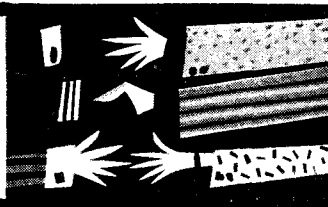


Public Relations



The Challenge to Urban Universities

THE URBANIZATION of the nation has brought new and complex problems to the universities with which few have been able to cope effectively. With 70 per cent of the population in nonrural areas, and with the rush to the cities growing, the impact on college administrations has been serious, and the failure to meet this change has brought major difficulties which are only the beginning.

Few universities can now escape the population shift. What used to be a source of worry for only the city colleges is now the concern of all. Harvard, Princeton, Stanford, Cornell—their difficulties are not very different basically from those of a Columbia, a University of Chicago, a New York University. None can escape the changing nature of American cities with their overcrowding, slums, crime, racial and economic ghettos, extreme poverty, air pollution, traffic congestion.

Much as the universities would like to go on their way, calm islands in seas of turmoil, they cannot. Whether they wish it or not, they are deeply involved in the enormous issues with which the cities must deal if they are to avoid being overwhelmed. The education of their own students cannot be carried on outside the context within which they exist.

True, the universities have always had to educate their students for the world in which they are to live. They have always had to recognize that they have

neighbors who are not enamored of the college or its students. In fact, at the beginning of the thirteenth century the first university of record came into being as a result of friction between the students, their masters, and the people of Paris. It was only after a series of tavern brawls, when the townsmen beat up the young boys and their schoolmasters, that Philip Augustus intervened, granted a charter to the University of Paris, and so provided royal protection.

But today's problems are more than a new aspect of this ancient town-gown struggle. They are more than community-relations difficulties which can be dealt with by a bright member of the public relations department who has been assigned to deal with the relationships between the university and the city in which it is located. The changed environment in which the university must seek acceptance raises questions which are fundamental to the university's management.

What can the universities offer to ease the tensions which beset the cities? What can the colleges do to serve the people in their immediate areas and in the city as a whole? What can they do to show that the ills that afflict the cities are their concerns, too?

Today the urban university has found that with the increasing enrollment it must expand the physical facilities. What reasons are there for the surrounding communities to aid the universities in their expansion which may lead to the relocation of whole neighborhoods? What have the urban universities done which would make local political leaders take their side against those who are easily able to arouse opposition to the academic institutions? The fact that the universities are valuable in themselves is not enough for the man or woman who is forced to relocate in a strange community just to make way for the expansion of an institution with which he has no rapport.

A number of universities have made a good deal of headway in this difficult field of community adjustment and community service. One of them is St. Louis University, which has not waited for the community to come to the university but has reached out to serve the whole metropolitan area, whether by easing tensions in the inner city or by bringing

the benefits of good music and art to the people. In urban renewal, it has done a remarkable job. Certainly its twenty-two-and-a-half acre renewal of midtown St. Louis, where 2,500 residents were successfully relocated without serious criticism so that the university could expand, is evidence of community acceptance based on good performance. The Very Rev. Paul C. Reinert, S.J., who has been president of the university for some nineteen years, has done an exceptional job of integrating the university with the entire city.

To Father Reinert, "urban universities must become the intellectual citadels, the 'experiment stations' of this urban age, and provide new and better ways of meeting urban life and its challenges—just as the land-grant movement provided these services to an agricultural America of another time. Despite their contributions to science and technology—to national defense—and despite the larger and larger role they are coming to play in American higher education, our urban universities will not have truly come of age until they accept full responsibility for leadership in a renewed and revitalized urban America.

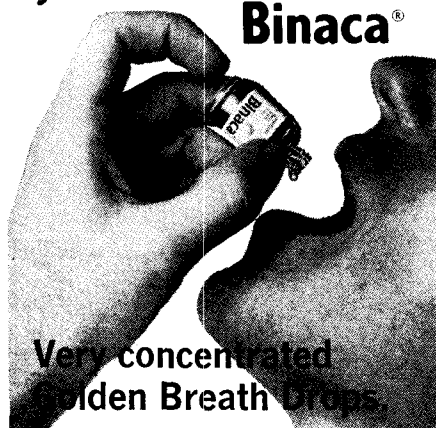
"THE fact is that, as unappealing as some of us may find it, nothing in urban life is outside the purview of the modern urban university. Our cities are our last frontiers; what happens in them in the next five—ten—twenty—years, will in great measure determine what happens to our nation, and, yes, to the whole free world in our fight for survival, for leadership. If we permit our cities to deteriorate, to decay; if we permit pockets of poverty and discontent to swell and grow; if we continue to ignore basic human rights and dignities; if we do nothing about the factors which breed vice and delinquency; if we turn away from the problem of the unskilled and the unemployed; if we feel that a few dollars for bread, beans, and steel beams are all we need to contribute, then we might as well surrender today. For our society, our way of life, cannot endure as we know it on the teetering foundation of smoldering trouble in our urban communities."

Father Reinert is not alone in these views. Others with similar responsibilities hold the same beliefs. But there are a large number of presidents of urban universities, including many prestigious ones, who are only slowly awakening to the fact that times and conditions have changed. Unless they change with them, they may find that they are in more serious trouble than now, and that great and old reputations are not enough to meet the difficulties that are engulfing the sick cities and, with them, their universities.

—L. L. L. GOLDEN.

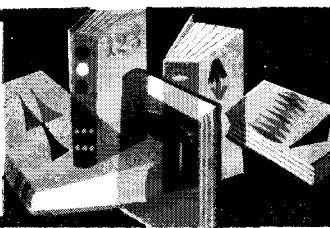
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Books in Communications



Libel Bible

THERE long has been a need for a clear, comprehensive, up-to-date guide to libel law, and now Robert H. Phelps, news editor of the Washington Bureau of *The New York Times*, and E. Douglas Hamilton, a New York attorney, have collaborated to produce one. Indeed, their book, *Libel: Rights, Risks, Responsibilities* (Macmillan, \$7.95), is more than a guide; it is an anecdotal survey of some of the most interesting and prominent libel cases in recent U.S. history—the Wally Butts-*Saturday Evening Post* case, Reynolds vs. Pegler, General Walker vs. AP, and others.

The authors give ample emphasis to certain negative aspects—the broad prohibitions in libel law that every member of the press must know. These are, perhaps, best summed up in the New York Penal Law's definition of libel, which the writers cite as fairly typical: "A malicious publication, by writing, printing, picture, effigy, sign, or otherwise than by mere speech, which exposes any living person, or the memory of any person deceased, to hatred, contempt, ridicule, or obloquy, or which causes, or tends to cause any person to be shunned or avoided, or which has a tendency to injure any person, corporation, or association of persons, in his or their business or occupation. . . ."

But, refreshingly, Phelps and Hamilton go beyond the usual negative tone of writings on libel to stress the positive—encouragement to communicate the maximum amount of information that seems legally "safe." As they rightly point out, libel law is intended not only to protect individuals from errors and irresponsibility on the part of the press but also to help assure freedom of information, particularly in relation to public figures and public business.

"Once this philosophy is accepted," they write, "it follows that communications media can help a democratic society act intelligently only if they carry a wide variety of reports . . . about those in public life. The leeway in the libel laws was designed for just this purpose."

A partial list of the book's chapter headings alone provides a primer on libel: Was It Published? Is Anyone Identified? Is Crime or Dishonor Charged? Is Ridicule of Misfortune Present? Is There a Reflection on Race, Nationality, or

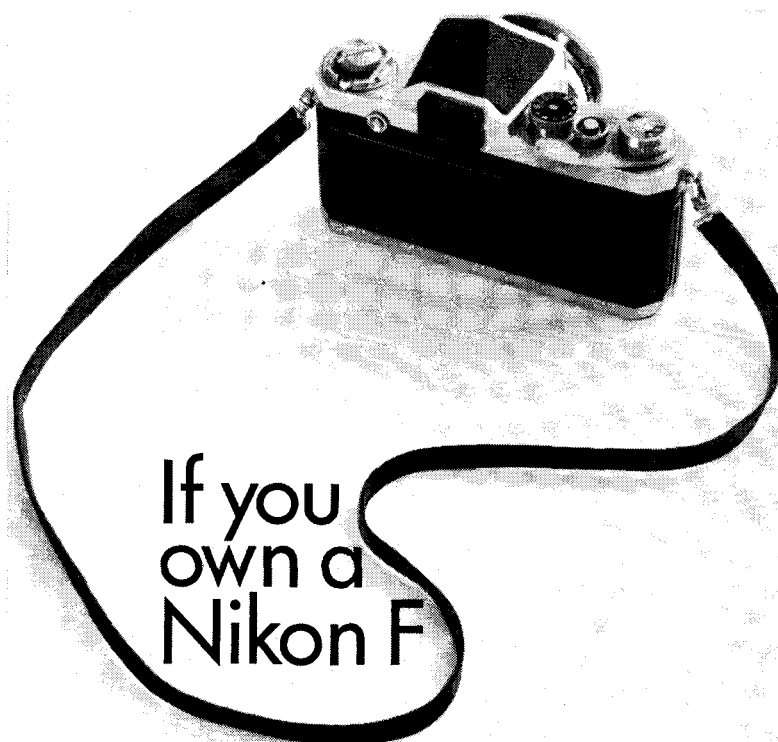
Patriotism? Is There Injury to a Man in His Occupation? Truth—the Glorious Defense. Privilege of Reporting—the Bread-and-Butter Defense. Fair Comment—Defense for Opinions. Reply—the Self-Defense. Malice. Defenses After Publication. *The New York Times* Rule—the Expanding Defense. The latter chapter, which deals with the Supreme Court's reversal of a \$500,000 judgment awarded an Alabamian against the *Times* in connection with publication of a full-page advertisement, is one of the most useful and timely, for it discusses an important new direction in libel law—which, the authors make abundantly clear, changes faster and in greater degree than is generally realized.

"We claim this is the best book on libel ever written," the publisher states on a dust jacket flap. Extravagant as the claim may seem, it may well be true.

Pulitzer: Professionally, Joseph Pulitzer was a man with feet in two cities, St. Louis and New York. Both operating bases and something of their place in Pulitzer's career are discussed in new books from the Princeton University Press: *Pulitzer's Post-Dispatch* (\$7.50), by Julian S. Rammelkamp; and *Joseph Pulitzer and the New York World* (\$10), by George Juergens. Both books are more institutional histories than biographies (they grew out of doctoral dissertations), and both contribute new insights into Pulitzer's genius. Of the two, Rammelkamp's volume seems the most perceptive and concentrates most on previously little known subject matter.

McLuhan: If, as communications theorist Marshall McLuhan postulates, "the medium is the message," a new paperback on which he is listed as co-author with Quentin Fiore (*The Medium Is the Message: An Inventory of Effects*, Bantam, \$1.45) communicates some puzzling signals indeed. The volume amounts to little more than an article-length essay, stretched to book length by a profusion of pop-art layouts and photos—all in all, an unfortunately superficial presentation that will add little to the reputation of the medium or his message.

—ALFRED BALK.



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