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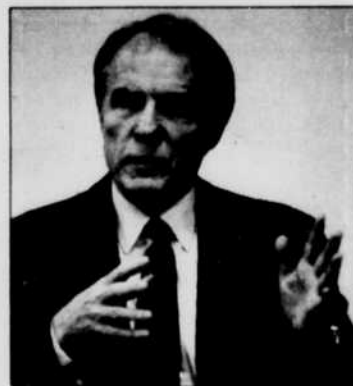
TV ushered in desperate times at Life magazine, ex-editor says

By John Makosky
Of the Emerald

Photojournalism still holds an important place in the age of television and television journalism, said former managing editor of Life magazine, Richard Stolley, at a press conference on campus Thursday.

"There is always a place for the still photo," he said. "It gets at the stories in a more intimate and idiosyncratic way."

Although Stolley admits television put the weekly Life magazine out of business in December 1972, he said, "TV journalism has not advanced in other countries."



Richard Stolley

Americans knew how the world looked because of Life, he

said. He called the weekly Life "America's television" and is quick to admit "the gravitation from Life to television is natural".

Life magazine continues as a monthly, which Stolley describes as "a handsome grab bag" rather than a magazine of record.

Stolley will continue to speak at classes in the journalism school today.

He is between assignments and said his current title could be "Managing Editor at Large." This position "allows him to meddle in everything, but be responsible for nothing," he joked.

Stolley was the assistant managing editor when the weekly Life magazine folded in 1972. He called the last two or three years of Life "desperate times".

In 1973, he left Life to start People magazine.

The time was ripe for People because the general attitude of the time had shifted from political movements, like racism and the Vietnam War, to the celebration of individuals, he said.

He caught that wave and rode it to success. People magazine doubled its circulation, won numerous prizes, and was a three-time finalist for National Magazine.

Stolley became managing editor of the monthly Life magazine from 1982-85.

A monthly magazine needs to anticipate newsworthy items, get in closer to the topic and use more color, he said.

As managing editor, he had to worry about making sure the stories were relevant at the time of publication and meeting regular readers' expectations, he added.

Stolley said people today learn mostly through visual stimuli and that "any publication that doesn't take this into account is doomed."

His public lecture and slide show Thursday night spotlighted important events during Life's 50-year history including the Vietnam War, the arrival of the Beatles and the assassination of John F. Kennedy. Stolley was quick to emphasize the historical importance of Life's coverage of these events as well as the lasting quality of many of its now famous photos.

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Memo

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From: Oregon Daily Emerald Sales Department

Date: April 24, 1987

Re: Advertising Sales Representative recruitment open house.

The ODE Advertising Sales Department is looking for dedicated, sharp, and energetic advertising sales personnel for fall term. All students interested in the positions are encouraged to attend our open house Thursday, April 30 at 7:00 p.m. Room 337 EMU. Refreshments will be served. Pick-up an advance application in Room 300 EMU.

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