

# college press review

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National  
Council of  
College  
Publications  
Advisers

Kent State  
student  
on  
May 4, 1970  
see page 3

SPRING 1971

VOL. 10

NO. 2

# college press review



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Editor

GLEN A.W. KLEINE  
Eastern Kentucky University,  
Richmond, Kentucky 40475

SPRING, 1971

VOL. 10, No. 2

The fall issue of the *College Press Review* will provide a variety of offerings from several old friends and some new ones. A few articles in the current issue and several more in the next issue are being carried over from the Fall, 1970 issue that never materialized.

- An advance story on the 17th annual convention in Dallas, Texas.
- Dr. John A. Boyd, executive director of NCCPA, tells us "Yearbook Specifications Need Updating."
- "Idaho State's Quite Revolt: Conclusion" by Jack W. Groutage.
- Harry Copeland of Gulf Coast (Fla.) Junior College tells you "What to Put in the Junior College Newspaper."
- Your editor takes a look at college editorials written at the time of the flight of Apollo 11.

## College Press Day is April 24

NATIONAL COLLEGIATE PRESS DAY  
BACKED BY CONGRESSMEN

HON. EDWIN B. FORSYTHE

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

Tuesday, February 9, 1971

Mr. FORSYTHE. Mr. Speaker, I have today introduced a House joint resolution authorizing the President to declare the last Saturday in April of each year as "National Collegiate Press Day."

It is my feeling, and the feeling of many of my colleagues, that the newspapers published on our college campuses play an important role in our higher education system.

They offer students a legitimate voice in educational affairs. They provide a method for the student body to make itself felt, effectively, and constructively.

College newspapers provide a valuable training area for future newsmen. Many of the most respected newsmen covering the National Government here in Washington began their careers in the university newsroom.

It is there that they are taught the importance of accuracy, of completeness, of never-ending pursuit of all of the facts. It is there that they are taught the great responsibility that is theirs.

The National Council of College Publications Advisers, the only national professional association of advisers to all college and university student publica-

tions, organizes National Collegiate Press Days in April when students and professional journalists meet in learning workshops.

I believe it is appropriate that the day of their session, which involves students and advisers from all 50 States and the District of Columbia, be designated by Congress and the President as "National Collegiate Press Day."

I am pleased that several of my colleagues have joined with me in sponsoring this resolution. I would ask for your support so that the measure can be approved and signed by the President in time for this year's session.

Following is a listing of Members of the House who have cosponsored the resolution:

Mr. THONE, of Nebraska; Mr. HELSTOSKI, of New Jersey; Mr. DUNCAN, of Tennessee; Mr. ANDERSON, of Illinois; Mrs. HICKS, of Massachusetts; Mr. SANDMAN, of New Jersey; Mr. WHITEHURST, of Virginia; Mr. HOWARD, of New Jersey; Mr. BIESTER of Pennsylvania; Mr. HALPERN, of New York; Mr. EILBERG, of Pennsylvania; Mr. WARE, of Pennsylvania; Mr. WIDNALL, of New Jersey; Mr. RANGLE, of New York, Mrs. ABZUG, of New York.

See back cover for contents of House Joint Resolution 317. College Press Day is set for April 24.

## Adams Named Business Manager

Robert Adams, assistant professor of journalism at Western Kentucky University, Bowling Green, Ky., begins as the newly appointed business manager of the *College Press Review* with this issue. All communications regarding subscriptions and advertising should be directed to him at the university.

A former reporter for the *Park City Daily News* in Bowling Green, Bob earned B.A. and M.A. degrees from Western prior to taking additional graduate work at Ball State University, Muncie, Ind.

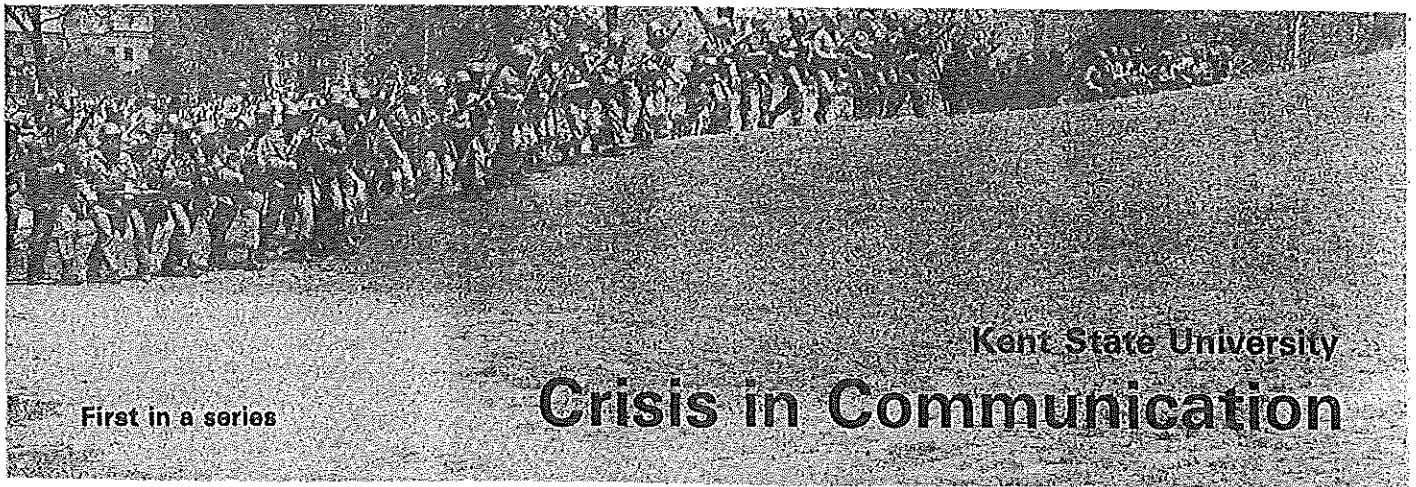
Bob is the assistant adviser to the *College Heights Herald* and a former adviser to the Kentucky Intercollegiate Press Association.

He is also a member of the curriculum commission of the Kentucky Council for Education in Journalism. In this capacity he heads a team responsible for writing a unit on news reporting. The curriculum guide is



Robert Adams

scheduled for publication next year by the Kentucky Department of Education which will distribute the guide for use in Kentucky secondary schools.



First in a series

Kent State University

## Crisis in Communication

by Edwin P. Fricke  
Director of Publications  
Kent State University

The commons at Kent State University traditionally has been the meeting ground for students. It is a large land area of rolling emerald lawn sweeping in and over several sloping hills.

Usually, students congregate outside the Union Bldg., which is at the foot of the "hill" and then get themselves together for a meeting out on the commons.

To the top of this meeting site is an area students commonly refer to as "blanket hill," a pinnacle of the campus land area on which stands Taylor Hall (home of the schools of architecture and journalism).

On any spring day like May 4, the commons would be a lovely park for

those enjoying the sunshine, the laughter and the idle chatter of hundreds of students.

But on this May 4, 1970, it was another day, another time. One far removed from normalcy. Students rallied that noon day, apparently in violation of an order issued by the Ohio National Guard which had taken over the campus after a weekend of disturbances.

What happened on May 4, probably was one of the more tragic moments in college history, much less that at Kent State University. Just about 12:45 four students were killed and nine others wounded in a confrontation between Guard and student.

Edwin P. Fricke is the Director of Publications at Kent State University and is chairman of the NCCPA Publications Committee. He formerly served as chairman of the department of journalism at Loyola University in New Orleans, Louisiana.

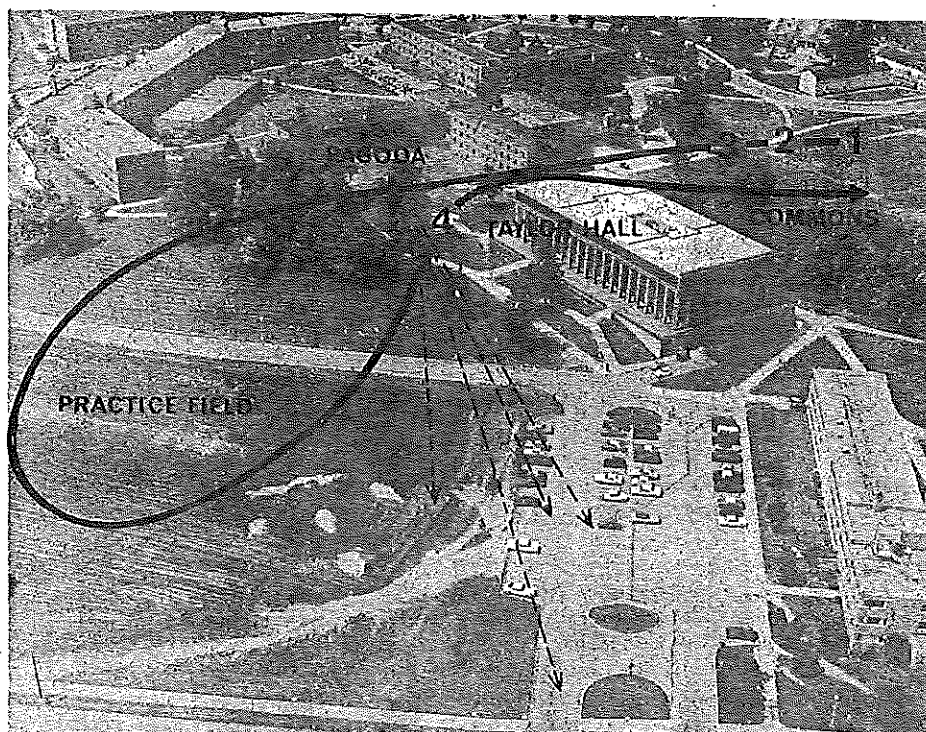
All of the photographs illustrating this article were provided by the Kent State University News Service and are the property of Kent State University. Many are being published for the first time. All were, however, used in the presidential commission and judicial hearings held subsequent to the events of May 4, 1970. Many of these same photographs will be used to illustrate James Michener's book on Kent State. The *College Press Review* wishes to thank Ed Fricke and the KSU News Service for the opportunity of providing you with a first view of these important photographs.



Members of the National Guard fire tear gas and advance up the Commons toward Taylor Hall. Shots followed just a short time later on the other side of the building. This photograph was taken at about point four of the aerial view on the next page. Photo by Jack Davis.

Photo at top of page shows the National Guard beginning to advance on students on the Commons (estimated to be at point two of the photograph on the next page). Photo by Douglas Moore.





The above photograph shows the direction taken by the National Guard in pursuing students. The dotted lines show the direction of fire. The pagoda was the spot from which the guard fired (see page 32 of the May 15, 1970 issue of *Life* magazine—photo by Howard Ruffner, a journalism senior at Kent State on assignment for *Life*.)  
Photo by Douglas Moore.

## Biggest College News Item

And the coverage which followed by newspapers, radio and television, as well in national and other media, probably represents the most active coverage given to any college news item in history.

For Kent State University, the aftermath of May 4 represented a crisis in communications.

The University was shut down about 1:30 by President Robert I. White and students were sent to their homes. Later in the afternoon, the Common Pleas Court of Portage County issued an injunction closing the university legally. It was not to open for student enrollment until registration for the summer session on June 13.

Press credentials were issued by the Ohio National Guard to at least 400 people, and after the Guard left, the KSU News Service issued 100 more credentials under terms of the court injunction which closed the campus.

With all of the offices closed, the News Service (during the zenith of the crisis) and the Radio-TV Information offices worked frantically to service the news media.

Radio-TV Information furnished some 45 "beeper" reports and interviews to

nearly 400 stations around the world. Special reports were furnished to Reuters of New York and London and to the Voice of America. The director gave telephone interviews on live talk shows which originated in Canada, Honolulu, St. Louis, Chicago, Boston, and Los Angeles.

Ironically enough, Friday, May 1 had marked the first day of operation for the Office of Internal Relations' Newsrap. This is a "Code-A-Phone" system where dialers get a taped news message. It arrived on campus not a moment too soon. Newsrap would answer more than 12,000 calls during the next five days. It was the bulwark of a network of information to quell rumors.

## 'Extra' Vetoed by Editor

In regards to student publications, here are some facts which our research has brought out:

The student newspaper at KSU is called the *Daily Kent Stater*. While it is listed as a daily, it is published four times weekly, Tuesday through Friday.

The Friday issue of May 1 does not give a single clue, much less mention anything of any impending trouble at Kent State University.

In fact, the lead story that day featured a story on student-Guard trouble at Ohio State University in Columbus, just about 135 miles away. The story was headlined: **Guardsmen, students clash at OSU.**

An inside page story featured another student confrontation: **Troops alerted for trouble in New Haven.** That issue's only editorial reflected on the forthcoming primary election (May 5) and endorsed four in the primary, including now Governor Gilligan.

Normally, no edition of *The Stater* would have been published on Monday, May 4. But in view of the trouble on campus over the weekend (burning of the ROTC building and the downtown Kent destruction), it was anticipated that a special edition would be published. But none ever appeared.

My research assistant learned that no special edition was published because Editor Bill Armstrong vetoed such a proposal despite the fact that many of his staff members wanted an edition out for that Monday. It was as simple as that.

At the time of the noon tragedy, ironically just outside The Stater's offices in Taylor Hall, the regular Tuesday edition was being prepared. This edition never hit the press, naturally, as the University was closed that afternoon.

The next edition of the *Stater* would be at the opening of the Summer Session later in June.

When the University reopened in June, the first issue of the *Kent State Summer News* (a weekly during the summer quarter) was published and distributed on Friday, June 26.

The aim of the initial issue was to set the "tone" for the campus during the summer months. The second issue of July 3 was even more temperate in its mood.

In fact, the whole summer quarter was without incident.

The University had reopened without any more trouble, thanks mostly to a determined, well defined program of communications.

## Kent Editor's Analysis

Bill Barrett, editor of *Kent* (alumni magazine) reported in a speech to the American Alumni Council in Chicago the following analysis:

"The end of the confrontation was only the beginning of one of the most trying times in the history of any university. In the division headed by Dr. Ronald



Students mass on the Commons taunting and gesturing toward the National Guard. A close look suggests the mixed nature of the group. While it appears that some apparently are heaping abuse on

the guard, others appear to be casual observers. This photo was likely to have been taken at point three in the photo on the preceding page. Photo by Jack Davis.

Roskens, vice president for administration, the necessity for communications was a primary concern.

"It was in the University News Service that the immediate demand for information created the biggest concern.

"A call to the News Service Director just after midnight, May 1, set into operation the most extensive and intensive news reporting effort ever conducted at Kent State University, if not on any American campus. For nearly 90 straight hours—through late Tuesday, May 6—University News Service staffers and other personnel recruited from throughout the division worked around the clock reporting the downtown destruction, the burning of the ROTC building, campus confrontations and finally the killing and wounding of the students. The reporting job was a team effort at its best, utilizing the largest part of the staff of the Vice President for Administration. For all practical purposes the offices of News Service, Radio-TV Information and Internal Communications operated as one during the crisis period.

"Stated briefly, the job of the News Service and its recruits was to stay on top of and report events which unfolded almost



National Guardsmen place tight security around the burned out ROTC building. The burning of this building precipitated the trouble at Kent State during the momentous weekend. The ROTC building was located just outside of the photo on the preceding page at about point one. Photo by Douglas Moore.



A student wipes a flag into the blood of one of the slain students. Photo by Douglas Moore.

hourly. The News Service functioned along the lines of a wire service. Its clients, along with newspapers, radio-TV stations and magazines, also included the wires—AP, UPI and Reuters—and free-lancers on specific assignments. The load reached its peak with the shootings on Monday, May 4. At the time of the noon rally all but one member of the News Service staff, along with two photographers and other reporters recruited from the division, were on and around the commons. The university's chief photographer was directly in the line of fire and came up with some dramatic shots. Right in the midst of the confusion following the shootings, the campus and community phone systems collapsed under the load. We were without phones for three critical hours. News Service staffers and volunteers worked amazingly close, gathering facts, consolidating them and reporting verified, up-

dated information to all media. With phone service out, we often had to go out personally to check facts before giving information to reporters."

And so it went for weeks and weeks until the calm of the summer session as the University officially opened once again. It was truly a quiet summer.

Ed Frick will discuss Kent State University's extensive communications program in the final part of this series which is scheduled for publication in the fall issue of the *College Press Review*.

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# Greater Coverage of Journalists Urged

Condemnation of "infringements on media freedoms being pursued under the leadership of President Nixon and Vice President Agnew" was expressed in a resolution approved by the Association for Education in Journalism at its recent convention in Washington, D. C.

The resolution reads:

"Whereas the current spate of repressive language against the American press, led by Vice President Spiro Agnew, constitutes in its intimidation and harassment a direct attack on the freedoms assured under the First Amendment—freedoms of speech, press, petition, and assembly; and,

"Whereas the present wave of repression is formidable for its sources among high officials, and for its pervasiveness at national, state and local levels and across the executive, judicial, and legislative branches; and,

"Whereas similar periods of repression in American history—such as the 1793 Alien and Sedition Law, the abolitionist period, the years during and just after World War I, and the McCarthy era—can be recalled with general disgust and profound national embarrassment; then be it therefore

"Resolved, that the Association for Education in Journalism reaffirms its faith in the freedoms guaranteed by the First Amendment and it condemns in the strongest possible terms the infringements on those media freedoms being pursued under the leadership of President Nixon and Vice President Agnew."

SDX National President Frank Angelo told a luncheon meeting of the AEJ that there has been "more political acumen than professional acuity in Mr. Agnew's approach. He took the fullest advantage of—and has helped to perpetuate—a questioning, querulous, challenging, untrusting mood that permeates America today."

Angelo, managing editor of the Detroit *Free Press*, added: "And what institution is more vulnerable in such circumstances than the press—the purveyor of all the clamorous, conflicting charges and counter-charges that are hurled in a society in transition.

"Fortunately," Angelo said, "the press can stand—as it has stood—the critiques of those who don't like what they read, hear or see. For after all, who else but the press has been more dedicated to the principle that all Americans have a basic right to say, print or picture whatever is in their minds or in their hearts—with only very limited restrictions."

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**Editor's Note:** If media professionals are being ignored, as is suggested by Professor MacDougall, perhaps publications advisers can begin to effect a change by encouraging more balanced coverage in collegiate publications. Permission to reprint both of the above items from the October, 1970 issue of *The Quill* was given by the magazine and Professor MacDougall.

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The resolution condemning President Nixon and Vice President Agnew which was adopted Aug. 19 in Washington by the Association for Education in Journalism (AEJ) was *news*. Had any other group of scholars, as the American Historical Association, the Political Science association or the American Sociological association, made any comment at all on the subject, the press would have considered that fact worthy of Page One attention.

First reaction is that journalistic media lack either the perception or the courage to stand up to Nixon and Agnew whom the AEJ vigorously condemns "in the strongest possible terms" for infringing on traditional freedoms and creating a period of repression similar to those which followed the 1793 Alien and Sedition Law, the abolitionist period, the years just after World War I and the McCarthy era.

Actually, by ignoring AEJ, the journalistic media acted consistently. They seldom pay any attention to journalistic scholarship. Let any graduate student in economics say something about inflation and he is quoted as an authority. It's news when a scientist sees a new wriggle in a microscope and telescope and philosophises thereon. Third-rate historians, either professionals (Schlesinger Junior) or amateur (Lindbergh Junior) get respectful attention which no professor of journalism ever has received.

Let me personalize. I have been written up many times in a variety of publications, but the topic has always been either hoaxes (my Ph.D. dissertation in 1933, made into a book in 1940) or my political activities. Throughout the years I have published numerous books discussing journalistic problems; my "Interpretative Reporting" has been the leader in this field since 1932, which must be some sort of record. Nevertheless, no interviewer ever has been interested in anything connected with my scholarly contributions, if such they are. And my scholarly colleagues have had the same experience. None of us is considered newsworthy or knowledgeable by any of our ex-students who run the media today.

The AEJ convention deserved journalistic coverage for many reasons. Senator George McGovern delivered a significant address and received a bigger hand than any other AEJ convention speaker has since 1930, beyond which my memory does not go. Quite a few reports and papers contained important research findings and raised issues of importance, not merely for those who are in the trade, business, profession or whatever it is; but for the public as a whole—those for whose benefit the freedom of the press clause was originally enacted.

So I raise the question of news judgment as regards professors of journalism and critics of journalistic performance. It's been raised before but it's especially pertinent right now in view of the boycott of the AEJ convention, the ignoring of the anti-Agnew resolution and the failure of the journalistic ownership to line up on the side of the people in the power struggle in which we are engaged and in which the freedom of the press issue is paramount.

Curtis D. MacDougall  
Professor of Journalism  
Northwestern University



# Copyrighting the College Yearbook

by Merwin G. Fairbanks  
Brigham Young University

There are two obvious answers to the perpetual question, asked by editors of college annuals: Should we copyright our book?

**ANSWERS:** Yes and no.

Advantages of copyright should be considered if one wants to become "elite" and protect every word and photograph reproduced in the volume. There is some prestige added to the publication, as well as a control over future use of the material assembled or created by the student writers, artists and photographers. There is no great financial burden involved since the only cost is two copies of the book, a \$6 fee and postage to the Library of Congress in Washington, D. C.

Should the annual contain a reasonable number of beautiful color reproductions of campus scenes and college life, then the publisher has a marketable product which might bring in some extra cash. Other departments might be willing to pay a nominal fee for use of the reproductions, thus helping finance the yearbook next year.

Don't expect too much, because everyone is watching the budget and the \$25 you can probably charge, will seem like a lot of money to the tight-fisted department head who wants to borrow the plates. After all, the money has already been spent, and doesn't the book belong to the university anyway?

If it is money out of your budget, then you have a right to regain some of the investment. Color reproductions run anywhere from \$75 to \$200 each, and a small return the second year will help offset this financial burden. Ask for a credit line each time another department or the university publicity office uses your color shots. This way you will get some advertising out of the deal as well.

It would be very unusual for copy to be reproduced by some other department, but should there be an interest in some really creative writing, at least the controlling adviser or publications board chairman, will have a say as to who uses yearbook copy.

If you are going to copyright, make certain you follow the copyright regulations **TO THE LETTER**, otherwise your application may be turned down and you will have wasted your time and money. As a learning experience, it is worthwhile to require student publication editors to become familiar with copyright laws.

Presuming you are interested, here are the steps to follow:

First, the reproduced (printed) copies of the book must contain the copyright notice. Second, the volume must be published, and third, register the copyright claim.

It is essential that the copies bear the copyright notice in the required position and form:

1) The word "Copyright," or the abbreviation "Copr.," of the symbol, an upper-case © within a circle. Use of the symbol may result in securing copyright in some

countries outside the United States under the provisions of the Universal Copyright Convention.

2) The name of the copyright owner.

3) The year date of publication. This is the year in which copies of the work were first placed on sale, sold, or publicly distributed by the copyright proprietor or under his authority.

The three elements of the notice **MUST** appear together; for example: ©John Doe 1970

The notice **MUST** appear on the title page or the page immediately following. The "page immediately following" usually means the reverse of the title page since a "page" is regarded as one side of a leaf.

## Beware the Pitfalls

It is the act of publication with the notice that actually secures the copyright protection. If copies are published **WITHOUT** the required notice, the right to secure copyright is lost and cannot be restored.

Promptly after publication send two complete copies of the book as published with the notice, an application Form A properly completed and notarized, and a fee of \$6 should be mailed to the Register of Copyrights, The Library of Congress, Washington, D. C. 20540. Registration will be much more prompt if the application, copies and fee are all mailed at the same time.

If these directions are carefully followed, securing a copyright is not difficult. However, should the editors fail to conform to the **EXACT** instructions, the certificate for copyright might be turned down.

There is another danger involved.

Once the book is published with the copyright notice on the title page, someone might neglect to file for the certificate. It can cost you \$100. A deposit is mandatory even if registration will be refused. However, the Copyright Office accepts copies for registration months (and sometimes years) after publication so long as the copies deposited are of the edition originally published.

Should the copies called for by inclusion of the notice as an intent to copyright not be deposited, the Register of Copyrights may at any time after publication, require the proprietor of the copyright to deposit them. After this demand is made by proper notice, and if the copies are not deposited as required by the Register Office, a fine of \$100 can be imposed upon the proprietor of the copyright.

There are some conditions for publication in outlying territories, but the usual time limit is three months within the United States and six months outside, from territories or foreign countries.

More specific information on copyright regulations can be obtained from:

(Mrs.) Sandra K. Gill, Head  
Information and Publications Sec.  
Copyright Office  
The Library of Congress  
Washington, D. C. 20540



# Classic Cases of Campus Censorship

by Dr. Dario Politella  
Associate Professor of Journalism  
University of Massachusetts

This year of our academic lords, nineteen hundred and seventy one, began auspiciously—with portents of comparative peace and some new wrinkles in the matter of the censorship of the campus press.

One says "comparative" peace because the campus press has made only one big headline, so far this school year—at least on a national scale.

And one suspects the reason may be the fact that the campus unrest syndrome which has been attacking Academe, the last couple of years, has been keeping all parties working hard to circulate as much information as they can about their own activities.

Therefore, more campuses have been *helping* their press to publish, these days, than have been hindering their operations.

But this is not to say that all's completely right with our world.

For the one development which is causing concern is the entry of the Federal Government into the campus censorship act. This came about with the page one disclosure by *The New York Times* of June 27, 1970, that the US Internal Revenue Service had begun investigating

the legality of *The Columbia Daily Spectator's* tax-exempt status. The investigation was apparently based on the fact that the student newspaper had taken "strong stands" on political issues and candidates.

According to the *Times*, "... sections of the tax law that have seldom been applied to undergraduate publications say that an organization that 'attempts to influence legislation by propaganda or otherwise' or 'participates or intervenes, directly or indirectly, in any political campaign' does not qualify for exemption."

The tax investigators apparently singled out an editorial supporting Eldridge Cleaver, the Black Panther leader, for President, among such others as an endorsement of Nelson Rockefeller for Governor and comments on Federal antiriot provisions.

Of itself, of course, this activity by the IRS does not constitute direct censorship. The tax men *are* doing their jobs to enforce a law which clearly states that the Federal Government does not reward political activity with tax exemptions. But it is strange that they should be getting around to investigating such activities at this late date.

The danger of censorship here is more the result of over-reaction to the witch hunt than the imposition of restraints on press freedom. For it takes a single story on the front page of *The New York Times* to send historically timid educators into orbits of ever-decreasing concentricity until, as you all know from your study of the Yahoo Bird, these educators end up inside themselves, the while exclaiming, YAHOO!

Since the *Daily Spectator* incident, the Commission on Freedoms of the National Council of College Publications Advisers has received numerous telephoned inquiries. Our advice has been to play it cool. IRS has not yet made a decision on the case. And the *Spectator* itself has elected to fight. They have hired a lawyer to carry the case through IRS channels. And they have refused to sign a statement for IRS, agreeing not to endorse any political candidates.

In an editorial, this Fall (quoted in NY Times, 10.28.70, p. 33), the *Spectator* called the IRS action "part of Richard Nixon's continuing campaign to crush student dissent" by imposing "economic sanctions on those who disagree with the cacophony which comes out of the White House."

If the *Spectator's* tax exemption is revoked, by the way, it could cost the newspaper up to \$3,000 in annual taxes and up to \$9,000 in rent to the University for office space. And according to what Editor-in-chief Martin Flumenbaum has told the *Times*, such taxes and rent would cause the *Spectator* "to fold within three years."



Dr. Dario Politella

"Classic Cases of Campus Censorship" was originally presented as a paper at the 1970 conference of the Associated Collegiate Press and NCCPA in Minneapolis.

Dr. Dario Politella has devoted most of his lifetime to the student press in America. Now the unpaid consultant to all the student publications at his alma mater, the University of Massachusetts, he also teaches journalistic writing there. He has guided the campus press at Kent State, Ball State and Syracuse universities.

He served the longest term of any president of NCCPA (3 years), after having been a member of the steering Committee that founded the group in 1954. He founded and is still Coordinator of NCCPA's Commission on the Freedoms and Responsibilities of the College Student Press in America.

Dr. Politella has some 300 articles to his credit. And as an editor, he founded and published *The Collegiate Journalist* for Alpha Phi Gamma for eight years, and *Syllabus*, which made its debut this Fall.

**"Because of the potentially great social value of a free student voice . . . it would be inconsistent . . . to permit a campus newspaper to be simply a vehicle for ideas the state or college administration deems appropriate."**

**Judge W. Arthur Garrity  
U.S. District Court, Boston**

### **Censorship Cases Since September**

Let us recap briefly the other censorship cases which have arisen since September, 1970.

Again, in New York State, there's a case abuilding which deserves the attention of everyone concerned with the student press. On Sept. 17, the New York State Supreme Court handed down a ruling which some observers say will set a precedent for all state schools. The ruling was in the form of an injunction against the State University of New York at Albany and the campus' Student Association from further expenditures to be made or for any debts to be incurred until the Board of Regents would review and approve the budget. The action affected the campus news media, which are supported financially by mandatory student activity fees.

According to a story appearing in *Student Life* of Washington University at St. Louis, Sept. 29, (p. 4), "The decision makes it possible for any student in any state-supported school to move for a restraining order against his own student government, providing that government funded itself through a mandatory activity tax. According to the precedent, any such student expenditure not approved by the Board of Trustees would constitute illegal use of such funds."

The Albany *Student Press* and the on-campus radio station, WSUA, both funded by Student Association, announced they were considering separate legal action, to raise in Federal Court the Constitutional question of freedom of the media from suspension by the Board of Trustees.

The campus newspaper is continuing publication with private donations.

And as long as we're in New York State, we may as well continue with a couple of other cases that have happened there this year.

According to a story in the Sept. 15, 1970 (p. 5) edition of the Queens College *Phoenix*, there's a bill being reintroduced in the State Legislature that may have the effect of requiring the administrations of all public universities and colleges to censor offensive materials on pain of possible court injunction against the offending publication.

The so-called Amann Bill was introduced last spring but defeated. It aimed at banning the use of "irreligious, pornographic, and other offensive material" in a student newspaper. If enacted, the Amann Bill would bar student newspapers containing objectionable material from being funded by the University, student fees or by public funds.

According to the *Phoenix* story, "The bill is designed to prevent a recurrence of published matter such as that in the Jan. 13, 1970 issue of the Richmond College *Times*, which portrays Christ on his back with a can of beer in his hand, and an accompanying poem implying that Christ drank too much brew on New Year's Eve and that students would be better off to smoke pot. Also under attack are various "pornographic" pictures of the May 5, 1970 issue of *Phoenix*."

Meanwhile, a second bill is being introduced by State Assemblyman Lucio Russo that will empower the State Education Commissioner to fire any president of a state college if he permits publication of irreligious material in a college newspaper.

### **Apologizes for Stopping Distribution**

But one must, in all fairness, note that the school year had started with promise in the State of New York. For in *The New York Times* of Sept. 4, 1970 (p. 11), appeared a report that the administration of the College for Human Services (enrollment 153) formally apologized to the students for stopping them from distributing a recent issue of the college newspaper that featured a satire on its president and other administration officials.

The satire was locally based on George Orwell's "Animal Farm." The president had been likened to Napoleon, the fascist pig.

In other parts of the country, the battle of the presses continues, in this year of nineteen hundred and seventy.

Out in California, for example, the San Francisco *Chronicle* of Oct. 8, 1970 revealed that "A strong move was underway yesterday to make *The Stanford Daily*, independently edited student newspaper, financially independent."

The proposal was made by the University president over the campus radio after he cited an article appearing in the newspaper as being "a journalistic atrocity."

The paper is subsidized by \$3 a year from 11,500 students.

The article was written by a former student that the President said threatened individuals with "serious personal harm and maybe even murder . . . in the most thinly veiled terms."

The author was sentenced to 30 days in last Spring's campus riots. In his article, he called two student witnesses "snitches" (prison jargon for informers) and asked readers to "take care of snitches."

One of the co-editors said he felt, in retrospect, that "We shouldn't have published the reference to individuals. The article was very illuminating on what revolutionaries are thinking—one of the most informative we've published this year."

And in New Orleans, the Louisiana State Board of Supervisors appointed a committee to investigate campus newspapers after an editorial appeared on Sept. 25, 1970 in which the Governor was criticized for appointing his brother to the Board.

The editorial charged the Governor with ignoring the New Orleans area in making his choice, and accused him of being more concerned with "capitalizing on racist sentiment around the country." It went on to call the Governor everything from "power-hungry" to "money-grubbing," and "relentlessly cold-blooded."

*The Driftwood* editorial aroused a 2-1 negative reaction of the faculty, while the editor claimed "a good deal of student support."

In a second editorial titled, "Mea Culpa," the student editor apologized for the phrasing of his attack, but he reiterated his "disdain" for the Governor.

### Supervisors Decide Against Censorship

When the Board of Supervisors met a few days later, they decided to take no immediate action on the investigation of student newspapers in the state. The matter was referred to the Louisiana State University at New Orleans faculty committee on student publications. And when the faculty committee met, it decided to continue its policy of no censorship.

Meanwhile, the Big Daddy of student publications—*The Daily Reveille* at LSU—had predicted editorially the no-action of the Committee.

"But the fact that an investigation is being conducted is in itself a form of intimidation.

"It is a warning not to do something like that again.

"It is a warning that should not have been necessary in the first place.

"Unfortunately, journalists are people, and people sometimes make mistakes."

Meanwhile, censorship charges of opposite varieties reared their ugly heads in Florida and Texas.

When the Florida State *Flambeau* refused to accept a Gay Liberation Front advertisement, early in October, its decision was overruled by the Board of Student Publications.

The Board action came in response to an appeal by the GLF that it had been denied "freedom of speech by a body that receives its funds from the Student Body."

The *Flambeau's* rebuttal was that, first, every newspaper reserves the right not to print paid advertising which is in contravention with the respective newspaper's policy; second, that the effect of running similar ads during Spring 1970 was a loss of revenue from local merchants who had objected.



Florida State

# Flambeau



Meanwhile, at the University of Texas, a Gay Lib ad announcing a meeting, that had been running in the *Daily Texan* was suddenly withdrawn.

"Gay Lib ads banned," announced the three-column head over a story that cited the ads as being "offensive to good taste and morals" by General Manager Loyd Edmonds, Jr.

A couple of days later, under the headline, "No gaiety in The Texan," columnist Dave Helfert revealed the text of the offending ad, which had been running for three months.

Gay Liberation Meeting, Monday, 7 p.m. at the 'Y' above Sommer's, Emergency number: 454-9207. For information and donations: Boxholder 7301, Univ. Sta., Austin, Texas 78712.

After a week of negotiation and an emergency meeting of the Board of Directors of Texas Student Publications, Inc., the publishers of the newspaper, General Manager Edmonds withdrew his objection, and the Gay Lib ads presumably run gaily through the columns of the *Daily Texan*.

### Yearbook Editor Loses Control

But the yearbook did not fare so happily at the hands of the Texas Student Publications, Inc. In a meeting to determine whether the editor of *The Cactus* retains discretionary powers in determining content of his yearbook.

The situation arose when the Board passed a motion to open the pages of the yearbook to University housing and, at the behest of student government representatives on the Board, to permit dormitory student governments to determine the format of their pages.

## THE DAILY TEXAN

Student Newspaper of The University of Texas at Austin

In an editorial titled, "Publications Endangered," *The Daily Texan* pointed out that "Allowing student government to determine the content of any student publication is contrary to all the freedoms the publications of TSP have acquired through the years."

Moving on to Illinois, one is informed that beer advertising caused spirited reaction there with the firing of three faculty members from the Bradley University Publications Council which had approved the ads.

Although the University Prxy denied the beer ads were the motive, those who read the newspaper, *Scout*, last Spring, pointed out that the Dean of Students at that time had threatened the removal if the beer ads appeared.

On that high note, comes the final censorship note that is making the rounds.

The campus press of the state campuses in California is girding itself for the January, 1971 deadline set by the Board of Regents, last July 17. On that date, the Regents passed by voice vote a resolution by John Canaday that requires each campus newspaper to submit acceptable guidelines of publication. Failure to comply will result in the curtailment of funds, including student fees, and use of campus facilities will be curtailed.

According to the resolution of July 17, "The Regents are apprehensive regarding the apparent lack of supervision to assure editorial integrity and conformity with generally accepted standards of decency and excellence."

The resolution also accused the campus newspapers of "socio-political, advocacy" and of printing "lewd and obscene" articles and photographs.

According to the *Triton Times* of UCal-San Diego, which has reminded its readers of the impending guidelines deadline in an editorial titled "Canaday Derides Again", the Regent's ire "was especially aroused by an issue of *Intro*, a supplement of the UCal *Daily Bruin*, in which a photograph allegedly depicted sexual intercourse in a graveyard."

So this is the way it is, this 1970-71 school year, in the matter of censorship of the campus press:

Although the present condition does not justify great expectations of a *cause celebre* arising out of any of the incidents cited, there still remain seven months to the gestation period.

### Classic Cases of Censorship

While waiting for the delivery, let one consider the historic cases—the classic cases, if you will—of campus censorship in recent years.

Without a doubt, the most discussed case of censorship of the student press happened during the 1969-70 school year in Massachusetts. Its climax was reached in February, 1970 when Judge W. Arthur Garrity of the

U.S. District Court in Boston issued what appears to have been a landmark decision when he ruled that a state college president cannot dictate to editors of a student newspaper what shall be printed in it.

The case had stemmed from efforts of the president of Fitchburg (Mass.) State College, to censor, with a faculty advisory board, the college newspaper, *The Cycle*, after it had printed four-letter words in an article by Eldridge Cleaver, titled "Black Moochie."

Judge Garrity held that, no matter how narrow the function of the advisory board may be, it constituted a direct previous restraint of expression and as such there was heavy presumption against its Constitutional validity, according to a report in the *Boston Herald* (p. 1, Feb. 10, 1970).

The case had been brought by the editor of *The Cycle*, when the President had tied up the usual student fee monies to pay for the printing of the newspaper in which the Cleaver piece appeared.

Judge Garrity, in his decision, used a 1931 decision to define "... liberty of the press, historically considered and taken up by the Federal Constitution, has meant, principally, though not exclusively, immunity from previous restraints or censorship."

His conclusion was that "Because of the potentially great social value of a free student voice in an age of student awareness and unrest, it would be inconsistent with basic assumptions of First Amendment freedoms to permit a campus newspaper to be simply a vehicle for ideas the state or the college administration deems appropriate. Power to prescribe classroom curricula in state universities may not be transferred to areas not designed to be part of the curriculum."

Another case of censorship almost got off the ground, last year, when the Mississippi State *Reflector* editor penned an editorial that criticized the State Legislature for retaining a state law banning the teaching of evolution. The editorial called the law "a shining example of moral idiocy" and it gave legislators who opposed its repeal "three cheers for idiocy."

The same issue (Jan. 27, 1970) of the student newspaper contained an opinion column saying that "the buffons in the Mississippi Legislature and some influential alumni will meddle with the affairs of this school and will retard progress considerably, as they have done in the past."

The result was a bill introduced in the state House of Representatives that would ban mandatory student fees to support student publications of public campuses.

Fall semester, 1969, had the makings of classic cases of censorship, too. At the University of North Carolina, for example, three bills were presented to the Student Legislature concerning the financing of the student newspaper and the yearbook. One called for suspension of yearbook finances, if the *Yakety Yack* did not include senior honoraries in the 1970 annual. Another would suspend funds if the *Yack* did not include senior credits in the book. The third bill dealt with salaries for *Daily Tar Heel* editors. Meanwhile, a group calling itself the "Committee for a Free Press" was demanding withholding of student fee support of the newspaper.

### Hayakawa Suspends Newspaper

Meanwhile, at San Francisco State, its fiery President S. I. Hayakawa padlocked the offices of the *Daily Gator*

"to protect furniture and equipment, pending assumption of the office by the new student government."

In March 1969, Hayakawa had suspended the newspaper because, he said, it did not represent the opinion of all the students. The way of assuring that *Gator* would not be published was to freeze the paper's funds by court order. But the printer had agreed to publish now and be paid later.

And in Arizona, at about the same time, the *State Press* in Tempe was having its own troubles. When its editor was fired by the faculty-dominated board of student publications, five of the paper's senior editors resigned in protest. The dispute concerned what they considered to be censorship of the newspaper by the Journalism Department.

According to a CPS dispatch, "The disputed centered on a disagreement over the nature and role of the *State Press*. The paper's editor and Student Government—which puts up \$29,000 a year for the paper's budget, say that it is a student newspaper, staffed by and written for students of Arizona State University. The Chairman of the Board of Student Publications . . . and the paper's official adviser contend that the paper is a workshop conducted by the Journalism Department for their students' training."

The issue came to a head the week before, when the Board Chairman and adviser attempted to keep out any editorial comment on a local issue. After the editor scheduled a column attacking the move, the Board voted 5-3 to fire him for "insubordination."

## the vidette

Volume 83, Illinois State University Thursday, November 12, 1970

A more simplistic approach to censorship of the campus press appeared during this first semester 1969 as a swash of thefts of student papers occurred. *The Vidette* of Illinois State lost 6,000 copies of their Oct. 14 edition, which carried details of the Moratorium. The same thing, for the same reasons, apparently, happened to the Oklahoma State *Daily O'Collegian*—(15,000 copies) and the University *Oklahoma Daily* delivered to four points on campus.

Other direct action taken during 1969 involved the suspension of *The South End* at Wayne State because, the University President said, "I am convinced that its publication would do serious damage to the University and to the future of student journalism here."

The newspaper had been headed by a Black student who had dedicated it to a black Marxist revolution and the cause of the Black Panther party. He was followed by a white female editor who had substituted two black panthers flanking the masthead with white panthers, a local symbol for white radicals.

The white editor said the administration had waited to close the paper until the Negro editor had left.

"He thought it would be tactically correct because I am a white editor and a chick," she said.

### Boston Administration Removes Subsidy

And in Boston, *The Heights* of Boston College suspended publication when the administration removed subsidy



and permission to use the name and identification with the College.

The U. of Louisville (Ky.) *Cardinal* was suspended for almost two weeks after an April Fool issue which the President found to be "vulgar and abusive to students."

And the University of Wisconsin regents imposed economic penalties on the *Daily Cardinal* for its use of four-letter words. They cancelled about \$9,000 worth of subscriptions and told the staff it must move off campus or pay rent. The regents also indicated that further violations would result in denial of the use of the university printing plant.

Because so many cases of so-called "censorship" during 1968 and 1969 dealt with the use of four-letter words and obscene photographs, one would do well to remind, simply, that classic cases are built on higher principles. Therefore, we move on to the ultimate example of censorship of the college press in recent history.

The case involves the president of Troy State College in Alabama and an editor of *The Tropolitan*, student newspaper.

Gary Dickey brought suit in the U.S. District Court, during the summer of 1967, to enjoin the College from barring him as a student after he had been suspended for "insubordination" in the matter of an editorial he had written for *The Tropolitan*.

The court decision established for all time the principle that no school authority can infringe upon students' rights of free and unrestricted expression as guaranteed by the Constitution of the United States.

The facts of the case, briefly, are that when Dr. Frank Rose, the president of the University of Alabama, came under attack for his refusal to censor a UA student publication, Mr. Dickey wrote an editorial in support of Dr. Rose's stand. He showed his writing to his adviser, the head of the English Department, and the President of Troy State. The adviser and the President determined that the editorial could not be published because it violated a rule then invoked that nothing would appear in the school paper which would be critical of the Governor of the State of Alabama or the Legislature, which had already reacted critically to the Rose stand.

As a substitute editorial, the adviser furnished material on "raising dogs in North Carolina." Dickey determined that this was not suitable and, acting against the wishes and specific instructions of his faculty adviser and the president of the college, he arranged to have—with the exception of the title, "A Lament for Dr. Rose"—the space ordinarily occupied by the editorial left blank, with the word "Censored" printed diagonally across the blank space.

As a result of his courageous stand, Gary Dickey was named as the very first winner of the John Hancock Freedom Award which was presented by the National Council of College Publications Advisers.

\* \* \*

So, we have come full circle.

When we began we said that all's not completely right with our world.

Indeed, it is not.

But there's hope . . . hope that one day, there may be more right than wrong about the world of the campus press, as long as there are those who are willing to stand and fight for a free and responsible press in America.

# legal review

By John Behrens  
Utica College of Syracuse University

Colleges and universities, especially those in the private sector, can become defendants in libel litigations so easily today because of published reports in campus newspapers.

The U.S. Courts, which remain undecided about a precise definition of *in loco parentis*, still hold the institution generally responsible whether its administrative officers are aware or unaware of the content published in publications supported or recognized by the college. It's possible the college or university could share responsibility with the staff of a newspaper in which a libel was printed. The reason? Few college deans, presidents or administrative officers investigate their liability regarding such matters nor do they retain legal counsel who specialize in the field.

A libel, administrators quickly discover, merely needs identification, a defamation of some sort (with or without malice) and publication in virtually anything similar to a periodical. It doesn't take much imagination to speculate on the number of potential libel cases circulating in campus journalism today.

Recent archives cases involving Syracuse University and Boston College are good examples of the danger of libel.

Last November, the Syracuse University *Daily Orange*, a student publication that receives approximately \$50,000 a year from university fees, published a story that contained, among other things, remarks about an area attorney. Although the paper receives funds from the university to operate, no member of the SU administration of faculty serves as adviser to the publication.

The attorney, a Syracuse alumnus, filed a \$938,000 libel suit against the university and three of the newspaper's editors. Attorneys for the university maintain that the editors are not employees of the institution and, therefore, the relationship is, in fact, *in loco parentis*. The university also contends that the *Daily Orange* is not the official newspaper for the campus. The university news bureau publishes an official weekly newspaper called the *Record*, the attorneys claim. The editors insist, however, that the *Record* was issued after the litigation began.

And while the university attempted to extricate itself from the responsibility for the alleged libel, the Syracuse University Senate passed a resolution requesting that the administration provide the editors with professional legal assistance.

The court is expected to hand down a decision on the university's involvement soon (Archives case No. 34).

A similar incident at Boston College last February brought action by the administration to avoid possible legal repercussions. The Boston College newspaper *The Heights* published a column highly critical of former President Lyndon Johnson. According to Dr. James P. McIntyre, vice president for student affairs at the college, the administration was unaware of the potential criminal libel in the remarks until a column appeared in the Boston *Herald Traveler* which called attention to the danger of the comments.

Several weeks later, after confirming the *Herald Traveler's* opinion with their legal counsel, Boston College of-

ficials served notice that the college would no longer continue as publisher for the campus newspaper and ordered the removal of the following statement from its editorial page: "The Heights is the University newspaper of Boston College, supported by the efforts of students, faculty and administration and funded by the University."

"This course of action has several advantages," Dr. McIntyre said. "It removes Boston College from liability resulting from future Heights actions: it dissolved the formal connection between the administration and the publication, thus sparing the administration any further embarrassment that might result from the relationship; it preserved the existence of the paper without authoritarian tampering by the administration; and it provided a basis for a reorganized and hopefully an even more vital Heights." (Archives case No. 1)

Both of these instances represent actions taken after the fact. Whether a Massachusetts court would recognize Boston College's efforts to dissolve its relationship after publication is purely conjecture. On the other hand, a New York court must weigh the legality of the university's contention that it does not consider itself legally responsible for an unofficial publication that receives university funds.

A solution to such problems would seem to be one offered by the editors of the Ithaca College *Ithacan*. The student newspaper editors formulated a plan to legally incorporate the newspaper and terminate the college's responsibility for the publication. The agreement was approved by the administration and the college's trustees. The following excerpts from the Ithaca College-Ithacan Publishing Company contract certainly provide conventional and logical guidelines for administrators, advisers and student editors interested in resolving the question of student press responsibility.

**PRINCIPLE:** The college newspaper as a legal corporation

**PARTIES:** The Ithacan Publishing Co., and Ithaca College

**CASE:** Ithacan editorial staff forms publishing company to dissolve college fiscal, legal and editorial responsibilities for the newspaper

**LOCATION:** Ithaca College, Ithaca, New York

A decision to move "into the big leagues" caused the student editors of the Ithaca College *Ithacan* to propose to the college board of trustees in the spring of 1969 that the newspaper incorporate.

Said the editors in their proposal to the board:

"The student newspaper is probably the best indication of the mood and temperament of a college's student body. It reflects not only their concerns, but their attitudes—are they serious of purpose, do they strive to do the best possible job, do they set high, professional standards for themselves, etc. It is in the best interests of both the students and the college to seek quality in the student newspaper. By incorporating, the *Ithacan* would emulate the widely respected undergraduate publications of Cornell, Harvard, Yale, Princeton, Columbia, Brown, UCLA, Wisconsin, Illinois, Boston University and Michigan."

What the editors wanted was greater responsibility which would allow students to be accountable for what they print and to enable them to acquire experience in writing, printing, editing, and advertising.

The proposal said in part:

"By incorporating, the *Ithacan* would be able to

move toward the use of newer and more modern printing methods and, hopefully, lower its printing costs. This would allow for greater, expanded coverage of campus news events. The incorporation of the *Ithacan* would also prove advantageous to the college. The college's Business Office would immediately be relieved of the considerable time, effort and expense now involved in handling the *Ithacan* accounts. The college would no longer be directly responsible for the *Ithacan*, either for libel suits or community complaints. It is hoped that by incorporating, the *Ithacan* would eventually become financially self-sufficient, thereby saving the college the \$40,000 with which it presently subsidizes the paper."

The Board of Trustees, in accepting it, agreed to the following provisions:

1. to furnish the *Ithacan* use of a dark room and office on the campus and agree to provide heat, light and maintenance for \$250 a year.
2. the college agreed to sell to the newspaper, personal property and equipment used by the editorial staff for a sum of \$1,000 which was amortized over a five year period by payment of \$200 each year.
3. the college agreed to subscribe to a number of newspapers of each issue which would equal 70 per cent of the current student body as determined by the Registrar's Office of the college.
4. the newspaper agreed to furnish the college the number of newspapers required on dates determined by the college and agreed to distribute or deliver the newspaper to locations designated by the administration.
5. the college agreed to pay a subscription of \$20,050 the first year and \$18,550, \$17,050, and \$14,050 on successive years. A new contract would be negotiated after the fourth year.
6. the payments would be twice yearly during the first year.
7. the college agreed that after the first year, it would pay its subscription on a monthly rate for the academic year.
8. the college agreed to sell, transfer and assign the *Ithacan* the exclusive rights to publish a student newspaper, to solicit advertising and subscriptions for the newspaper or engage in other activities connected with the publishing of a newspaper.
9. the parties agreed that the authority for news or editorial policies or content of the newspaper would be given exclusively to the *Ithacan*.
10. the *Ithacan* agreed to furnish the college an annual audit of its books. Audit can be accomplished by students in the economics and business ad department of the college who are not affiliated with the *Ithacan* but would serve under the direction of a professor of accounting who would sign the audit.
11. the *Ithacan* shall make advertising space available at its discretion to selected offices and agencies of the college at a rate of per column inch of printing cost plus ten per cent.
12. incorporation was considered to be in process at the time agreement was signed.
13. *Ithacan* agreed to purchase liability insurance to protect college and newspaper interests.
14. contract could be cancelled by either party by giving the other party 60 days notice to cancel.

The *Ithacan* publishes 25 times during the academic and has a circulation annually of approximately 4500.

# international student press review

By Professor James W. Carty, Jr.,  
Chairman, Communications, Bethany (W. Va.) College

In Latin America, the student press often is in the vanguard of introducing potential opinion leaders to a national audience in metropolitan centers.

It also focuses attention—even if belatedly—on a literary figure generally ignored by commercial publishers in his homeland but hailed internationally.

For example, the University of San Carlos Press first presented the old works of a distinguished novelist to his countrymen in Guatemala.

In 1969 that institution's office of Publications published *El Señor Presidente* (Mr. President) by Miguel Angel Asturias.

Two years previously he had become the second Latin American to win the Nobel Prize for Literature. The first was Gabriela Mistral, Chilean poet, in 1945.

The first 16 editions of this book by Asturias were printed in other countries. In fact, it first was printed in 1946, several years after it was written.

Perhaps the long delay in printing copies in Guatemala may be attributed to the liberal philosophy of the author and the many right-wing governments operating in his nation over a long period.

The university publications program has been headed the past decade by Guillermo Putzeys, a dynamic 40-year old scholar steeped in the humanities.

He is interested in interpreting the literary activities of the sister republics of Central America. The university press issues the first works of promising authors.

In addition, it published Salvador Aguado-Andreu's book, *Por El Mundo Poetico de Ruben Dario*, (For the Poetic World of Ruben Dario) in 1966. The occasion was the centenary of the birth of the greatest poet in the Spanish language.

In addition to books, the Office of Publications is responsible for two periodicals of general circulation. They are a professional journal and a newspaper.

The revista—Spanish name for magazine—uses as a title the name of its sponsor, *Universidad de San Carlos*. That school, one of the hemisphere's oldest, was founded in 1678 in the former capital, Antigua, which was destroyed by an earthquake and has been restored as a tourist sight.

The newspaper is called, *Boletin Universitario*, (University Bulletin).

Actually, the journal probably has wider circulation among the 10,000 students than the school paper, and perhaps the former contains more interest for them.

One reason may be that the magazine presents lengthy articles about the findings and observations in a variety of academic disciplines.

Professor Carty is chairman of the Communications Department at Bethany (W. Va.) College. In 1970 he received a diploma of merit from the Central American Journalism School of San Carlos University of Guatemala in appreciation for his conducting a seminar sponsored by the U.S. Information Service on "New Trends in International Communication."

Traditionally, Latin American students have been more interested in the well-written, rationally conceived think pieces in literary-intellectual journals than in poorly written and displayed items in school newspapers.

The magazine was inaugurated Oct. 20, 1945, as a quarterly. Actually it produces an average of three issues a year.

The longevity and total number of issues are extraordinary for a school publication in Latin America. Most cease after a year or two as a result of a lack of funds or interest of the founding editorial staff.)

The journal is 6" x 9" and each issue contains between 180 and 200 pages. Generally, an issue contains four articles, ranging in length from 5 to 100 pages, and sections on poetry and a list of foreign publications received by the Office of Publications of the university.

One 100-page article dealt with content and methods of teaching art in secondary schools. Others have called for reform of law, described Guatemalan religious architecture, commented on the importance of statistics for economics, and considered the relation of personality and culture, of education and democracy, of law and Guatemalan youth.

Several writers offered contributions about other countries. Some of their articles dealt with an analysis of Swiss literature, trends in Mexican Law, developments of international law, renewed interest in French Philosopher Henri Bergson, and the relation of land, man, life and books in Spain.

*Boletin Universitario* also has a long life dating back to July 15, 1947. It started as a four-page newsletter containing an editorial and three long articles related to cultural and sports activities. There were no pictures.

This periodical was not printed during 1962-65, as a result of financial problems. Despite the interruption, the 20th anniversary issue was printed on Nov. 15, 1967.

By then, the number of pages had increased to 22, and the bulletin had changed from newsprint to book stock paper. During the two decades, the scope had become more comprehensive.

For example, the anniversary edition discussed new curricular trends in engineering, agriculture and journalism. There were 18 photos—displayed big in contrast to many Latin American school publications—and they showed new buildings and key figures in university life.

In addition to the Office of Publications, the Central American School of Journalism of the University of San Carlos also publishes a periodical. It is *El Periodista*, (The Journalist).

*Boletin Universitario* and *El Periodista* are published in different locations and for different audiences.

The former comes from the main school campus, University City, which is located on the outskirts of Guatemala City, the capital of this Central American Republic of 5,000,000.

However, *El Periodista* is edited at the journalism school in its building, a house in a residential district about 20 blocks from the downtown area of the capital. This site for the night classes was chosen so it would be easily accessible to students, most of whom work on the print or electronic media.

*Boletin Universitario* has widespread general circulation on campus. *El Periodista*, on the other hand, is prepared primarily for its students and for the journalistic corps and other opinion leaders of Guatemala.

So the audience includes 110 students of the Central American School of Journalism and the 200 members of the Asociacion de Periodistas de Guatemala (Association of Journalists of Guatemala, founded April 10, 1947), and the 100 members of the Circulo Nacional de Prensa (National Press Circle, started in May, 1965).

The university started the journalism school on Aug. 20, 1952, and *El Periodista*, was launched, ostensibly as a monthly, in 1955.

However, the school—which was created to draw students from the five Central American republics—had few students during the first 14 years. So the newspaper appeared irregularly.

The first journalism school dean was a poet, Flavio Herrera, director during 1952-66. He was interested in literary writing, and the faculty included few experienced journalists—a fact reflected in the writing in the student paper.

Then after Professor Angel Ramirez served as ad-interim dean during 1966-67, David Vela became director in 1967. He is the long-time editor of the top-flight daily, *El Imparcial*, authority on the Mayan civilization, and winner of one of the annual Maria Moors Cabot awards of Columbia University in New York City.

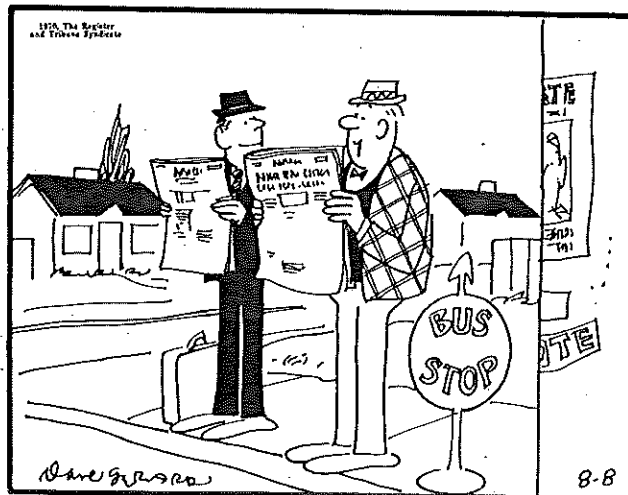
*El Periodista* is now a 16-page tabloid with well-written, factual, newsy articles and excellent photos. The issues—which appear two to four times a year—deal with activities of the journalism students at the school and on their jobs, and with other news about communications in Guatemala and elsewhere in the Americas, Spain and Portugal.

Thus the paper is a forum for students to express their complaints about the educational system, their pride in the rapid strides being made by the Central American School of Journalism, and their future aspirations.

*El Periodista* also provides Guatemalan journalists with

## CITIZEN SMITH

By Dave Gerard



"This is encouraging. The faculty of Duffmore College has taken over the student union building!"

Reprinted by permission of The Register and Tribune Syndicate.

a new sense of professionalism and a sense of pride based on their meaningful contributions.

In Latin America generally, journalists—except for the publishers and editors—do not enjoy high status, and salaries correspondingly are low. However, *El Periodista* is giving new status to the journalist among opinion leaders of economics, politics, education and other career fields in Guatemala.

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# Extra Pay for High School Advisers

by Glen Kleine  
Eastern Kentucky University

The status of the secondary school publications adviser is of continuing interest to the college publications adviser because the secondary schools are the best single source of college publications staff members. If students come from schools where the school newspaper and yearbook is highly regarded, they are more likely to regard participation on publications staffs as a prestigious activity. If, however, these publications are weak, students are less likely to join the high school or college publications staff.

Two measures of the priority given to major co-curricular activities in high school is the percentage of schools providing salary supplements and the amount of these supplements for faculty who direct these activities. While compensating time is another reward given the co-curricular activities director, the most common reward is supplemental salary.

Additional factors affecting whether or not a school grants supplemental salaries are; one, whether or not the school offers the activity and, two, the administrator's perception of the relative worth of the activity and the skills and time involved in sponsoring the activity.

Two studies conducted by the Research Division of the National Education Association in 1967 and 1969 will perhaps provide some of the answers about the relative status of publications in the high schools. The study analyzes the salary supplements of directors of pupil-participating competitive sports and directors of pupil-participating nonathletic activities.

## Percentage Providing Salary Supplements

Table I shows the per cent of school systems in 1967-68 and 1969-70 that reported salary supplements for advisers of co-curricular activity. The most frequent salary supplement was made to the basketball coach; 85.68 per cent of the school systems last year. This represents 1.36 per cent increase over a two year period. Directors of the volleyball and drill teams and team trainers, however, no longer receive salary supplements.

There were 31 co-curricular activities that netted salary supplements for their faculty director. Salary supplements are now provided by 4.06 per cent more of the reporting systems (which could mean the initiation of that activity) than were reported in 1967-68. While the 2.58 per cent increase in salary supplements for magazine advisers did not keep pace with the overall increase of 4.06 per cent, newspaper advisers and particularly yearbook advisers fared better.

Newspaper advisers in 6.63 per cent of the responding systems are now receiving salary supplements whereas they did not receive this extra pay in 1967-68.

Yearbook advisers showed the greatest gain of all directors of co-curricular activities. In 1967-68 only 38.43 per cent of the systems were providing salary supplements. In 1969-70, however, 53.16 per cent of the systems provided these supplements. This represents an increase of 14.73 per cent of the responding systems now providing salary supplements for yearbook advisers.

TABLE I  
PERCENT OF SCHOOL SYSTEMS  
PROVIDING SALARY SUPPLEMENTS  
TO DIRECTORS OF CO-CURRICULAR ACTIVITIES

| Co-curricular activity  | Percent providing supplements in 1967-68 | Percent providing supplements in 1969-70 | Percent of change |
|-------------------------|------------------------------------------|------------------------------------------|-------------------|
| Basketball.....         | 84.32                                    | 85.68                                    | + 1.36            |
| Football.....           | 82.21                                    | 85.48                                    | + 3.27            |
| Track.....              | 79.34                                    | 81.39                                    | + 2.05            |
| Baseball.....           | 76.67                                    | 77.30                                    | + .63             |
| Tennis.....             | 70.74                                    | 76.48                                    | + 5.74            |
| Golf.....               | 66.53                                    | 73.61                                    | + 7.08            |
| Wrestling.....          | 64.81                                    | 67.28                                    | + 2.47            |
| Cross Country.....      | 62.33                                    | 65.64                                    | + 3.31            |
| School Band.....        | 52.58                                    | 62.37                                    | + 9.97            |
| Yearbook.....           | 38.43                                    | 53.16                                    | +14.73            |
| Director of Drama.....  | 45.88                                    | 52.96                                    | + 7.08            |
| Vocal Music.....        | 39.96                                    | 52.35                                    | +12.39            |
| Swimming.....           | 47.03                                    | 51.53                                    | + 4.50            |
| Newspaper.....          | 39.38                                    | 46.01                                    | + 6.63            |
| Debating.....           | 35.75                                    | 42.74                                    | + 6.99            |
| Athletic Director.....  | 37.47                                    | 42.53                                    | + 5.06            |
| Intramural Sports.....  | 35.75                                    | 40.89                                    | + 5.14            |
| Instrumental Music..... | 27.15                                    | 37.01                                    | + 9.86            |
| Cheerleading.....       | 27.91                                    | 34.35                                    | + 6.44            |
| Gymnastics.....         | 27.76                                    | 29.65                                    | + 1.89            |
| School Play.....        | 24.47                                    | 25.76                                    | + 1.29            |
| Soccer.....             | 15.86                                    | 21.67                                    | + 5.81            |
| Head Coach.....         | 17.78                                    | 15.54                                    | - 2.24            |
| Equipment Mgr.....      | 11.47                                    | 11.45                                    | - .02             |
| Hockey.....             | 11.66                                    | 10.42                                    | - 1.24            |
| Director of Music.....  | 4.78                                     | 8.58                                     | + 3.80            |
| Bowling.....            | 8.03                                     | 8.38                                     | + .35             |
| Magazine.....           | 4.78                                     | 7.36                                     | + 2.58            |
| Rifle.....              | 8.41                                     | 6.74                                     | - 1.67            |
| Water Polo.....         | 4.78                                     | 6.33                                     | + 1.55            |
| Soft Ball.....          | 5.92                                     | 4.90                                     | - 1.02            |
| Volleyball.....         | 6.11                                     | 0                                        |                   |
| Drill Team.....         | 3.44                                     | 0                                        |                   |
| Trainer.....            | 10.32                                    | 0                                        |                   |

It may be noted that while more systems provided salary supplements for newspaper advisers than yearbook advisers in 1967-68 the situation was reversed in 1969-70.

It may also be noted that the greatest increases in systems granting salary supplements came to directors of non-athletic activities. The yearbook advisers showed the greatest gain with the vocal music director, school band director, instrumental music director, drama director, and golf coach, respectively, being the only directors showing increases of more than 7 per cent.

Although the secondary publications directors made considerable gains in obtaining salary supplements, they did not do nearly as well in amount of salary supplements

received when compared to the directors of other activities.

Mrs. Beatrice C. Lee, publications editor of the NEA Research Division, correctly points out that Table I can only represent the number of school systems and not number of schools reporting. She further adds that other systems may also provide such supplements, but they did not send the information to the Research Division with their regular basic salary schedules for teachers and administrators. "Therefore, the percentages given in Table I are not high enough—we do not know what they should be," she concluded. It is important that the reader take these observations into account in interpreting this data.

#### Average Salary Supplements Received

The NEA Research Division provides a comparison of the Mean Maximum Supplements for 1967-68 and 1969-70 in Table II.

The salary supplements received by directors of competitive sports was \$645.43 last year and shows an increase of \$54.93 or 10.25 per cent each year over the \$535.57 received in salary supplements in 1967-68.

Directors of nonathletic activities received \$458.60 in salary supplements last year, an increase of \$29.40 or 7.35 per cent each year over the \$399.80 received in supplemental salary in 1967-68.

Publications directors as a group received \$207 more in 1969-70 than they did in 1967-68. This represented a 12 per cent increase per year for the magazine, newspaper, and yearbook advisers. It must be added, however, that the major increase, a jump of \$56 or 31.1 per cent each year was earned by the magazine adviser. Only a \$32 or 8.9 per cent increase each year went to the yearbook adviser and \$15.50 or 4.4 per cent increase each year went to the newspaper adviser.

The cost of living from 1967 to 1969 increased at a rate of between 3 and 4 per cent. It appears that all directors of student activities, with the notable exception of the director of music, were keeping pace with inflation. It should be noted that the cost of living is now increasing at a rate of from 6 to 7 per cent. Hopefully salary supplements are still keeping pace with inflated prices.

#### Implications Of This Study

Some will see the higher salary supplements going to the director of competitive sports and draw the conclusion that administrators unfairly deprive the director of non-athletic activities of salary supplements. Others will point to the increased number of faculty members receiving salary supplements, and that these supplements keep pace with inflation, as evidence to the contrary or at least as evidence that the situation is improving.

The importance to the college publications adviser, however, is the extent to which the relative prestige and status of high school publications activities are affected and/or reflected in the salary supplements given their sponsors. If salary supplements are a measure of the relative prestige of an activity as viewed by the administrator and/or student, the data is most significant. One major conclusion would be that few high school activities have lower status than the school newspaper.

The implications of this can be seen in the following statistics:

1) A recent survey of 7,069 students showed that one out of every 5½ boys and one out of every 6¼ girls who took course work in high school journalism or worked on

TABLE II

#### 2—MEAN MAXIMUM SUPPLEMENTS TO TEACHER'S SALARY SCHEDULES, 1967-68 and 1969-70\*

|                                                   | Mean maximum<br>scheduled supplement |         | Percent<br>of<br>increase |
|---------------------------------------------------|--------------------------------------|---------|---------------------------|
|                                                   | 1967-68                              | 1969-70 |                           |
| <b>PUPIL-PARTICIPATING COMPETITIVE SPORTS</b>     |                                      |         |                           |
| Head coach (or only coach)...                     | \$1,009                              | \$1,157 | 14.7%                     |
| Football .....                                    | 972                                  | 1,135   | 16.8                      |
| Athletic director .....                           | 896                                  | 1,052   | 17.4                      |
| Basketball .....                                  | 858                                  | 991     | 15.5                      |
| Hockey .....                                      | 622                                  | 884     | 42.1                      |
| Track .....                                       | 617                                  | 725     | 17.5                      |
| Wrestling .....                                   | 576                                  | 712     | 23.6                      |
| Baseball .....                                    | 593                                  | 707     | 19.2                      |
| Equipment manager .....                           | 541                                  | 677     | 25.1                      |
| Soccer .....                                      | 505                                  | 664     | 31.5                      |
| Swimming .....                                    | 527                                  | 643     | 22.0                      |
| Gymnastics .....                                  | 476                                  | 594     | 24.8                      |
| Intramural sports .....                           | 439                                  | 475     | 8.2                       |
| Cross country .....                               | 366                                  | 460     | 25.7                      |
| Water polo .....                                  | 367                                  | 447     | 21.8                      |
| Tennis .....                                      | 359                                  | 442     | 23.1                      |
| Rifle .....                                       | 374                                  | 436     | 16.6                      |
| Golf .....                                        | 322                                  | 396     | 23.0                      |
| Bowling .....                                     | 285                                  | 357     | 25.3                      |
| Cheerleaders .....                                | 268                                  | 352     | 31.3                      |
| Softball .....                                    | 275                                  | 248     | -9.8                      |
| <b>PUPIL-PARTICIPATING NONATHLETIC ACTIVITIES</b> |                                      |         |                           |
| School band .....                                 | 614                                  | 673     | 9.6                       |
| Director of music .....                           | 524                                  | 550     | 5.0                       |
| Instrumental music .....                          | 470                                  | 546     | 16.2                      |
| Vocal music .....                                 | 424                                  | 486     | 14.6                      |
| Director of dramatics .....                       | 387                                  | 453     | 17.1                      |
| Debating .....                                    | 373                                  | 441     | 18.2                      |
| Yearbook .....                                    | 359                                  | 423     | 17.8                      |
| Newspaper .....                                   | 353                                  | 384     | 8.8                       |
| Production of play(s) .....                       | 314                                  | 378     | 20.4                      |
| Magazine .....                                    | 180                                  | 292     | 62.2                      |

\*For reporting systems with enrollments of 6,000 or more; 523 schedules were analyzed for 1967-68 and 489 for 1969-70. Many schedules provide supplements for several activities.

the school newspaper are now majoring in journalism in college.<sup>4</sup>

2) A survey of key Southern journalists conducted for the Southern Newspaper Publishers Association Foundation by the University of South Carolina School of Journalism showed an early predisposition to journalism. Seventy per cent of the responding editors and publishers in 11 Southern states were first interested in newspaper work in high school or earlier.

"Ninety-one percent of the editors and publishers said they worked on high school publications, but some indicated they worked on more than one publication."

TABLE III

#### WORK ON SCHOOL PUBLICATIONS<sup>3</sup>

|                                     |     |
|-------------------------------------|-----|
| High School Newspaper .....         | 59% |
| High School Yearbook .....          | 26% |
| High School Literary Magazine ..... | 6%  |
| College Newspaper .....             | 69% |
| College Yearbook .....              | 19% |
| College Literary Magazine .....     | 15% |
| Other Publications .....            | 7%  |

3) "Last year, The Fund (The Newspaper Fund, Inc.) found some information on who is currently influencing young people to enter careers in journalism. More than 55% of The Fund's summer interns between 1960 and 1969 said they were encouraged by a high school journalism teacher or newspaper adviser."<sup>4</sup>

If low salary supplements are a measure of the status assigned to school newspaper (either consciously or unconsciously) by the school administrator, and if the status of an activity truly affects the number of students attracted to it and the number likely to subsequently join a college publications staff or major in journalism, the profession cannot help but be affected.

#### Footnotes

<sup>1</sup>"Salary Supplements for Extra Duties," *NEA Research Bulletin*, 48:2 (May, 1970), p. 44.

<sup>2</sup>"One of Six High School Journalists Major in Journalism in College; Most Active Schools Surveyed," *The Newspaper Fund, Inc.*, 12:2 (November, 1970), p. 3.

<sup>3</sup>"Professional News Executives Credit Schools for J-Interests," *Ibid.*, p. 6.

<sup>4</sup>*Ibid.*

### Adviser is Proud of Students

by Helen L. Strickland

Helen L. Strickland is Director of College Publications and Assistant Professor of Journalism at Abraham Baldwin Agricultural College where she advises *THE TABAC*, campus yearbook, and *THE STALLION*, student newspaper.

As the end of another year at Abraham Baldwin Agricultural College draws near, I want to say something about a particular group of students. What I will write here is not necessarily in defense nor in praise of anyone; I merely have these thoughts on my mind and want to convey them to the ABAC community.

These students I'm writing about are tired . . . tired of deadlines and headlines . . . tired of lost pictures and lack of space . . . tired of comments and commentators . . . tired

of early morning work hours and late deliveries . . . tired of misinformation and misunderstandings . . . and on and on it goes.

And yet, these same tired people have a good feeling inside . . . a feeling known only to journalists—those just beginning, those strengthening their knowledge, those who are professionals.

You know, human beings are all egotists whether they care to admit it or not. Basically, they all like to see themselves in pictures or their names in print.

But I'll tell you about a particular type of egotist. He's a journalist. He always seems to get that chill-bumps-up-and-down-the-spine sensation everytime he sees something HE has written or photographed IN PRINT!

I think the feeling must be the kind a person gets when he sings a song in a manner that he knows is beautiful . . . or hits a homerun . . . or completes a math equation the first time he attempts it . . . or catches a touchdown pass . . . or hears the smooth running of an engine he's just put back together.

Our journalists at ABAC are not professionals, but at this point in the year, they are far from being just beginners. They've made mistakes, they've allowed some blunders to slip by, they have unavoidably left out some items or pictures important to particular persons and groups. Yes, some pictures have not been identified correctly; names have been unintentionally misspelled.

But have you ever noticed that a lot of other people around ABAC are capable of mistakes, too? Check with your coaches; I venture to say different athletic contests or plays might have turned out differently if some athlete had not made a mistake.

Do members of student organizations make a good decision every time? Have we among us leaders who have errorless records? Faculty members, administrators . . . Well, are they infallible?

A lot of folks don't care to recall much of what Lyndon Johnson said, but I rather think he did make a significant comment just before he left the White House. In his closing remarks to a joint session of Congress, he said that he wanted it known and understood that his administration had tried.

I guess maybe that's what I've been leading up to all along. The student journalists on campus this year—the staff members of *The Stallion*, *The TABAC*, and *The ABAC Agriculturist*—have tried.

By contributing time and talent to ABAC's publications, these students have participated in extracurricular activities which offers learning experience beyond academic endeavors. They have learned, too . . . about journalism, about business, about people, and especially about themselves.

We've had the benefit of their success as well as their mistakes. These students have given communications a boost. They have recalled yesterday for us . . . provided enlightenment about the here and now . . . and turned our attentions toward the next day.

I'm hopeful that some may appreciate their work now and many more will find reason for appreciation in the future.

Tired? Yes, these students . . . these journalists . . . are tired. But it's a good-feeling tired. I'm proud that they have it. I remember what it was like a dozen years ago

Mrs. Strickland's article was originally published in the May 26, 1970 issue of *The Stallion*, student newspaper at Abraham Baldwin College.

# Communist Propaganda Invades Our Schools

By J. R. Parrish  
Northwestern State College (Natchitoches, La.)

Communist propaganda of the worst sort flows freely to infect the minds of the editors of our student newspapers, especially in our colleges. And we—yes, you and I—help pay for the distribution of this Communist propaganda that undermines our American society.

I don't like to aid the enemy.

Who knows how many student revolts have been fomented by this propaganda? And who can say that much of the so-called student unrest in America does not stem from this Communist literature?

How do we recognize this propaganda? It flows freely to most college student newspaper staffs and student government associations in the United States.

How do we subsidize the distribution of this Communist propaganda? And what can we do to stop paying our tax money for such purposes?

First, let's inspect some of the propaganda:

During a single week during the past school year, my editor of *Current Sauce*, student newspaper of which I was faculty adviser at Northwestern (La.) State College, received sixteen assorted pieces of Communist propaganda. Other editors across the nation got the same junk.

Some of this propaganda is not difficult to recognize. Every week comes *Gramma*, a weekly review printed in English and identified on the front page as the "Official Organ of the Central Committee of the Communist Party of Cuba."

Almost every issue has a front-page picture of Fidel Castro. Typical of the well-written propaganda are two of the articles in the April 20, 1969, issue:

Under the headline "Response to a New Provocation":

In recent days some U.S. newspapers, urged on by the most reactionary circles, have undertaken a campaign of anti-Cuban provocation aimed at interfering with the functioning of the Cuban Mission to the United Nations in New York.

Claiming that its information came from "high police" sources, on April 4 The New York *Daily News*—the U.S. newspaper with the largest circulation, notorious for its sensationalism, a representative of the most extreme far-right forces in the country, whose repertorial staff includes a good number of individuals on the FBI payroll—told of a supposed plot involving the Black Panther Party. The *Daily News* claimed that the Panthers were receiving aid "through Cuban United Nations officials."

There is nothing new about the current provocations and aggressions against our UN Mission and its personnel as manifested in the U.S. press and inspired by the far right. The history of anti-Cuban activity is a long one. . . .

From another article in the same issue: "Cuba and Vietnam are halfway around the world from each other.

Nonetheless, our two peoples are closely united in the struggle against a common enemy, the Yankee imperialist aggressor."

*Gramma* is printed in Havana and sent through the U.S. mail, some Via Aerea (airmail with postage stamped by machine in Havana with a postal permit, Permiso 389) and some sent third class U.S. mail, bulk rate with no postage indicated and marked Port Paye (or paid postage).

Another publication passed in the same manner through the U.S. mail is *South Viet Nam in Struggle*, published by the South Viet Nam National Front for Liberation Information Commission.

Address of this publication is C/O FRONALI PHNOM-PENH, Samdech Pann Phnom-Penh, Cambodia and DAZIMINA HANOI, 19 Hai Ba Trung, Hanoi, DRVN.

To pick an example copy of this publication, take the February 1, 1969, issue:

It contains a front-page editorial entitled "The hub of the problem is the ending of aggression by the U.S."

Brief quotations from this editorial:

After so many days of stubborn procrastination the delegations of the U.S. government and the Saigon puppet administration have been compelled to sit to a round table at the Paris Conference. . . .

As expounded by the Front's chief delegate, the serious situation at present in South Viet Nam has originated from the brutal policy of colonialist aggression of U.S. imperialism. It is the United States which has impudently trampled upon the 1954 Geneva Agreements on Viet Nam, and rigged up the Saigon administration to unleash armed intervention, then the "special war", countering the South Vietnamese people's aspirations for peace, independence, democracy, improved living conditions, neutrality and . . .

The Vietnamese and American peoples just as all progressive mankind demand that the U.S. government abandon its obdurate stand of aggression. . . .

Other articles in this issue have the following headlines: "U.S.-Puppet Crimes Denounced," "Impasse of U.S. Military Strategy in South Viet Nam," and "Our Position Is Just, Correct, Reasonable, and Logic (sic)."

Two well-handled Spanish language magazines also are sent regularly to school newspaper editors. They are *Ediciones COR*, published by Primer Secretario del Partido y Primer Ministro del Gobierno Revolucionario (Prime Minister Fidel Castro) and *CUBA*, a slick paper publication with many technically high-quality photographs published by *quien sabe*.

Other publications, in both English and Spanish, are sent by U.S. mail to our student editors. All these publications show the master touch of the trained propagandist. They are well-written, contain quality photographs, and make the most logical appeals to the basic instincts of man who is sympathetic with mankind.

Continued on page 30

# NCCPA Service Areas are Outlined

## Two-Committee Report

Surveys were conducted by two NCCPA committees prior to the annual meeting in Minneapolis. One was conducted by George Evans, chairman of the Innovations Committee, and it was reported in the October issue of the *NCCPA Newsletter*. The other was conducted by George Crutchfield, chairman of the Research Committee, and is reported this issue.

The NCCPA Executive Committee at its November 5th meeting directed Merwin Fairbanks, Second Vice-President of NCCPA, to meet with Crutchfield and Evans and draw up a combined report to be presented to the business meeting on November 7. The following report is the combined Innovations and Research Committees report presented at that time.

### 1. Beef up districts.

#### a. Appoint assistant state and district chairmen.

At the discretion of state and district chairmen, according to need.

Seek a balance in two- and four-year representation. For example, a district chairman from a four-year college may appoint an assistant from a two-year college, or vice versa.

#### b. Newsletters.

At state and/or district levels, according to need.

At least three times a year, according to need.

Content should reflect on general news notes of state and/or district activity, PLUS reprints or summaries of key articles on the campus press or advising appearing in periodicals, journals, newspapers.

Appoint a newsletter editor, which should provide for more membership participation. This is at the discretion of the district and state chairmen.

#### c. District and State meetings.

At least one a year, either district or state. Depends on the size of the district and state membership.

Members might be queried months in advance as to travel allotments.

If Sigma Delta Chi, or a press association (professional or collegiate), or similar group, is holding a meeting, the NCCPA may want to latch on to it, seeking permission to hold an NCCPA state or district meeting. There are many "attractions" at these well-funded events and perhaps NCCPA members would be attending, or more inclined to attend.

Get involved in college press days. Call an NCCPA meeting during these. Let 'em know NCCPA is there. Districts and/or states might want to tie in with events during National Newspaper Week in April of 1971.

### 2. National Publications.

#### a. Frequency of newsletter—perhaps more frequent instead of "occasionally."

News notes must be in the newsletter, representing top district, state, and national activity.

Meatier content, perhaps. If so, in the area of the reprint, of our own membership's contributions through their experiences and observations, and the expression of their opinions. Districts and states must send in material on their activities. The newsletter is only as good as its contributors.

#### b. *The College Press Review*—highly valuable. Members should be solicited for contributions.

#### c. To aid in the dissemination of information, the NCCPA might consider the publication of an offset newspaper, providing news of immediate importance plus more in-depth reports. This may serve as an adjunct to the organization's magazine and newsletter.

#### d. "White Papers"

We don't have to wait for our printed sources. The NCCPA should send out articles to its members, via states, districts and/or nationally.

These papers could be mimeoed, dittoed, or photostated, and contain articles from periodicals, journals, newspapers which pertain to NCCPA membership interests.

It must not be assumed that because an article has appeared in a popular journal that everyone has read it, or received it.

Districts and/or states may want to localize their article selections from other periodicals, etc.

The Research Committee, for example, may desire to send out its findings via the mimeo or ditto, as well as all other committees.

Perhaps many adviser-type problems can be handled sooner by this approach.

Part of these papers might include the texts of presentations made at the annual convention or at district and state meetings.

### 3. Establish Task Forces.

#### a. To consider the many questions facing advisers and the campus press, it is recommended that Task Forces be set up to tackle such questions as publications boards, financing the publication, printing technique, adviser status (salary, released time, student relationships, etc.), among others.

The Task Force may very well interest authoritative persons in a particular area. Hence, the organization might call upon, or be approached by, non-NCCPAers to participate in projects.



The Task Force is an avenue to promote membership participation in addressing and researching vital questions.

#### 4. Funds

- a. The establishment of a foundation for the NCCPA is sound. Such a foundation can affect

The name of the organization

The amount of work the NCCPA can do, at all levels

The use of experienced researchers

The sponsorship of solely NCCPA programs, at all levels

The unlimitedness of publication

The funding of special projects

The fact that NCCPA has a firm financial base, thus placing less emphasis on "bank" balance and more emphasis on "service"

Consideration of offerings for radio and TV advisers

b. Meanwhile, state collegiate and professional press associations may be approached for contributions toward NCCPA work.

- c. A "Postal Allowance" should be provided all districts.

- d. A "Floating Allowance" should be available for other than postal needs.

Hence, the national office should set aside funds solely for mailing needs of districts, and states (perhaps the district chairmen will allot funds to the state chairmen).

The other than postal monies can be allotted for travel, reproduction supplies, etc.

- e. As much as possible, district and state chairmen should approach their respective institutions for necessary funds, perhaps working through departmental budgets.

#### 5. Speakers Bureau—a beefing up.

At last report this bureau, in operation for more than a year, is coming along. The chairman has recommended that the national office help him in soliciting participants, perhaps through a tear sheet attached to the national newsletter. It is felt that the foundation may hold a key to the further development of this bureau.

#### 6. Advisory Board.

- a. This proposed board, by the Innovations and Research Committees, would be solely advisory.
- b. Such a board may speak of that "voice" that so many NCCPAers have been asking for.
- c. Such a board can give, within minutes or a few hours, advice to advisers.
- d. Advisers would be able to contact members of the board via phone, names gathered from a list of

volunteer board members. Perhaps a conference call system could be set up, if necessary.

- e. Volunteers would be needed, of course. The suggestion is that many experienced advisers be board members.

- f. Such a board should, for all practical purposes, be regionalized.

- g. The proposed board (the mechanics of which have to be worked out) should add strength to the adviser in what decision he makes, and certainly may allow the NCCPA to be more than just "fraternal," as many members have indicated it is.

#### 7. Two-Year Colleges.

They're growing by leaps and bounds, this we know. In whatever the NCCPA does it must consider both two-year and four-year colleges, and universities.

In NCCPA research, for example, the NCCPA must look at problems of both types of institutions, seeking parallels, perhaps, and of course differences.

How, for example, does the two-year college journalism program relate to the four-year journalism program(?).

How can two-year college graduates be channeled into four-year colleges(?).

The Task Force concept may be the key in tackling these and other questions.

#### 8. ACP and NCCPA.

The ad hoc committee's feelings are that there must be full consideration of both ACP and NCCPA work. In other words, we, as advisers, ultimately do for the students. What we do in NCCPA may affect ACP, and vice versa. We need to coordinate our input to each other.

#### 9. The appointment of a Liaison Officer.

It might be advantageous for the NCCPA to talk about appointing a Liaison Officer to 1) coordinate many NCCPA projects, especially in the Task Force area; 2) to act as the go-between for the ACP and NCCPA; 3) to relieve officers of both organizations from an avalanche of work; 4) to coordinate or to provide any necessary punch or spark for the enthusiasm needed to meet goals, and 5) to work out many of the mechanics of the proposals.

#### 10. The Committees.

- a. The Research Committee should contain at least three members, and it should be a continuing committee for the study of internal questions and for surveys in the field.

- b. The Innovations Committee should be a continuing one, with at least three members, and should work closely with the Research Committee.

57 per cent respond

## Research Committee Completes Report

by George T. Crutchfield, Chairman  
NCCPA Research Committee

For the past few years much time has been spent by NCCPA members both in formal meetings and in less formal settings discussing primary concerns of the organiza-

tion. Some have expressed satisfaction with the present structure and operation of NCCPA and others have demanded radical alterations.

This past January George Evans at Saint Bonaventure did an Innovations Survey to seek out some organizational problem areas. (Results of this study were published in the

September NCCPA Newsletter.) Just before school ended this past year we decided to augment the Evans study by asking advisers to rank several classifications of NCCPA activities in order of importance to them. Reid Montgomery had expressed his interest in having an indication of membership desires concerning future NCCPA programs and activities.

A questionnaire was mailed to the 366 persons on the NCCPA master list. Two-hundred-ten usable responses (57 per cent) were returned. Advisers were asked to rank activities in order of importance in categories dealing with meetings, publications, services, awards and surveys. These categories, admittedly, were not mutually exclusive nor collectively exhaustive. The options in some categories were many and made completion of the questionnaire cumbersome. But the 57 per cent response was considered good, especially at a time when year-end activities were at a peak.

Using a weighting system for obtaining a collective ranking it was found that publications advisers prefer Fall meetings with separate program from the Associated Collegiate Press, but at the same time and place. Second preference was Fall meeting at separate time and place from ACP. Advisers ranked district meetings of NCCPA as third priority.

TABLE I

#### RANK ORDER OF PREFERENCES FOR MEETINGS

1. Fall Meeting, with program separate from ACP, but at same time and place
2. Fall Meeting, at a separate time and place from ACP
3. District Meetings of NCCPA
4. Spring Meeting of NCCPA
5. Fall Meeting, with a joint program with ACP

Several respondents indicated a desire to hold meetings in the western part of the country and several expressed the belief that state meetings would be useful. Another frequent comment was that there is a need for small informal discussion groups.

A monthly mimeographed bulletin of news received first ranking in the publications category. The *College Press Review* was a close second. A publication describing a model college publication board ranked third. There were, however, many comments that such a model board is not possible. Other rankings are indicated in TABLE II.

TABLE II

#### RANK ORDER OF PREFERENCES FOR PUBLICATIONS

1. A monthly mimeographed bulletin of news, current publications problems, timely suggestions, report on court actions and decisions, etc.
2. *College Press Review*, with content similar to that of the present
3. Preparation of a model college publication board for use by student publications
4. Annual mimeographed list of names and advisers in NCCPA
5. *Roll Call*, the biennial yearbook of advisers in NCCPA
6. State directories of publications, editors, advisers, etc.
7. *Directory of the College Student Press in America*

An office which furnishes, on call, advisory service for publications was the first rank in the services category. A non-profit corporation for receiving grants for research projects was second and a placement service third.

Services desired as indicated by comments, include legal aid, a tie-in with the promotion of National Newspaper Week and National Negro Newspaper Week observances, an office which could provide support for advisers and editors by criticizing administrations and/or student governments which interfere with student press freedom.

TABLE III

#### RANK ORDER OF PREFERENCES FOR SERVICES

1. An office which furnishes, on call, advisory service for publications
2. A non-profit corporation for receiving grants for research projects
3. A placement service for advisers
4. Regional teams of consultants (advisers) who give aid to publications for a fee
5. Recruiting brochure for high school journalists
6. State directories of college publications
7. A National College Press Day (or Week), with proclamations by the President, governors, etc.

There were many comments suggesting that awards are unimportant and that if awards are to be presented they should be based on such factors as courageous service or length of service as an adviser.

The Honor Roll received top ranking in this awards category. Distinguished Adviser Awards ranked second and John Hancock Award third.

TABLE V

#### RANK ORDER OF PREFERENCES FOR SURVEYS

1. Survey on duties, pay, released time, etc., of college press advisers
2. Up-to-date figures on "salary" structure of college press
3. Role of the college yearbook in the 70's
4. Role of the adviser (Is he being dropped, replaced, etc.?)
5. Surveys of college dailies who are exploring or planning an "independent" newspaper operation
6. Need for in-service education for advisers with limited experience
7. Use of obscenities in college newspapers
8. Case histories of college papers who have changed over from letterpress to offset printing
9. An adviser wants to know: "Whether to stay in bed with ACP, which is totally insensitive to contemporary student publications situations and problems."
10. Survey of advisers to determine how often they are contacted by state chairmen, district chairmen, etc.

Many respondents added general comments. There were a few advisers who suggested we should eliminate our self-conscious concern with the organization. Several advisers requested that NCCPA decrease its concern for freedom of the student press. A few respondents proposed sub-groupings for schools of like situations.

*that ounce of prevention . . .*

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# college review community

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## Updating Newspaper Design

By LILLIAN A. LODGE  
Ocean County College  
Toms River, New Jersey

The two-year college is the fastest-growing segment of the educational system of the United States. It grew out of a need within the structure of higher education for a new approach to post-high school training—one that would be progressive and innovative and that would meet the needs of today's society through its flexibility.

Approximately 25 per cent of the total college population today is in junior colleges. The two-year schools are the today trend in modern higher education—and that means that junior college newspapers have a great responsibility to reflect the foresight and the progressiveness of the institution they represent.

The primary way in which the newspaper can mirror the diversity of its school is through lively makeup and design—the element which provides the initial impact of the newspaper. In order for a newspaper to attract its readers to pick it up and become involved in its contents, it must advertise its important stories through bold headlines and bright, open, free design overall.

In the beginning of a decade which looks toward a multi-media approach in all communication and toward an intense audio and visual appeal to the consumer, the communications media provide man with a wealth of information almost immediately after an event occurs. Readers therefore are becoming increasingly more aware and more selective.

In an age which has made man more conscious of the importance and effectiveness of visual communication with the influence of psychedelic design and an enlargement of the senses through artistic stimulation, the newspaper has been called upon to fulfill more than its traditional function of informing the reader of what has occurred.

Providing information is, of course, the basic purpose of the newspaper, but communication today requires a more creative, provocative approach for the reader who is more selective, more educated and more aware.

This demand may be seen in the in-depth direction in reporting in which the reader requires that the facts, which are readily available to him from many sources of media, be placed in some perspective for him through interpretative reporting. He is thus provided with a broad-based understanding of events by the citation and explanation of their causes and consequences. Because the newspaper of this decade will function more than ever as an educative instrument, reporting must, of necessity, increasingly approach the expansion, in-depth, of the WHY and HOW of the traditional lead paragraph.

Secondly, and most vitally because of its initial impact, the innovations required in visual communication demand

new trends in artistic design and makeup. Visual art today reflects a sense of freedom and a sense of foresight, and this factor must become evident in the newspaper of this decade by the utilization of ideas for attractive page makeup and by a brightness of approach visually.

These two trends of the newspaper of the future, or the "newspaper-magazine" concept as it is evolving, must be foremost in the junior college newspaper if it is to mirror the image of the population it is serving, a vigorous student body, looking toward the future with innovative concepts and visions of change. The personality of the newspaper is evident from a distance—just from its overt appearance in areas of black and white, black and gray. The selective reader judges, through the spontaneity of being drawn to the attractiveness of a page, its impact or appeal to him. New trends in design and freedom in outlook produce readability: the primary objective in newspaper communication.

### Design Is Foremost

A drab, gray, crowded page with few pictures, tombstoned headlines, and a little white space will not be the best salesman for a newspaper to a prospective reader who, in his crowded schedule of attending classes or meetings or leaving campus to go to work, wants to be informed and also to be made interested and aware. The best writing and reporting can be seriously diminished in quality by a poorly laid out page which does not, by visual appeal, command the reader's interest. A piece of artistically and aesthetically thought out design, which is basically what a newspaper page should be, will provide a pleasing initial impact upon the reader and present the personality of the newspaper as an entity. Since the junior college in the United States is a trend-setting institution in the educational field, the junior college newspaper must, then, reflect its spirit of boldness and set its own trends in makeup.

A newspaper can be judged from as far away as ten feet just by visual, artistic standards before its contents can be evaluated. This is why the first requisite for page design is to balance elements of near-equal weight and value in opposing sections of the page. The makeup editor must utilize his headline type and pictures to the greatest advantage in bringing about this aesthetic balance overall. The page must be thought out as a unit, and the lower half as well as the upper half must be considered in design.

### How Many Columns?

One of the primary decisions in modern newspaper makeup is how many columns the traditional tabloid-sized paper should run. With today's reproductive processes making any type of layout feasible, pages may be designed with anywhere from four to six columns, with copy being

## COLLEGE PRESS REVIEW, SPRING, 1971



## Heads Vitalize Design

Headlines and their type faces are the second fundamental element in page design. Tombstoning, which is the placing of heads contiguously in adjacent columns, invites confusion for the reader. All headlines should be separated by pictures or boxed stories or copy. Horizontal makeup provides freedom in appearance, so two- and three-, and even occasionally four-column heads, should be the rule rather than the exception. Variation should be provided by the use of two lines on more important horizontal headlines and all single-column stories more than five inches should have three lines. One strong head should be found in each quarter of the page, with the more important stories covering several column widths.

Of equal importance to the size of the headline is the type face selected for the newspaper as a whole. Sans-serif type is bold and simple; thus, modern makeup utilizes its impact upon the eye in achieving balance and focus. Sans-serif and serif headlines should never be mixed on a page, and a newspaper should employ consistency of style by selecting one type family throughout its pages.

Light type faces, condensed type, all capital letters and 24 point or smaller type should be avoided in streamlined makeup. They all tend to cramp and diminish the focal points that should be established. Thirty and 36 point type faces, in upper and lower case letters, with contrasting roman and italic and light and dark styles, can best be

arranged to achieve the open, free appearance of the newspaper of the Seventies.

The counting of heads should be accomplished accurately so that they completely fill the area between the columns, not being over-counted and thus cramped, or under-counted more than one unit. All should be arranged flush left. Many newspapers are moving toward the "downstyle" in heads and capitalizing only the first word of the first line and all proper nouns. This, too, gives a sense of freedom to the page.

## Spacing Avoids 'Cramping'

White space is the next prime consideration in achieving an attractive design. Headlines and copy should not appear "cramped." In streamlining a page, which presupposes that column rules and cut-off lines are eliminated, an editor should provide for an extra one-eighth inch [6 to 9 points, or 2 or 3 slugs —Ed.] above and below heads for copy freedom. The use of kickers above the headlines of stories where they can effectively be utilized provides white space, as does injecting boldface breaks (or subheads) in all stories over five inches.

Since the newspaper of today, and tomorrow, is turning toward the interpretive or in-depth approach to reporting, stories will, of necessity, be longer. This provides for an ease of makeup and, esthetically, a less cluttered, jumbled page than one which must have several small articles.

**The Ford Estate**

YOUTH comes in all different sizes, colors, shapes, ideas, and goals. Youth sees the hypocrisy in the American Way and tries to remove it. His methods include education, law, and use of the Democratic Process, and demonstration.

Youth is seldom passive. He has entered an age of affluence brought about by his elders and now his struggles for survival consist only of trying to find peace, alleviate poverty, chase out prejudice and do the things that men before had only talked about. He is soon to become his own master and he knows the world he leaves for his posterity must be better than what was left to him.

**SPECIAL PAGES ATTRACT** — Symmetry, contrast of black and white and sharply defined shapes and areas mark "The Ford Estate" (Henry Ford Junior College, Michigan).

## The show goes on . . .

"I was on a tight budget of time and took every risk."

"The show didn't stop at the beginning of the year for the CCC. It was a matter of time and imagination, the play is actually a series of scenes which are played out over the whole year. The first scene, in the first act, is played out in each scene in the life."

"The production is a series of scenes which are played out over the whole year. The first scene, in the first act, is played out in each scene in the life."

"The production is a series of scenes which are played out over the whole year. The first scene, in the first act, is played out in each scene in the life."

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"The production is a series of scenes which are played out over the whole year. The first scene, in the first act, is played out in each scene in the life."

A total concept or issue, explained through pictures, and wider-column copy illustrate some special page possibilities in "Viking News."

# Censorship cited; Editorial Board takes stand

We can't do it alone. We've got to have support in order to succeed.

Yes, the Editorial Board of the "Viking news," having installed new editors for the fall semester, wish to clarify our position on the alleged "censorship" which has been leveled at the paper.

We wish to provide a vehicle for meaningful campus reform. A newspaper should be responsible for reporting the news, not for censoring it.

Most of the criticism of the "Viking news" is being directed through the mouth of persons unaware of the paper's status, creating an impression that only a select group can actually influence the paper's content.

This question has been asked only because a minority of students have failed to give the newspaper the support it needs.

We consider it your responsibility to report the news, not to censor it. The changing of facts or omission does not come under the head of grammar, so therefore, we do not censor.

We do not have a writer's opinion of view clear. If the writer is himself confused, his reader will be too. We must move forward.

Legal material for the benefit of the student. But if what we are publishing does not interest you, then...

Our staff meets every Tuesday and Thursday in room 104 at 11:30 p.m. We also gather around the Student Center and around the building with the rest of the OGC students. We are not unapproachable. Please do not approach you!

Recently a group of students wanted to suggest supporting a proposal of allowing amplified music to play in the Park. Only they had no way of expressing the needed support. Events of this nature, if reported to us immediately, can be advertised in the paper to the interest and advantage of the students.

The "Viking news" will be making a fresh start next fall. Like any other modification, there will be some bugs in it. It's up to the students of OGC to let us know what they want.

Paul first investigative team into said that stories, please complain, with no constructive criticism, are as vague as the changes we have had to make.

The "Viking news" is the student's voice.

## 'news' affirms position on censorship

1. The newspaper must remain free to report the news as it is, without censorship or distortion. The Editorial Board will not accept any form of censorship or distortion of the news.

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### Editorial reviewed

#### Letter to editor stresses campus-newspaper alienation

Dear readers of the general public:

I have been reading the editorial in the issue of May 1, 1971, and I am very disappointed. I am a student at OGC and I am a member of the Editorial Board.

Now I have to read your editorial and I am very disappointed. I am a student at OGC and I am a member of the Editorial Board.

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one-half or two columns wide in 10 point type in its entirety and placed somewhere on the page, probably most effectively at the top or the bottom, for emphasis and artistic interest. Such stories can also be boxed or gray-screened for variety.

### Offset Invites Experimentation

The offset reproductive process invites the most variation and experimentation in design because the printer is working with paper and not lead. Offset also offers more black-white contrast, a purer, sharper printed product and whiter, finer newsprint. However, in printing situations where letterpress is the only alternative, pages can be "opened up" by the printer leading between paragraphs or setting eight point type on 10 point slugs.

In evaluating the front page as an entity, a final note should be considered: columns should not be tied to one another and a page should never exhibit a "boxy" appearance in that the white space where the column rule has been eliminated runs down any part of the page uninterrupted for more than several inches. Overlap columns by running heads and pictures across several and, at the same time, make sure that all copy is run under a headline. Stories should never be jumped over to another column if the headline for the story is not extended to cover all parts of the story.

### II

#### Moving Inside the Paper

Since a certain personality is established on the front page, the inside pages should show evidence of a continuity of that style. They should complement Page One in liveliness; each should include a dominant story of some substantial length, covered by a headline equal in value to those found on the front page. Since pictures and art work emerge as focal points, there should be at least two photos or cuts on each page, arranged with the same sense of balance and esthetic design as on the lead page.

Editors laying out inside pages must think of each two facing pages as a unit; they should exhibit a "together" appearance and can very often be worked into a two-page spread on an issue, eliminating the concept of columns and the fold altogether.

Headline sizes need not be appreciably smaller than those found on Page One, and copy should exhibit the same in-depth approach, minimizing the use of short stories. When necessary, layouts can be varied through the use of boxes around small stories, or the grouping of similar short items under a generalized lead and head, with breaks to separate each item in the whole.

Small stories about upcoming events can be eliminated through a "Campus Clipboard" or "Events at a Glance" type box. The use of news-feature, interpretive articles, with illustrations, can provide an excellent four- or five-column spread layout for the top or bottom of any inside page. The freedom of white space should be just as evident inside the paper, and two-page spreads can be designed with a variety of shapes and copy areas.

The use of advertising on interior pages should not limit the creativity of the page editor. Keeping the ads to a maximum of 40 per cent of the page and placing them so that they form a half pyramid on each page, with the highest point toward the outside, the editor can maintain a sense of balance with copy. Items to avoid include lining up

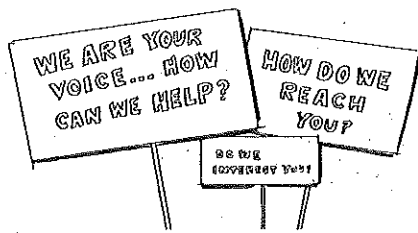
**VARYING COLUMN WIDTHS** — Endless variations in design are possible by changing the sizes of columns, such as this four-column "Viking news." Editors must insure that headlines cross columns so as to tie all parts of the front page together horizontally. This makeup lends itself particularly well to brightening an editorial page.

However, it also presents a danger in makeup in that the page editor must work with large masses of gray, the copy itself.

Breaks can effectively remedy this situation. Rules of thumb for breaks should include never separating the first or last two paragraphs of the story, never placing breaks at the top of a column under a head, having at least two paragraphs between breaks and making sure each contains a subject and a verb. In dummying in a story, one-fourth inch should be allotted in the copy length for each break.

Large areas of gray copy can also be avoided by insuring that no paragraphs contain more than 50 words and that leads average 17-25 words. Shorter paragraphs brighten a page and present a positive note to the reader who will hesitate to read a long, gray mass.

Leads can be run across several column widths, but this double or triple-column copy should never be more than one inch in depth for ease of reading. Lead paragraphs may also be run in 10 point type over traditional eight-point story bodies. If a story of short to medium length is available and worthwhile featuring, copy can be set one and



Kicker headlines, 10 point leads, one and one-half and double-column copy, bold type styles and every other element of creative design should be contemplated with as much care for the interior of the paper as for the front page. Each page is as important as the first.

## Special Pages Enliven Paper

Predictions as to the future of newspapers in our society tend toward the concept of the news-magazine, with a graphics approach to format and design and a narrative, commentative trend in content. Broadening the scope of the junior college newspaper and providing stimulating, worthwhile reading for the student can be accomplished by the inclusion of a one, two or longer page spread, designed as a whole, in each issue. The special page can focus on any issue of relevance, and, looking toward modern-day and future news-magazine indications, can combine any devices of art, photography, type and copy to achieve something esthetically and intellectually stimulating.



## Editorial Pages Stimulate

Of great value in designing this page is the imaginative use of gray screens, photos, line drawings, three-quarter and full box heads and creative titles when seeking headings for regular or occasional columns and features. The differentiation possible on this page offers a great opportunity for the editor with a flair for creative individuality, not only in copy content, but in graphic design.

## War and Athletes

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

## The 'Hendrix Dynasty' Captures Cage Title

By TOM MAURICE  
CAPSULE Sports Writer

John Hendrix and Company have done it again — the dynasty lives on. For the second straight time, a John Hendrix-led intramural basketball team has captured the BUC championship — this time 30-0 over Coach Sel's Trail Squad.

Hendrix, team representative Coach Floyd Morgan's FMC 214-32 full class, took a quick 14-0 point lead on the early morning slush at 8 a.m. (M) South and were never headed by the PEEM 309-32 Team Games class.

Hendrix scored 11 points in the winning effort. South, with 10 points was an effective decoy, as Trail Squad members layed on the drives and shooting of Hendrix.

## Falcon Title Hopes On Line

## Sports Should Sparkle

Often the bulwark of colorful, forceful expression, the sports page possesses many of the same possibilities for variation as the editorial page. The action inherent in sports writing must be reflected in the liveliness of the sports section of the newspaper through its bold, black headlines; variations of type, mostly large and vibrant; the use of large boxes, perhaps even enclosing whole sports columns; gray screens behind column headings and surrounding sports features for emphasis; large, unusually exciting action shots; extra white space around heads and the use of kickers and underlining with more regularity.

Experimentation and innovations in streamlining newspaper design are as much a part of updating the newspaper of this decade as are the demands for in-depth, quality reporting and creative editing. To identify with and meet the needs of a rapidly-changing populace, the face of modern journalism must reflect boldness, sharp awareness and a sense of freedom. These values must become an inherent part of today's newspaper, for it must compete with other media in scope, variety and involvement.

The junior college newspaper, too, must update its design to carry out its responsibility to maintain vigorous communication lines on the campus. If the paper can stimulate a sense of liveliness and progressiveness by its appearance, it will facilitate this communication. If it cannot effectively attract readers on a visual basis, it is not carrying out its primary function as a newspaper, to communicate, nor is it illustrating the individuality found in the junior college and its population. Newspapers bring about change, but they must first, themselves, exhibit change, the most vital of which is in design.

## Student Press Wrecked

In Latin America, few school publications have a permanent headquarters, annual budgets, or regularity of staff and issue.

An exception was the imposing editorial house of Central University of Quito in Ecuador. The structure and facilities, valued at \$500,000, were destroyed by dynamite set by unknown assailants on June 15, 1970.

A pre-dawn blast, heard throughout the South American city, heralded the equipment loss of four presses, three linotypes, other machinery, type boxes, and paper.

The executive committee of the Federation of University Students of Ecuador blamed the incident on leaders opposed to student power. Others accused radical elements within the student body of fomenting the trouble.

## New Book On Campus Humor

The first of a series of volumes on the campus press, *The Illustrated Anatomy of Campus Humor*, was issued this Spring by the Commission on the Freedoms and Responsibilities of the College Student Press in America (CFRCSPA). A total of 139 campuses are represented in the book.

The author is Dr. Dario Politella, associate professor of journalistic studies at the University of Massachusetts. He has been collecting humorous headlines, typographic errors, double meaning phrases and art work from the campus press for more than 15 years. As founder and editor of *The Collegiate Journalist*, he shared his findings of humor for eight years in a column, "Double Takes."

## Communist Propaganda

Continued from page 20

I have discussed these publications with my journalism students at Northwestern, and I believe that they recognize these publications for what they are. However, who knows what the impressions may be for many college students who are highly impressionable and highly sensitive?

A great deal of other propaganda is mailed to student editors. One such item is a letter received by almost all college editors in the United States a year ago which solicited stories about student demonstrations, riots, and freedom of speech and press. These articles would be forwarded to the Russian Embassy in Washington to be forwarded for use in newspapers in Russia. A requirement for publication was that the article had to be written on college letterhead stationery.

The postage cancellation showed a California postmark, and the return address had a California address.

Other letters, pamphlets, brochures, etc., from many organizations on the Attorney General's list of subversive organizations show up from time to time.

And what hacks me most of all is that you and I help subsidize the distribution of much of this Communist propaganda. We do it because our tax dollars are appropriated to subsidize the U.S. Postal Department.

According to a release from the Associated Press last August, Cuba owed \$2,900,000 in postal debts to the United States. No doubt much of this debt was run up through the bulk rate (no postage attached) permit while Cuba sent vile Communist literature through U.S. mail.

Current laws make it almost impossible for the U.S. Postal Department to do anything about stopping this flow of Communist propaganda.

Our great American Constitution guarantees freedom of the press, and I certainly am all for freedom of the press for all Americans. However, I cannot see why laws cannot be passed to stop Communist propaganda—and especially the propaganda which comes from foreign countries.

Too, I would suggest that the U.S. Postal Department ought to cancel postal permits of all Communist countries—especially those countries like Cuba which run up huge postal debts.

I telephoned the Postal Department to find out what I could do about stopping this so-called junk mail.

The reply I got was, "We've got a form for you to fill out, and we can stop regular junk mail. But if it's coming from a foreign country, there's not much we can do but send it in."

I deduced that junk mail coming from American organizations could be handled by having the name and address of the recipient removed from the mailing list, but that a foreign government would not likely remove the name and address from its mailing list.

Many people, including students, downgrade the effectiveness of this Communist propaganda that comes through the U.S. mail. They tend to dismiss it with: "Everybody recognizes it for what it's worth."

I believe these people are mistaken. I believe that the Communists recognize this propaganda for what it's worth. And the Communists keep sending this propaganda through our mails, partially at our expense, to our young people. I do not believe that the Communists would go to the expense of writing, printing, and mailing this literature unless they were certain that this action paid off.



Sunsets, and It's a Love Story



Up from a year of laughter, sadness  
and moments of gladness  
springs a book that speaks,  
talks and listens. In between  
pages of white, black and all  
colors arrives a Love Story.  
It is a year to hold in  
your hands and as you turn  
the pages a flashback of  
memory forever. All this can  
be put together to make you  
vibrate and relive. Touch us  
and we will turn your Story  
into Love.



**HUNTER**







# JOINT RESOLUTION

Authorizing the President to declare the last Saturday in April of each year as "National Collegiate Press Day."

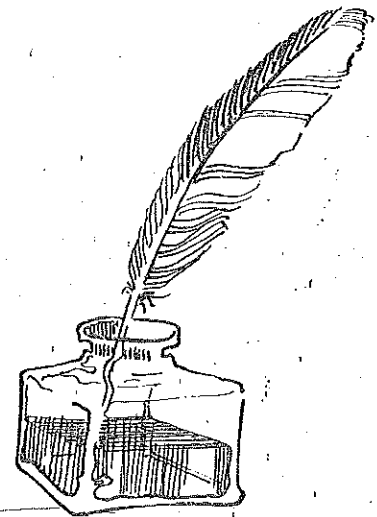
92<sup>d</sup> CONGRESS  
1<sup>ST</sup> SESSION

Whereas the National Council of College Publications Advisers is the only national professional association of advisers to all college and university student publications; and

Whereas the many members of this council represent the major force in the United States attempting to insure by responsible guidance the growth of student publications as a medium for the education of future citizens of a free American society; and

Whereas the intention of the council is to bring together student and professional journalists in panels, workshops, and discussion sessions in order to provide lines of communication to build an aware, responsible, and effective student press: Now, therefore, be it

H. J. RES.  
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- 1      *Resolved by the Senate and House of Representatives*
- 2      *of the United States of America in Congress assembled,*
- 3      That the President of the United States is hereby authorized
- 4      and requested to issue a proclamation each year designating
- 5      the last Saturday in April as "National Collegiate Press
- 6      Day", and calling upon the people of the United States to
- 7      observe such day with appropriate ceremonies and activities.

**college press review**

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