

Leo Steinem Award

Floyd, Barbara L.

From: Floyd, Barbara L.
Sent: Friday, August 05, 2016 3:30 PM
To: McComb, Kate Meenach
Subject: RE: Leo Steinem Memorial Award

I cannot find much on the award. It is first listed in the Honors Day program for 1962 as an award for the best feature story published in The Collegian by a member of its staff. The winner that year was Douglas Poling, who went on to become a well-known reporter for either CBS or NBC.

By the 1970s, it has evolved to be an award for the sophomore journalism major with the highest academic standing.

Are you certain that the award was established by Gloria Steinem and her sister? If the award was established in 1962, Gloria would have only been 28 years old at the time. She did not get her first job in journalism until 1960, and in 1963 was working as a Playboy bunny, according to her biography. The original endowment as best I can tell was \$1000, a sizeable amount in 1962. So I doubt that she had that kind of money, but I could be wrong.

It may have been named for Leo Steinem because he was the founder of what became The Collegian.

I will keep looking to see if I can find anything else about it.

From: McComb, Kate Meenach
Sent: Friday, August 05, 2016 1:38 PM
To: Floyd, Barbara L. <BARBARA.FLOYD@utoledo.edu>
Subject: Leo Steinem Memorial Award

Hi Barbara,

I have been asked to research the Leo Steinem Memorial Award, which was a journalism award created decades ago by Gloria Steinem and her older sister and named after their father.

I know that it was awarded to John Bergener in 1968 for the best feature story in that year's Collegian.

I'm emailing you to see if you have any information on this award. I very much appreciate your help.

Thank you,

Kate McComb
Marketing Development Specialist
The University of Toledo