chicago chapter of the National Football Foundation and Hall of Fame.

After advancing to news editor at the age of 30, Maxwell was instrumental in building a case and obtaining a confession from a killer in one of the most sensational murder cases of the 1940s.

Maxwell served as a director of the Associated Press from 1958-1966. He also served as a director of the Inter-American Press Association and as a member of the advisory board for the Pulitzer Prize awards from 1958-1969. From 1969 until his retirement in 1975, W.D. Maxwell served as editorial chairman of the Tribune Company and its subsidiaries which included 6 other newspapers, 4 television stations, 5 radio stations and 2 paper mills.

Serving as a board of trustee member at DePauw from 1956-1966, Mr. Maxwell was also a life member of the W.C. DePauw Society.

JOHN W. BURKHART '28

Inducted: May 9, 1997

John Burkhart once said “I like to be doing something concrete. I like to have an actual job. I like to be part of something that’s growing.” This quote basically sums up the life of John Burkhart who is considered one of the most influential men of the last 50 years in Indianapolis.

Born the son of a minister who died of tuberculosis when Burkhart was 14, he was essentially raised by this grandfather who was a Tipton farmer, a devout Christian and who Burkhart says was “very interested in good government.” He graduated from high school at age 15 and graduated from DePauw University in 1928, where he was a Rector Scholar. While at DePauw he majored in political science and history. Upon graduating at the age of 19, Burkhart returned to the farm he grew up on to help his grandfather. In 1945, along with a few other investors, he started the College Life Insurance Company of America (1946-1958) and later the University Life Insurance companies which operated in 49 states at the time of their sale in 1979.



By then, long after he’d achieved success in business and politics, Burkhart and his partner, St. Louis businessman Mark Vittert, unhappy with local news coverage of business, co-founded the Indianapolis Business Journal. The success of the journal prompted the start of other business weeklies in St. Louis, Philadelphia, Pittsburgh, Cincinnati and Baltimore. In 1990, Burkhart became chairman of CEO Magazine.

John Burkhart has served in several community and civic affiliations including past director and past president of the Indianapolis Chamber of Commerce, The Board of Governors, chairman of the Capital Improvements Board, and chairman of the United Student Aid Funds Incorporated. He is a former Republican State Finance chairman and member of the GOP Platform Committee at the 1964 Republican Convention. He was the recipient of the Old Gold Goblet in 1968 at DePauw University. Burkhart has received honorary degrees from DePauw University, Bates College, Indiana Central, and Vincennes University.

EUGENE S. PULLIAM '35

Inducted: DECEMBER 1, 1995



Upon graduating from DePauw University in 1935, Eugene S. Pulliam worked for United Press International in Chicago, Detroit and Buffalo for two years and then joined WTRE Radio in Indianapolis as news editor in 1937. His career was interrupted by World War II, during which he served four years in the Navy.

After, Pulliam worked at both The Indianapolis Star and The Indianapolis News before being promoted to assistant publisher of both newspapers in 1962. In 1975, he became publisher of the Star and the News and in 1979 also became president of Phoenix Newspapers Incorporated which publishes The Arizona Republic and The Phoenix Gazette. Indianapolis Newspapers, Inc. also owns newspapers in Muncie, Noblesville and Vincennes, Indiana. Pulliam now serves as executive vice president of Central Newspapers Incorporated and publisher of Indianapolis Newspapers Incorporated.

Eugene S. Pulliam is a member of the Indiana Academy of Associated Colleges and serves as a life trustee of DePauw University. He also sits on the board of the Riley Memorial Association, the Indiana Historical Society and the Indianapolis Museum of Art. He is an adviser to the board of St. Vincent Hospital.

Pulliam, a Rector Scholar, completed his education at DePauw with a Bachelor of Arts in history. While a student, he was the editor of the school newspaper and served as president of Sigma Delta Chi, an international journalism organization founded at DePauw. He was a member of Delta Kappa Epsilon fraternity.

Eugene S. Pulliam's children, Myrta and Russ, have continued in the Pulliam family journalism tradition.

EUGENE C. PULLIAM '10

Inducted: DECEMBER 1, 1995

Eugene C. Pulliam launched his journalism/business career at the age of six, delivering the Iolo Register in Kansas.

The necessity to earn his way through school led him to continue that career by establishing the DePauw Daily after he enrolled in 1906.

Following his DePauw years, Pulliam joined the Kansas City Star as a reporter where, under the guidance of the great Colonel William Rockhill Nelson, he learned that a publisher has to earn and keep the respect of reporters and fend off outside pressure or threats against printing the news.

When he was 23, Pulliam left the Kansas City Star to take over publication of the Atchison, Kansas, Champion, becoming the youngest newspaper publisher in the U.S.



From Atchison he moved to Indiana as part-owner of the Franklin Star. During his long career he owned and operated 51 newspapers – as many as 23 at one time – in eight states. Today, the newspaper company he built includes The Arizona Republic, The Phoenix Gazette, The Indianapolis Star-New, The Muncie Press, Topics Newspapers, Noblesville Ledger and Vincennes Sun-Commercial.

Pulliam served for 32 years as a trustee of DePauw. While a student, he cofounded Sigma Delta Chi, the Society of Professional Journalists, now an international journalism organization with more than 200 collegiate and professional chapters. He was a member of Delta Kappa Epsilon fraternity.

RICHARD MCLOUGHLIN '50

Inducted: DECEMBER 1, 1995



During a 34-year career with Reader's Digest Association, 1950 DePauw graduate Richard McLoughlin rose to President and Chief Operating Officer of the Reader's Digest Association.

McLoughlin joined Reader's Digest in 1956 as an advertising representative in Detroit and spent nine years in that office, where he was later named Manager. In 1965, he moved to New York as Associate Advertising Sales Director and was appointed Advertising Sales Director in 1969. He was elected a Corporate Vice President in 1970, and named Director of U.S. Magazine Operations in 1975. He went on to be named Publisher of Reader's Digest in 1980.

Serving on the Executive Committee of the MPA Board of Directors from 1978 through 1985, McLoughlin was known as a leader in the battle to stabilize postal rates and make the United States Postal Service more efficient. He was also a champion of marketing programs to promote magazines as a powerful advertising medium.

Richard McLoughlin has served as an advisor-trustee of DePauw University. As a student at DePauw, he graduated with a Bachelor of Arts in English and was a member of Delta Upsilon fraternity. After graduation from DePauw, McLoughlin served three years with the U.S. Army Counter Intelligence Corps in Oklahoma city and Tokyo, Japan. He joined The Wall Street Journal's Chicago office in 1953. In 1955 he was transferred to manage the Journal's Detroit advertising office and a year later began his career with Reader's Digest.

In 1990, Richard McLoughlin was named Publisher of the Year by the Magazine Publishers of America.

SAL F. MARINO '42

Inducted: DECEMBER 2, 1994

Sal F. Marino, a 1942 DePauw graduate, is the uncontested champion of editorial excellence in the business press. As chairman and chief executive officer of Penton Publishing, he has produced a series of publications which has become the most honored in the industry.

Sal Marino began his career at Penton Publishing in 1952 as promotion and research manager. During the next 11 years, he created dozens of award-winning advertising and direct-mail campaigns. In 1963 he moved into the publishing side of the business, and in 1972 he was elected president of the company.

As publisher, he realized that successful advertising depends on a superior journalistic product. He is fond of saying that "a magazine that serves its readers first serves its advertisers best." It is a slogan that he practices every day, and the results are clear. Four of Penton's magazines – Steel, Machine Design, Electronic Design and Progressive Architecture – are recognized as the best editorial publications in the industrial magazine field.



Marino in the 1942 *Mirage*

Sal Marino's 1992 book, *Business Magazine Publishing Management*, quickly became a classic in the field. Its success led to another book, *The Longer You Work, The Longer You Live*, in 1993.

His record of community service is enviable. He is a past chairman of the American Business Press, the Business/Professional Advertising Association and the Cleveland Advertising Club, and he is the founder of the Publishing Management Institute at the Kellogg School of Management at Northwestern University.

His continuing crusade for excellence has not gone unnoticed by his peers. He is a member of the Cleveland Advertising Hall of Fame and the Graphic Arts Hall of Distinction, and is a Publishers Hall of Fame nominee. He received his degree in sociology at DePauw, where he distinguished himself in student activities. He was city editor of the DePauw newspaper for two years, president of his junior class and president of the Freshman Interfraternity Council. He has received an honorary degree and an Alumni Citation from DePauw, where he has served as a member of the Board of Visitors, the Center for Contemporary Media External Advisory Board and the Washington C. DePauw Society.

He was born on February 25, 1920, in Cleveland, Ohio, where he grew up

BERNARD KILGORE '29

Inducted: DECEMBER 3, 1993



Bernard Kilgore, 1929 DePauw graduate, was credited upon his death at the age of 59 on November 14, 1967, with being “the man who changed The Wall Street Journal from a small financial newspaper into the nation’s only national daily.” In 38 years with The Journal, he revolutionized its news coverage, built its circulation, expanded its technology and widened its profitability.

Mr. Kilgore joined The Journal as a 20 year-old reporter fresh out of DePauw, hired by general manager Kenneth C. Hogate. Mr. Kilgore rose quickly at The Journal from copy editor, to San Francisco news editor by 1931, to editorial page columnist when he was 24 in 1932, to Washington bureau manager in 1935, to managing editor in 1941, to vice president and general manager in 1942, to president of all of Dow Jones & Co. in 1945 at age 36, and to chairman of the board in 1966.

At DePauw, Mr. Kilgore was a Rector Scholar and editor of both The DePauw and the Mirage; achieved Phi Beta Kappa; was a member of the Student Council, Political Science Club, Scabbard and Blade, Mask and Gavel, Blue Key, Delta Sigma Rho debate society, Sigma Delta Chi journalistic society and Phi Gamma Delta fraternity.

Mr. Kilgore was a member of DePauw’s Board of Trustees for 13 years and twice was elected the board’s president. He received from his alma mater an honorary L.L.D. degree in 1951 and the Old Gold Goblet in 1955.

The Kilgore Counselor program at DePauw, founded in his memory in 1969, each year brings to DePauw’s campus two professional journalists to work with The DePauw staff.



Kilgore in the
1926 *Mirage*

Mr. Kilgore was born November 9, 1908, in Albany, Indiana, and grew up in South Bend.

KENNETH C. HOGATE '18

Inducted: DECEMBER 3, 1993

Kenneth Hogate, 1918 DePauw graduate, translated the journalistic courage and business integrity he saw in his father, who was a small town Indiana newspaper editor, into an eminently successful, 26-year effort to transform The Wall Street Journal into one of the nation's most respected newspapers.

Mr. Hogate joined The Journal in 1921, at the age of 24, as chief of its Detroit news bureau. A year later, he was transferred to the paper's New York office, and another year later he became its managing editor.



News was Mr. Hogate's first and abiding love, but Dow Jones & Co., The Journal's parent company, sought out Mr. Hogate's business acumen and named him vice president in 1926 and general manager in 1928. He was elevated to the company's presidency in 1933, guiding the paper through the Depression and World War II periods. He was, at the time of his death on February 11, 1947, chairman of the board of Dow Jones & Co.



Mr. Hogate in the
1918 *Mirage*

Mr. Hogate completed his education at DePauw in three and one-half years, graduating in February 1918, with Phi Beta Kappa honors. He was editor of The DePauw Daily and board member of the *Mirage*; was a member of Sigma Chi fraternity, Sigma Delta Chi journalistic society, Kappa Phi Omicron Alpha and the Debate Squad; served on Student Council and YMCA cabinet; and played varsity football.

After college, Mr. Hogate served his alma mater for 12 years as a member of its Board of Trustees until 1941. That same year, Mr. Hogate was awarded the university's first Old Gold Goblet and elected mayor of Scarsdale, New York.

A DePauw residence hall, Hogate Hall, was dedicated in Mr. Hogate's memory in 1968.