

Ed Jackson's

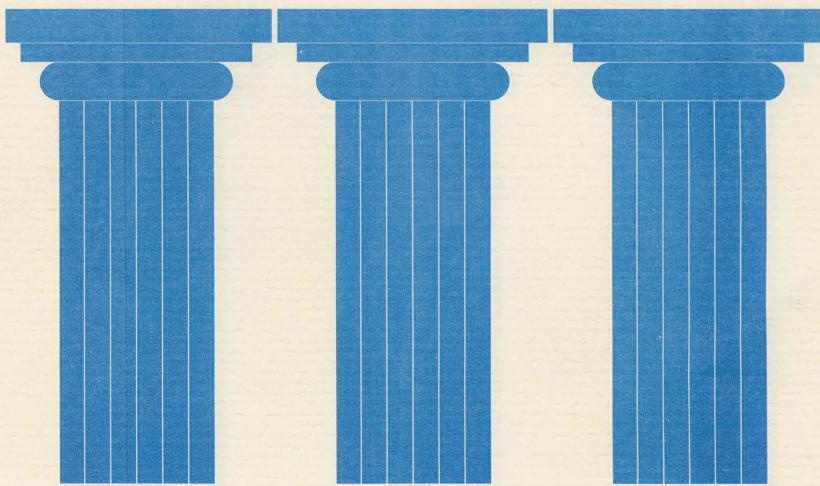
North Carolina

Falls

of

ame

*Journalism
Advertising
Public Relations*



Sunday, April 9, 1995
Omni-Europa Hotel, Chapel Hill, N.C.

North Carolina

Falls

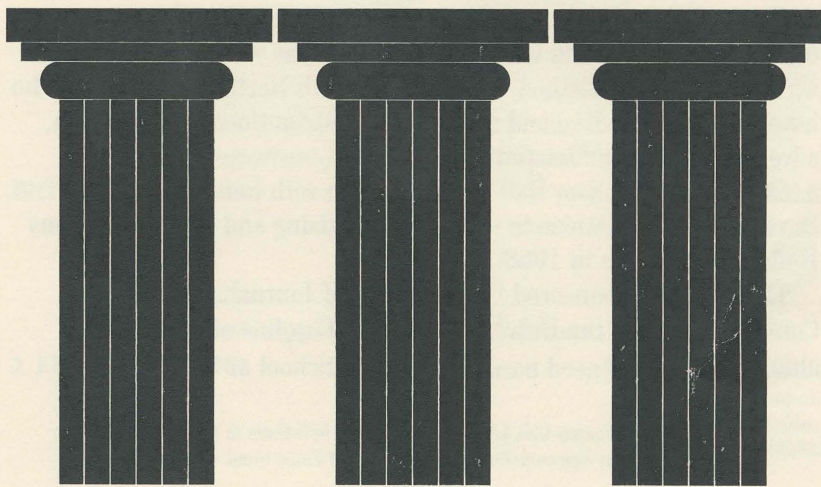
of

Same

Journalism

Advertising

Public Relations



North Carolina
Halls
of
Halls
Fame
Journalism
Advertising
Public Relations

These Halls of Fame provide appropriate recognition for persons who were born in North Carolina, or for persons who were born elsewhere and became distinctively identified with North Carolina, and who have made outstanding and career-long contributions to journalism, advertising or public relations.

The N.C. Journalism Hall of Fame began with inductions in 1981; the inaugural inductions in the N.C. Advertising and Public Relations Halls of Fame were in 1988.

The Halls are sponsored by the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill, although honorees need have no tie to the School or to UNC-CH.

R.J. Reynolds Tobacco USA helped support the 1995 Halls of Fame ceremony.
The company has contributed to the Halls of Fame event since 1983.



Program

6 p.m. Reception, Vienna-Brussels Room.

6:45 p.m. Dinner, Amsterdam Room.

Presiding: Dean Richard Cole.

Welcome: UNC President Dick Spangler.

Presentation of the Journalism Honorees

BONNIE ANGELO

By JULIAN SCHEER

1991 Public Relations
Hall of Fame Inductee.

R. EDWARD JACKSON

By WYNDHAM ROBERTSON

Vice President for Communications,
University of North Carolina
General Administration.

DAVID J. WHICHARD II

By STUART SECHRIEST

Associate Professor Emeritus,
School of Journalism and Mass Communication,
University of North Carolina at Chapel Hill.

DAVID ZUCCHINO

By RICK NICHOLS

Member of the Editorial Board,
The Philadelphia Inquirer.

Presentation of the Advertising Honoree

BILLINGS S. FUESS JR.

By HEIDI RODALE

Director of New Business Development,
Rodale Press.

Presentation of the Public Relations Honoree

J. KENNETH SANFORD

By PHIL WHITESELL

President,
Barron & Whitesell, Inc.,
Charlotte.



Bonnie Angelo



*Correspondent at Large,
Time magazine.*

The career of Bonnie Angelo at *Time* magazine is studded with firsts. When she became London bureau chief in 1978, she was the first woman to head a major *Time* foreign bureau. In New York City in 1985, she became the first woman to head a major U.S. *Time* bureau. She became the magazine's first Correspondent at Large in 1990, specializing in interviews and profiles of major figures.

She was the first woman president of the Association of American Correspondents in London and chaired the first international conference of the International Women's Media Foundation. As president of the Women's National Press Club (which merged with the National Press Club), she helped lead the fight to end discrimination against female journalists.

In 1966, she joined *Time* as a Washington correspondent, specializing in coverage of the White House and politics. Over the years, she covered presidents, prime ministers and royalty, political campaigns, summit conferences, manned space shots, the inaugurations of six presidents, the Kennedy funerals, and Richard Nixon's resignation.

Angelo also served for 10 years as weekly co-host of the Washington, D.C., TV program, "Panorama." In London, she participated frequently on BBC and Independent Television programs and on BBC World Service Radio. At the invitation of the U.S. Information Service, she lectured widely in Europe and Africa on U.S. issues and American media.

She has been active in a number of professional associations and is a trustee of the National Wildflower Research Center, a project initiated by Mrs. Lyndon B. Johnson. She now serves on the Board of Visitors of the UNC-CH School of Journalism and Mass Communication.

Early in her career, she worked on the *Journal* and *Sentinel* in her hometown, Winston-Salem, and then on *Newsday* on Long Island, N.Y. She earned an art degree from the University of North Carolina at Greensboro and in 1975 was the first alumna to give the commencement address there. In 1992, she received an honorary doctorate of humane letters from Marist College. She and her husband, Harold R. Levy, a journalist who later went into public service, have one son.



R. Edward Jackson



*Former International Editor,
Time magazine.*

Edward Jackson's remarkable journalism career began at age 12, when he produced a neighborhood mimeographed daily newspaper, *The Daily Journal*, in his native Mount Airy, N.C. In high school, he wrote sports and news for the *Mount Airy News* and *Mt. Airy Times* and was a sports writer and news stringer for the *Winston-Salem Journal* and *Sentinel*.

That experience, coupled with a three-year Pacific stint in the Navy, led him to become a foreign news writer for United Press in 1947. He covered British news as a correspondent in London and edited news from three-fifths of the world that went through the London office. He moved to Italy in 1953 to run the UP bureau in Rome, where he covered Italian news and the Vatican.

Time magazine hired him in 1957. During his 29 years with *Time*, he was a contributing editor, news editor, Rome bureau chief, Washington news editor and the magazine's first international editor. He left *Time* in 1980 to become the Time-Life News Service Editor at the *Washington (D.C.) Star* and later managing editor until the paper closed in 1981. He returned to *Time* in 1986 as deputy chief of correspondents and was later named editor-in-chief of *World Press Review*, a 75,000-circulation monthly news magazine consisting of stories from overseas publications. He retired in 1991.

He established the Edward Jackson International Scholarship in the UNC-CH School of Journalism and Mass Communication in 1992. The endowment provides funds for a news-editorial student, preferably from North Carolina, to travel to a country in Europe to learn about its politics, culture and mass media by living and working there.

Jackson was graduated cum laude with a B.A. in history from Washington and Lee University. He has served as vice president of the Overseas Press Club and vice president and secretary of The Correspondents Fund, which provides help to needy newsmen and to students for scholarships. He and his wife, Kathleen Beakley, live in New York City.

David J. Whichard II



*Chairman of the Board,
The Greenville (N.C.) Reflector.*

The focus of David J. Whichard II's life's work has been *The Daily Reflector* — the Greenville, N.C. newspaper that his grandfather started in 1882. As a boy, he worked as a carrier there. Then after graduation from UNC in 1948, as a journalism major and with Phi Beta Kappa honors, he went back to *The Daily Reflector* as a reporter.

He became editor six years later. In 1965 he became president and chief executive officer of the newspaper's publishing firm. He continues as chairman and editor today, guiding *The Daily Reflector* and a semi-weekly, eight weekly paid-circulation newspapers and three controlled-circulation newspapers.

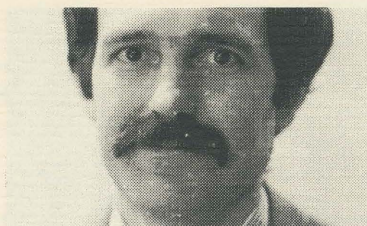
Whichard has been exceedingly active in national, state and community activities and in professional organizations. He was named to the national Associated Press Board of Directors in 1990 and now chairs the UNC-CH Board of Trustees.

Earlier he served for 16 years on the UNC Board of Governors, the governing body of the 16-campus university system, and was a member of the East Carolina University Board of Trustees, the N.C. Board of Higher Education, the Governor's Committee on State Government Reorganization and the Governor's Task Force on Criminal Justice and the Public.

His community service has also been exemplary, including leadership as United Way campaign chairman for Pitt County, and service in numerous capacities with the Chamber of Commerce/Merchant's Association, Jaycees, Rotary and Salvation Army.

Whichard's professional activities include serving as chairman of the Southern Newspaper Publishers Association Foundation, president and chairman of the Southern Newspaper Publishers Association and president of the North Carolina Press Association. He has been a board member of the School of Journalism Foundation of North Carolina, and he and his family established the David Julian Whichard Scholarship in the School in 1982. He is married to the former Judith Kirkpatrick and has three children.

David Zucchini



*Chief of Correspondents and Pulitzer Prize-Winner,
The Philadelphia Inquirer.*

Now chief of correspondents for *The Philadelphia Inquirer*, Pulitzer Prize-winning reporter David Zucchini has earned a strong national reputation. His ability to report hard news, features and in-depth pieces — all masterfully — led former *Inquirer* Executive Editor Gene Roberts to call him “the journalistic equivalent of what football used to call a triple-threat man.” His colleagues call him Zook.

“He’s not built for the schmoozing, sherry-sipping circuit,” says friend and *Inquirer* colleague Rick Nichols. “He’s a no-frills reporter’s reporter, stripped down for action, energized to his core, it seems, by the pure, unadorned mission of getting the story. And writing it, most times, better than any competitor in the press corps, be it *The New York Times*, *Washington Post*, you name it.”

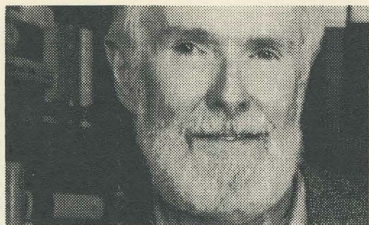
Zucchini was nominated twice for a Pulitzer before he won in 1989. His prize was in feature writing, for a nine-part series, “Being Black in South Africa.” He profiled a maid, a World War II veteran, a politician and other South Africans struggling under the separatist regime.

He has written for *The Philadelphia Inquirer* since 1980. He also served as suburban bureau chief and as chief of the bureaus in the Middle East and Africa. He has covered armed conflicts and been under fire more than once. Most recently he covered the conflict in Chechnya, Russia, where he was shot at by a Russian soldier and by Russian planes. Earlier he worked at the *Detroit Free Press* and the *Raleigh News & Observer*. He earned his B.A. from the UNC-CH School of Journalism in 1973.

Since the Pulitzer, Zucchini has continued to win state and national awards. In 1994, he won honors in investigative reporting from the Pennsylvania Associated Press Managing Editors and the Society for Professional Journalists for “The Suicide Files: Death in the Military.” In 1993, APME honored his investigative series on inner city narcotics trafficking, and SPJ awarded a first-place citation for stories that led to the freeing of a woman wrongly convicted of vehicular homicide.

Zucchini, 43, lives in Ardmore, Pa., with his wife, Kacey. They have three daughters: Adrien, Emily and Natalie.

Billings S. Fuess Jr.



*President,
Billings S. Fuess Advertising & Concepts.*

With 40 years in creative advertising, Billings Fuess has earned many of the field's most coveted awards, and his achievements have left an indelible mark in the minds of millions of Americans. Among them: the slogan, "Hershey's, the great American chocolate bar," Nationwide Insurance's "Blanket Protection" television campaign, lyrics to "Nationwide is on your side," and "The Power of the Printed Word" series for International Paper.

Fuess received his bachelor's degree in journalism from UNC in 1948 and went to work as an advertising manager, editorial cartoonist and feature writer at *The Hackettstown (N.J.) Gazette*. He landed his first copywriting job with Kenyon & Eckhardt, an ad agency in New York City in 1953. There he wrote television commercials for RCA Victor, Mercury and Lincoln. He joined Batten, Barton, Durstine & Osborn seven years later, creating television commercials for Dodge, *The New York Times* (its first television advertising), Lucky Strike, Liberty Mutual and General Electric Light Bulbs. Ogilvy and Mather hired him in 1965, where he worked for 23 years as vice president and associate creative director. His clients included the CBS Television Network, Snickers and Kit Kat candy bars.

Since 1961, Fuess has won six Clios, four American Marketing Association EFFIES, three ACE awards, the 1984 Grand Award from the International Film & Television Festival of New York, four Andys from the Advertising Club of New York, and the Magazine Publishers of America's Steven E. Kelly award for creating International Paper's "Power of the Printed Word" series.

A colleague says, "It's rare when a creative man succeeds in the business by championing advertising that overestimates the intelligence of the target. Bill's work has consistently done just that."

He now runs Billings S. Fuess Advertising & Concepts in New Jersey and has created advertising for Prodigy, The Discovery Channel, Binney and Smith, Rodale Press and Research International. He and his wife Doris have four children.

J. Kenneth Sanford



*Former Director, Public Information and Publications,
University of North Carolina at Charlotte.*

*R*on Sanford has been a major figure in public relations in North Carolina since 1954. He began his career in the public relations office at United Appeal in Asheville, N.C., and then joined the *Winston-Salem Journal* as a reporter and copy editor. After being named to several posts at the newspaper, he eventually became an editorial writer covering the legislature. In 1964, when he heard about plans to expand the state's university system, he went to work for Charlotte College as director of public information and publications. The college became a part of the University system as UNC-Charlotte in 1965 and, by 1977, he had helped transform it from a school with 1,800 students to one with a much larger enrollment, dorms, master's degrees and a men's basketball team that made the NCAA Final Four. In 1985, the campus received its first national ranking from *U.S. News & World Report*. He retired in 1994 after three decades of promoting the university.

Sanford has been a vital member of several organizations. He served as president of the Charlotte Public Relations Society in 1974 and was the first founding member and a past president of the Public Relations Society of America's Charlotte chapter. He was one of the city's first public relations professionals to pass the national society's voluntary accreditation examination. He was elected to the second class of the PRSA College of Fellows in 1991. He twice served as president of the College News Association of the Carolinas and received its Gaston Award for contributions to college public relations in 1982.

He was born in Clyde, N.C., on January 23, 1932, and received his A.B. and master's degrees in journalism from the UNC-CH School of Journalism in 1954 and 1958, respectively.

He is writing a book about the history of UNC-Charlotte. He and his wife Alice are the parents of three children.



Halls of Fame Honorees

Journalism

1981

Josephus Daniels (P)
Charles Kuralt
C.A. "Pete" McKnight
Vermont Royster
Tom Wicker

1982

O.J. "Skipper" Coffin (P)
Clifton Daniel
Tom Lassiter
Don Shoemaker

1983

W. Horace Carter
Harry Golden (P)
Roger Mudd
William D. Snider
Walter Spearman

1984

Burke Davis
Gerald W. Johnson (P)
William C. Lassiter
Sam Ragan
Gene Roberts

1985

Furman Bisher
Beatrice Cobb (P)
Jonathan Daniels (P)
Jeff MacNelly
Reed Sarratt
Ed Yoder

1986

Wallace Carroll
W.J. Cash (P)
J.D. Fitz
Kays Gary

1987

Henry Belk (P)
Margaret Harper
Neil Luxon
Robert Mason
Claude Sitton
Sam Summerlin

1988

Vivian Austin Edmonds
Lou Harris
Rolfe Neill
Herb O'Keef

1989

John B. Adams
David Brinkley
David E. Gillespie
Brodie S. Griffith (P)
Morris W. Rosenberg
James H. Shumaker

1990

James K. Batten
Jay Jenkins
Roy H. Park
Irwin Smallwood
Jonathan Yardley

1991

Lenior Chambers (P)
Frank A. Daniels (P)
Ashley B. Futrell
James F. Hurley III
Don Sturkey

1992

Willard Cole (P)
Mary Garber
Marjorie Hunter
M.S. Van Hecke

1993

Orville B. Campbell (P)
Harriet Doar
Joe Doster
Erwin R. Potts
A.C. Snow

1994

W.C. "Mutt" Burton
William Davis Jones III
Sam S. McKeel
Elizabeth Gold Swindell (P)

(P) = Posthumous

Halls of Fame Honorees

Advertising

1988

Charles R. Price

1991

Fred D. Crisp Jr.
Harry M. Jacobs Jr.

1994

Sheila Hale Ogle

1989

Charles C. McKinney

1992

Clifford Parish

1990

C. Knox Massey
Michael J. Silver

1993

James J. Johnston

Halls of Fame Honorees

Public Relations

1988

John Harden (P)

1990

J. Kenneth Clark
Hugh M. Morton

1992

Charles X. Larrabee

1989

H.C. Cranford Jr.
Edward L. Rankin Jr.

1991

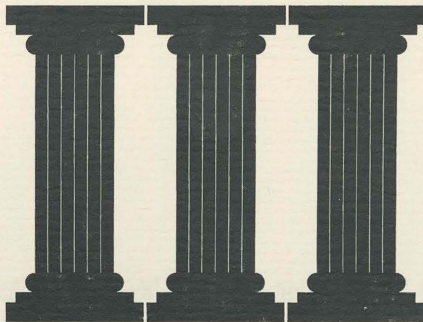
Joe S. Epley
Julian W. Scheer

1994

H. Zane Robbins

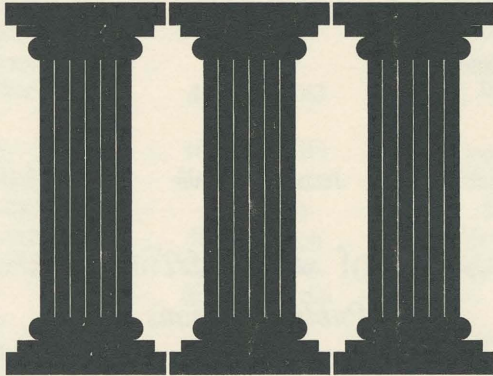
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NORTH CAROLINA HALLS OF FAME



JOURNALISM • ADVERTISING • PUBLIC RELATIONS

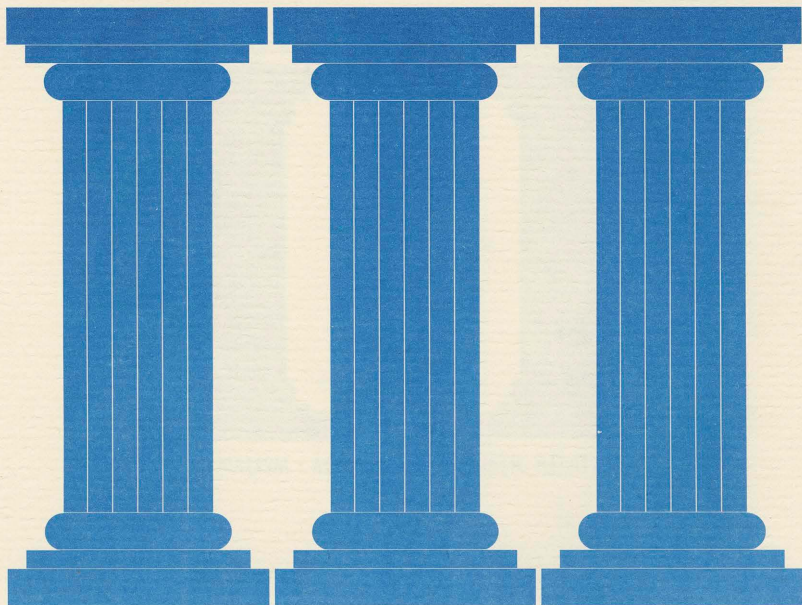
NORTH CAROLINA HALLS OF FAME



JOURNALISM • ADVERTISING • PUBLIC RELATIONS

Program Design & Halls of Fame Logo by Jay Anthony, Associate Professor
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

NORTH CAROLINA HALLS OF FAME



JOURNALISM › ADVERTISING › PUBLIC RELATIONS

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University of North Carolina at Chapel Hill