

Carolina Has Publicity Agent

By BEN McELVEEN
Feature Editor

Carolina students have a publicity agent, too!

In fact, the movie stars have nothing on University of South Carolina students or faculty members, for they both have a press agent: the University News Service.

Under the direction of Dr. Hennig Cohen, the University News Service is located on the second floor of the administrative building. The News Service has two primary functions: to publicize the university and to keep the public informed.

News releases are distributed to hometown newspapers of all concerned—whether alumni, students or faculty members of the university. They are usually edited according to their importance to the particular weekly or daily newspaper. Hence, almost every news release is treated individually.

Radio and TV Coverage

In addition to supplying newspapers and the news services with information pertaining to the university, Dr. Cohen often arranges for coverage of campus events by television and radio stations in Columbia. Also, the bulletins and catalogs of the university are compiled by the News Service.

Along with news releases, the University News Service often supplies South Carolina newspapers with photographs, which are handled by the official News Service photographer, Kern Powell. Illustrating feature articles or reporting on-the-spot news pictures, Kern Powell photographically touches on nearly every phase of university life. Political addresses, academic speeches, alumni affairs, student activities, faculty activities, these and many other such campus affairs are summarized by a Kern Powell photograph.

Activities Varied

A week's activities for the



DR. HENNIG COHEN, News Service director, and Miss Ann Chandler, News Service assistant, scan one of several large News Service scrapbooks. Clippings from several of the larger South Carolina newspapers are collected and pasted into the album. "This isn't all we do," Dr. Cohen quipped, indicating the scrapbook. (Photo by Ben McElveen)

News Service might include such varied subjects as interviewing a biology professor concerning the addition of a boa constrictor, a stowaway on a banana boat from Cuba, interviewing a math professor for a monthly article on astronomy, writing up a graduation exercise, preparing a story on the University Film Society's program, or preparing a feature article on a McKissick Library exhibit for The State Magazine. Dr. Cohen or Miss Chandler, or, occasionally, J. R. Roseberry of the University News Service are there to scoop the news.

"How does it feel to be on that side of the interview for a change?" Dr. Cohen, who is usually asking the questions rather than answering them, was asked.

Dr. Cohen Talks Shop

"Well, like most people," Dr. Cohen replied, "I like to talk shop." And then, reflecting on what he had said and consciously shifting himself to his usual side

of the interview, Dr. Cohen added, "That's all right, isn't it?"

Dr. Cohen stated that he felt that he had had an advantage in his particular field of work, for as a reporter he has seen nearly every side of life in regard to university affairs. He has come to know the administrative, teacher and journalist viewpoints. Having experienced these various aspects of university life, Dr. Cohen feels that he is better able to report, evaluate and write campus events, he said.

Dr. Cohen, illustrating his varied contacts in his work, pointed out that during one week he might 1) work on a story about irrigation, 2) write a story about how to choose good books for children, 3) prepare a feature on a graduate student's research in chemistry, 4) write a news release on a religious sermon, or 5) write up a feature story on an art exhibition.

News Service Personnel

The News Service personnel consists of Dr. Hennig Cohen, director, Miss Ann Chandler, assistant, and two student assistants, J. R. Roseberry and Carolyn Pruitt.

Dr. Cohen, a native of Darlington, is a graduate of Carolina's School of Journalism and he received his Doctor's Degree in American Literature and the History of Journalism from Tulane University. Miss Chandler, a native of Olanta, is a graduate of the university's School of Journalism, also. J. R. Roseberry, a journalism major, and Carolyn Pruitt, a secretarial science major, are both from Columbia.

All Aspects Covered

Whether the campus affair consists of a horticultural convention or a graduation exercise, the News Service is there to cover it. Dr. Hennig Cohen or Miss Ann Chandler either arrange to obtain a copy of a speech being given or they report the event and speech themselves. "Usually," Miss Chandler said, "It's the latter!"

As far as publicity goes, Hollywood has nothing on the University of South Carolina. Carolina gets its share of publicity, too, via the University News Service.

Journalism School To Name Winners In Press Contests

The University of South Carolina School of Journalism again is judging contests sponsored by the Woman's Division of the South Carolina Press Association. Award winners will be announced during the association's meeting in Columbia February 26-27.

The B. J. King Award is presented annually to the South Carolina newspaperwoman contributing most to her community through her writings. Nominations for this award are being sought from all daily newspaper managing editors and weekly publishers in the association. Deadline for nominations is February 1st.

To the newspaperwoman writing the best feature story during 1954 will go the J. Rion McKissick Award. Any woman on the staff of a South Carolina daily or weekly is eligible for this award. Stories should be in the School of Journalism office by February 1st.

Two other awards are presented to outstanding newspaper pages.

The Ed. H. DeCamp Award is made to the weekly having the best society—woman's page. A new award, presented by Mrs. Harold Booker of Camden, will go to the daily newspaper having the best society page. Judging for these contests will be based on examination of newspapers received during 1954 at the School of Journalism.

Chemical Society Meets In Camden

The South Carolina section of the American Chemical Society met in Camden on Wednesday, January 19th at 8 p.m. at the Camden grammar school. Dr. Peyton Teague of the University of South Carolina, secretary, announced.

Dr. Gordon M. Kline, chief of the division of organic and fibrous materials of the National Bureau of Standards, spoke on "National Bureau of Standards Research on Polymers."

An internationally known authority on plastics, Dr. Kline has served as technical editor of Modern Plastics Magazine and editorial director of Modern Plastics Encyclopedia since 1936.

Meeting Set To Arrange WUS Drive

Plans for the 1955 WUS drive will be made Tuesday by university students and "Y" leaders, Chaplain Lauren Brubaker, has announced. The meeting will be held in Flynn Hall at 5 p.m.

The World University Service is the channel through which the students of the world unite "to help each other help themselves." Through the sharing of resources, knowledge, and experience, students and teachers come together in mutual service.

With 32 national branches at work in Asia, the Middle East, Western Europe, and North America, the organization works without race, nationality, religious, or political prejudice. It supports all efforts on the students and teachers to meet basic needs of universities throughout the world.

Directed mainly toward the solution of basic problems rather than the temporary alleviation of current needs, the work of WUS is planned under five fields of action. These are student lodging and living, student health, educational equipment, refugee service, and mutual education.

WUS is sponsored internationally by the World's Student Christian Federation, Pax Romana-IMCS, and the World Union of Jewish Students. It is administered by a headquarters staff in Geneva, Switzerland.

The service works closely with agencies of the United Nations, non-governmental university groups, and national unions of students. About 90 per cent of the annual contributions in the United States come from colleges and universities. The other 10 per cent is given by churches, conferences, and individuals.

Eminent Physicist To Lecture Here February 14, 15

An eminent research physicist will present two lectures at the university Monday and Tuesday, February 14th and 15th, Dr. Fred L. Rogers, head of the physics department, announced today.

Dr. Arthur L. Bennett of the Michelson Laboratory at Inyokern, Cal., a specialist in astronomy and astrophysics, will speak on "Recent Shock Tube Investigations" to members of the Sigma Xi Club, local affiliate of a national scientific fraternity, at 8 p.m. Monday in Room 210, LeConte College on the campus.

He will address a student and faculty group Tuesday at 2 p.m. in Room 309, Sloan College, on "Detonation in Gases."

Both lectures are open to the public.

Dr. Bennett was formerly a member of the Yale University faculty and a civilian physicist with the U. S. Navy.



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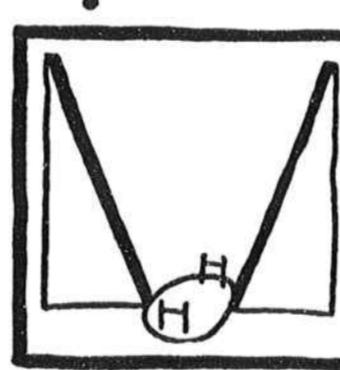
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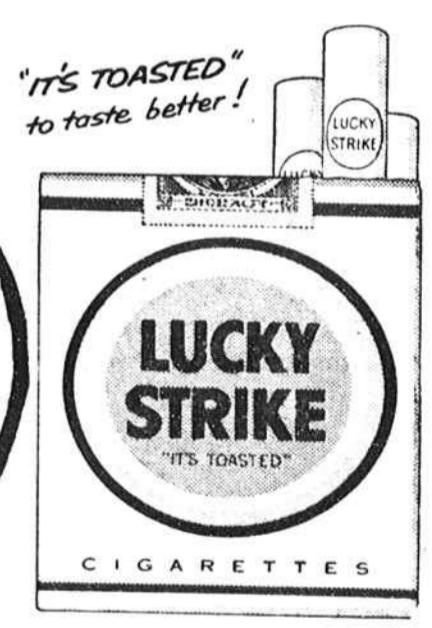
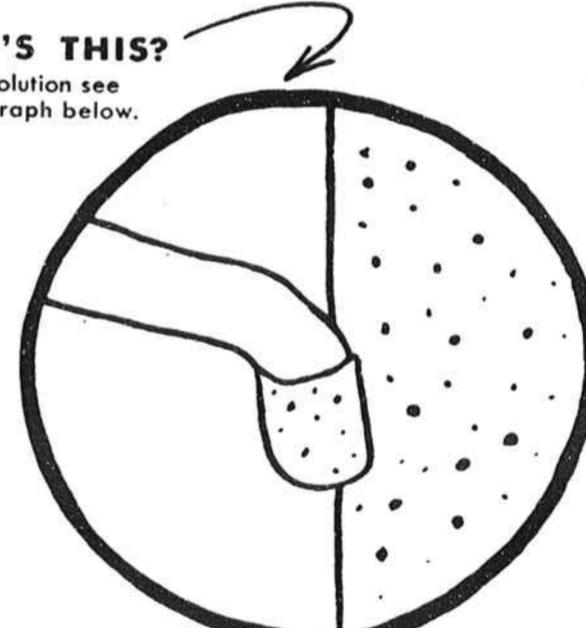
FIGURE EIGHT SKATED ON THIN ICE
Charles McGaha
Eastern New Mexico University



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WHAT'S THIS?

For solution see paragraph below.



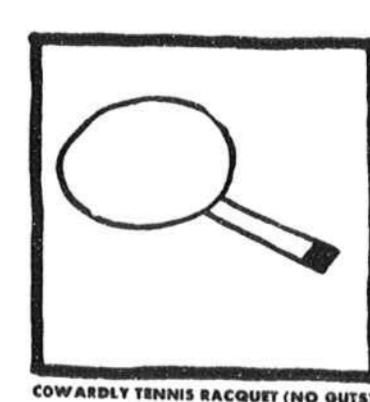
THEY'RE CLAMORING FOR THEM! Who? Students. What? Luckies. Coast to coast, dormitory to dormitory, college smokers prefer Luckies to all other brands, according to the greatest up-to-date college survey. Again, the No. 1 reason for Luckies' wide lead: Luckies taste better. They taste better, first of all, because Lucky Strike means fine tobacco. Then, that tobacco is toasted to taste better. "It's Toasted"—the famous Lucky Strike process—tones up Luckies' mild, good-tasting tobacco to make it taste even better. So enjoy the better-tasting cigarette . . . Lucky Strike. But don't be like the man in the Droodle above, titled: Pickpocket acquiring Luckies. Make sure you have plenty of your own. Buy Luckies by the carton.



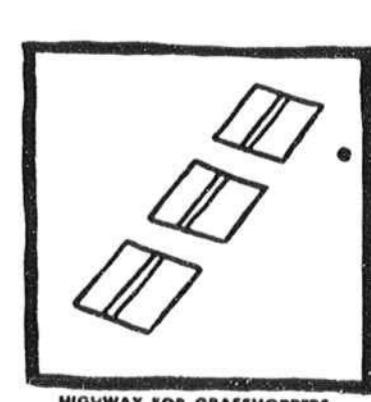
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Lucky Doodles* are pouring in! Where are yours? We pay \$25 for all we use, and for many we don't use. So send every original Droodle in your noodle, with its descriptive title, to Lucky Droodle, P. O. Box 67, New York 46, N. Y.

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