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Yenching
Academy
Department of Journalism
1923-1930

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0421

May 9, 1923

MEMORANDUM FOR PRESIDENT STUART

RE- PROGRAM FOR PEKING UNIVERSITY SCHOOL OF LITERATURE
AND JOURNALISM.

2 P
Peking Univ

1. What the School should seek to do.

" few things seem more urgent than the development of a thoroughly strong school of literature in connection with some well equipped college or university, which shall train writers for all types of literature, its aim being to prepare thoroughly equipped writers and editors, in whose hands the printed page, be it in newspaper, text book, novel, magazine, current article or treatise, shall help to infuse all China's life with the Christian spirit and Christian ideals. Special attention should be given also to translating or adapting western material. The Commission recommends the establishment of such a school of literature in connection with Peking University."

From the Report of the China Educational
Commission. p. 297. Sec. 500

2. Requirements for staff, personnel and equipment.

For such a school in its normal development, until it acquires a notably large enrollment, there should be two or three full time faculty of high grade, of whom at the beginning two should probably be foreign. There should also be provision for one or two assistants who can perhaps be drawn, during the earlier years, from recent graduates of the school itself. In addition to the staff there should be provision for the equipment of the school which, so far as permanent equipment is concerned, would not be very large as the school can and will make use of the facilities for practical work in connection with the Chinese Press in Peking. The major item, outside of furniture, will be the item for the Library and for current subscriptions for magazines and newspapers. The annual cost of newspapers is high and this will be a heavy item in the Recurring Budget. Provision should also be made for perhaps two annual scholarships for students in the school, designed to assist undergraduates who give promise of special ability. There should also be two two year fellowships for foreign study, available for graduates who show promise of profiting by such experience. Provision will also need to be made for such general office expenses as publicity and a moderate amount of travel in order that the faculty may be somewhat familiar with the conditions which the graduates will face in different parts of China.

In addition to these items in the school itself, it would be desirable that the school should render assistance, especially in the earlier years, to the development of the contributory courses in the under-graduate Colleges, as those in Classical and Modern Chinese and in English and other modern languages. It will be noted, of course, that other departments of the University will naturally offer courses which will be required as part of the training of the

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students in Journalism. This would undoubtedly be the case with some of the work in economics and in history. So that the assistance given by the School of Literature and Journalism to the Language Departments of the Arts College would be returned by other courses which the School of Journalism would need to draw on. It would also be right for the school to provide some contribution toward the general overhead of the University.

As the School and the University grow it will undoubtedly be desirable to provide a building in which this school could be housed. Such a building would be the outward sign and symbol of the school and of its foundation, although like similar buildings in American colleges, it would provide some housing for related Departments.

3. Financial Provision.

	<u>Annual</u>
For the staff-----	\$12000.
For Library and periodicals-----	500.
For office, publicity and general expenses	1200.
For scholarships	200
For fellowships	<u>4000.</u>
Total	<u>\$17900.</u>
Or on a basis of endowment	\$368,000.
For a building	<u>65,000.</u>
Total	\$433,000

4. The amount stated above does not provide for the equipment of the building with the necessary furniture. It is our thought that during the first three or four years the building will not be immediately necessary, as the academic buildings as now provided for will be able to house the school, but that the cost of the building as invested during this period would provide the funds necessary for its equipment.

It is also to be noted that the expenses of the school in the first two or three years will not be at the total annual figure indicated above. It is just during this period however that the annual income for the school can be most helpfully used to supplement the contributory departments of the Arts College. Furthermore, if the fund were made available soon, before the expenses of the school had developed largely, a part of the income ought probably to be used to construct houses for the additional staff which the school would require.

5. If, as our experience with building costs becomes more exactly determined, we find that the amount stated for the building can take care of the furniture, it would be a great advantage to us to be able to use the amount designated for the building to construct

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parts of the plant needed before moving out to the new site. The amount would not be jeopardized as it would be restored by the liquidation of assets which are sound but not yet liquid, consisting of pledges for the building and of the present city site of the University.

Eric M. North

CMM

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4-29-38

Yenching to hold Journalism Week

"The Mission of Chinese Press Today" to be Subject of Discussion

Reuter

PEIPING, April 28.—The sixth annual Journalism Week of the Department of Journalism at Yenching University will take place on May 6, 7 and 8, according to information from local Chinese sources. The general subject for discussion has been set as "The Mission of the Chinese Press Today."

The speakers for the three days will be Mr. Chang Chinan, news editor of the Tientsin "Ta Kung Pao", Mr. J.B. Powell, Publisher and Editor of "The China Weekly Review" and Professor Tao Hsi-sheng of the National University of Peking.

On May 8 the Department of Journalism will hold a luncheon for local pressmen and invited guests. At 6.30 in the evening the Department will be host at dinner to the members of the Peiping and Tientsin Chinese Journalists' Association. Following the dinner there will be a meeting of the directors and supervisors of the Association.

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Porter
311-4781

Porter to speak At Forum Dinner of Local Group Oct. 29

11-16-34
The next Forum dinner of the Men's Brotherhood of Union Church will be held at the Peking Hotel on Monday, October 29, at 7.00 p.m., with Dr. Lucious Porter, Dean of Yenching University, as the speaker.

Dr. Porter will address the Forum on the subject "What can China Contribute to Western Civilization?". Obviously the topic is controversial, and should challenge the interest of a wide group of men. The usual discussion will follow the address.

Born in China

It is hardly necessary to introduce Lucious Porter to the Peiping public. He is probably the outstanding living foreigner in the field of Chinese philosophy. Born in Tientsin in 1886, he graduated from Beloit College (Wis) in 1901, and received an honorary degree of Doctor of Divinity there in 1924. In 1906 he received the degree of B. D. at Yale University, and the following year he studied in Berlin on a Yale Traveling Fellowship. Ten years later he was awarded an A. M. at Columbia University, and from 1922 to 1924 he taught Chinese at Columbia.

Aside from his distinguished record of educational work in China Dr. Porter is best known in America for his lectures at Harvard University where he was visiting lecturer in Chinese philosophy in 1928-29, and again in 1931-32. He is well qualified to discuss the nature of the contribution which China is capable of making to Western Civilization.

The dinner will cost one dollar, as usual.

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January 1, 1925
page 1

THE BEGINNING

The Department of Journalism was opened at Peking (Yen Ching) University in September 1924, with two American newspaper men as instructors, and nine students (two post-graduates and seven juniors). The following is an outline of the Department's work down to January 1925 :-

NEWSPAPER STUDIES. A newspaper survey has been begun, to be completed by June 1925, covering all the newspapers and news agencies in Peking, and about twenty leading papers in other cities of China. Publishable results are to be printed as a Peking Newspaper Directory, which will be the first such thing issued in Peking. (An advertising firm in Shanghai once attempted a China Newspaper Directory on a commercial basis, without success.) To the Department, the chief value of these newspaper studies will be material on which to form an opinion as to the probable future form of news interests and news services in China - a nebulous thing as yet. Such an opinion must be formed, and carefully checked from year to year, if the Department is going to accomplish anything.

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GETTING ACQUAINTED. Personal acquaintance has been made with the owners of three leading newspapers and with the editors of four other leading newspapers. Cards have been left for others, and acquaintance will be made as quickly as possible, on joint initiative, according to Chinese custom. Correspondence is being carried on with several other newspapers, and with two journalism instructors in other schools.

FEATURE-NEWS SYNDICATE. In the absence of a practice paper for the students, a weekly feature-news service has been put into operation. The articles are written by students, selected on a competitive basis, edited by an instructor, and sent to about thirty newspapers in five cities in China, and in Tokyo, Hongkong, Chicago, and New York. The service is already virtually making expenses, and may in future return a small profit to the Department.

JOURNALISM BOOKS. The Department has arranged for, and is assisting, competent persons to write four small books - on the History of Newspapers, the Development of the Modern Press in China, Newspaper Work in China, and a Manual for Journalism Students in China.

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The Beginning

page 3

CLIPPINGS FILE. The Department has started a Clippings File (newspaper "morgue"), to serve the triple purpose of practice in clipping and filing under index (for the students), of an information source for both students and professionals, and of a model for local publishers to pattern after. Newspaper "morgues" are virtually non-existent in China. One local newspaper has already asked the Department to set up a Clippings File in its office.

REFERENCE SHELF. A very small start has been made towards getting the necessary reference books to supplement the Clippings File. All the books so far have been either donated or placed on promise of payment if and when the Department can pay for them.

BOOKS. The University Library contained three books on journalism when the Journalism Department was opened. About forty books have been either donated or purchased out of the Department's non-salary budget for 1924-1925 (gold \$200.). The purchases include copies of the seven books that have been published in Chinese on journalism. An instructor is laboriously reviewing these by a process of "synthetic translation", with a view to students' use.

0429

CHINESE NEWSPAPER EMPLOYEES. With the cooperation of the Sociology Department of the University, preparation has been made for a survey of the working and living conditions of newspaper workers, printers, and news boys in Peking. No such survey in this field has yet been made, in any city of China. This survey is to be conducted during the Spring of 1925.

NEWSPAPER ORGANIZATION COUNSEL. The Department, on invitation, has assisted in the reorganization of a Peking newspaper which changed management in November 1924. This sort of service, unpaid and involving no financial entanglement, is likely to be requested again, and the Department must be prepared for it.

ARTICLES AND PHOTOGRAPHS. The instructors are supplying articles and photographs for printing in a small number of newspapers and magazines, in China and in the United States. In return, the Department receives a few regular newspaper subscriptions and a small grant towards one instructor's living expenses (included in his salary, for three years). This sort of work is also necessary if the staff is to be regarded as professionally competent.

CLASS INSTRUCTION. The Department is giving four courses, as ff. -

J.1-2. Newspaper Reporting. The feature-news service is a part of the work in this class. Nine students enrolled. Three hours weekly. Mr. Britton and Mr. Nash.

J.3-4. Newspaper History. This class was merged with J.1 during the first semester of 1924-1925, for lack of requisite books. One post-graduate student. Seminars. Mr. Nash.

J.101-102. Newspaper Survey. The field selected for this year is Peking, limited to the native newspapers and news agencies. (There are about eighty native dailies in Peking alone) One post-graduate student. Seminars. Mr. Britton.

J.103-104. Thesis Course for the Master's Degree. The Development of the Modern Press in China (thesis in both English and Chinese languages). One post-graduate student. Seminars. Mr. Britton.

A request for an additional course in the second semester has been declined, of necessity.

LANGUAGE STUDY. Both instructors attended the N.C.U. Language School during the Fall of 1924. One instructor is continuing the regular course there, with a view to learning enough Chinese to read the native newspapers and to pass on copy written in Chinese, as soon as possible - in the Fall of 1925, it is hoped. The other instructor is continuing with a private tutor three hours a week, learning what he can learn without neglecting the necessary organization work of the Department. This instructor happens already to have a speaking knowledge of the Soochow dialect, which helps with the spoken Mandarin but not with the more important item of reading Chinese.

The Beginning

page 6

The STAFF. Both instructors have had newspaper experience covering three years, or more: one as reporter, special writer, and news editor on small newspapers; the other as reporter, copy reader, and sub-editor on a New York and a London newspaper. Both have studied in Europe, one as a Rhodes scholar, the other as a Pulitzer traveling scholar. One was born and raised in Central China, and has traveled in twenty-one countries. The other was born and raised in America, and has traveled in Europe, Africa, India, and China. The individual training and experience of each instructor naturally supplements that of the other.

NON-DEPARTMENTAL DUTIES. In conformity with the University practice, the journalism instructors have assisted in such general administrative work as appertains to their profession. Up to January 1, 1925, something more than 300 hours of instructors' time has gone into this sort of work, or more than two hours a day, Sundays included.

The work has included editing, revising, and printing a University booklet; the University's local news service, in which the Department has supplanted the former "Local Publicity Committee" and is now earning \$10 (Mex.) a month from a local news agency in return for this service; assisting in handling the Yen Ta Series of books published at Shanghai on recommendation of the University; attending to several printing jobs, including University stationery and greeting cards; assisting in the preparation and printing of University file card forms, and advertising circulars for the partially self-supporting vocational departments of the University; and forwarding clippings and photographs to the New York Office of the University.

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REQUIREMENTS FOR 1925-26

page 7

The Department now has available the expenses of one instructor for the year 1924-1925, expenses for the other instructor pledged for three years 1924-1927, and gold \$200, for all additional expenses. Following are the minimum money requirements to carry on in 1925-1926 the work that has been started:-

Salary for a first-class Chinese journalist ..	gold \$ 1,200.
Printing, probably including an alumni organ .	500.
Clippings File equipment	50.
Newspapers and reference books	100.
Continued newspaper studies, including travel costs	500.
Contact with local newspapers	100.
Continued language study	200.
Expenses for invited lecturers	150.
Two standard typewriters	200.
A Ford car for commuting to and from the city .	1,000.
Salary for a typist-clerk	300.
<u>Additional Expense for 1925-26</u> - Total -	gold \$ <u>4,300</u>

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EVENTUAL REQUIREMENTS

page 8

The Department looks forward towards a gradual growth to a School of Journalism, to be self-maintained as an endowed unit of the University, offering the best professional training to not more than fifty selected students, both women and men. This annual journalism student body should consist of about twenty juniors, twenty seniors, and ten post-graduates.

The Department also desires to assist, when it can assist without imposition or financial entanglement, in any effort to improve the moral tone of the press in China and to better its news service facilities and to stabilize it as an independent business.

Gold \$400,000 is the estimated capital endowment necessary to cover the expense margin of such a School of Journalism.

Gold \$100,000 is the estimated cost of the necessary buildings and equipment.

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BUILDINGS

page 9

The University already owns the necessary land.

Journalism Building, including furniture	gold \$ 50,000.
Dormitory units for 50 students	25,000.
Four small faculty residences	<u>25,000.</u>
<u>Building Costs</u> - Total -	gold \$100,000.

EVENTUAL ANNUAL BUDGET

Estimated summary of expense	Staff salaries	gold \$ 16,000.	
	Maintenance	2,500.	
	Publications	1,200.	
	Research	1,000.	
	Other items	<u>4,100.</u>	
	<u>Expense Total</u>	gold \$ <u>25,000.</u>	\$ 25,000.
Estimated summary of income	50 Room fees	gold \$ 1,000.	
	50 Tuition fees	2,500.	
	From publications	800.	
	" Clippings File	300.	
	" Feature-News fees	<u>400.</u>	
	<u>Internal Income</u>	gold \$ 5,000.	
	<u>Endowment Income</u>		
	from gold \$400,000		
	at 5 per cent...gold	\$ <u>20,000.</u>	
	<u>Income - Total-</u>	gold \$ <u>25,000.</u>	\$ 25,000.

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EXPENSE ITEMIZED

The distribution of the expense items listed over the gold \$25,000 in the Eventual Budget (page 9) will be approximately as follows, so far as may now be foreseen :-

Salaries for three non-Chinese instructors, including language study, medical allowances, residence upkeep	Gold \$ 7,500.
Salaries for four Chinese instructors	6,000.
Salaries for a Secretary and a Typist-Clerk	1,500.
Overseas travel, including arrangement for exchanging professors with Schools of Journalism in America	1,000.
Plant maintenance, including light, heat, repairs, janitor service, and deterioration - for both the Journalism Building and the dormitory units	2,700.
Publishing a practice newspaper, probably in the form of an alumni periodical for the University	500.
Publishing a professional journal for newspaper workers, in Chinese	400.
Publishing booklets and School announcements	300.
Research - Continued Newspaper Studies	1,000.
Travel in China, including attendance at conferences and commutation between University site and Peking city	900.
Clippings File - materials and filing cabinets	300.
Feature-News Service - postage and stationery	400.
Photographic Section	200.
Newspapers and reference books	400.

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EXPENSE ITEMIZED (continued)

page 11

	Balance forward . gold \$	23,100.
Two senior scholarships		200.
One post-graduate research scholarship		200.
Expense fund for invited lecturers		300.
Office expenses and share in University overhead		800.
Hospitality fund		400.
<u>Annual Expense</u>	- Total -	gold \$ <u>25,000.</u>

PRINTING SHOP

The Department is undertaking to obtain a small printing plant, and hopes to have some printing equipment installed at the new site when the University moves in the Fall of 1925. It is proposed to operate the printing shop as a self-paying unit; hence the shop is not an item in the Journalism budget. The cost of a complete job printing plant would be gold \$10,000.

0437

PROGRESSIVE EXPANSION

If the entire gold \$500,000 were made available in 1925, the Journalism Building and Dormitory Unit would be begun at once; residences would be built as rapidly as the staff increased; and the temporary excess of income would be re-invested, increasing the endowment total. In normal growth, without any forcing or rushing ahead prematurely, the School of Journalism could reach the fifty-student \$25,000-expense basis in about five years, or by 1930. The demand for instruction in journalism would, in five years, yield many more than a yearly student body of fifty; but fifty seems a fair estimate of the number of candidates that might wisely be carried through a thorough course of training.

If the gold \$500,000 were made available in two equal instalments, the two stages of expansion might be as follows:-

- | | |
|-----------------------------------|------------------------------|
| 1. \$50,000.- Journalism Building | 2. \$15,000.- Dormitory Unit |
| 10,000.- Dormitory Unit | 19,000.- Three residences |
| 6,000.- One residence | 216,000.- Endowment yielding |
| 184,000.- Endowment yielding | \$10,800. annually. |
| \$9,200. annually. | |

If the total sum became available in periodic donations of gold \$100,000, the five stages might be :-

- | | |
|-----------------------------------|--------------------------------|
| 1. \$10,000.- Dormitory Unit | 4. \$ 6,000.- Third residence |
| 6,000.- One residence | 94,000.- Endowment |
| 84,000.- Endowment | |
| 2. \$50,000.- Journalism Building | 5. \$ 7,000.- Fourth residence |
| 50,000.- Endowment | 93,000.- Endowment |
| | |
| 3. \$15,000.- Dormitory Unit | |
| 6,000.- Second residence | |
| 79,000.- Endowment | |

OBJECTIVES

The basic purpose of the Department is to offer practical training to Chinese men and women for work on native newspapers. Speaking of the development of the Sin Wan Pao, one of the few real newspapers in China, Dr. John C. Ferguson, the President of the company, has written: "One of the greatest difficulties during these years has been the lack of a body of men who had been trained in newspaper work."

China has plenty of daily publications - probably as many as 800, in spite of popular illiteracy and poor communications and other handicaps. The problem is to increase the now feeble proportion of real newspapers, fair-minded and constructive and profitable. The main thing, to that end, seems to be the providing of competent newspaper writers and editors.

In order to train competent native newspaper workers, the Department ^{instructors must} know the native language, the representative newspapers and their editors and reporters and readers. The staff must maintain a continuous and close study of both the news papers and the public news interests which the papers are to serve.

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OBJECTIVES (continued)

Little or no research of this sort has been done in China. But it must be done if anything better than hit-or-miss methods are to be employed in training future newspaper workers. American or English news traditions and methods, transplanted, can not alone serve the purpose. Whatever the future Chinese newspaper may be, it will be a distinct type of its own.

Nor can the Department restrict its attention to Peking alone, or even to Chihli Province. Of its present nine students, only three come from Peking and Tientsin and the vicinity. The other six are from Shanghai, Soochow, Canton, Macao, Sumatra, and Manchuria. The Department, like the whole University, must prepare itself to serve China as a whole, not merely the Peking district.

More requests are likely to come for advice and assistance in active newspaper work, outside the University. The staff must keep itself adequately informed, and be ready to help effectively and practically when called on for technical advice in newspaper and news agency organizations and reorganizations.

0440

OBJECTIVES (continued)

Unless some other institution gets to it sooner, the Department might well start a Chinese newspaper workers professional journal. And perhaps the Department might take the initiative in starting a Chinese nation-wide newspaper-owned news association. Such an agency, serving facts instead of propaganda, could be a powerful factor towards inter-regional understanding and solid unification.

Incidentally to these activities, the Department could help in bringing to light accurate information, especially for the use of visiting foreign journalists and authors. The Clippings File, after a few years, might become useful to many persons outside the University.

Such functions naturally interlock with the immediate work of the Department, and relate to the Feature-News Service and the projected practice paper and photographic section only a little less closely than to the Clippings File. And they would aid, certainly they would not handicap, the main work: which is to provide a practical two-year professional course in journalism, and additional graduate work as demands warrant.

End

0441



Miss Tu Lien-Che

The only Chinese girl student
in a Journalism Department in China

Peking
February 28, 1925

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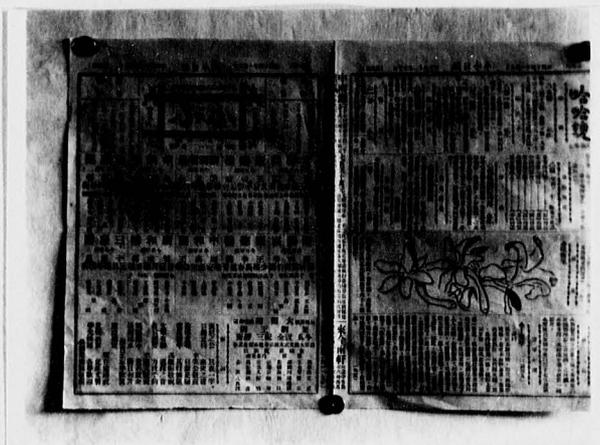
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A Department of Journalism was opened at this University in September 1924, with two American newspaper men as instructors. Language study was the instructors' first duty, and only two journalism courses were offered, without any preliminary advertising. Nine students enrolled.



One of the new University buildings, costing U.S. gold \$50,000 or Chinese \$100,000. A similar building would meet the needs of the School of Journalism towards which the Department is a beginning.

0443



First issue of a four-page "tabloid" daily recently started in Peking. The name, in the upper left of the photo, is literally The Little Little. The flower-like figure in the lower right side is the Chinese equivalent of a cross-word puzzle.

NEWSPAPER SURVEY. The Department started a survey of the daily publications in China, taking the Peking papers first. Seventy native-language dailies have been listed in Peking alone. Details of founding, management, subsidies, policy and influence of the better established papers are being obtained so far as possible.

NEWS-FEATURE SERVICE. News and feature articles written as class assignments are being issued to one paper or more in each principal city. A news agency bought the rights for Tientsin and Peking, but has not complied with an increase in price. The object now is to sell the service exclusively in each city to one good paper. The South China Morning Post, in Hongkong, the most distant city, is the first one to buy the service.

CLIPPINGS FILE. A newspaper "morgue" was started, and two reference books bought as a beginning towards a reference shelf to supplement this indexed file of clippings. Clippings files are almost non-existent in Chinese newspaper offices.

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BOOKS. There were three journalism books in the University library when the Department was opened. About thirty have been added, by unsolicited gift and by purchase at the Department's expense. These include all the books in the Chinese language dealing with journalism.

The Department has arranged for the writing of three small books which may be useful for instruction purposes:-

Growth of the Modern Chinese Press (in Chinese)

Comparison of Newspaper Developments in China
and in America (in Chinese)

Manual for Journalism Students in China (in English
because the Chinese is still short of newspaper
terms)

COURSES. These courses were conducted by the Department during the first semester of 1924-1925:-

Journalism 1. News Reporting. Three hours weekly. Nine students.

Lectures on news work, examination of individual newspapers, and assignment of practice stories, the best of which were selected for publication through the News-Feature Service.

Journalism 101. Newspaper Survey, Peking as the field.
Six hours weekly. One postgraduate student.

A third course has been added for the second semester:-

Journalism 104. Newspaper History. Three hours weekly.
One postgraduate student (a girl who is
doing research work on a scholarship
in history).

There was request for a fourth course, undergraduate, but the instructors' time was insufficient.

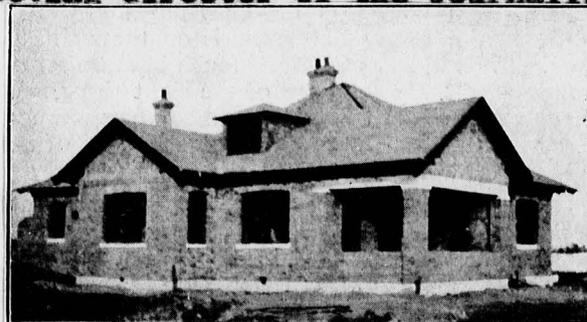
0445

THE STAFF. Each of the two instructors has had newspaper experience of more than three years, on metropolitan and small-city papers, in America and in England. Both are graduates of journalism schools in the United States and both have done postgraduate work in Europe, one as a Rhodes scholar and the other as a Pulitzer traveling scholar. One was born and reared in China. The other has worked in Africa and India.

LANGUAGE STUDY. With a view to learning to read the Chinese papers, so as to fit their work to Chinese needs, both instructors are giving more than the usual attention to language study. Both attended the North China Language School during the Fall of 1924, and one is continuing there while the other is studying with a tutor.

The Central China dialect, which one instructor has known from childhood, is different from the Modern Chinese, a simplified Mandarin, which seems likely to become the newspaper language of China.

This bungalow, one of the residences under construction at the new University site, has been tentatively assigned to the acting director of the Journalism Department.



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PROFESSIONAL WORK. Articles and photographs have been prepared or obtained by the Department for various publishers, both in China and abroad, in exchange for some newspaper subscriptions and, in one case, for a small three-year grant towards expenses.

On invitation, the Department has assisted in the reorganization of a Peking newspaper which recently changed management.

EARNINGS. Any remuneration for such services, whether the work is done by instructors or students, is applied to the Department's account; at present to current expense. Possibly such earnings may go into the endowment fund, when it has been opened.

ACQUAINTANCE. The instructors have made acquaintance with nine editors or publishers in Peking and six in Shanghai. Correspondence has been opened with five others and with the Professor of Journalism at St. John's University, Shanghai. Under Chinese custom, acquaintance is best made slowly, on joint initiative.

NON-DEPARTMENTAL WORK. The Department has assisted in general University work by supervising printing, editing booklets, designing file card forms, preparing advertising copy for the self-sustaining Leather Tanning Department, &c., &c. This sort of work takes on average something more than twenty hours a week of instructors' time.

For 1924-1925 the two instructors are the editor and associate editor of the Language School students' magazine, The Mandarin.

EARNING PROJECTS. The first sale of news photographs was made by the Department in February. A photo service has perhaps a better chance of profit even than the News-Feature Service. Borrowed cameras are being used. The Physics Department, which has a darkroom, is co-operating. It remains to obtain a full line of photographic equipment.

The plan of combining profit-making with student-training should increase the practical value of the instruction, and certainly will spare some of the difficulty and embarrassment of raising funds.

PRINTING SHOP. A promising possibility is a printing shop with a photo-engraving outfit. It may be possible to set up a minimum printing outfit, without photo-engraving, in 1925 or 1926. The earning opportunity, however, is in high-grade printing and photo-engraving. Ordinary printing shops and photographers are already more than plentiful in Peking.

PRACTICE PUBLICATION. Owing to the unequal competition of the politically subsidized press, both in the Chinese and the English languages, there is small chance of a practice publication proving profitable. Proper instruction, however, requires one.

PEKING NEWSPAPER DIRECTORY. Data is being compiled for a local newspaper directory, to include details concerning the less transitory papers. No profit is likely from printing the directory, but it is necessary as a step in newspaper survey work. A similar directory was issued some years ago in Shanghai, on a commercial basis, and failed.

COURSES FOR 1925-1926. This tentative outline of courses presupposes at least one additional instructor, a Chinese; for no matter how well the foreign instructors may learn the Chinese language they can never equal competent Chinese as judges of good Chinese diction.

REQUIRED COURSES, OPEN TO JUNIORS AND SENIORS

- J. 1-2 News Reporting. 3 hours.
- J. 3-4 Advertising. 3 hours.
- J. 5-6 References and Clippings. 1 hour.
- J. 7-8 Growth of the Modern Newspaper. 1 hour.
- J. 9-10 Copyright and Libel Law. 1 hour.
- J. 11-12 Printing and Circulation. 1 hour.

OPEN TO SENIORS AND POSTGRADUATES

- J. 51-52 Editing and Make-Up. 2 hours.
- J. 53-54 News Agencies. 2 hours.
- J. 55-56 Special Writing. 2 hours.
- J. 57-58 Photographic News. 1 hour.
- J. 59-60 Editorials. 1 hour.

OPEN TO POSTGRADUATES ONLY (1926-1927 and after)

- J. 101-102 Newspaper Surveys. 6 hours, in seminars. Research in a limited field selected for the individual student. Written report.
- J. 103-104 Newspaper History. 3 hours, in seminars. Research in a limited phase of journalistic history selected for each student. Report.

The two postgraduate courses are being given now, to special students because of their special qualifications. The idea is to encourage future graduates who want to do research work to come back for it after at least a year's practical experience.

For undergraduate work, the idea is to use the laboratory method, the News Agency class working the News-Feature Service, the References class the clippings file, and so on.

FUNDS FOR 1925-1926. Aside from its earnings, the Department has had grants for two salaries and a gift of U.S. Gold \$200. One salary is promised for the one year 1924-1925 only, and the other for three years, 1924-1927. Instructors' residences are being provided by the University, for the present.

For 1925-1926, in addition to salaries for the present staff, the following is a minimum necessary for properly continuing the work that has been begun:-

Salary for a Chinese instructor	Gold \$1,200	Chinese \$2,400
Newspaper surveys outside Peking	500	1,000
Equipment - Photographic	300	600
- Typewriters	200	400
- Clippings files	100	200
- Editorial room furnishings	100	200
Advanced language study	200	400
Expense for invited lecturers	150	300
Newspapers and reference books	100	200
Services of a typist-clerk (part time)	300	600
Ford car, for contact with Peking city	1,000	2,000
Publishing a practice paper	500	1,000
	U.S. Gold	Chinese
	\$4,650	\$9,300



A small building on the new campus, costing about one-half Gold \$50,000 (Chinese \$100,000.)

Such a house might temporarily meet the needs of the projected School of Journalism.

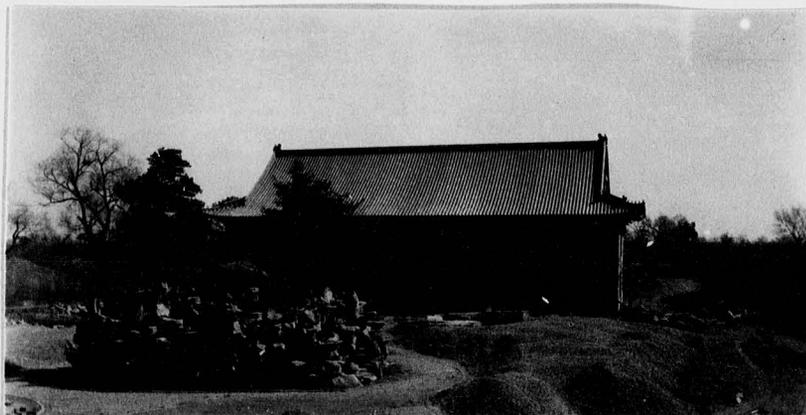
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EVENTUAL REQUIREMENTS. The Department looks forward to a gradual growth to a School of Journalism, self-maintained as an endowed unit of the University, offering the best facilities for training in Chinese journalism, and accomodating an annual journalism student body of fifty, or about twenty juniors, twenty seniors, and ten postgraduates.

U.S.Gold \$500,000 or Chinese \$1,000,000 is the estimated capital endowment necessary to yield an income equal to the expense margin of such a School of Journalism.

U.S.Gold \$100,000 or Chinese \$200,000 is the estimated cost of the projected Journalism Building and dormitory space for fifty students and four small staff residences.

U.S.Gold \$10,000 or Chinese \$20,000 is the estimated cost of a complete printing shp including photo-engraving equipment.



A larger building on the new University site. A similar building, costing less than twice U.S.Gold \$50,000 (Chinese \$100,000) might jointly serve the School of Journalism and another University unit.

0451

BUILDINGS

Gold \$100,000

Chinese \$200,000

The University already owns the necessary building sites.

A Journalism Building, including furnishings	U.S. Gold \$50,000	Chinese \$100,000
Dormitory quarters for fifty students, averaging Chinese \$1,000 a student	25,000	50,000
Four staff residences and a share in the University bachelor quarters	25,000	50,000
	U.S. Gold	Chinese
	\$100,000	\$200,00



One of the new men's dormitory buildings, to accommodate 96 students; built of steel reinforced concrete, modern in every respect except the classic Chinese architecture.

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ENDOWMENT

Gold \$500,000

Chinese \$1,000,000

The endowment fund ^{has been} ~~is to be~~ started ~~in 1925~~ with small contributions by a group in Peking, including the Department staff.

It is not planned to launch a campaign and spend a lot of money for promotion. If the projected School of Journalism is in fact worthwhile, there will be persons of means who share the ideals of such a School and will contribute substantially.

The proposed endowment fund may be realized in five years or ten years or twenty years. It is not at all likely to be realized so quickly as to exceed the growing requirements of the Department.

Assuming, however, that the whole amount were to become available at once, the Department would probably expand to the fifty-student basis in five years, without rushing in the organization or accepting inferior students.



A women's dormitory unit at the new site, to accommodate 60 students and two teachers.

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ESTIMATED EVENTUAL BUDGET

At five per cent. interest the projected endowment total would yield annually Gold \$25,000 or Chinese \$50,000.

The following "dream budget" indicates how this income would likely be distributed. Possibly, however, the salary figures would have to be increased in order to get and hold a competent staff.

Salaries for two non-Chinese instructors, including travel and language study	Gold \$6,000	Chinese \$12,000
Salaries for three Chinese instructors	6,000	12,000
Services of assistants	1,500	3,000
Salary for a secretary	1,500	3,000
Services of a typist-clerk	600	1,200
Arrangements for exchange professors	1,500	3,000
Light, heat, janitor service, &c.	2,700	5,400
Replacements and repairs	1,000	2,000
Continuous newspaper survey	500	1,000
Books and periodicals	300	600
Five senior scholarships	500	1,000
Five postgraduate scholarships	1,000	2,000
Office expenses	600	1,200
Hospitality fund	300	600
Share in University overhead	1,000	2,000
	U.S. Gold	Chinese
	\$25,000	\$50,000

This list shows no items for the units that should be self-sustaining, such as the Printing Shop, the Photographic Section, and the News-Feature Service, as also the eventual practice publication.

0454



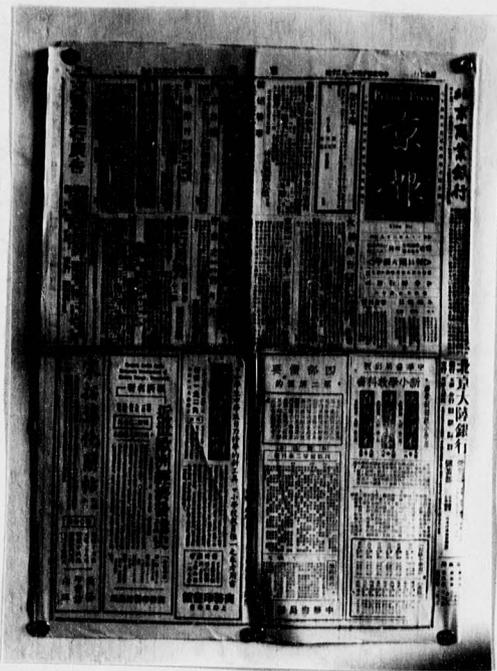
The first students of the Journalism Department. Seven juniors and two postgraduates, from Manchuria, Macao, and Sumatra, Peking, Tientsin, Shanghai, Soochow, and Canton.

OBJECTIVE

The work of the Department is to offer practical training to Chinese men and women who intend to enter Chinese journalism. The purpose is to produce something more than good routine reporters; it is to produce competent newspaper men and women who have a background of sound general education and who have been selected for their integrity and constructive outlook: who can become leaders in the stabilizing of the Chinese press.

"One of the greatest difficulties during these years has been the lack of a body of men who had been trained in newspaper work," wrote John C. Ferguson, the President of The Sin Wan Pao, one of the few real newspapers in China, on the paper's thirtieth anniversary.

China has probably as many as 800 vernacular daily publications, with a preponderance of bad papers, bad in composition and worse in morals. But there are some, only a few, real newspapers, fact-faithful, fair-minded, constructive, and self-sustaining.



Front page of the Ching Pao
(Capital Gazette), or Peking
Press as it calls itself in
English.

This daily, long known as a
radical organ, is now understood
to receive Soviet subsidy.

China's present press is a hectic confusion of subsidy-fed propagandist organs, lurid publications that give the few real newspapers a bitterly unequal competition. To withstand this competition, and to establish a true public press in China, the requirement is a body of trained news writers and editors who are also well educated and honest. And it is to this end that a School of Journalism can serve.

Whatever technical form the future Chinese newspaper may take, it will be a distinct type of its own. American and British news traditions and methods may be adapted in a measure. But there will be much adaptive alteration, as well as much innovation. If the Department, and the future School, is to train by anything better than a hit-or-miss method, it must do a great deal of investigation. The newspaper survey now in progress in Peking is a mere start.

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The Department must carry on a continuous study of the new reading habits of the Chinese, the coming of a Modern Chinese language, the proposals for phonetic writing, and the general problem of illiteracy. Growing literacy is increasing newspaper reading, and the incentive of a profuse daily press is in turn increasing literacy. News interests exist in China, though still undefined, and public opinion is growing strongly though still factional and often destructive. ... These things the Department must observe, must study closely, in order to train its students with real and constructive effect.

Nor can the Department confine itself to the Peking area. Its first nine students included three from outside China proper, and others from Southern and Central China. Overseas Chinese send their sons to Peking to college, and ambitious students all over China turn to Peking for university work.

There is a demand for technical aid in newspaper organization, circulation promotion, and news agency work. The Department has done a trifle in this way, and could do more. Sometime there will no doubt be a finally successful attempt to set up a China-wide news-gathering association. It seems materially impossible now; but such an association, serving facts instead of proganda, would be a powerful factor in consolidating the sundered groups of present China. If the Department were called on to aid in such an attempt, it would be next to criminal neglect to be found unprepared to do so.

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The Department, or the School, might make itself useful to foreign correspondents, research students, and visiting writers and educators, who are coming to Peking in increasing numbers regardless of the current military and political disturbances. Already the Clippings File, small though it is now, has been used by others than members of the Department. After a few years' growth this file and its supplementary bookshelf should be a valuable reference source. There is no other similar down-to-date reference center in Peking.

Such functions naturally interlock with the main objective of a School of Journalism. And the Peking field is clear for this Department. The National University of Peking, with its policy for the general arts and sciences only, plans no vocational units. Two or three other institutions have courses if not departments of journalism. But both government and private institutions are impoverished by that suicidal banditry which is China's wholesale civil warfare. And in peace, when it comes, they suffer the influence of propogandism, just as the press suffers it. None of the forty or more colleges and universities in Peking has an opportunity equal to this University's opportunity for building up a School of Journalism that will be prejudiced only to the cause of a strong public press in China.

END

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15.05

Yenching Group Holds Meeting

"Co-operating Committee" of Dept. of Journalism meets for First Time

The first meeting of the "Cooperating Committee" of the Department of Journalism, Yenching University, was held yesterday at 12:30 p.m. in the President's House of the University with Mr. Chang Chi-luan, editor-in-chief of "Ta Kung Pao", Tientsin, in the chair. This Committee has been organized for the purpose of planning and directing the work of the Department. Dr. C. W. Luh, Chancellor, and Dr. J. Leighton Stuart, President of the University made brief speeches of welcome. Then Mr. Chang brought up for discussion the by-laws of the Committee, which were adopted. Mr. Hubert S. Liang next made a report on the work of the Department, following which there was a general discussion. The Committee is composed of Mr. Yeh Chu-tsang, Director of the Central Publicity Department of the Kuomin Tang as Honorary Chairman. Other members of the Committee are Mr. Chang Chi-luan, editor-in-chief of "Ta Kung Pao", in chief of Mr. Hsiao Tung-tze, Chairman of the Central News Agency, Nanking, and Mr. Chen Pao-sheng, publisher of the "Chen Pao", Peiping, Vice-Chairman. Mr. Chang Ming-wei, of "The Peiping Chronicle", secretary and concurrently treasurer of the "Shih Chai Jih Pao", Peiping, publisher of Reuters, Nanking, Mr. Kwel Chung-shu, editor of the China Critic, and other editors and publishers of the leading vernaculars and periodicals in Peiping, Tientsin and Shanghai.

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THE PEIPING CH



Mrs. Walter Williams, widow of Dr. Walter Williams, former President of Missouri University and Dean of the School of Journalism of that institution, with Dr. C. W. Luh, Chancellor of Yenching University. -Y. C. Yang photos.

Mrs. Walter Williams, widow of the late Dean Williams, founder of the famous School of Journalism of the University of Missouri, was the guest of honour at a delightful tea given at the Western Returned Students' Club on Sunday afternoon, the hosts and hostesses being Dr. W. C. Luh, Chancellor of Yenching University, and Mrs. Luh, and Mr. Hubert Liang, Chairman of the Department of Journalism of the same University, and Mrs. Liang. More than 50 people were present, including Dr. Monlin Chiang, Chancellor of the National University of Peking, Mr. Li Tseng, Chancellor of the National Normal University, and Mrs. Li, Dr. and Mrs. T. T. Lew, Professor, and Mrs. Vernon Nash, Dr. and Mrs. Hsien Wu, and Mr. Kwan Yi-hsien, Proprietor of the "Shih Pao". In addition there was a large gathering of Chinese newspapermen, some of whom are graduates of the Department of Journalism of Yenching.

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January 1928

YENCHING UNIVERSITY, PEKING, CHINA

DEPARTMENT OF JOURNALISM

When Americans think of China, certain questions are uppermost in their thoughts: Where is that great country tending? What will be the outcome of all this turmoil? Is there any national force capable of producing coherent action in a land without any central government to which all yield allegiance?

1. Public Opinion The One Nation-Wide Political Force In China Today.

Under present chaotic conditions in China, public opinion constitutes the one nation-wide political force. It produced the almost bloodless revolution which established the Chinese Republic, it prevented the setting up of a new dynasty by the first president, and later frustrated the attempts of the Japanese government to dominate the Chinese political situation. Whenever sufficiently aroused, public opinion has been invincible against any odds. It really governs China today. Especially does the attitude of the masses determine the character of China's foreign policies. Certainly until a stable government is established, public opinion will remain the sole controlling factor in Chinese political affairs.

2. The Rapid Expansion of Journalism in China.

The expansion and growing influence of the Chinese press makes it imperative that newspaper personnel be obtained in large numbers. Far more young men and women must be found than can possibly be produced by existing newspaper staffs. It is vitally important also that these young

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people, the journalists who will mould the new China, shall be persons of fine character, broad international outlook, and with proper training in the technique of the profession. It is apparent that the largest numbers of young men and women able to meet all three of these requirements will be found within the student bodies of the colleges and universities in China founded under American auspices.

3. An Irresponsible Press - The Result of Poorly Trained Workers.

No factor in this new journalistic situation is more certain than that poorly-trained personnel will fill places of great responsibility unless well-trained men and women are ready as the opportunities come. This would be almost sure to mean the development of a "yellow press" in the Far East, perhaps the most immediate and real of all the so-called "Yellow Perils", since a jingoistic press would be largely determinative in producing menaces to good will and peace between the Orient and the Occident. It is perhaps not too much to say that the public opinion of a quarter of the human race is at stake. The need for Schools of Journalism is not only immediate and critical, therefore, but will also increase during the long period of rapid expansion of newspapers and other publications in China.

4. Chinese Students Greatly Attracted By Newspaper Work.

Concerning the interest in newspaper work among the students of China, there can be no doubt. Chinese young people are attracted both by the certainty of employment and by the opportunities for high public service inherent in the profession. The whole student world is at present intensely nationalistic; newspaper work offers one of the outlets most appealing to them for the expression of their patriotic purposes. But, if a

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sufficient number of them are to obtain the right kind of preliminary training and if the work as a whole is to be adequate to meet all the possibilities of the situation, funds must be obtained sufficient for the development and maintenance of a Class-A School of Journalism.

5. What Has Been Done Thus Far To Meet This Great Opportunity.

Some three years ago a Department of Journalism on a very simple scale was founded at Yenching University in Peking. Its two instructors were graduates of the Pulitzer School and the Missouri University School of Journalism. Their work consisted in teaching several typical courses, in "prospecting" the field, in experimentation, and in an intensive study of the Chinese language, customs, and journalistic problems. The results clearly demonstrated that the work should be continued and would have unlimited opportunities before it of the most exceptional kind. It is also clear, however, that it cannot proceed unless it can be done with complete thoroughness and on an adequate scale. An incomplete training in the field of journalism, as in medicine, may do more harm than good. Accordingly, it was thought wise and desirable last spring for the acting head of the department to return to America to seek funds for the permanent adequate financing of a full-fledged School of Journalism.

6. The Amount Of Money Required To Meet This Strategic Opportunity.

The authorities of Yenching University in Peking do not expect to proceed with the project without an assurance of at least \$10,000 annually for a period of five years. This sum is the bare minimum required; \$15,000 a year could be used wisely from the beginning. It is reasonable to expect that the requirements of the school would entail a budget of \$25,000 a year by the end of the first decade of work. (These figures all

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presuppose the conscious avoidance of any "forced" growth; such a School of Journalism is not procured by fiat but by development.)

In terms of a permanent endowment, therefore, these yearly budget needs would require the income from a fund starting at \$200,000 and increasing to not less than a half million dollars. Since the annual needs would be smaller in the early years, it would be possible for the fund to be built up \$100,000 a year for five years, \$50,000 for ten years, or by any similar arrangement which would be satisfactory to the donor and which would produce an increasing yearly budget as the School's requirements grow. (Tentative itemized budget in Section 7).

COMMENTS:

A large program of work is possible on a comparatively small budget because it would be an integral part of an already established university. Only regularly enrolled juniors and seniors in Yenching University, Peking, are eligible as students in the Department of Journalism. All instruction for the present could be given satisfactorily in the regular classrooms of the university. A separate Journalism Building would of course ultimately be needed.

The calibre of our 650 students, the training of our faculty, and the quality of the academic work generally, will not suffer by comparison with any college in America. Graduates in each of the last two years have received their M. A. degrees at Harvard after only one year's work. The university occupies a new site of 125 acres northwest of Peking with twenty-five new buildings erected at a cost of about \$2,000,000. This campus should become famous in a short time since the buildings constitute the first successful synthesis of Chinese architecture with modern building materials, conveniences, and equipment.

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7. Tentative Annual Budget In Three Stages.I. With the "starting minimum" of \$10,000:

(a)	Two fully equipped instructors (one a Chinese and the other an American) salary and expenses including travel to and from U.S.A. each five years for the latter	\$ 6,000
(b)	Three graduate student assistants, salaries, etc.	2,000
(c)	Current operating and incidental expenses, books, etc.	<u>2,000</u>
	Total	\$10,000

II. With the "ideal starting maximum" of \$15,000.

(a) and (b)	The same as in Budget I	8,000
(c)	Current operating and incidental expenses of larger program	2,750
(d)	Maintenance of a continuous fact-finding survey of newspaper conditions in China	1,000
(e)	Development of practical "laboratory" work, such as a small practice publication, a feature-news service to newspapers, photographic (news illustration) work, etc.	1,000
(f)	Library fund for books, periodicals, manuscripts, etc.	500
(g)	Five scholarships for seniors at \$100 each	500
(h)	One post-graduate scholarship or fellowship	250
(i)	Emergency and depreciation fund	500
(j)	Share in the university overhead (waived as a rule in the first years of a department whose funds are very limited)	<u>500</u>
	Total	\$15,000

III. The addition of one or two more fully equipped teachers to the staff, the normal increase in most of the other items listed under I and II, and the offering of a special American fellowship to meet a part of the cost of a graduate's study of journalism in America, would absorb the \$10,000 additional which would be available when the School's annual income had become \$25,000.

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April 10, 1929

CONTRIBUTIONS TO MISSOURI-YENGLING JOURNALISM FUND
of \$500 or more

	Mr. Walter A. Strong	The Chicago Daily News	\$5,000
	Mr. W. T. Dewart	The New York Sun	5,000
	Mr. E. P. Scripps	The E. W. Scripps Co.	5,000
	Mr. Adolph Ochs	The New York Times	5,000
	Dean Walter Williams and the Mo. Press Association		5,000
	Miss Ellen Scripps	La Jolla, California	5,000
	Mrs. Leonard K. Elmhirst	New York City	3,500
	Mr. James Wright Brown	Editor and Publisher	2,600
	Mr. G. B. Dealey	Dallas Morning News	2,500
L.C.	Mr. Joseph F. Porter	Kansas City, Missouri	2,500
L.C.	Mr. Ernest C. Winters	Kansas City, Missouri	2,500
	Mr. A. A. Hyde	Wichita, Kansas	2,000
	Mr. E. K. Gaylord	The Daily Oklahoman	1,875
	American Society of Newspaper Editors		1,000
	Mr. Marcellus E. Foster	The Houston Press	1,000
	Mr. C. M. Palmer	The St. Joseph News-Press	1,000
	The United Press		1,000
	Mrs. Elizabeth C. Marmon	Indianapolis, Indiana	1,000
	Mr. and Mrs. F. W. Kellogg	Altadena, California	500
	Mr. O. G. Villard	The Nation	500
L.C.	Mr. Laurence Dickey	The Kansas City Journal-Post	500
L.C.	Mr. Robert J. Clark	Kansas City, Missouri	500
L.C.	Mr. Rey R. Irwin	" " "	500

*copy sent
with copies of
letters sent these
people on Apr. 19th*

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1929?

STATEMENT CONCERNING

THE DEPARTMENT OF JOURNALISM OF YENCHING (PEKING) UNIVERSITY
(which, it is hoped, may be developed into a School of Journalism)

- - - - -

N.B.- Mr. Vernon Nash is head of the Department of Journalism in Yenching (Peking) University. He is a graduate of the School of Journalism of the University of Missouri, was Rhodes Scholar from Missouri (1916), and has had several years' newspaper experience in America.

- - - - -

S U M M A R Y

1. Vast increases in literacy in China are causing a rapid expansion in the number and circulation of newspapers and periodicals.
2. This new journalism has no trained personnel ready for it.
3. A large proportion of untrained newspaper workers may mean a "Yellow Press" in China - probably the most real of all the so-called "Yellow Perils."
4. The great demand for workers plus the unique opportunities for high public service inherent in journalism means that many of the most promising young men and women in China today are seriously considering journalism as a life work.
5. What has been done thus far to meet the opportunity.
6. The amount of money required adequately to finance a department (or school) of journalism offering comprehensive training on a par with the best schools of journalism in America.
7. The tentative annual budget of such a school in Peking.

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E L A B O R A T I O N

1. The Rapid Expansion of Journalism in China. Due to a very great simplification of the Chinese written language a few years ago, literacy has become possible for the masses of the Chinese people for the first time in their history. As a consequence, the number able to read has increased so rapidly and widely that it seems conservative to assume that the dominant sections of China are going to duplicate Japan's feat of becoming literate within a generation.

This growth of literacy is already responsible for many of the sweeping changes taking place in Chinese life, and will of course produce almost immeasurable transformations in the attitude and outlook of the Chinese people generally. But the most immediate result of any growth in literacy - also the effect most pertinent to this statement -

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is the fact that increase in the number and circulation of newspapers continually follows hard upon increase in literacy. This, to a lesser extent, is also true for all other kinds of periodical publications.

2. This New Journalism Has No Trained Personnel Ready for It. This rapid growth of Chinese journalism finds no sufficient number of trained editors, reporters, and advertising experts available; it likewise appears certain that the expansion is going to be so rapid that there will be no hope of the demand for experienced workers being met by a supply of young men and young women who have served an apprenticeship in existing newspaper and magazine offices. It is probable that every organization will absorb all it can train and still need others. But, even if this should not prove true, American experience in the last score of years indicates that early journalistic training is better secured under tutorial conditions in a school of journalism than in the pressure and confusion of a newspaper office. Study of the records of their alumni proves that such schools have come to have a valuable and permanent place among our professional schools. The American Society of Newspaper Editors, whose membership is limited to editors and publishers of newspapers in cities of 100,000 and over, has unqualifiedly endorsed and recommended the work of the standard "Class A" schools and departments of journalism.

3. Failure to Procure Well-Trained Workers May Produce an Irresponsible Press in China. No factor in this new journalistic situation is more certain than that poorly-trained personnel will fill places of great responsibility unless well-trained men and women are ready as the opportunities come. This would be almost sure to mean the development of a "yellow press" in the Far East, perhaps the most immediate and real of all the so-called "Yellow Perils", since a jingoistic press would be largely determinative in producing menaces to goodwill and peace between Orient and Occident. It is perhaps not too much to say that the public opinion of a quarter of the human race is at stake. The need for schools of journalism is not only immediate and critical, therefore, but will also increase during the long period of rapid expansion of newspapers and other publications in China.

4. What Do the Chinese Themselves Think About This Matter? Great waves of patriotism are sweeping through the student world of China these days. There is therefore a peculiar appeal to Chinese students in the opportunity for high public service which is inherent in journalism. And, since students anywhere inevitably have a keen interest in certainty of employment, the fact that the supply of newspaper workers will probably not be equal to the demand for a third of a century tends also to turn their attention to journalism. These two factors combined are causing an unusually large number of the most promising young men and women in China today to consider journalism as their possible life work. The number who would make a definite decision to enter the profession would undoubtedly be very great if well-equipped schools of journalism offering comprehensive training in the field were available.

Many prominent Chinese leaders have expressed the hope that such a school might soon be established. For example, the Hon. Wang Chung-hui one of the judges of the Permanent Tribunal for International Justice (the World Court), at the suggestion of the president of Yenching (Peking) University, cordially consented to serve as chairman of the committee on promotion for a school of journalism. The China Council for Christian

Higher Education, composed of both Chinese and Western representatives of all such colleges and universities in China, requested "Yenching" at the capital to offer courses in journalism as soon as possible. Accordingly a department of journalism was established in the fall of 1924!

5. What Has Been Done Thus Far to Meet This Great Opportunity. The three years' work by Mr. Nash, in addition to the teaching of several typical journalism courses, consisted of "prospecting" the field, of experimentation, of an intensive study of the language, customs and journalistic problems of China. The results clearly demonstrated that the work should be continued and would have unlimited opportunities before it of the most exceptional kind. It is also clear, however, that the work should not proceed unless it can be done with complete thoroughness and on an adequate scale. An incomplete training in the field of journalism, as in medicine, may do more harm than good. Accordingly it was thought wise and desirable this spring for Mr. Nash to return to America to seek funds for the permanent adequate financing of a full-fledged school of journalism. His support during these three "pioneering" years has been provided by some of his friends.

6. How Much Money Will Be Required to Meet This Strategic Opportunity? The authorities of Yenching (Peking) University do not expect to proceed with the project without an assurance of at least \$10,000 annually for a period of five years. This sum is the bare minimum required; \$15,000 a year could be used wisely from the beginning. It is reasonable to expect that the requirements of the school would entail a budget of \$25,000 a year by the end of the first decade of work. (These figures all presuppose the conscious avoidance of any "forced" growth; such a school of journalism is not procured by fiat but by development.)

In terms of a permanent endowment, therefore, these yearly budget needs would require the income from a fund starting at \$200,000 and increasing to not less than a half million dollars. Since the annual needs would be smaller in the early years, it would be possible for the fund to be built up \$100,000 a year for five years, \$50,000 a year for ten years, or by any similar arrangement which would be satisfactory to the donor and which would produce an increasing yearly budget as the school's requirements grow. (Tentative itemized budget in section 7)

COMMENTS: A large program of work is possible on a comparatively small budget because it would be an integral part of an already established university. Only regularly enrolled juniors and seniors in Yenching University, Peking, are eligible as students in the Department of Journalism. All instruction for the present could be given satisfactorily in the regular class rooms of the university. A separate journalism building would of course ultimately be needed.

Yenching (Peking) University is the largest of the union missionary educational institutions in China. The calibre of our 634 students (September 1926 enrolment), the training of our faculty, and the quality of the academic work generally, will not suffer by comparison with any college in America. Graduates in each of the last two years have received their M.A. degrees at Harvard after only one year's work. The university last fall occupied a new site of 125 acres northwest of Peking with twenty-five new buildings erected at a cost of almost \$2,000,000. This campus should become famous in a short time since the buildings constitute the first successful

synthesis of Chinese architecture with modern building materials, conveniences, and equipment.

7. Tentative Annual Budget in Three Stages.

I. With the "starting minimum" of \$10,000:

- (a) Two fully equipped instructors (one a Chinese and the other an American) - salary and expenses, including travel to and from U.S.A. each five years for the latter \$ 6,000
 - (b) Three graduate student assistants, salaries, etc. 2,000
 - (c) Current operating and incidental expenses, books, etc. 2,000
- Total - - - - - \$10,000

II. With the "ideal starting minimum" of \$15,000:

- (a) and (b)
The same as in budget I. \$ 8,000
 - (c) Current operating and incidental expenses of larger program 2,750
 - (d) Maintenance of a continuous fact-finding survey of newspaper conditions in China 1,000
 - (e) Development of practical "laboratory" work, such as^a small practice publication, a feature-news service to newspapers, photographic (news illustration) work, etc. 1,000
 - (f) Library fund for books, periodicals, manuscripts, etc. 500
 - (g) Five scholarships for seniors at \$100 each. 500
 - (h) One post-graduate scholarship or fellowship 250
 - (i) Emergency and depreciation fund 500
 - (j) Share in the university overhead (waived as a rule in the first years of a department whose funds are very limited) 500
- Total - - - - - \$15,000

III. The addition of one or two more fully equipped teachers to the staff, the normal increase in most of the other items listed under I. and II., and the offering of a special American fellowship to meet a part of the cost of a graduate's study of journalism in America, would absorb the \$10,000 additional which would be available when the school's annual income had become \$25,000.

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Sources of Possible Support Great economy in time and money would be possible if the funds were provided by a single individual or by a small group of interested persons. The matter has been laid before several American newspaper publishers and taken under consideration by them with much interest as a possible gesture of goodwill from the journalism of America to the new journalism in China. The national officers of one of the great civic clubs of America also received with cordial interest the proposal that the sponsoring of such a school of journalism should become one of the club's major activities. The establishment of a foundation for the maintenance of such a work would constitute a great living memorial either for a person or for an organization. Nor would it be pure altruism; it would also be a piece of far-sighted statesmanship. It matters desperately what road China chooses in the process of swift modernisation through which she is now passing; few if any groups of leaders will have so powerful an influence in directing China's steps as will her leaders of public opinion.

Until permanent endowment funds can be secured, the support of our efforts to obtain the larger sum as well as provision for the annual budget of the school will have to be secured through relatively small gifts. Such funds have one great advantage of assuring us of a wide circle of friends, but they are expensive in time and money since personal invitation is necessary to secure most contributions. Moreover, a great many persons are reluctant to commit themselves for more than a year at a time. It is therefore necessary to renew such pledges annually, which means all the time and expense over again. This is a peculiarly serious handicap when the school in question is on the other side of the Pacific Ocean from its supporters.

This "prospectus" is being given to those who have expressed an interest in the project. We will greatly appreciate any advice which you may feel free to give us concerning possible ^{methods} of securing the funds with which to embrace this "opportunity of a life-time". And since so many have already indicated verbally that they personally want "to do something", we are taking the liberty of supplying a suggested form which provides, it seems to us, a happy compromise between our vital need for an assurance of support over a period of time and the natural, justifiable aversion of donors toward making an absolute commitment for such a term of years.

MISZULI-YENCHING HUI (Pronounced "Whey")

(The Missouri-Yenching Association)

*up Nash
9/26*

PURPOSE: to provide a medium whereby the students, faculty, alumni and friends of the University of Missouri may express good will to the students of China by giving to the support of the Yenching School of Journalism, which is being developed cooperatively by the School of Journalism of the University of Missouri and by Yenching University, Peking.

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Kinds of Membership

Student \$1, Faculty, Alumni, Friends \$5.
Sustaining (five years) \$20, Life \$100.

MISZUL-YENCHING HUI
(The Missouri-Yenching Association)

PURPOSE: To provide a medium whereby the students, faculty, alumni and friends of the University of Missouri may express good will to the students of China by giving to the support of the Yenching School of Education which is being developed cooperatively by the School of Journalism of the University of Missouri and by Yenching University, Peking.

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| | Kelph Schmidt | John Hahn |



Kinds of Membership
Student & Faculty Alumni Friends \$5.
Sustaining (five years) \$25.00

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Ms - Yen

YENCHING UNIVERSITY
Peiping, China

October 22, 1930.

The President, Student Body,
School of Journalism,
University of Missouri,
Columbia, Missouri, U.S.A.

Dear Friends:

From our Mr. Vernon Nash, chairman of the Department of Journalism of Yenching University, I have the greatest pleasure to learn that you and other students in Missouri are engaging in a campaign to raise a fund for the assistance of the Missouri-Yenching School of Journalism.

On behalf of the journalism students here in Yenching, I wish to extend our hearty thanks and appreciation for the kind effort and generosity, the success of which can be reasonably assured under your leadership. We thoroughly believe that this friendly act will be duly reciprocated in due time.

America has been a traditional friend to China and Missouri, in particular, a keen supporter of Yenching. This mere feeling of mutual interest and cordial good will is quite agreeable to the peoples of the world's two greatest republics in the promotion of future peace and progress, but what seems to me a special pride and a more important mission is the cultivation of a sympathetic and intelligent relationship between fellow students of the American and the Chinese universities. Now the initiating of a financial campaign is a typical testimonial of your willingness to support the co-operation and it will give you the tangible means to manifest your spirit in this newly-created friendship.

We, on the other hand, can assure you that we shall only be too glad to repay your kindness by some other forms of service within our reach.

Thanking you again for the interest you have in this effort, we remain,

Yours sincerely,

(Signed) Wu Ch'un

Wu Chun
President, Journalism Club
Yenching University.

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