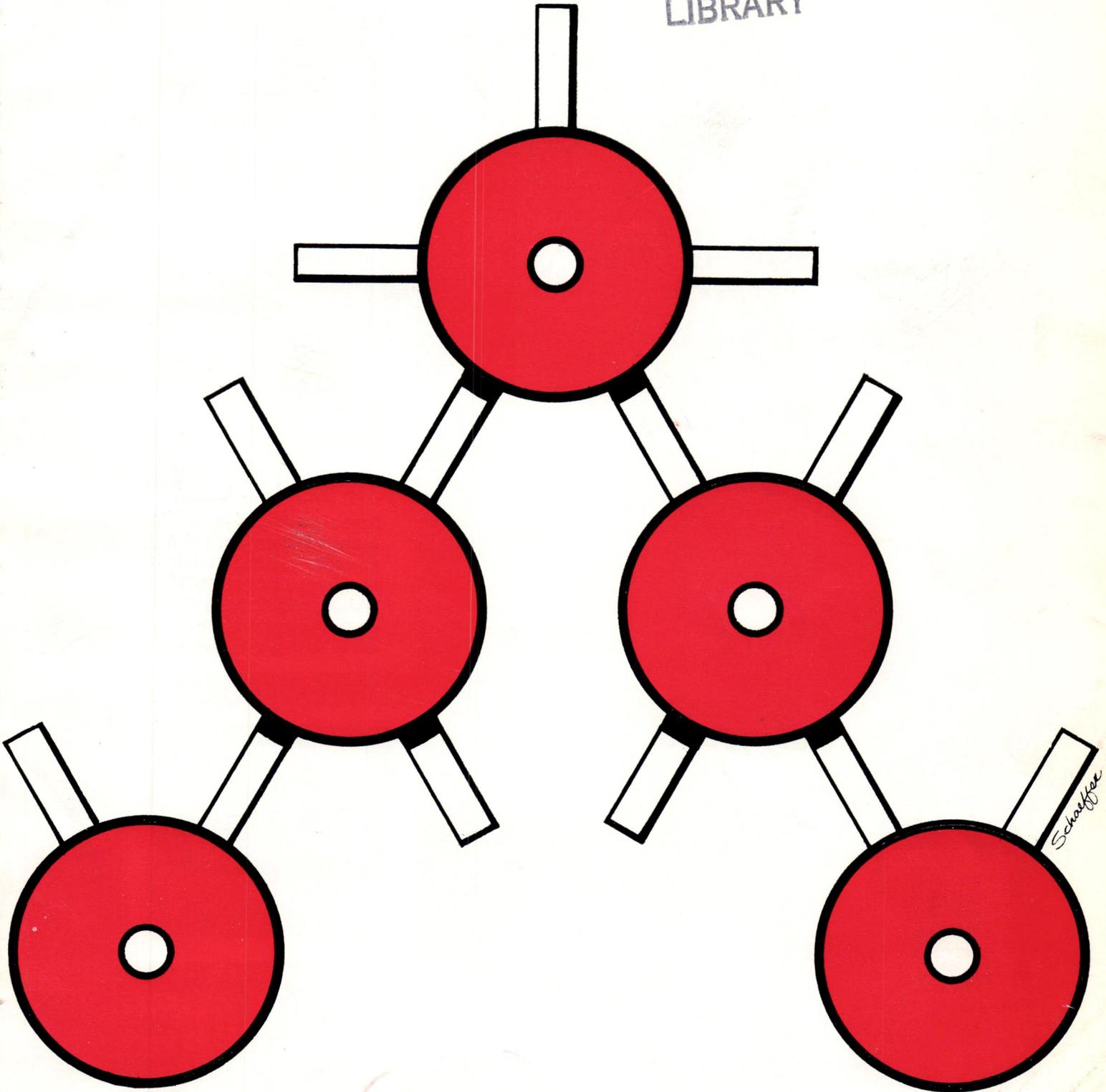


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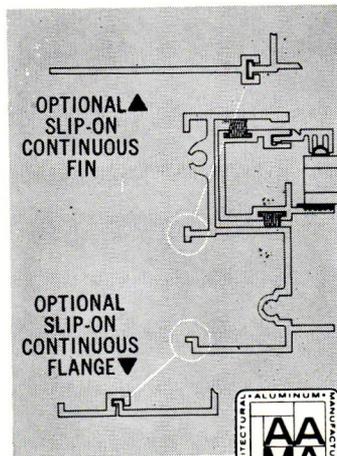
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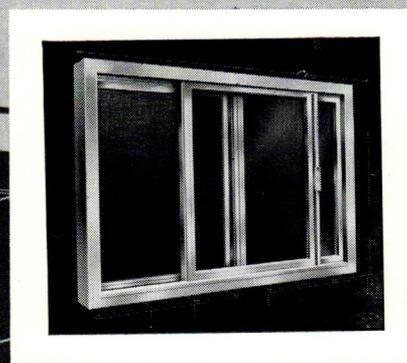
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COVER: Guess what Artist John Schaeffer has in mind?

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LAA PUBLIC OPINION SURVEY

As reported in an earlier issue, a survey is being conducted on the Tulane, LSU and USL campuses to determine the degree of understanding college students (our well-informed future citizens) have of the profession of architecture.

The basic questions were conjured by the staff; the questionnaire was refined by the Ed Reed Organization which has worked extensively in commercial opinion research. Reed disguised the questionnaire so that the interviewee would think the survey was concerned with several professions. This tended to discourage slanted statements.

Returns from USL are in and the results are eye-openers. This particular survey was conducted by the Sociology Department whose students are trained to be "scientific" in their sampling.

A detailed feature is published in this issue but here are some of the highlights: 1. Most students are astoundingly accurate in their description of what an architect does. Of 235 interviews, 201 students used the following descriptive terms or their equal. "Designs buildings," "draws plans for buildings," "plans buildings." A great majority based their opinion on reading, or thru experience with architects. 2. Of the 217 who said they plan to build a home someday, 171 said they think they will use the services of an architect. (See page 7 for their reasons.)

To say that the worst kind of results were anticipated would be a gross understatement. We were ever so pleasantly surprised.

THE PRESS AND THE BUILDING OF CITIES

On January 12, 13, and 14, newsmen from the five states in the Gulf States AIA Region will participate in a Press-Architect Seminar at LSU. Objective of the meeting is to convey to the press what architects and planners think their responsibility is, in the implementation of orderly growth in the city, and to receive from the press an idea of what they need from the design professions to accomplish this end. The first such conference, held nationally at Columbia last winter, was so successful, similar ones are now encouraged at the regional level.

A preliminary program lists the following participants on the star-studded cast: BEN WEST, former mayor of Nashville who stole the show at the 1962 AIA Convention in Dallas when he projected the practical politician's attitude regarding growth of cities; RICHARD BATTLE, staff member of the Nashville Banner, who worked along with Mayor West to "sell" the Nashville redevelopment scheme to the public; ROBERT RODGERS, a member of the Nashville AIA Chapter, whose members laid the groundwork for the renewal plan at the request of the Mayor; MATTHEW ROCKWELL, Deputy Director of the Northeastern Illinois Metropolitan Area Planning Commission, formerly director of the Institute's Division of Public Services; GEORGE McCUE, staff member of the St. Louis *Post-Dispatch*, a nationally recognized reporter on city growth and architecture.

Chester Jordan, a member of the staff of the LSU Department of Architecture and recipient of a Master of Architecture in Urban Design from Harvard's first Urban Design Class, is chairman. Dr. F. J. Price, head of the LSU School of Journalism, is in charge of the journalism portion of the program. The seminar is jointly sponsored by the LSU School of Journalism and the LSU Department of Architecture. It is being coordinated by the LAA and the Baton Rouge AIA Chapter under the auspices of the Gulf States Region of the AIA and the National AIA.

Who can forecast what positive effects this seminar can contribute to the growth of our Regional cities? At least a start is in the making.

By MYRON TASSIN, Editor