



No. 1

NG ANNOUNCED

laboratory and more space for the Medical Record Library, dietetics and the Central Supply Room.

Architects are now making final drawings of the wing, which will be built with the same native stone used in the Gothic architecture throughout West Campus.

The new addition has been under consideration for several years, President Edens explained. As early as 1946, the Duke Endowment made available a sum of one million dollars toward the cost.

The wing will be one of many alterations in the original Hospital and Medical School Building. When the (cont'd on page 3)

of a century

Established in 1968, *Intercom* once got on a regular publication schedule under Sue Childs and several editors," he said.

More news, more often

Increasing activities around the medical center generated more and more news, so over the new few years *Intercom* grew from monthly to a semi-monthly, to a bi-weekly and finally, to a tabloid-size weekly.

Going to a larger format enabled us to put more news into *Intercom*," former Editor David Williamson said.

Other editors

Others who have been *Intercom* editors since the Office of Public Relations was established are Cheryl Herring, who held the position briefly in 1972-74.

Current editor is John Becton, who moved to the medical center in 1975 and heads the public relations staff the following year.

Intercom's 4,500 weekly and 3,200 monthly circulation makes it larger than many commercial weekly newspapers, Sigler noted.

Modern times

Yet the production time is significantly shorter than when *Intercom* was a bi-monthly.

The copy is typeset by the university composition shop on Monday and Tuesday, the layout is planned and pasted up in the *Intercom* office on Wednesday, the printer picks up the paste-up on Thursday and the finished product is delivered less than 24 hours later.

But not everything has changed since Evelyn Stead resigned as editor.

We still rarely get turned down for interviews, and we still show people rough drafts of articles about them.

Award-winning newspaper

During the past few years, *Intercom* has won a number of awards.

This past year, it won an award for excellence in both state and international competitions sponsored by the Society for Technical Communications, and it won the top award in its category in contests sponsored by the Group on Public Relations of the Association of American Medical Colleges and by the International Association of Business Communicators.

"Our weekly goal is to produce a journalistically professional newspaper that informs the medical center community of the activities going on in their world here that make Duke the institution of high reputation it has become," Sigler said.



CORNERED — Helen Kaiser, former director of physical therapy, was "cornered by the camera," May 3, 1974. (Note the older *Intercom* format.) She named *Intercom* in 1954.

More photos on page 4.



REPORTERS HAVE ALWAYS BEEN IMPORTANT to the success of *Intercom*. This photo, published Dec. 17, 1971, was taken at a reporters' reception held that fall. Being served by Sue Childs, who was editor at that time, were (l-r) Therlan Thompson of Central Supply, Cinderella Lennon of the Hospital Laundry and Amelia Harper, ALPN, of Meyer Ward. All three are still reporters for *Intercom*, and now *Heartbeat*, and will be among those honored at a reception Monday at 3 p.m. in the Board Room.



A THOUSAND WORDS — This photo by David Williamson appeared in *Intercom* Dec. 20, 1974.