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Earlier this month, the Philadelphia Bulletin hired David M. Eisenhower, the 25-year-old son-in-law of President Nixon, as a sports writer. This led to a written complaint to The Bulletin from students at the Columbia University Graduate School of Journalism, who had been told by a Bulletin recruiter that the paper had no job openings. In a return note to the students, George R. Packard, the paper's managing editor, objected to the error on his middle initial (the students had addressed him as George B.), but did not mention the hiring policy. His note said, in full: "The first thing we teach new reporters is to get the name right. You flunked on mine. David did better."

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