THE INTERSCHOLASTIC LEAGUE PRESS CONFERENCE:
A HISTORY, 1924-1980

THESIS

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By

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This study describes the development of the Interscholastic League Press Conference, its goals, intents, and membership growth from its inception through 1980. The current director and all available past directors of the organization were interviewed and the organization's records researched for insight into the history of the organization.

This study concludes that the organization and its directors have influenced the development of high school journalism in the state of Texas through convention sessions, critiques, and judging of newspapers and yearbooks. The organization's founder, DeWitt Reddick, exerted a lifelong influence through his personal involvement and his influence in the selection of six of his seven successors.
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CHAPTER I

INTRODUCTION

The Interscholastic League Press Conference (ILPC) is the largest organization for high school and junior high school journalism in the state of Texas. Operating out of the offices of the University Interscholastic League on the campus of the University of Texas at Austin, the ILPC held its fifty-third annual convention in March, 1980.

ILPC annually hosts a two-day conference for high school and junior high school journalism students and advisers of student publications. The organization sponsors contests for student newspapers, newsmagazines, literary magazines, and yearbooks. Each year the ILPC sponsors individual contests in which students submit work published during the school year.

At the most recent convention, in March, 1980, more than 3,500 students and teachers attended sessions chosen from among 110 workshop sessions taught by professionals in the field and by high school and college journalism teachers (2).

The ILPC had its beginnings at the University of Texas at Austin in 1924. Paul J. Thompson, adjunct professor of journalism at the University of Texas from 1919 to 1924, developed the theory that wherever journalism was taught it should be taught well. To that end he was instrumental in
setting up summer courses for high school journalism teachers. He originated the idea of spring meetings for high school journalism students (6).

The Interscholastic League High School Journalism Conference constitution was published in the Interscholastic Leaguer in October, 1924. The constitution gave as the object of the organization "to raise the ethical, professional, and mechanical standards of high school journalism. It is believed this object may be attained by constructive criticism of publications issued by high schools, and by the affording of instructive competition for the staffs of the several members of the Conference (4, p. 12)."

The first two-day conference was conducted May 8-9, 1925, at the University of Texas at Austin. An article in the Interscholastic Leaguer stated thirty delegates attended (4, p. 35).

The second conference was in the spring of 1928. This time lapse occurred because Governor Miriam Ferguson had vetoed the appropriation for the University of Texas Department of Journalism in 1926 and the department was not reinstated until the fall of 1927 (4, p. 36).

DeWitt Reddick, University of Texas journalism graduate, returned to the university as an instructor in 1927 and, in the spring of 1928, became the first official and unpaid director of the reorganized Interscholastic League Press Conference. Reddick continued in this position until 1947,
during which time he was a full-time instructor at the University of Texas. It was not until 1949, when Bluford Hestir became director, that the directorship became a full-time paid position (6).

ILPC has continued to grow since those early days, and according to the current director Robert Hawthorne it is the largest organization of high school journalists in the United States. The annual spring convention is second only to the national convention sponsored by the Columbia Scholastic Press Association of New York in number of delegates (3).

Edith Fox King, retired journalism teacher and publications adviser, has been associated with ILPC since its inception. In her opinion, the organization has helped to "establish and maintain high standards of writing and publishing" through dissemination of information and the annual statewide meetings (5).

Mrs. King further stated that, considering the number of young people whose lives have been affected by their association with this organization and the high school publications it unites, "the history of this vital educational organization, which is statewide, should certainly be preserved (5)."

Statement of the Problem

This study describes the development of ILPC, its goals, intents, and growth from its inception through 1980.
Purpose of the Study

This study records the growth of ILPC as indicated by membership records. The study records the growth of services offered as indicated in annual record books maintained by the present and past ILPC directors. The study records the development of the organization's intents and goals as ascertained from interviews with the present and past ILPC directors and a search of all available records maintained by ILPC.

Questions

This study answers the following questions.

How has the organization grown in membership?

How have the services offered by the organization changed since its inception?

What changes have been made in the goals and intents of ILPC as it has developed?

What, according to the past directors, have been the greatest contributions this organization has made?

Definition of Terms

For the purpose of this study the following terms are defined as follows.

University Interscholastic League--An organization that provides "the means by which volunteer member public schools of Texas organize and direct properly controlled and supervised competitive activities (1, p. 6)." The League, "which
is administered by the Division of Continuing Education, the University of Texas at Austin, is the largest organization of its type in the world (1, p. 6)."

**Interscholastic Leaguer**—"The official monthly publication of the League, mailed free to the principals of all member schools for distribution to teachers who coach or train students for participation in League contests (1, p. 188)."

Review of the Literature

A search of the records of ILPC indicated one thesis written dealing with the organization: Joyce Jackson, "A History of the Interscholastic League Press Conference and Its Influence on High School Journalism in Texas," at the University of Texas at Austin, 1955. It contained no literature review and the only source material referred to in the work were the ILPC records and copies of the *Interscholastic Leaguer*.

A search of *Journalism Abstracts* from January, 1963, through May, 1980, indicated no writings during that period pertaining to ILPC.

A search of *Journalism Quarterly* 1965 through 1979 revealed no material related to the topic of the ILPC nor any similar organization.

An interview with the current ILPC director indicated that no other studies of the organization have been completed (2).

**Justification**

This study of the history of the ILPC will add to the body of knowledge of this all-but-ignored branch of American journalism by providing insight into the role of the student press association in the development of high school journalism in the state of Texas. It examines the development of the organization, and its philosophies and growth. This study was designed to enhance the knowledge and understanding of the ILPC, the largest organization of high school journalists in the state. It was designed to provide a guide to future study of such organizations.

**Methodology**

The study of ILPC includes interviews with the present ILPC director and all available past directors to obtain information regarding the history of the organization from primary sources.

ILPC records and publications were researched for additional insight into the history of the organization.
The first director of the ILPC, DeWitt Reddick, was interviewed for this study in the summer of 1979, one year prior to his death in August, 1980. The material obtained in that interview was used in the study.

Jackson's thesis was used as a source of information about the organization's history.

Limitations of the Study

This study begins with the introduction of the ILPC as a theory in 1924 by Paul Thompson of the University of Texas at Austin and deals with the period beginning with the first convention in May, 1925, and continues through the fifty-third annual convention in March, 1980.

All conclusions drawn regarding membership growth, services, and goals and intents are based upon ILPC records and interviews with the present and past directors.

Organization of the Study

Chapter I provides an introduction to the study; Chapter II provides a history of the Reddick years from 1928 to 1947; Chapter III provides a history of the time under the next five short-term directors from 1948 to 1961; Chapter IV provides a history of the period under the next two directors from 1961 to 1980; and Chapter V provides summary, conclusions, and recommendations for further study.
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CHAPTER II

THE REDDICK YEARS, 1929-1948

During the first twenty years of the Interscholastic League Press Conference (ILPC), DeWitt Reddick served as the part-time unpaid director of the organization. Reddick, a University of Texas at Austin journalism graduate, first became involved with the organization while he was a student of Paul J. Thompson. Thompson asked Reddick to assist him in setting up the first conference (22).

Reddick credited Thompson with founding the organization in the fall of 1924. In May, 1925, Thompson directed the first judging of school newspapers by the organization prior to the first conference (22).

Reddick assumed the directorship of the organization in conjunction with his teaching duties in the journalism department in 1927. He reorganized the ILPC and directed the second annual conference in May, 1928, while an instructor in the department of journalism. That spring, a "group of editors from thirty high school papers in Texas met in Austin and formed the Texas Interscholastic League Press Conference (23)."

In a letter dated April 30, 1938, Reddick described the growth of the ILPC:

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The ILPC and Texas high school newspapers have grown together. In 1925 there were about 25 high school papers in Texas; now there are at least 150; of which 120 belong to the ILPC. Ten years ago the Texas papers were filled with errors in headlines, make-up, news story form, etc. Today the average high school paper would compare favorably with the average daily newspaper as far as these points are concerned; and in many towns the school paper is a better example of journalism than the local daily (32).

During Reddick's twenty-year tenure as the unpaid director of ILPC, he was assisted by a series of assistant directors. These assistants helped with correspondence and other paper work, particularly during Reddick's two leaves of absence. Frances Mueller served as assistant director during the school year 1938-39 while Reddick was getting his doctorate at the University of Missouri and again from September, 1941, through February, 1942, when he served on the journalism faculty at Columbia University in New York (41).

Membership

Membership in the ILPC was limited to schools with student newspapers, and membership grew from the initial representation from thirty organizing schools in the spring of 1928 to fifty-six junior and senior high schools by the third conference in May, 1929 (15).

A letter from the student president of the organization written January 4, 1929, indicated that "as far as we . . . have been able to determine, there are in Texas 119 high schools publishing papers at intervals of less than one month (3)."
At this time ILPC membership represented less than half of the schools in the state regularly publishing newspapers.

Membership fluctuated during the next nineteen years from a high point of 145 in 1939-40 (44) to a low during the years of World War II when membership fell to sixty-six in 1943-44 (8). The 1943-44 period was described in an ILPC mailing as a time when "Texas high school papers hit their lowest point . . . both in number and quality (16)." By the last year of Reddick's tenure as director in 1947-48, membership had climbed back to 119 schools (45).

Membership records from the first twenty years reflect membership by schools of all sizes and from all sections of the state. Austin High School of Austin perhaps participated more actively than most schools because of its proximity to the University of Texas at Austin. The Quill and Scroll chapter of Austin High annually hosted the preconference welcome party on the night prior to the beginning of the annual two-day conference.

Services

After the ILPC was re-established as a continuing operation in 1928, the first service offered was the grading and ranking of student newspapers. The state was divided into four regions and papers from each region were grouped into three classes according to enrollment (46, p. 1).
By April 10 the leading paper in each class in each division of the state will be announced. From the staff of each winning paper two members may be sent to Austin for the state meeting in the spring with the privilege of the railroad rebate allowed other Interscholastic League contestants (46, p. 1).

Staffs of the other papers were invited to send two delegates to the conference to attend "lectures and discussions . . . planned to fill in profitably the time taken up with the contests (46, p. 1)." Sponsors were encouraged to accompany their students to the conference.

Spring contests were offered in reporting, copy reading, headline writing, editorial writing, and proofreading. In conjunction with the planned contests, "throughout the fall rules and regulations regarding the writing of news stories, of editorials, and of headlines, and for copy reading and proof reading will be sent to high school editors and the members of their staffs (46, p. 1)." The annual record of ILPC activities from 1928-29 explained another reason for the mailing of these pamphlets:

Many of the high schools that publish papers have no courses in journalism. . . . by the mailing of these mimeographed copies of rules and regulations, [ILPC hopes] to supply the students in these schools with instruction in the principles of journalism (46, p. 1).

The third annual conference held in May, 1929, attracted 124 students and sponsors. At this point the conference was sponsored by the honorary journalism fraternity for men, Sigma Delta Chi, and the Department of Journalism at the University of Texas at Austin (46, p. 1).
In 1930, 110 delegates attended the annual two-day conference. The contests and judging were conducted on the same basis as in the previous year, including the contestants' interviewing a state legislator for the reporting contest (13).

For the first time, in 1931, ILPC requested that sponsors notify them of topics in which they were interested (28). Sponsors were notified that according to ILPC rules only papers published semimonthly or more often were eligible to compete in the contests. Others could attend the sessions without competing (25).

This was the first year in which each newspaper staff was asked to select two of the best feature stories, news stories, and editorials published during the year to be used for exhibits and in preparing talks (26).

The first year that Reddick asked a school principal, George H. Wells, principal of Austin High School of Austin, to address the conference was 1931. Letters were sent to other principals statewide requesting their views on the topic, "What Does a School Expect of Its Paper? (27)."

The reporting contest was changed in 1931 and student reporters were given fact sheets from which to write their news story entries rather than their interviewing a state legislator (5).

As an added service in 1931-32, a headline schedule was prepared by the ILPC for each publication and a criticism
was prepared and presented to each staff at the annual convention (24).

In 1933, the first sponsors' session, "Classroom Methods of Teaching Journalism," was conducted (47). There was a session entitled "Getting Advertising in Hard Times," taught by Paul Thompson, chairman of the Department of Journalism at the University of Texas at Austin (5).

Editorial contest topics became more specific in 1935, changing from such vague topics as "What the newspaper means to the high school" (1930-31) (5) to more specific situations such as "Frequently in the school auditorium during assembly there is so much whispering that the visiting speaker can hardly be heard by some who wish to hear him (2)."

A sponsors' luncheon was added to the program in 1935, with a discussion of "textbooks, printing, and other problems of interest to the group" scheduled during the meal (9).

In 1936, the annual records of ILPC activities contain the first mention of time limits on the contests: "One hour was allowed for the newswriting and the editorial contests, a half-hour for the copyreading and the headline writing, and about forty-five minutes for the feature writing (49)."

For the first time, in 1936, delegates could choose among five sessions offered simultaneously on a variety of topics rather than everyone's attending the same session (10, p. 2).

The records from 1937-38 contain the first mention of specific awards for the contest entrants, "The three
individuals scoring the highest number of points will be awarded a gold medal, a silver medal, and a bronze medal. The two papers whose delegates score the highest number of points will be awarded silver shields (30)."

A Reddick letter written in 1937 indicated that proposed changes in ILPC regulations were to be discussed at the conference. The change concerned the admission to membership and contests of papers "published as a part of the town paper," and mimeographed papers (29).

The records from 1937-38 indicate that the news contest was again changed that year. Contestants wrote a story reporting on the keynote speech by Dr. Carlos Castaneda (20). Any changes that may have occurred during 1938-39 cannot be verified since the annual records for that year are not available.

The keynote address at the 1940 convention was given by Governor W. Lee O'Daniel (11) to the 339 delegates (6).

The 1939-40 records explain the method used for dividing the state into four regions. The state was divided at the intersection of the ninety-eighth meridian and the thirty-first parallel. Enrollment figures that explained the three classes were detailed in the 1939-40 annual records, indicating that Class A consisted of schools with 500 or more students, Class B consisted of schools with at least 200 but fewer than 500 students, and Class C consisted of schools with fewer than 200 students (48).
In a letter written in 1941, Reddick explained, "This year, besides considering the problems of the high school paper staffs, we are also planning to give consideration to the individual journalism student and his future and what that future holds for him." "

Certificates of recognition to the winning district papers were issued for the first time in 1941 and were called Award of Distinguished Merit. A special Award of Honor was created for those papers "which ran a close race with the winners."

More specialized sessions were offered during the two-day conference including a session for photographers and another on sports writing. Two hundred fifty delegates representing forty-five schools attended the annual conference.

News contestants were once again asked to write from a prepared fact sheet in 1941.

In 1942 special sessions were added to the conference schedule for discussion of the problems of the high school newspaper staff as affected by World War II.

The war affected even the ILPC's services, forcing a cutback on the number of criticisms offered to each staff and emphasis on those services that could be offered by mail rather than at the annual conference. A reflection of the plight of high school journalism in Texas at that time can
be found in this excerpt from an ILPC bulletin dated March 29, 1943:

Forty percent of the school papers of Texas died this year; about 30 percent of the state's journalism teachers quit teaching and cannot be replaced; the number of students taking journalism in Texas high schools is about one-third less than last year; still greater inroads threaten for next year (4).

School principals were asked to send ILPC information concerning the principal factors responsible for the discontinuance of school papers (36).

For the first time, one of the pamphlets issued on a regular basis by the ILPC was concerned with something outside the immediate area of high school newspaper work--vocational opportunities in the field of journalism (17).

In 1944-45, ILPC records first mention expansion of the field of contestants: "... judges are also permitted to select six other papers at large to be classified as winning papers and to be permitted to enter contestants in the state meet (37)." Prior to this time judges had selected two winners in each class in each region.

In the fall of 1945 individual criticisms of student publications were limited to those who requested it and even then were "subject to the limitation of time available by the small ILPC staff (38)." Members were promised a monthly bulletin of news notes and criticisms and a "mimeographed pamphlet on some aspect of high school journalism once every six weeks (38)."
At the previous spring's convention, 1945, advisers attending the convention had voted to authorize ILPC to charge an enrollment fee of one dollar for each paper wishing to participate in the critical service and to receive the mimeographed bulletins (38).

The restrictions on number of issues published were reduced to a minimum of six issues prior to March 1 (40) from the previous minimum of eight issues. The restriction still applied only to those schools wishing to qualify contestants for the five state contests.

In 1946-47, member schools were once again promised "at least one detailed personal criticism before February" and the enrollment fee remained one dollar (41).

The records from 1946-47 contain the first reference to an area journalism conference held in Houston under the joint sponsorship of the Interscholastic League and the Houston Public Schools (39). The area conference was apparently well received, with ninety-one delegates attending from twenty-one schools (18).

In 1947, Reddick sent a letter to journalism teachers informing them of an organization of high school journalism teachers. His letter suggested such an organization "could be of considerable value in developing professional standards and bringing about a greater sharing of ideas for mutual benefit." He suggested requesting recognition from the
Texas State Teachers Association and a two-hour session at the upcoming conference for discussion of formulation of this group (42).

Representation to the annual conference climbed after the end of World War II, and 380 delegates attended the 1947 convention (8).

Goals and Intents

In a 1938 letter Reddick described the organization:

The ILPC was launched with the ideal of being the greatest possible service to Texas high school journalists at the least possible cost. Persistently it has followed that policy. No enrollment fee has been charged, and no registration fee is charged at the convention. The services of the ILPC are free. Because they are free, no person has ever been paid for any of the work that goes into the management of the Conference, the answering of letters, the issuance of pamphlets, the preparation of criticisms, and the hours of work that are necessary to prepare for the annual convention (32).

Reddick said that during the first ten years the ILPC concentrated on fundamentals including how to write a news story, how to prepare a headline schedule, and how to make arrangements with the printer (22).

Another problem addressed in the early days was "recognition on the part of colleges of the validity of journalism as education." High school journalism was not accepted by colleges, and many college instructors preferred students with no high school background in the subject. This was reflected in the fact that high school teachers in charge of
production of the newspapers were not given a salary supplement for this extra assignment (22).

One of ILPC's early endeavors was to conduct summer journalism courses for high school journalism teachers and newspaper advisers. Reddick credited Thompson with the concept behind the summer programs. Thompson promoted the workshops in the belief that wherever journalism was taught it should be taught well (22).

Reddick believed that ILPC accelerated trends toward professionalism (keying toward the high school audience but with professional standards), constant improvement of the professional background of high school journalism teachers by providing an opportunity for teachers to share with one another and set standards for the teachers of journalism, and the tendency for high school newspapers to precede professional papers with innovative changes (22).

ILPC place an active role in convincing principals that the high school paper was a worthy enterprise and the journalism class worthy of support. Reddick attempted to promote this concept by inviting respected, conservative school administrators to speak at the conference about "the role of the student newspaper at our school (22)."

The goal of the organization as stated in the Constitution was "to raise the ethical, professional, and mechanical
standards of high school journalism (1)." This goal was the primary force behind the services offered during these early years.

Contributions

Reddick believed that the greatest contributions of ILPC lay in the area of "better understanding between colleges and high schools," and in "forming the basis of fellowship and understanding among high school teachers (22)."

Another major contribution, in Reddick's opinion, was in "being the first group to set standards for the teaching of high school journalism and in bringing them [the standards] to what is now the Texas Education Agency (22)."

The ILPC, according to Reddick, had a major impact on its parent organization, the University Interscholastic League. Prior to ILPC, the UIL was interested only in contests; the "ILPC was an educational venture with speakers, contests, receptions, etc. (22)."

Summary

During the twenty years of Reddick's tenure as director the ILPC grew in membership and services. Expansion of services was based upon perceived needs of the high school journalists for which they were designed. Services ranged from pamphlets and instructional sessions in basic journalism techniques to sessions on how to maintain a school paper during World War II when many school papers ceased publishing.
Other services offered included special courses for school newspaper advisers and yearly critique service for member papers. The ILPC offered student newspaper staffs the opportunity to compare their publication to others from schools of similar size in the annual judging.

The goal of the organization as stated in the Constitution "to raise the ethical, professional, and mechanical standards of high school journalism (1)" was the guiding influence in all services offered during Reddick's tenure as director.
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CHAPTER III

SHORT-TERM DIRECTORS, 1948-1961

During the twelve years from the fall of 1948 to the spring of 1961, five men served in the position of Inter-scholastic League Press Conference (ILPC) Director. Norris Davis, Bluford Hestir, William Harding, Traxel Stevens, and J. Roy Moses, Jr., each held the position for terms ranging from one year to five years.

Norris Davis was the last of the unpaid directors, 1948-1949. Bluford Hestir was the first paid director, 1949-1953. Hestir was followed by William Harding, 1953-1954. Harding was followed by Traxel Stevens, 1954-1956. Stevens was followed by J. Roy Moses, Jr., 1956-1961.

Norris Davis, 1948-1949

Norris Davis was an assistant professor of journalism at the University of Texas at Austin when he took over the directorship of the ILPC, serving as chairman of an Executive Committee organized for the ILPC in the school year 1947-48 (35, p. 1).

Davis, age 31 when he took over the position of director from Reddick, was in his second year of teaching at the University of Texas, having received his bachelor's and master's degrees in journalism from the University of Texas.
He taught at Texas A&M and the Universities of Wisconsin and Minnesota before returning to his alma mater in 1947 (57).

After his one-year tenure as director, Davis left the university in 1949 to teach and work on his doctorate. He received his Ph.D. in political science and journalism from the University of Minnesota in 1954. He returned to the Austin campus and served as chairman of the Department of Journalism from 1965 to 1976 when he became an associate dean of the college (57).

Membership

A major change in membership occurred during the 1948-49 school year. In keeping with a similar split in all Inter-scholastic League activities, ILPC split into two conferences: schools from the four big cities—San Antonio, Dallas, Fort Worth, and Houston; and schools outside those four cities. Each conference elected its own officers, held its own contests, and closed the year with its own convention (51).

The enrollment fee for membership remained one dollar (7) and total enrollment in the two conferences was 134 schools (30).

Services

The split into two conferences brought about little change in promised services:

1. At least one detailed criticism of several issues of the paper sometime during the school year.
2. A column of news about high school papers and journalists in The Interscholastic Leaguer.

3. A personal counseling service by which teachers or students may secure advice on problems peculiar to their paper upon writing a letter describing the problem.

4. A series of four mimeographed bulletins, each dealing with a pertinent aspect of high school journalism.

5. A state convention with a program and contests. For those school papers published outside the four cities --Dallas, Fort Worth, Houston, and San Antonio--regional journalism contests will be held. For papers in those cities, delegates may participate directly in the state journalism meet in the spring (62).

For the first time, in 1949, advisers of ILPC member papers were notified of a summer course in yearbook production to be offered at the University of Texas. The senior level course was open to advanced undergraduates and graduate students (77).

Among the pamphlets issued that year were pamphlets on "Journalism for Junior Colleges," "Producing the High School Mimeographed Newspaper," and "How to Prepare Radio News."

Two regional University Interscholastic League conferences were held, one in Houston, December 4, 1948, and one in Odessa, January 22, 1949, with sessions set up for journalism staffers from schools in the area (34).

The Houston conference included a criticism of photographs in school papers and methods of improvement, a panel discussion led by high school journalism teachers concerning problems of the high school paper, and criticisms of school papers. A joint session of the journalism and radio groups was conducted, with a talk on facsimile broadcasting and
other aspects of newsbroadcasting (67). Attendance figures indicate attendance by ninety-two delegates representing fifteen schools in the Houston area (1).

The Odessa conference included similar sessions and was attended by fifty-four delegates from twelve schools (8).

The Four-City division schools conducted their state level contests and convention in San Antonio. The other schools in the state were grouped into the Lone Star division, with contests held in eight regions: Texas Tech College, Lubbock; Hardin-Simmons College, Abilene; Southern Methodist University, Dallas; Kilgore Junior College, Kilgore; Stephen F. Austin State Teachers College, Nacogdoches; Sam Houston State Teachers College, Huntsville; Southwest Texas State Teachers College, San Marcos; Texas A&I, Kingsville; and Odessa High School, Odessa. Region IV was split between two regional centers, with Class A and B contestants competing at Kilgore Junior College and Class AA contestants competing at Stephen F. Austin State Teachers College (56).

Two students represented each entering member school in the journalism contests. Five contests were held with the same contestants participating in all five. Time limits established for the contests were: News Writing forty-five minutes, Editorial Writing forty-five minutes, Feature Writing thirty minutes, Copyreading thirty minutes, and Headline Writing thirty minutes (44).
Eligibility for the contests was limited to representatives from schools belonging to ILPC that had published at least five issues during the current school year, with copies filed in the ILPC office (44).

The News Writing contest was based on a fact sheet with a word limitation of 500-800 words (58). The Feature Writing contest was similar but the length was limited to 100-200 words (13). The Headline Writing contest required the contestants to write two headlines (77). Editorial Writing contestants were to write on one of three subjects and were limited to 100-250 words (18).

The Lone Star Conference Convention State contests were open to the "top two contestants in each of Conference AA, A, and B regional contests." Contestants were provided free rooms and were granted a rebate on transportation which generally amounted to one cent per mile. Delegations to the state convention were not limited in number but could be as large as the adviser desired (28, pp. 1-2). Thirty-five schools were represented at the convention by 205 delegates (3, pp. 1-5).

The Four City Conference Convention was open to all high school journalists from member schools in the four cities; two students represented each school in the state contests (29). Contest delegates were not given free rooms nor transportation rebates (31). Twenty schools were represented at the convention by 140 delegates (2).
Goals and Intents

Davis could not be interviewed regarding the goals and intents of the organization during his tenure as director because of his death in April, 1981.

From a study of the materials available for the year of his tenure it appears that the goals of the organization did not change during his administration.

Bluford Hestir, 1949-1953

Bluford Hestir, the first full-time paid director, served in this position for five years. He had worked as assistant ILPC director from 1946 to 1948 when he returned to the University of Texas at Austin to work on his master's degree. He had received a Bachelor of Journalism with highest honors in 1940 from the University of Texas (36, p. 1).

Hestir's appointment as director was hailed in The Interscholastic Leaguer as "an indication of the growth and increasing importance of journalism activities in the high schools of the state (36, p. 1)."

Hestir said Reddick "put together a job paying a wage where none had existed before." The new position included responsibility for the ILPC, editing The Interscholastic Leaguer, and handling the news media for all state University Interscholastic League tournaments (19).
Membership

ILPC membership grew steadily during Hestir's tenure as director from 195 member schools in the 1949-50 school year (12) to 250 member schools in the 1952-53 school year (33).

By April, 1951 a new system of classification for ILPC member schools had been established in an attempt to follow completely the new Interscholastic League conference divisions. . . . It is believed that the division of ILPC member papers into B, A, AA, 3-A, and 4-A conferences, on the basis of enrollment, will give the very best possible basis for comparison, since the physical resources for publication will be approximately equal. The enrollment divisions are: B, under 115; A, 115-199; AA, 200-449; 3-A, 450-849; 4-A, 850 and above (24).

The one dollar membership fee continued to be voluntary and was intended to "defray in part the expenses of mimeographed pamphlets on high school newspaper production, critical services, convention program, and other special services (45)." Any paper could, upon the request of the adviser, be admitted to membership without charge but was not entitled to any services other than participation in the journalism contests (45).

Services

Once again in 1949-50, a regional conference sponsored by the University Interscholastic League was conducted in Houston. The journalism section was a portion of the overall program that included speech, drama, readywriting, and other Spring Meet contests areas.
Other regional conferences were conducted in Northeast Texas, at Kilgore Junior College in Kilgore; in Central West Texas, at Abilene Christian College in Abilene; in Central Texas, at Southwestern University in Georgetown, and in West Texas, at Odessa High School in Odessa.

Regional contests were conducted throughout the state for members of the Lone Star Conference. Contests for AA schools were at Texas Tech, Ysleta High School, Southern Methodist University, Stephen F. Austin State College, and Texas A&I. Contests for Class A schools were at Texas Tech, Howard Payne, Southern Methodist University, Kilgore College, Sam Houston State College, Southwest Texas State College, and Texas A&I. Contests for Class B schools were at Texas Tech, Howard Payne, Southern Methodist University, Kilgore College, Sam Houston State, Southwest Texas State, Texas A&I, and Odessa High School.

The only noticeable change in contests was the lack of a choice of topics in the editorial writing contest; only one topic was given—reckless driving by teenage boys (11).

The annual convention for the Lone Star Division was attended by 121 delegates from forty-three schools (68).

The Four-City Division met in Houston for its second annual convention, with 209 delegates attending from twenty-four schools (64).
Hestir judged and rated junior high school newspapers separately and three schools received Award of Distinguished Merit certificates. Three others received Awards of Honor (4).

Hestir had in the year suggested by-mail contests for junior high school journalists, but having received little response from sponsors had not followed up on them (20).

In the school year 1950-51 "because of the unprecedented expansion of ILPC last year," the director gained an assistant. The 1948-49 enrollment of 134 papers "shot up, because of regional journalism conferences, . . . to a record-breaking 198 papers (21)."

The rating of papers was discussed in a pamphlet suggesting that "the percentage of member papers receiving certificates of award" might be changed so that "wider ranges of accomplishment" could be recognized. The pamphlet explained that the change would not "result in more than thirty papers receiving the Award of Distinguished Merit" nor more than "40 papers ranking in the second division of accomplishment." The change was planned to add to the "awards list classifications below these two so that papers which are praise-worthy because of good work, exceptional progress, or outstanding accomplishment under peculiar limitations, would be given recognition (45)."

Regional conferences continued in 1950-51 in Houston, Kilgore, Abilene, Georgetown, Kingsville, Odessa, and Lubbock.
One of the pamphlets issued that year was entitled "The Gossip Column," which commented "... progress of school journalism in Texas has brought the gossip column into comparative disrepute. ... Progress is leaving the gossip column behind." The pamphlet explained the reasons behind the development of gossip columns and a discussion of pros and cons of such columns (14).

Contests changed little except that the copyreading contest was simplified to require less of the "broad knowledge of the things to watch for in copyreading." In a letter Hestir explained that the copyreading contests had in the past included one or two devices to test the alertness of the contestant to fundamental discrepancies in the stories, as well as errors in grammar, punctuation, and style. His letter explained, "These deeper elements, ... are difficult for contestants to catch under the stress of contest conditions (22)."

Another change in contests resulted in a change in the headline count system to bring it "into line with the common count practices used professionally." Previously a simplified count system had been used since many contestants were accustomed only to a simple count system in preparing duplicated papers. "As larger and larger percentages of papers with printed formats have been represented at the contests,
this 'simpler' count actually became more difficult for a majority of the contestants, when compared with a count they were already familiar with (23)."

The two divisions of the League activities were reunited in the 1950-51 school year, and the convention was attended by 296 delegates from fifty-nine schools. Remarking on the re-uniting of the two divisions Hestir said, "... the division has shown that something goes out of the Austin convention when the twenty-seven big city schools are not represented; and the Four-City convention never could have hoped to achieve the feeling of unity and cosmopolitan completeness which the state-wide convention gave to its delegates (36)."

A new rating system was developed in hopes of providing a more equitable degree of recognition for all member schools. The new system included adoption of four award certificates instead of two: the Award of Distinguished Merit for the highest classification in each conference, the Award of Honor for outstanding publications of only slightly less general excellence, the Award of Achievement for special progress or achievement during the year, and the Award of Merit for worthy service to the school for which the paper is published (25).

With the reuniting of the two divisions all journalism contestants competed at regional meets and then only the top two point earners in each region advanced to state contests.
Contestants were divided into three classes, AA, A, and B. All classes competed together, taking the same contests, but were judged in individual classes (46). Junior high contestants competed with the senior high students in the contests (26). The convention held in the spring of 1952 was celebrated as the twenty-fifth anniversary convention, and Reddick was honored by having the traveling library named for him (63). Sixty-nine schools were represented by 365 delegates at the convention (9, pp. 1-5).

The regional student activity conferences continued with the journalism section including yearbook and newspaper sessions. The Reddick library was activated and a bibliography of books and pamphlets available through the library was sent to member schools (5, pp. 1-7).

A new type of contest was introduced in 1953. Awards were offered "in each of seven categories for the best work done this year by members of ILPC staffs." Awards were offered for "first, second and third places in each of the five classifications (B through 4-A) of ILPC ratings" in the following areas: editorial writing; news writing; sports writing; photo, spot news; photo, feature; feature writing; and featurette writing. Each member paper was allowed to submit three entries in each category (27).
Goals and Intents

Hestir was of the opinion that the basic goals and intents of ILPC did not change during his tenure as director. The organization continued to provide evaluations and answers to questions in an attempt to develop truly professional quality in writing, editing, and makeup of school newspapers. Hestir expressed the belief that one of ILPC's primary intents was to lend support to the advisers of the member publications (19).

Contributions

Hestir believed that the primary contribution of ILPC was in the area of providing encouragement and support to teachers, for it was through the teachers that everyone else was influenced.

He expressed the belief that ILPC contributed by upholding quality standards to teachers and students so that they could see and imitate good journalism in the context of school newspapers. "It was these same students who became quality journalists, contributing enormously to the improved quality of journalism that the state has produced," Hestir said (19).

William J. Harding, 1953-1954

William J. Harding followed Hestir as director but served only one year in the position. Harding, a University
of Texas journalism graduate, moved into the position of director after five years as a professional newspaperman (37, p. 1).

Harding left the ILPC in March, 1954, to become associate editor of the Texas Outlook, the official magazine of the Texas State Teachers Association (15).

Harding's assistant during his one-year tenure as director was Joyce Jackson, a graduate student in journalism (43).

Membership

The membership fee increased in 1953-54 to two dollars with the unanimous approval of the sponsors at the 1953 convention (16).

Membership lists indicate higher enrollment figures than any previously recorded, with 284 schools enrolled (48, pp. 1-15).

Services

The DeWitt Reddick Lending Library was expanded and a new film service prepared during 1953-54. A series of slides illustrating makeup techniques was prepared that year (17).

The director added a yearbook section to "most of the twelve Student Activities Conferences because so many newspaper and yearbook staffs overlap (17)."

Since Harding departed the position of director March 1, 1954, he did not direct the annual state convention. The
convention was conducted under the leadership of his successor, Traxel Stevens, along the same lines as previous conventions with no major changes instituted.

**Goals and Intents**

Since Harding stayed in office only a matter of months he did not, according to his own admission, have much of an opportunity to affect the basic goals of the organization (15).

**Contributions**

Harding expressed the belief that perhaps the greatest contribution of ILPC was in providing an opportunity for young people to become involved and make a contribution other than in athletics. He believed that the organization encouraged students to strive for some degree of excellence through the awards and recognition offered for their work (15).

**Traxel Stevens, 1954-1956**

Traxel Stevens, a former University of Texas graduate student, took over the position of ILPC Director March 1, 1954, and remained in the office until he left to become managing editor of the *Texas Outlook* in May, 1956 (72).

Stevens came into the position of director with only minimal knowledge of the organization. Prior to his tenure as director he worked as a radio reporter and a reporter for Long News Service from 1949 to 1954 (72).
Stevens' interest in journalism began in college where he worked on the college paper and wrote news releases for the college. He received his Bachelor of Arts in Music from Louisiana College in Pineville, Louisiana, in 1942 (72).

**Membership**

For the first time, in 1954-55, membership surpassed 300 schools (49). Membership continued to be mixed, with all sizes of schools represented, junior as well as senior high schools.

ILPC membership did not require that a school teach journalism, only that they publish a school paper, by whatever process (73).

During the last year of Stevens' directorship, 1955-56, membership was up to 321 schools (50, p. 1). Convention attendance was up, with 519 delegates attending from eighty-two schools (65).

**Services**

Basic services did not change during 1954-55 and regional conferences continued. Individual Achievement Award contests were expanded to include a junior high school division, and medals were presented to the winners, gold for first place, silver for second, and bronze for third (69).

Newspaper rating divisions continued to be based on enrollment but junior high schools were rated in a separate division (74).
In a letter to advisers of member schools in May, 1955, Stevens requested their opinions regarding several proposed changes: 1. subdividing the present five divisions to separate mimeograph and duplicated papers from printed and offset papers for rating. Within the two groups further subdivision would be made based on frequency of publication and school enrollment. The proposed change was necessitated by increased ILPC membership which made it difficult to judge papers in such large groups; 2. increasing the membership fee or charging an additional fee for specific services (75).

The proposed subdivision of the papers for judging was done to a limited extent. The papers were subdivided on the basis of frequency of publication. Junior high papers were subdivided by method of printing. High school subdivisions were:

a) Page in local paper, all enrollments, all frequencies.

b) Mimeographed and duplicated, all frequencies. Enrollment 0-99; enrollment 100-199; enrollment 200-399; enrollment 400-up.

c) Printed (includes letterpress and offset, both by school print shop and commercial), all frequencies. Enrollment 0-225; enrollment 226-399; enrollment 400-799; enrollment 800-1,499; enrollment 1,500-up (47, p. 1).

The membership fee remained two dollars, with an additional fee of three dollars charged if a school wanted a written criticism of their paper. Forty-seven percent of the member schools subscribed to the criticism service that year (39).

Another category was added to the Individual Achievement Awards for "illustrations--hand-drawn pictures, cartoons, or
other illustrative matter for either mimeographed, duplicated or printed papers (70)."

Junior high students no longer competed with senior high students in district, regional and state contests but were invited to organize their own districts and conduct their own contests. No arrangements for advancement to state-level contests were set up (38).

**Goals and Intents**

Stevens expressed his belief that the basic goals and intents of the ILPC had not changed during his tenure as director. "I was not there long enough to make any notable changes," he said (72).

**Contributions**

Stevens summed up his opinion of ILPC's contributions to Texas high school journalism: "It offers an outlet for development of talents by creative students who might not find that outlet somewhere else in high school." He concluded, "Journalism must attract the hardest workers and most talented students in school (72)."

**J. Roy Moses, Jr., 1956-1961**

J. Roy Moses, Jr., served as ILPC Director from September, 1956, until August, 1961. He was a 1949 graduate of Southwestern University holding a bachelor's degree in journalism.
Moses received his Master of Journalism degree from the University of Texas at Austin in 1955 (40, p. 1).

Moses held positions on several Texas newspapers prior to going to work for the ILPC. He served as director of publicity and student publications at Schreiner Institute in Kerrville immediately before moving to ILPC (40, p. 1).

Membership

During Moses' tenure as director, the membership of ILPC increased only slightly from 315 member schools in 1957-58 to 344 member schools in 1960-61. Membership at this period included junior high school newspapers, high school newspapers, and associate members. The associate memberships were held by schools that were not members of the University Interscholastic League. There were three associate members during most of Moses' tenure and they were nonpublic high schools such as St. Agnes Academy in Houston.

Services

Individual Achievement Award contests were expanded in 1957-58 to nine categories, the result of the separation of the illustration contest into two categories, one for duplicated newspapers and one for printed newspapers. Each school was allowed two entries in each contest. Contests were in news writing, editorial writing, sports writing, feature writing (excluding featurettes), featurette writing, spot
news photograph, feature photograph, printed illustration, and duplicated illustration (71).

Regional Student Activities Conferences continued in different areas of the state. Sections were offered in newspaper and yearbook.

ILPC membership was not a prerequisite for entering the regional and state journalism meets. A school could certify two students and the same two would enter all five contests: news writing, editorial writing, feature writing, copyreading, and headline writing (32, p. 1).

The contests were held in conjunction with the annual state convention. Sessions at the convention featured a choice of ten topics during two fifty-minute periods, including a two-hour yearbook session (76). Seventy-three schools were represented at the convention by 613 delegates, the largest convention ever held up to that time (66, p. 2).

A major change was suggested in 1958-59 that would have required that journalism contests begin at the district level, but there was no need for the change because of the limited number of entries (41).

A pamphlet published early in the 1958-59 school year was a by-product of future ILPC Director Max Haddick's doctoral dissertation completed at the University of Texas in 1956. The pamphlet "Common Weaknesses of Texas High School Newspapers" was produced while Haddick was acting chairman of the Texas Christian University journalism department (6).
In 1958, for the first time, schools were required to submit three issues of their newspapers for the criticism service, in addition to the file copies sent to ILPC (78). The criticism fee continued to be five dollars in addition to the membership charge (53).

Again the convention attendance reached a new high when 623 delegates attended from seventy-six schools (67, p. 2).

In 1959-60, district level journalism contests were held for the first time in a limited number of districts (54). The two highest scoring individual contestants advanced to the regional meet despite the fact that the district meet consisted of only two events: feature writing and editorial writing. The rationale behind the district level meets was to avoid congestion at the regional contests and to "help ease the travel problem for some schools" situated a great distance from the regional centers (54).

Convention attendance continued to rise, and delegates had seven sessions to choose from during the two fifty-minute general sessions. Once again a double session of nearly two hours was scheduled for yearbook staffs (59).

In 1960-61 some of the regional sites expanded and improved their facilities for journalism contests and no district meets were held (42). Advisers and principals were urged to enter the journalism academic contests whether or not their school published a student newspaper or had a
journalism class. Participation was limited, and in two regions only one school entered and advanced to the state meet by default (55).

Convention attendance in 1961 was down slightly to 589 delegates, though more schools were represented than previously (60).

**Goals and Intents**

Moses did not attempt to change the goals or intents of the organization. Instead, he relied heavily on Reddick and Davis for guidance (52).

He explained that, in his opinion, one of the best things ILPC did was to offer the critical service. He said that it was difficult, however, to get competent critics for the five dollar fee (52).

**Contributions**

Moses expressed his belief that perhaps the greatest contribution of ILPC was in the area of "improving standards of high school journalism and journalists, using the product to measure the students (52)."

He further believed that ILPC contributed by helping to improve the calibre of journalism teaching. This began under Reddick as the ILPC and the University Interscholastic League did a "real service" with pamphlets on basic information. Moses continued this service, though its popularity waned as schools adopted textbooks he said.
Summary

ILPC membership showed almost constant growth during the twelve years from 1948 to 1961. A slight increase in the enrollment fee from one dollar to two dollars with an additional charge for criticism service did not seem to have an effect on membership.

Services offered were expanded with the addition of the Individual Achievement Awards contests. Changes in the rating system and the number of award categories allowed more schools an opportunity to place in competition and provided for a more even distribution of resources based on school enrollment.

There were no discernible changes in the basic goals and intents of the organization during this period. Instead, the five short-term directors worked to continue promoting the improvement of the professional and mechanical standards of the high school newspapers.
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CHAPTER IV

A PERIOD OF GROWTH, 1961-1980

The Interscholastic League Press Conference (ILPC) more than doubled in membership between the fall of 1961 and the spring of 1980 during the tenures of two directors, Max Haddick and Robert Hawthorne. One major factor in this period of rapid growth was the admission of yearbooks to membership in 1972.

Max Haddick, 1961-1978

Max Haddick served as director of ILPC for seventeen years from the fall of 1961 until he was forced to retire in the summer of 1978 because of a chronic heart condition (41).

Haddick, who received both his bachelor's and master's degrees from Texas A&I, earned his doctorate at the University of Texas at Austin. He did graduate work at Vanderbilt and the University of Houston before succeeding Roy Moses as ILPC director (59, p. 4).

Haddick first began working with ILPC in the fall of 1946 while he was an undergraduate at Texas A&I. Journalism department chairman O. M. Montgomery had been asked to do criticisms of several school papers, and, because of a lack of time, he asked Haddick to do them. From that time on DeWitt Reddick kept Haddick on as an unpaid ILPC critic (5).
From 1950 to 1954 Haddick taught journalism and sponsored both the school newspaper and the school yearbook at Brazosport High School in Freeport. He taught journalism and photography at Sul Ross College for one year, and from 1957 to 1960 he served in the journalism department at Texas Christian University, spending one year as acting department chairman. He spent several years working on Texas daily newspapers (59, p. 4).

A news release issued upon the occasion of Haddick's retirement said, "In the years since [joining ILPC], he turned a small group of high school journalism students and teachers into the largest group of its kind in the world (80)."

Membership

Membership grew steadily during Haddick's tenure as director, increasing rapidly from 358 schools in 1961 to 507 schools in 1971.

Membership increased dramatically in 1971-72 when 307 yearbooks were admitted to membership. The combined total membership of newspapers and yearbooks brought enrollment to a high of 830 members (52).

When the fiftieth anniversary was celebrated in 1976-77, ILPC membership stood at 859 (53). By the time of Haddick's retirement, the combined membership totaled 869 publications (54).
Services

The membership fee remained two dollars in 1961-62 and the critical service fee remained five dollars (51). Eighty percent of the membership ordered the criticism service (61).

The only major change instituted in 1961-62 was the establishment of a journalism scholarship fund honoring DeWitt Reddick which was announced at the thirty-fifth annual convention. A new award was presented that year to the most outstanding high school journalism sponsor. The first such award to be presented went to Mrs. Doris Johnson of the London Flash (67). A new constitution was adopted unanimously at the annual convention by the 584 registered delegates (67).

In 1962-63, newspaper sponsors of nonmember schools were invited to bring their staffs to the convention and take part in the activities. They were not allowed to vote in the business session (6).

The convention included two workshop sessions offering a choice of six sessions in newspaper, one in radio-television, and one in yearbook (71). State contests remained as before except that headline writers were provided with separate stories from which to write headlines rather than using the copyediting stories as had been done previously (46).

Headline writing contestants in 1963-64 were required to write three headlines during the thirty-minute time limit rather than two as they had done previously (46).
Convention attendance continued to climb; 655 students and 110 sponsors attended from 111 schools (76).

Haddick made another change in 1963-64, instituting a new certificate, The Certificate of Journalistic Proficiency, an award that he later described as his most outstanding contribution to ILPC (5). It was "awarded to individual reporters, editors, sponsors, et al, who have demonstrated outstanding journalistic talent." The awards were sent as soon as they were decided upon and ILPC critics were asked to notify the director of any nominees for this award for consideration by a committee (7).

In 1965, district level journalism academic contests were once again held in a limited number of districts because of overcrowding at regional centers (8). District level contests still required only two contests, news writing and editorial writing, though some districts chose to give tests in all areas (9).

Another new award was added in 1965: one newspaper was cited as "Tops in Texas" (10).

The number of sessions offered to the state convention delegates increased to fourteen, seven offered during each of the two fifty-minute workshops (40).

A major change came about in 1965-66, resulting in the separation of academic journalism contests from the annual ILPC convention. For the first time the convention was held in late March separately from the state meet (12).
The number of workshop sessions scheduled at the convention changed from two offered on Friday afternoon to three offered on Saturday, thus giving delegates more opportunity to attend a variety of sessions (13). The change in timing did not affect attendance; 116 schools were represented by 767 students and 112 sponsors (75, p. 3).

The membership fee increased to five dollars in 1967-68. Criticism service continued to cost an additional five dollars, and schools were promised that "a professional newsman or a professor of journalism will study your newspaper carefully and write you a four or more page letter, noting weaknesses and making suggestions for improving the newspaper." Another change took place in the criticism service in that critics would no longer mark the papers sent to them and return them to the school (15).

Nonmember schools were once again invited to attend the convention (14), and for the first time convention registration surpassed 1,000 with 1,136 delegates registered (74).

In 1967, judges began indicating one school as best in each division. Those papers judged best in their division were the ones from which the Tops in Texas was chosen (49).

Another change took place in 1967-68 as schools were asked to save copies of each issue of their paper and forward a complete set to ILPC by February 1 for judging. Previously the file copies sent to ILPC during the course of the year had been used for rating. Sponsors were asked to continue
sending a copy of each issue to the ILPC director so that he might read them and send out proficiency certificates when he spotted really good material (81).

Two new contests in advertising were offered with entries judged in an open division not regulated on the basis of enrollment. The categories were single advertisement and an advertising series. Each school was allowed two entries per category. The contest was judged by faculty members of the University of Texas School of Communications (72, pp. 1-2).

In 1967-68, for the first time, a registration fee was charged to delegates attending the convention: fifty cents each (48). Convention workshops included sessions in yearbook, radio and television, advertising, newspaper, and literary magazine (16). An increase in the number of workshops gave delegates a choice among thirty-one sessions (50).

The two advertising contests were added to the Individual Achievement Award contests the following year (17).

A special ILPC Officers Award was established in 1968-69, to honor the school totaling the highest number of designated points in individual contests (56).

Convention attendance in 1969 was once again the highest to date, with 1,782 delegates registered (73, p. 3).

Rex Jobe served as Haddick's assistant from 1968 to 1970, and he conducted the 1969 convention after Haddick suffered a heart attack two weeks prior to the annual gathering (60).
Another new award was presented in 1969-70, the Edith Fox King Award to be presented annually for distinguished service in journalism teaching. The first award was presented by Reddick to King, and she in turn presented the award to ten others who were actively involved with high school journalism (58). A new Special Services Award was presented to a sponsor who had been of service to ILPC (58).

A new category of competition was added to the Individual Achievement Award contests in 1969-70 in the area of sports photography. Each school was allowed two entries (66).

ILPC began charging for additional copies of ILPC pamphlets beyond the first copy at the rate of ten cents each (18).

Although the academic journalism contests were officially separated from the ILPC convention, Haddick continued to use ILPC mailings to notify sponsors of contest changes. In 1969-70, the copyreading contest was discontinued and it was no longer required that the same competitor enter all contests. Each school was allowed to enter one student in each of the four remaining contests (19). The first place winner in each contest advanced to the next higher level of competition.

This change was designed to achieve two results: A. to allow a talented student to compete in the event he was best in, without having to compete in events in which he lacked in talent, interest or ability. B. to allow more students to receive the benefits of competition in the journalism contests (4).
It was recommended, but not required, that district contests be held in all districts (43).

Headline writing competition changed dramatically that same year with competitors required to write six to eight headlines of various types. The expanded contest was designed to provide for greater number and variety of headlines (4).

In 1970, yearbook sponsors were advised of the first Interscholastic League Yearbook Shortcourse. The four-day workshop was limited to 150 participants and the fifty-five dollar fee included room and board and all necessary supplies (20).

In 1970-71, a change in the ILPC Constitution was adopted providing for a vice-president for junior high affairs (21).

A questionnaire was sent to newspaper and yearbook advisers, seeking their opinions on numerous issues, including the granting of full membership to yearbooks (57).

That summer, ILPC conducted a three-day Newspaper-Yearbook Workshop on the campus of the University of Texas at Austin, which included a special sequence for advisers (77).

The only major change to take place in 1971-72 was an increase in the convention registration fee to one dollar per delegate (22).

In 1972-73, yearbooks were admitted to membership for the first time. The membership fee of five dollars entitled
the staff to a copy of "each ILPC pamphlet on yearbooking as it was published" and a complete slate of Individual Achievement Award contests. No rating or criticism service was offered (23).

Yearbook Individual Achievement Award contests were established in seventeen areas: theme selection and development, cover design, end sheets, introduction, division pages, student activities spread, sports spread, administration and/or faculty spread, class section spread, advertising, student art, sports photograph, portrait, feature photograph, advertising photograph, special effects photograph, and special effects graphics. Staffs were allowed two entries in the photography, student art, and special effects graphics areas and one entry in each of the other areas (81, pp. 1-2).

Newspaper Individual Achievement Award contests were once again expanded, this time to include photo story, general column, and sports column categories. Two entries were allowed in each contest (68).

Several changes in the convention format were made in 1973. There was no general session of all convention delegates. The yearbook and newspaper Individual Achievement Awards were presented in two separate meetings. Workshop sessions began Friday afternoon rather than Saturday morning, and two press conferences were scheduled with prominent politicians. Each school was allowed to send two delegates to the press conferences to question House Speaker Price
Daniel, Jr., and Attorney General John Hill. There were other Capitol conferences with representatives and their aides on pertinent legislation pending in the Texas State Legislature (78, pp. 1-2).

Pamphlets continued to be issued by the ILPC, and in 1972-73 they included one written by the ILPC student president Jay Banks, "I Believe in the Future of Journalism" (47).

Fees increased again in 1973-74: Convention registration doubled to two dollars per delegates, and the cost of newspaper criticism service rose to six dollars (27).

The number of papers to be submitted for judging was changed from all issues published prior to the deadline to a maximum of five issues—the first issue of the year, the last three before the deadline, and one to be chosen by the adviser and staff (27).

Yearbooks were offered a new rating-criticism service that differed from the newspaper criticism service in that the same yearbook was criticized and judged by one judge. Fees charged were based on the number of pages in the book and were paid directly to the assigned critic-judge. ILPC received no payment for the service. Books of up to 160 pages paid $7.50 plus an optional fee of $1.50 if they wished to have the book returned. Books of more than 160 pages paid $10 plus an optional fee of $2 for book return (24).
The awards banquet, which had been held annually, was discontinued since a facility large enough to seat all the delegates could not be found. Banquet seating in prior years had run to over 2,000 and had been held by seating a limited number in the main dining room and connecting the other groups by closed circuit television (25).

Newspaper staffs were given a new option for 1973-74 of being judged in a special category for news magazines (26).

Another new Individual Achievement Award contest was added in 1974-75: in-depth, single author feature writing (28).

Haddick continued to use ILPC mailings to notify advisers of changes in the journalism academic contests, and in 1974 the rules were changed to allow each school to enter two contestants in each of the four contests. The same two could enter all four contests or eight different students could enter the four contests (29).

The 1975 state convention featured three limited sessions requiring advance registration: "The Human Element of Communication," "Advertising Clinic," and "Newspaper Copy Editing Lab." The total number of sessions offered during the workshops was more than doubled; ninety-six sessions were made available to the assembled delegates (70).

A special Bicentennial Contest was held in 1975-76. Six areas of competition for newspaper staffs were:

1. News Writing-Best news story on a Bicentennial event in entrant's home city.
2. Feature—Best article on U. S. history and culture.
3. Feature—Best article on U. S. history and culture on a local theme.
4. Editorial—Best on a patriotic theme.
5. Art—Best on a patriotic theme.
6. Photo—Best picture of an item or event of historical interest within 100 miles of entrant's home city (1).

Yearbook staffs were offered two areas of competition:

1. Best treatment of Bicentennial celebration.
2. Best photo story (three or more pictures on Bicentennial theme) (1).

The entries were judged in two groups, high school and junior high school. Each member staff was allowed two entries in each contest area (1).

Prizes in the Bicentennial contest included framed copies of the United States Constitution, the Bill of Rights, and the Declaration of Independence awarded to the schools of first place winners. First, second, and third place individual winners received medals (1).

The number of newspapers to be submitted for judging remained at five, but the rules were altered to make the five include the first issue of the year, the last two before the deadline and two chosen by the adviser and staff (30).

The convention registration fee was raised to two dollars and fifty cents per delegate. The program included more than fifty sessions for newspapers and newsmagazines, more than forty sessions for yearbooks and others on literary magazines, advertising sales and design, photography, public relations,
and special advisers' sessions. More than twenty sessions were designed particularly for beginners, and teachers were encouraged to bring their incoming staff members (31).

Three special sessions were offered to convention delegates, one on literary magazines, one exclusively for advisers dealing with human communicative patterns, and one dealing with advertising sales, promotions, layout, and design (79).

Paid registration at the convention totaled almost 3,000 delegates from 342 schools. Medals were awarded to 349 newspaper/newsmagazine staff members and 336 yearbook staffers. Ratings were done for 230 yearbooks and 339 newspapers and newsmagazines (64).

ILPC's Golden Anniversary convention year was celebrated in 1976-77 (2).

The number of yearbooks to be rated had grown to the point that the AAAA division was subdivided into one critic-judge rating books from schools with enrollments of 1,220-2,249 and another rating books from schools with enrollments of 2,250 and up (32).

New rating categories for newspapers based on enrollment and method of reproduction were announced the same year (3).

The convention drew 4,671 delegates (33). Golden Quill awards were presented to the forty-seven top scholastic journalists in the nation during the convention. Among the recipients were all of the past ILPC directors (65). The 1977 convention marked the end of multiple medal presentations.
for multiauthor Individual Achievement Award winners. Staffs had to purchase any medals beyond the one presented in the awards assembly (34).

In Haddick's last year as director, Robert Hawthorne came in as assistant director, replacing Alicia McKinney Helton who had served for three years (35).

Membership fees for newspaper/newsmagazine members changed and were based on University Interscholastic League conference: junior high schools paid five dollars; Class AAAA schools paid ten dollars, Class AAA schools paid nine dollars, Class AA schools paid eight dollars, Class A schools paid seven dollars, and Class B schools paid six dollars (35). Criticism service remained an additional six dollar charge and newspapers/newsmagazines ordering criticisms were asked to send their first three issues of the year as soon as they were published (36).

Haddick used ILPC mailings to notify advisers that the University Interscholastic League Legislative Council was considering a recommendation to allow three students to enter each journalism academic contest, three winners to advance, and the point system to be equalized allowing journalism winners to earn as many points as did other competitors (52). A Haddick letter dated November 14, 1977, confirmed the Council action with an effective date of Spring 1979 (37).
The mimeograph category of newspaper/newsmagazine competition was explained in a Haddick memo:

ILPC policy is that any newspaper that types its copy for reproduction may elect to be judged in the mimeographed division. Mimeograph is a misnomer. That is a trade name. If you type the final copy which is then photographed and printed, you may elect to be judged as a mimeographed paper, even though the actual printing is done by offset method (37).

Only two limited sessions requiring preregistration were planned for the 1978 convention. Instructional sessions were expanded to 135 sessions covering many phases of yearbook, newspaper, photography, advertising, public relations, radio, television, and related work (38).

An ILPC Code of Ethics was made available to member schools for a fee of fifty cents. The code was written by the student officers who had served from 1974 to 1978 (39).

Goals and Intents

Haddick was of the opinion that the basic goals of ILPC did not change during his administration though the emphasis on those goals did. An early goal was to provide a closer relationship between high school and college journalism programs; this was not a major goal during Haddick's tenure as director (5).

He placed emphasis on the "value of high school journalism in and of itself" with the aim of giving "guidance, aim and direction to high school journalism as an entity to itself, worthwhile in itself (5)."
In a letter, Haddick said, "The ILPC goal is to help newspaper sponsors and staffs to improve their publications and obtain maximum educational benefits from their work (11)."

Contributions

Haddick was of the opinion that one of ILPC's most important contributions was in the area of helping build the students' sense of pride. The competition, ratings, and critiques provided a student with an opportunity to be proud of his work, his paper, and ultimately his school, said Haddick (5).

ILPC encouraged students through competition to develop their ability to express ideas and impart facts clearly, according to Haddick (5).

Another major contribution, said Haddick, was the opportunity for students to relate to one another; "they were no longer isolated in their own schools (5)."

Robert Hawthorne, 1978-1980

Robert Hawthorne, current ILPC Director, never attended an ILPC convention as a high school student, but he did win a first place in sports writing in the 1971 Individual Achievement Awards competition (40).

Hawthorne first began working with ILPC as assistant to Haddick in July, 1977, and moved into the directorship in mid-August, 1978. During his year as assistant director he
had almost total charge of the 1978 convention because of a heart attack suffered by Haddick in the early spring of 1978 (40).

Hawthorne received his Bachelor of Journalism from the University of Texas at Austin in 1975 and worked full-time for several Texas daily newspapers before starting with the ILPC (40).

**Membership**

Membership virtually stabilized during the first two years of Hawthorne's directorship; total enrollment averaged 838 member publications (55).

**Services**

The only major change made in the services offered during the first year of Hawthorne's tenure dealt with the convention format. A general assembly was added to the beginning of the convention and the grand awards assembly was moved into an earlier time slot to allow delegates to return home after the assembly (62). In years past, the awards assembly had been held Saturday night.

The ILPC Teacher of the Year Award was renamed the Max Haddick Teacher of the Year Award in honor of the recently retired director (42, p. 1).

Convention registration was raised to three dollars per delegate, and a special reserve session featuring a
tour of the University of Texas Daily Texan and Texas Student Publications facilities was offered at a cost of one dollar per person (43).

In 1979-80, newspaper/newsmagazine criticism service charges increased to ten dollars, nine dollars of which went to the critic. The other dollar was used to defray the cost of postage (44).

A yearbook rating form was devised during the summer of 1979 to replace the four-page written critique. Critics were asked to "underline and/or wavy-line trouble areas" and write comments on the form. Another change asked the critic-judge to mail the top rated book, best in the category, to the ILPC office "so that we might judge them again for Tops in Texas honors." Fees were raised to $10 for books of less than 160 pages and $12.50 for books over 160 pages. An optional fee of $2 was charged for book return (45).

Membership fees for yearbooks and newspapers increased. The yearbook fee increased to seven dollars and fifty cents. Newspaper membership fees, still based on enrollment, increased to seven dollars and fifty cents for junior high schools, nine dollars for Class B schools, ten dollars for Class A schools, eleven dollars for Class AA schools, twelve dollars for Class AAA schools, and thirteen dollars for Class AAAAA schools (63).
Goals and Intents

Hawthorne believes he did not change the goals of ILPC, only the approach to those goals. He takes credit for having upgraded the rating forms for publications and having expanded the Reddick library (40).

He said it was his intention to direct the convention efforts toward improving the school publications. It is his intent for delegates to learn something that they can take back and apply immediately. He intentionally changed the aim of the convention, toward underclassmen and away from seniors (40).

Contributions

Hawthorne expressed the belief that ILPC contributed to high school journalism in Texas by "letting kids know someone recognizes their work and appreciates it." He said the annual convention provides an opportunity for students and advisers to get together at the sessions and exchange ideas, all of which can provide motivation for improvement (40).

Summary

During the nineteen years between 1961 and 1980, ILPC experienced a substantial growth in membership primarily because of the admission of yearbooks to full membership in 1972.

Basic services during the period were expanded to include more Individual Achievement Awards categories, more overall
winners, and a greatly expanded convention. The number of sessions increased in almost every area of journalism.

The basic goals of the organization did not undergo any substantial change though both Haddick and Hawthorne attempted to change the emphasis placed on those goals. Each worked to offer services designed to meet the perceived needs of the membership.
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CHAPTER V

SUMMARY AND CONCLUSION

Summary

The Interscholastic League Press Conference (ILPC) grew from a small meeting of thirty high school newspaper staff members in 1925 to one of the largest high school journalism organizations in the United States. In the fifty-three years of its existence under eight directors, membership increased to an all-time high of 844 publications in 1978-79. Under the leadership of current director Robert Hawthorne, enrollment in 1979-80 was 833 school publications: 470 high school and junior high school newspapers and 363 high school and junior high school yearbooks.

It was not until 1972, during the tenure of Max Haddick as director, that membership was opened to yearbooks. The addition of 307 yearbooks nearly doubled the previous year's membership of 507 newspapers.

The basic goals and intents of the organization have remained largely unchanged since its founding by DeWitt Reddick. Emphasis on those goals has varied as high school journalism has evolved. Paul Thompson conceived of the organization as a group that would work to raise the ethical, professional,
and mechanical standards of high school journalism; interviews with directors of the organization have borne out their resolve to continue that commitment.

The mechanics of producing publications of high quality were the primary concern during the early years of ILPC. Though this is still a major consideration, emphasis is now centered on the development of professional writing standards. Both Haddick and Reddick said that school newspapers have often been trend setters, trying new layout styles and concepts many years in advance of professional newspapers.

Services offered to members of ILPC expanded as membership grew. In the early years, criticism services for newspaper staffs and pamphlets on such basics as writing headlines were the primary services offered. In recent years, these services have been expanded to include Individual Achievement Awards competition in both newspaper and yearbook, yearbook critique and rating service, and a greatly expanded convention.

The annual convention regularly draws more than 3,000 high school and junior high school publications staff members and advisers. Delegates travel to Austin where the convention sessions are held on the campus of the University of Texas. Workshop sessions have grown in number and variety through the years, and the 1980 convention offered delegates a choice
workshop sessions. Sessions cover newspaper, yearbook, literary magazine, radio, television, and career-oriented

Conclusion
DeWitt Reddick continued his involvement with the ILPC until his death. It was his continuing involvement that provided continuity of basic goals and intents and the continuation of programs through the years.

Of the seven directors who followed Reddick, six were friends guided into the position of director by Reddick.
Norris Davis, Reddick's immediate successor, had worked directly with Reddick in the University of Texas at Austin Department of Journalism prior to his one year as director.
Bluford Hestir, Davis' successor and the first paid director, had worked as Reddick's assistant during 1946-47.
William Harding, Hestir's successor, was a friend of both Hestir and Reddick prior to moving into the directorship in 1953.
Traxel Stevens, Harding's successor, had become acquainted with Reddick while a graduate student in journalism at the University of Texas at Austin.
Roy Moses, Stevens' successor, received his master's degree from the University of Texas at Austin. Reddick had served as his thesis adviser. It was through their continuing friendship that Moses was made aware of the availability of
the position. He applied and Reddick influenced his appointment as the sixth director of the organization.

Max Haddick, Moses' successor, had known Reddick and had worked with ILPC as a newspaper critic, guest speaker, contest judge, and pamphlet writer for many years prior to becoming director in 1961.

Only the current director, Robert Hawthorne, was not personally recruited by Reddick. Hawthorne was hired as Haddick's assistant by Bailey Marshall, director of the University Interscholastic League. Marshall was acquainted with Hawthorne and knew of his desire to return to the University of Texas as a graduate student. Marshall offered him the assistant director's position in part as a means of returning to the campus.

Reddick's influence on high school journalism was not limited to his twenty years as director nor the influence he exerted in the selection of his successors. Subsequent directors admitted turning to him for guidance in the leadership of the organization. His textbook on high school journalism was widely adopted, partly because of his reputation earned during his tenure as director.

The ILPC's influence on high school journalism in Texas has not been limited to pamphlets and convention sessions. ILPC ratings have had a direct influence on the development of school newspapers and yearbooks. The newspapers and yearbooks that win at the annual awards assembly are widely
emulated by other publications throughout the state. When a newspaper or yearbook ranks tops in its class it is quite common for other publications staffs to ask to exchange books or papers so that the winners may be studied. Staffs attempt to determine what makes a winner and alter their publications as necessary to improve their own ranking in competition.

This influence could perhaps best be shown by example: in the mid-1970's when newsmagazines began winning with some regularity, many school newspapers changed format, following the current trend as evidenced in winning publications.

Another example of winning publications' influencing the development of other publications would be in the area of page makeup. In the late 1970's circus makeup, utilizing many divergent styles of headline and body type, was popular and scored high in judging; many publications adopted this style. Several years later, a more conservative typography began winning in competition; once again newspapers changed to fit the current trend.

ILPC rating forms are used as guidelines for production by many staffs. The forms are periodically updated by the director and frequently reflect modern trends in make-up, typography, and writing styles. It is not unusual for school publications to precede many professional publications in implementing new concepts and methods. Past directors mentioned specific examples: ragged right headlines, down-style headlines, and newsmagazine makeup.
Each of the directors interviewed agreed that the judging standards and workshop sessions influence changes in student publications.

An example of ILPC's influence on student newspapers could be found in the elimination of the gossip column. ILPC directors through the years made continuing references to the undesirability of newspaper gossip columns. Newspapers which publish such a column lose points in judging.

Recommendations for Further Study

In the course of researching the information for this study it has become obvious that the ILPC director has a great deal of influence on school journalism in Texas. A study of this influence as exerted through preparation of rating forms and academic journalism contests could prove to be of value.

Another individual who has had a great deal of influence on the development of high school journalism in the state is DeWitt Reddick. Reddick, the founder of the ILPC who served as its director for twenty years, continued to influence the organization until his death. His views on school journalism and their influences on the organization through the years would perhaps provide the source of certain trends in school journalism in Texas.
A study of award-winning students who have become influential journalists might reveal some of the prolonged influences of ILPC on students who participate in the contests and conventions.
APPENDIX A

Interview Schedule

1. What is your present employment?
2. What professional journalism experience have you had?
3. Were you enrolled in high school journalism? College journalism?
4. What college journalism courses have you had?
5. Did you work on your high school newspaper? College newspaper?
6. Were you involved with ILPC as a high school student?
7. Were you involved with ILPC as a university student?
8. Did you become involved with ILPC first as a student? A college instructor? A professional in the position of director?
9. In your opinion, has ILPC fulfilled its original purpose of bringing high school and college journalism groups closer together? How?
10. In your opinion, has the growth of ILPC reflected the growth of high school journalism in Texas? Explain.
11. In your opinion, has ILPC fostered/increased the professional and mechanical standards of journalism teaching in Texas high schools? How?
12. In your opinion, has ILPC played a leadership role in Texas high school journalism? In what way?
13. In your opinion, did the basic goals and intents of ILPC change during your tenure as director? In what way?
14. In your opinion, what are the greatest contributions of ILPC to high school journalism in Texas?
15. In your opinion, has the judging by ILPC had an effect on subsequent publications?
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