



SEEMS TO APPROVE — Jeff Greenfield, editor of the Daily Cardinal and new Matson Newsman, smiles at a question during an inter-

view. In the background, a picture of The Wisconsin State Journal's late editor, Roy L. Matson, seems to look on with approval.

New Matson Newsman Blundered Into Field

By JOHN NEWHOUSE
(State Journal Staff Writer)

There's another Matson Newsman on the scene, and his name is Jeff Greenfield, 20.

He is editor of the Daily Cardinal at the University of Wisconsin and sort of blundered into journalism.

As a freshman, he walked into the Cardinal offices, said that he'd like some work, and the Cardinal became his home. (He moved a toothbrush in last week.)

Editorial Editor

He admits to being not quite sure that journalism is his forte. But when he started out for the library one day, deep in thought, he was a little startled to find that his feet had carried him down the street to the Cardinal office.

By the end of his freshman year, he was editorial page editor five days a week and working one night a week as night editor. In the second semester of his sophomore year, the staff of the Cardinal sort of melted away, and the editor, John Kellog, Appleton, asked him if he'd like to take over.

Greenfield, a native of New York City, applied for the job of editor and got it.

Observers of the paper say that it has improved tremendously.

Top-Notch Staff

"We jazzed it up a little, Greenfield said thoughtfully. "Kellogg had started a reorganization, which was badly needed. We carried it a step further.

"With whatever crisis had caused the hegira of the staff passed along — it probably was exams coming up — we got a top-notch staff. There is a little of Olson and Johnson in the operation, but we like it that way.

"Nobody, much, gets paid."

One of those who is paid is Greenfield.

"We get \$50 a month," he said. "This comes to about 25 cents an hour. Baby sitting pays more."

To Read Mail

He rises at 9 or 9:30 a.m. for his first class is at 11. Sometimes to this class. He said he

Matson Board Members Named

The Roy L. Matson Institute board, which picks the Matson Newsman annually, consists of seven members of The Wisconsin State Journal staff.

All worked with the late editor and set up the institute as a means of discovering talent for the newspaper business which would do credit to his memory.

The members of the board are Helen Matheson, assistant managing editor; Glenn Miller, city editor; Fred J. Curran, night city editor; Joseph Capossela, news editor; Roger Cantwell, sports editor; and John Newhouse and Richard W. Vesey, special assignment reporters.

The institute still is receiving contributions to the late editor's memory as a means of continuing the Matson Newsman program.

is eternally grateful to professors who do not call roll.

After this, he goes to the Cardinal office to read the mail, see who is complaining about what, and see what The Wisconsin State Journal had that they should have had. Or vice-versa.

One week, after a vitriolic complaint over the telephone from an anonymous person, he carried a bicycle chain about with him. He says it made him feel more comfortable. This may be. Dripping wet, he would not weigh much more than a big sack of potatoes.

'You Look Tired'

His afternoon classes are bunched between 1 and 3:30 p.m.

These he generally attends. At the end of classes, he goes to the Cardinal. Here he stays until presstime, from 12:30 a.m. to 2 a.m.

Every now and then, he and the managing editor look at each other and one says to the other, "You look tired. Go home." The other does.

"One night, we both said it at the same time," Greenfield said. "So both went home. The paper came out, anyway. It was a little discouraging."

What sort of grades result from this casual approach to education?

"I get a B plus average," Greenfield said apologetically.

Philosophy Major

You might think he's in journalism, but you're wrong.

"My major is philosophy," said Greenfield, who's looked at the law with a little yearning, too.

"By the time that I got around to take the beginning course in journalism, there I was — editor of the Cardinal and supposed to know all of the basics."

This threw somewhat of a curve into the deliberations of the board of the Roy L. Matson Institute.

Another Secret

Greenfield was in sharp contrast to other contestants who were planning on masters' and doctors' degrees in journalism.

Now that the doors of this committee have been opened, another secret can be told. One of the members asked the political leanings of the candidate, the first time such a question has ever been asked.

As a matter of fact, the questioner looked a little aghast. So did the rest of the board. It probably never will happen again.

Greenfield took a deep breath. He was, he said, somewhat on the liberal side. But he said, he always tried to write a straight story.