

nccpa REVIEW

national council of college publications advisers

An Occasional Journal OF NEWS, REPORTS, & OTHER MATTERS
OF INTEREST TO COLLEGE PUBLICATIONS ADVISERS

COLLEGE PRESS REVIEW -4

- * The Daily Texan v. Board of Regents
- * Maryland U's Board of Publications
- * Tar Heel Editors Win in Recall Vote
- * 'Backward' Wyoming Weekly

THERE ARE JOB OPPORTUNITIES for the -6 College Journalism Graduate -- Otto Silha

MENCKEN: Introduction and Evaluation -8 -- William Rivers

ADVISERS & GREMLINS --Norman D.Christensen -10

RESEARCH: Where and How Do Yearbook Staffs Get Incomes?--Fran Compton -12

Newspaper Costs and Ad Rates -21 --Paul V. Peterson

EDITORIALS 3, MacMurray College News Seminar9, NCCPA Regional Chairmen Announced 16, "The Back Page" 22

march
1956
VOL. I NO. I

200
100
100
100

11

NCCPA REVIEW

Published by the National Council of College Publications Advisers at 18 Journalism Bldg., University of Minnesota, Minneapolis 14, and edited by A.M. Sanderson

MARCH, 1956 Vol.1, No.1

THE National Council of College Publications Advisers was formed last November in Detroit. But organization plans take time, especially among busy advisers, and it was not until a month ago that we received our first membership dues (not counting Merle Wells, of Alliance College, Cambridge Springs, Pa., who in an act of great faith gave your secretary treasurer \$5 (cash) during the Detroit meeting.

But within the last 30 days membership dues have been paid by advisers in 31 states. Although our group is still very small, letters and well wishes show that there is a need for NCCPA.

We hope that need can be met in part through The Review.

NCCPA, within the last 30 days, has been active in another area, too. Your secretary's office has received five or six letters requesting information: "What are the average engraving costs of college weeklies?" "The administration thinks top staffers need not be paid for their work; the Board of Publications thinks they should. What's the situation in other schools of our size?" --And so on.

Specific information has been forwarded to these advisers; the tabulations also will be used in forthcoming issues of the NCCPA Review. Next issue: May 15.

A Message from the Chairman

Dear Colleagues:

This is the first of what we hope will be a long series of Reviews.

The event calls for more than commonplace words; indeed, it demands some memorable phrases that would mark the significance of this first step in creating a publication by and for all of us who are in student publications work.

There is no lack of awareness of what NCCPA and The Review can mean to all of us one day, but the words needed to do justice to the event remain tantalizingly near, but out of reach.

Perhaps, then, the simplest course is best. That is to tell you that The Review is designed to help you with the specialized problems of your field. The Review will incline toward the informal, its size will vary, as may its dates of issuance. The range of its contents will be as wide as your problems. Above all else, The Review will be helpful, whether an article deals with a survey on newspaper costs or is a piece reporting the latest disputes on freedom of the college press.

We hope you like The Review, but more than your tacit approval is needed. Will you help us with contributions, criticisms and suggestions?

Your organization is growing. The pace is slow. For this we ask your patience and understanding. All of you are acutely aware of the many demands on your time and energy, and your officers are no exception. We must beg or steal a moment or two for NCCPA in the midst of other duties which rank first in immediacy and proximity if not in importance. Thus, the pace is necessarily slow. But be assured that the growth is steady and we are doing our best to build solidly for the future.

Two of your officers deserve more than this gesture of appreciation, but there is no way to do more than that at the moment. They are Frank Gill, vice-chairman, and Arthur M. (Sandy) Sanderson, secretary-treasurer and Review editor. Both have contributed greatly.

Sincerely yours,
NORMAN D. CHRISTENSEN
National Chairman, NCCPA

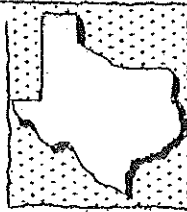
Publications advisers are invited to submit reports for this column on any issue which affects the college press favorably or adversely. Although three articles below concern universities

with large enrollments, the guide to faculty advisers problems may be those which of college publications, could be the concern of any, but will be accurate advice to an adviser in a school of any size. It is hoped that on all sides, from which brief, factual statements the reader may draw his own conclusions. ##

College Press REVIEW

- ✓ DAILY TEXAN VS. THE BOARD OF REGENTS
- ✓ MARYLAND UNIVERSITY SETS UP NEW PUBLICATIONS BOARD
- ✓ RECALL PETITION FAILS TO OUST TAR HEEL EDITORS
- ✓ WYOMING U. WEEKLY REALLY 'BACKWARD'

THE DAILY TEXAN at the University of Texas has been involved in a major dispute since it criticized the controversial Fulbright-Harris natural gas bill. The newspaper editorialized that "The issue is not how The Texan feels on the Fulbright-Harris bill. To believe so is to cloud reality. The issue is, should not a newspaper have the right to criticize the majority? Cannot a newspaper sometimes be the underdog?"



A four-column, front-page editorial, "Daily Texan Press Freedom-- It Involves Every UT Student," was printed on Feb. 7 after being rejected for publication by the Editorial Director of Texas Student Publications, Inc., and the acting Director of the School of Journalism; as well as two other editorials. According to Editor Willie Morris, authority was given by the Texas Student Publications Board, which upheld his request by a 5-3 student majority vote. Morris agreed to consider changing certain points in his editorials in line with suggestions by Dr. Harrell Lee, Editorial Director, the paper said.

In later issues, blanks were left on the editorial page with notices to the effect that "This editorial was censored by the Editorial Director," with page 1 articles calling the fact to the atten-

tion of the student body. Other editorials featured themes such as "Let's Water the Pansies," or "Keep Off the Grass!" For more than a month, occasionally more than half of the 8-column front page was taken up with the issue, as well as most of the editorial page being devoted to editorials, cartoons, letters to the editor and articles on freedom of the college press and related issues.

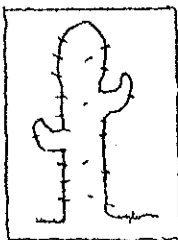
Morris based his stand on reasoning that "The Daily Texan's cause against Board of Regents censorship... is philosophically and practically right. Philosophically because the American liberty of an independent press--explicit in our Constitution, and explicit in our history, is basically at stake."

Regent Leroy Jeffers in a personal opinion said that the Regent-Texan controversy was not a matter of freedom of the press but of compliance with the law, in that the editorial page of The Texan should not be used to influence the outcome of any election or the passage or defeat of any legislative measure, since it receives state funds. He said that as The Texan is in a building provided for by the University, and that because it is associated with the University (and hence the state) because of its name and because it carries the University seal, it falls within the meaning of the law which prohibits use of state funds to influence voting or legislative measures.

ON THE OTHER HAND, J. Frank Dobie, noted Texas historian and author who was dismissed as professor by the University several years ago, was sharply critical of a Regents' statement of Texan editorial policy. In a page 1 article in the

(Feb. 9 issue, he said "...I rejoice at the resistance of the editors of The Daily Texan to the tyranny of censorship. There seems to be particular concern over The Texan's publishing editorials on one side of a subject without publishing editorials on the other side. Thus, the ideal editorial writer would be a person who believes in nothing. It is not observable that the Board of Regents has been appointed to give a balance between Republicans and Democrats or between liberals and conservatives."

SHIRLEY STRUM, 1954-55 Daily Texan editor, said, "I still can't figure out why the sudden hubbub and commotion on 'censoring' the Texan. I don't believe I'm overly idealistic in thinking that unless the Regents believed in free press and free minds, they wouldn't even be interested in serving the University. It seems quite possible to me there has been misunderstanding of certain things said by the Regents, all quoted from secondary sources.



"There has not to date been an actual case of censorship that I am aware of. Certain articles were temporarily held up by staff supervisors but later approved by the TSP Board of Directors; but these concerned the 'censorship' dispute itself rather than anything about local, state or national politics.

"Third, I cannot see that Editor Morris has ignored editorial judgment or student responsibility in articles about politics... And staff members show the same grave acceptance of responsibility."

DAILY TEXAN POLICY, according to Morris, was questioned on four counts:

- 1-The Fulbright-Harris Bill.
- 2-Interpretation of insurance scandals.
- 3-The editor's attack on the oil and gas interests in Texas.

4-Morris' review of a Coronet magazine article, in which the author was quoted as saying "he was proud of Texas in the way it was handling the segregation issue."

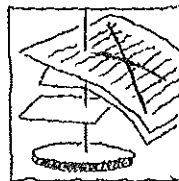
Dr. DeWitt Reddick, chairman of the Faculty Committee on Student Publications, gives this report to The NCCPA Review:

The editorial quoted from The Daily Texan somewhat misses the point involved in the interchange. The University of Texas Board of Regents at a meeting on Feb. 3 and 4 reviewed editorials published

in The Daily Texan since last June and stated that in their opinion The Texan had failed to live up to its responsibilities of a monopoly campus newspaper in that its editorials had carried a number of misstatements of fact and had in general carried only one side of political controversies without providing a factual base for the reader to form his own opinions or permitting diverse opinions to be aired.

They further stated that one evidence of misstatement of fact was in an editorial which charged that the oil and gas industry of Texas is "virtually untaxed." The Regents unearthed statistics to show that 66 percent of the total state tax money comes from the oil and gas industry.

Through ambiguous wording both on the part of the statement of the Regents and the editor's editorial, the impression was left that (1) the Regents were forbidding The Texan to comment on controversial matters of legislation and (2) that the Fulbright - Harris bill was the major element of the controversy.



NEITHER of these impressions is true. The main point the Regents wished to establish was that The Texan made a misstatement of fact and then proceeded to found an opinion upon it in regard to its comments about the oil and gas industry; and then contended that such practice had been followed in several instances regarding political issues.

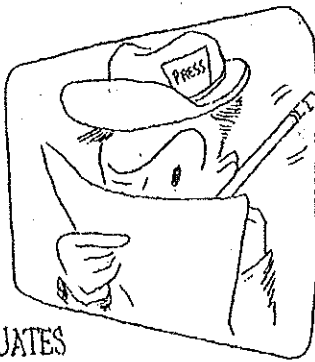
The Regents have absolute authority over the student newspaper, magazine, and yearbook; and all assets of these publications revert to the Regents should the publications go out of business. The Regents therefore have the authority to assert censorship over the campus newspaper.

However, instead of doing this, the Regents requested the Board of Directors of the Texas Student Publications (six students and five faculty as voting members) to review the editorials of recent months in The Texan in the light of policies already laid down in the "Handbook" worked out by the Board for governing the publications and to report back on (1) whether the Board agrees that there have been violations of these policies and

(Please turn to page 19)

what is the
REAL picture?

THERE ARE
JOB
OPPORTUNITIES
FOR THE
COLLEGE
JOURNALISM GRADUATES



Says -
metropolitan daily B.M.

By OTTO A. SILHA

Business Manager, the Minneapolis Star
and Tribune

I OFTEN THINK that the story of the opportunity that exists in the journalism profession is not filtering through to those who have no contacts with persons associated directly with the newspaper field.

The ancient Hollywood prototype of a newspaperman, a crude, underpaid, semi-alcoholic character with a turned-up hat brim, has recently made a comeback with the revival on television of 20-year-old grade B pictures.

Perhaps that is why, in a recent survey of high school seniors in our next door state of Iowa, students rated the social standing of reporters right below electricians, machinists, welfare workers and undertakers. Twenty percent of the students answering the survey thought that if they graduated from college and went into newspaper work their starting salaries would be between \$20 and \$30 a week. Seventy-nine percent were sure they would start somewhere under \$50 a week.

Some of these students get their ideas of newspaper careers, not only from movies and TV, but from a recent edition of the United States Department of Labor's Occupation Outlook handbook, of which about 40,000 copies have been distributed to high school vocational guidance counsellors. This book states:

"Employment of reporters and editors on daily newspapers will probably not increase much in the long run, although there will always be some openings owing to turnover. The use of syndicated material and the increased proportion of

space devoted to advertising may reduce the need for reporters on dailies."

That incredible statement could not have been written to anyone who knows the newspaper profession as you and I do.

The vocational booklet of B'nai B'rith in 1953 also stated:

"Competition for jobs in journalism will continue to be intense, reports the United States Bureau of Labor Statistics, because the number of college-trained workers seeking jobs far exceeds the openings due to death and retirement, and the number of new jobs is negligible."

The fact is that there is tremendous opportunity today for the well-directed and competent journalism graduate.... The facts are that the number of available jobs in journalism has greatly increased during the last few years, while the number of people graduating and going into them has fallen by one-half.

The 84 college schools of journalism graduated 16,621 journalism majors in 1948; the 1953 figure was 9,601. Journalism schools are reporting that they have from three to ten job offers for each graduate.*

In 1953 there were 85 calls from Tennessee newspapers for the University of Tennessee's 18 journalism graduates. The University of Minnesota could have placed 31 additional journalism seniors last June. Northwestern was able to fill only about 30 percent of the available openings.

Because jobs outnumber graduates in the field, the individual can, in many instances, select what he thinks is the best possible opportunity for him.

In addition to newspaper careers, there are, of course, many other types of journalistic jobs available today--in the press services, magazines, radio, television, advertising, public relations, trade magazines, free lance writing, and industrial publications ("house organs" and externals.)

Today many of the top jobs in all of the fields are held by people with newspaper experience, who gained their know-how in this queen of the mass communication field -- the basic communication medium,

*See also "The Market for Journalism Graduates," by Prof. Edwin Emery, in the Winter, 1956, issue of Journalism Quarterly. (Above figures are for 1954.)--Ed.

the newspaper. The opportunities I have mentioned are not confined to men.

Ralph Keller, executive secretary of the Minnesota Editorial Association, tells me that good opportunities today await the ambitious youngsters who enter the "hometown" newspaper field. Salaries and ~~pressing~~ ^{pressing} are often as high as and higher than in some metropolitan centers, and "hometown" newspapermen carry strong voices in their localities.

The fact that Minnesota (and the figures would be comparable for other states, I'm sure) once had more than 700 daily and weekly newspapers and today has only 430 is not an indication of any decline of journalism in the state. As a matter of fact, these 430 present-day newspapers employ more than double the number of employees who put out the 700 pioneer publications. They reach more than twice as many readers, and their evaluation, even adjusted to the lower standards of half a century ago, are four times those of former days. Newspapers, though fewer in number, have grown. They have greater coverage, reach greater audiences. They have enlarged their staffs with specialists in all lines of writing and reporting to serve the growing interests of the American reading public. Tell your capable students with an interest in journalism that the field has much to offer them. Don't let them be misled by the fictions and misconceptions with which the profession has been saddled.

Tell them that the age when the as-spring young cub reporter went in with his hat in his hand to ask a gruff grouch of a managing editor for a job--and then was thrown out of the office--is over.

As a matter of fact, if he has the stuff, we will probably go looking for him.

Since 1952, we at the Star and Tribune have held a luncheon in our plant for the top 10 journalism seniors from the University of Minnesota.

Last year we hired three of these top 10. This year we again hired three more. One of the three each year has a Master's degree in journalism. Several were Phi Beta Kappas. We needed those

people and were willing to go out and get them. Just a few weeks after we made our contacts with these students one or two of the other leading newspapers in the country were here interviewing and offering jobs to the Minnesota journalism seniors. I'm happy to say that all of those whom we invited to join us accepted our offer above any others.

I don't want to give the impression that the news and editorial departments offer most of the newspaper opportunities. That is just not so, despite the fact that they are traditionally the glamorous spots. We employ about 200 in the news operation at the Star and Tribune, but we have 110 in advertising, well over 200 in circulation -- just to cite two other important departments, and I think there will be increasing opportunities for bright and skilled young men in our large mechanical departments. Yes, we tend to talk always in terms of the reporter but there is great need, for example, for the advertising salesman with imagination and know-how; for the young person who understands the importance of selling to America's mass production and mass distribution economy, and the relationship of skilful advertising to successful selling. Recognizing this, we hold similar luncheons for top advertising and business school seniors each spring.

To summarize, then, there are many advantages to newspaper work today. Hours and working conditions are nearly ideal -- for most people in the industry. The pay is high. The openings will continue to be available. The interest of the reading public is growing; the appreciation of newspaper advertising is mounting; the field of newspapering is becoming more complex and interesting.

The effort expended is rewarded by inward satisfaction and external recognition.

To me, this spells opportunity with a capital "O."

##



MENCKEN

INTRODUCTION

And EVALUATION ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

By William Rivers

Instructor in Journalism, the University of Miami

IT IS A SAD THING for a teacher of writing to mention the late H. L. Mencken in a college class and be met with unknowing stares, for Mencken was the writer for several generations of collegians.

It is even sadder, however, to read the Mencken obituaries (many of them written by the collegians of the 20's and 30's), for in them his friends and admirers seem to be trying to make of their idol a kindly man who dipped into invective, but who was an all-around jolly good fellow, in print and in person.

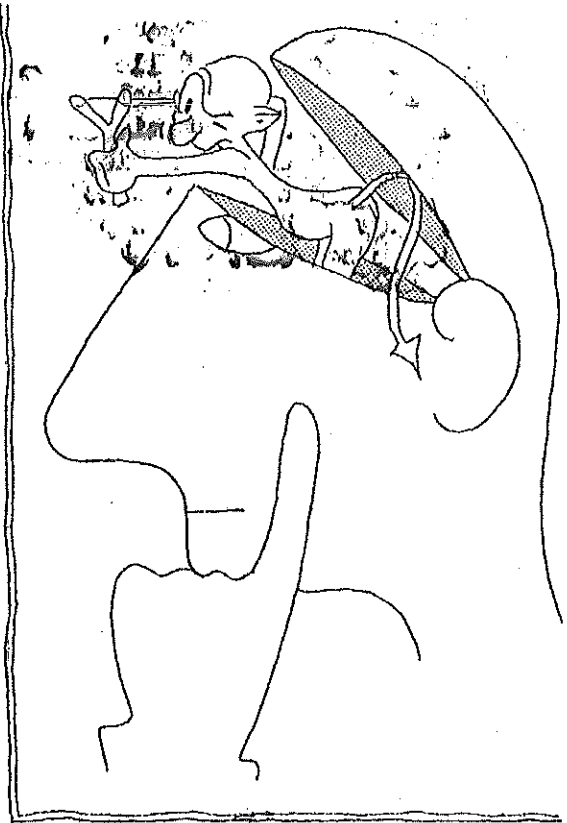
That he was good company is undeniable, but diluting Mr. Mencken is a great deal like drowning gin in vermouth; not only is the flavor gone, the Martini itself disappears.

The writers of the obituaries speak of his "agnosticism." He was not an agnostic, but an athiest; there were never any half-way measures for Henry Louis Mencken. "When it comes to the immortality of the soul, whatever that may be precisely, I can only say that it seems to me wholly incredible and preposterous."

These are hardly the words of a mere soul-searching doubter. Mencken doubted absolutely.

But to measure this man by his pronouncements, whether as philosopher of religion, literature or American life, is to miss the essential point. Mencken existed only to write, and all else was of little significance. When, shortly before his death, he deplored the fact that "there is no burial service for the admittedly damned," he spoke as a fashioner of sentences, not as a theologian.

It was inevitable, of course, that one who gave himself to writing as a pure art would find it necessary to bend the verities. Mencken admitted it readily, pointing out, "The man who boasts that he habitually tells the truth is simply a man with no respect for it. It is not a thing to be thrown about loosely, like small change; it is something to be cherished and hoarded and disbursed only when



absolutely Necessary."

Unfortunately, such paragraphs and sentences from Mencken's works are poor measures of him, since they suggest that he was an acidulous reformer or a professional cynic. In fact, he abhorred reform, was not militant and was not even disputatious.

Far from cynicism, he seemed to consider everything, including himself, a kind of divine comedy. ("As an American," he said, "naturally I spend most of my time laughing.") During one period, he sat at his desk on the third floor of his Baltimore home, chuckling hugely as he clipped scathing denunciations of himself from newspapers, books and magazines:

"Mencken's mental tastes remind me of the physical appetites of a seagull."

"Mencken, discussing any subject, reminds one of a dog killing a snake. He is foaming, frenzied, furious."

"Mencken appeals to bootleggers, streetwalkers and the like."

Having clipped enough, H. L. Mencken published the collected diatribes in a small book and often referred to it as "my favorite work."

This man, who began as a part-time, unpaid reporter in Baltimore and became a columnist, a magazine editor and, above all, an essayist, was an iconoclast of

the first water. College students of his day, unfortunately, followed him by becoming iconoclastic merely for the sake of militant iconoclasm, missing the point of the Mencken controversies.

For Mencken was important then, as his work is now, for only two purposes.

First, and least, Menckenia is valuable because it shows how the foremost American essayist wrote, how he made words work for him. For Mencken, writing was no chore, but a joy, and his zest for writing shows in every line. Words and phrases seem to have leaped onto paper, but they were completely under control. Anyone who writes anything can learn only from The Mencken Chrestomathy, from The Vintage Mencken, from the soon-to-be-released Minority Report, or even from his monumental The American Language.

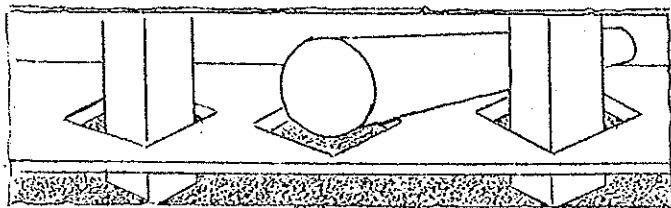
Second, and far more important, H. L. Mencken demonstrated in his denunciations of college professors, lady poets, chiropractors, censors, Prohibitionists, metaphysicians, clergymen and God, not that his targets held wrong views, or even that Mencken held better ones, but the multiple uses of nonconformity.

Was Mencken often wrong? He admitted it cheerfully. He contradicted himself more often than his opponents were able to contradict him successfully. But none of his denunciations proceeded from ignorance of the subject and he never accepted another's views when he could investigate for himself. Above all, he combined the scholar's itch for investigation with the skeptic's dislike for accepting a tradition simply because it was a graven image of the American Society.

On this point, Mencken, of course, is the best authority:

"The liberation of the human mind has never been furthered by dunderheads; it has been furthered by gay fellows who heave dead cats into sanctuaries and then go roistering down the highways of the world, proving to all men that doubt, after all, was safe. . . ." ##

Reprinted, with permission, from the Miami (Florida) Hurricane.



DISTINGUISHED NEWSMEN HIGHLIGHT CONFERENCE AT MACMURRAY COLLEGE

A need for journalism of personal significance and making newspapers more simple and direct were stressed by Turner Catledge, managing editor of the New York Times, in an address given at the third annual Newspaper Conference at MacMurray College, Jacksonville, Ill., Feb. 24.

Milton Caniff, creator of Steve Canyon, sketched several of his famous characters and commented on cartoon creation. Gov. William G. Stratton of Illinois briefly addressed the gathering, saluting freedom of the press.

These banquet highlights attended by 250 delegates from 45 colleges and 14 high schools, excluding MacMurray students, was preceded by seminar sessions led by distinguished newspapermen. Karin Walsh, city editor of the Chicago Sun-Times, moderated general sessions.

Seminar sessions were broken down into six separate topics (plus a seventh on Saturday for advisers), with each one given morning and afternoon on both Friday and Saturday to enable student delegates to attend as many different seminars as they wished.

Topics and leaders included: Reviews, Columns and Criticism--Arthur Bertelson, news editor, St. Louis Post Dispatch; Sports Writing--Robert Burns, sports editor, St. Louis Globe-Democrat; News and Feature Writing--Maurice Fischer, first assistant city editor, Chicago Daily News; Editorial Writing--Robert Kennedy, chief editorial writer, Chicago Sun - Times; Photography--Al Madsen, chief photographer, Chicago Daily Tribune; Typography, Make-up, Copy-editing -- Ralph Ulrich, chief copyreader, Chicago Sun - Times; Buryl Engleman, managing editor, Decatur Review, and Edward Armstrong, telegraph editor, Illinois State Register.

Seminar leaders were introduced at the banquet by Milburn P. Akers, executive editor of the Sun-Times. Edward Lindsay, editor - publisher of the Lindsay-Schaub publications, introduced Catledge.

Adviser of the MacMurray College Greetings, campus newspaper, is Paul V. Trovillo, director of public relations. Artis Simonson is editor and Ginny Nielsen was conference chairman. ##

IT WAS THE FAG END of the afternoon. The littered office of the college newspaper was almost deserted. Lounging in the usually busy office were a couple of freshmen girls and two male students. The phone rang. One of the girls looked around for someone to answer it and then seeing that no one stirred, she picked up the receiver and timidly said, "Hello."

She listened for a moment and then said hesitantly, "I'll find out."

Turning to one of the male hangers-on, she said, "It's somebody in administration. He wants to talk to the editor right away. What shall I tell him?"

"Tell him the editor just dropped dead," the student replied.

The girl promptly repeated the words, "The editor just dropped dead." Then she hung up.

Administration was shocked. Muted voices soon began offering condolences. It took considerable explaining to clear up the confusion.

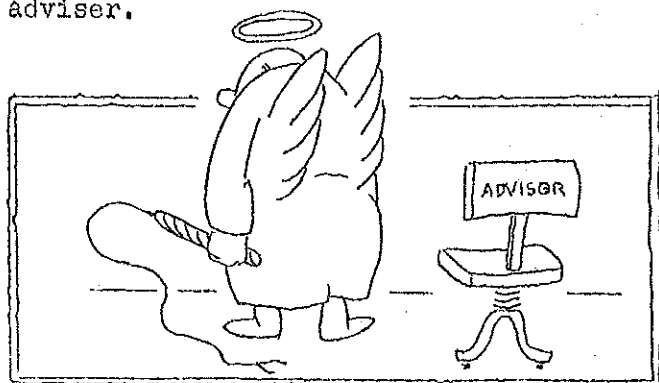
That little episode didn't get into print. But this one did. By coincidence, another girl reporter was involved.

While doing a minor rewrite job one day, the embryo sob sister decided the story needed a few hormones. It was a simple story. A mother's group was planning a social gathering for the boys; fruit punch was to be the refreshment. The heroine of this sad tale decided to write that the mothers were throwing a beer party. The story was printed.

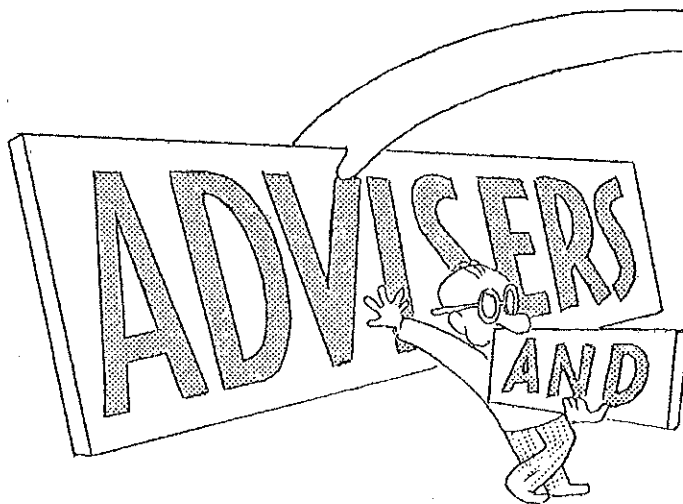
The anguish of the mothers was acute. Their keening was loud in the land.

*** *** *** ***

These anecdotes are not deeply significant. Campuses have been rocked by publications imbroglios of far greater consequence. But they serve to show that the unexpected is hovering over every issue, that there is a little humor to leaven the job and that somewhere in the middle of the confusion stands the lonely adviser.



BY NORMAN D. CHRISTENSEN. Since "Chris" became director of student publications at the University of Miami in 1946, the three major UM student publications have won ACP All-American awards for four consecutive years. Chris served two years with the Army during WWII, free-lanced for a year before joining



The word lonely is used advisedly. Just what should an adviser's role be? Is he administrative or academic? How far should his responsibilities extend, especially when that battle-tattered flag of "College Press Freedom" is unfurled? What are his duties? What is there to guide him?

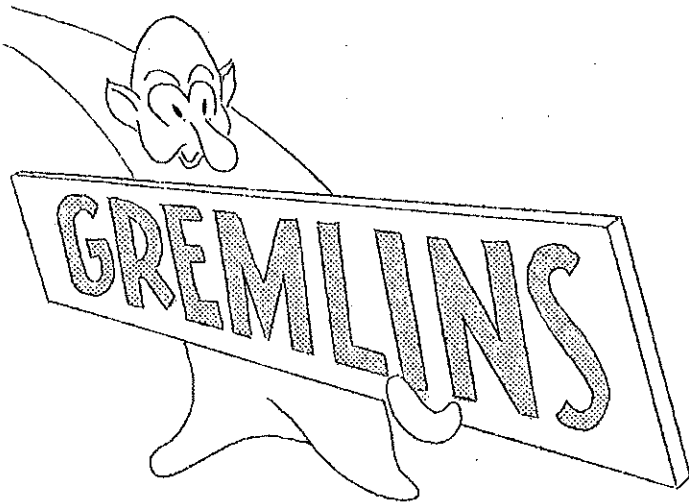
There are no complete answers to any of these questions. In the first place, we find that there is no uniformity in advisory positions. This applies whether they are in high schools or in colleges or universities. The titles themselves vary widely, a situation which in itself shows we are dealing with a twilight zone.

In some schools, the adviser may be nothing more than a watchful auditor, his activities limited strictly to the business side. In others, his editorial aid may be perfunctory, limited to keeping a part of his office hours open for publications problems. In some schools, the sponsor or adviser edits every story before it goes to the printers and helps plan every layout in the yearbook.

In a considerable number of schools, the adviser has a full time job and the tough job of overseeing both business and editorial sides of a handful of pub-

UM. He spent nine years before the war with the Minneapolis Morning Tribune.

"Advisers and Gremlins" is reprinted with permission of the Empire State School Press Association, in whose magazine ESSPA the article first appeared. Dario Politella, Executive Secretary, is also Chairman of NCCPA's Region I.



lications. For the most part, if we dare make a generalization, the adviser is a teacher, too. Thus, part of the time he is an educator in the formal sense; the rest of the time he functions more as an administrator. And sorrowfully we must admit that his status in the latter category is not clearly recognized. That it should be, that in larger schools he merits the status of a personnel dean, is properly the subject of another and longer lament.

*** *** *** ***

What then is the role of the adviser? In view of the vast variations in the positions, it is obvious there is no ready definition, no handy formula. Perhaps, the most useful course would be to strike out boldly into partially charted territory and generalize briefly on what the adviser's role should be.

At the outset, it should be stressed that school publications have all the problems of their professional counterparts. They are subject to the same tensions, the same composing room gremlins, the same difficulties in finding the facts. Furthermore, they have additional

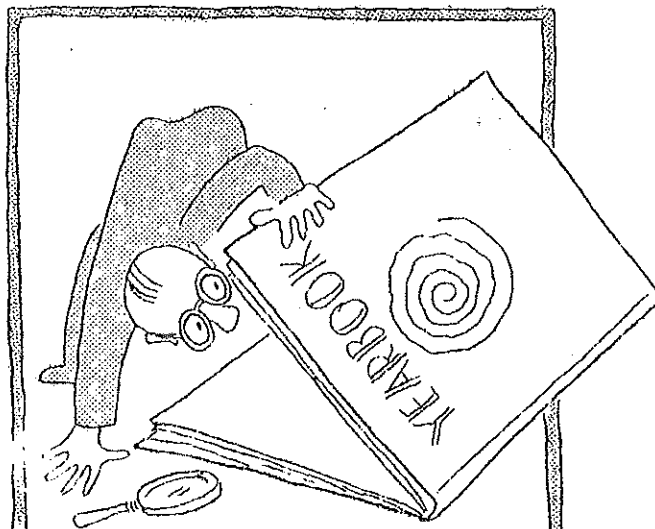
problems of inexperienced staffers, sometimes the aberrations of youthful excess, the yearly or semester turnover of staff and the difficulties posed by some administrations, which in their over-zealousness, regard a critical story as "dirty linen which we shouldn't hang out."

Nevertheless, even though conditions are difficult, the adviser should do his utmost to see that his publications aim at achieving professional levels. He need not, indeed he should not, take too direct a hand. He needs understanding, skill, tact and also sufficient professional experience to win the respect of the students. He should be able to teach, in any manner that commonsense directs, every phase of publication work, be it reporting, editing, typography, layout, picture selection or news evaluation. He should strive to impress editors with the idea that the publications exist to perform a useful service to the school community. Hence, it follows that they are not playthings or vehicles to express the editor's own pet peeves or to ease his more errant complexes.

The adviser should strive to build a tradition for a campus newspaper of objectivity, honesty, accuracy and fairness. If the paper is regarded with respect, its editorial voice can be a powerful one and its freedom assured.

The goals are passably clear. How to achieve them is a different matter. The burden rests on the individual adviser. He should be primarily an educator as suggested before. If he lacks professional knowledge or experience, he should acquire them. His approach, at least on the college level, should be indirect in that he shouldn't issue orders. He should demonstrate, suggest and correct. The adviser's interest in producing the best possible publications should be evident, even at the cost of extra hours. For the sake of morale and efficiency, the adviser must learn to select staffers carefully and be certain that top appointments are made on merit. He must inspire, sometimes admonish, be a friend or a partner, but always aim toward the goal of journalistic perfection.

This seems a nearly impossible role. No adviser could possibly play it perfectly. But it is only by striving for the best that we can do a better than average job in this business. The gremlins are still in the printshop. ##



Research

WHERE AND HOW DO YEARBOOK STAFFS GET THEIR INCOMES?

- ✓ advertising
- ✓ subscriptions
- ✓ activity fees
- ✓ typical budgets

THIS STUDY of yearbook financing was edited from a survey compiled and written by Fran Compton, editor of Scholastic Editor magazine, for the Associated Collegiate Press. Mrs. Compton, an ACP yearbook critical service judge, was editor of the 1954 Minnesota Gopher. She has been in charge of yearbook business and editorial meetings at ACP national conferences for the last two years.

By FRAN COMPTON

THE TOTAL AMOUNT spent by the 258 yearbooks entered in the 1955 ACP critical service was quite revealing: \$1,593-541.28! This led us to ask the question: Where and how do college yearbook staffs get the income? With that question in mind, figures from the 1955 yearbooks gave sufficient material on ACP Entry Blank financial statements to suggest some answers.

We present facts and figures on: 1- advertising; 2-yearbook sales at schools

where major income is from subscriptions rather than activity fees; 3-activity fee support in various enrollment groups; and 4-typical budgets.

Several charts are included.

IN 1955, 72% OF COLLEGE YEARBOOKS CARRIED ADS The Study of advertising rates produced some encouraging results. Because advertising is used as a means of income, it is essential that rates produce profit. A very few books lost money on advertising pages. Out of 258 books included in the survey, 187 used advertising or submitted reports complete enough to use in research. This means that 72 percent used advertising as a source of income. Profit was shown by 171; five broke even and 10 reported losses.

This profit - loss balance is figured on the difference between the production cost of one page and the full-page advertising rate. (Incidentally, the production cost for one page is determined by dividing the total production expenditure by the number of pages in the finished book.)

How much profit was made? Figures showed that the average of all profits was \$38 per page. The range was from \$164 per page to \$1. Taking the highest profit of

each enrollment group, the range was from \$164 to \$31; the average, \$78 per page. The lowest profits in each group ranged from \$40 to \$1. If advertising is used as a source of income, the rates should produce a profit -- a profit that makes advertising financially worthwhile. We cannot help but wonder if \$1 profit per page is worth the effort and energy expended to sell the advertising.

(--Please turn to page 14)

COMMENT ON ADVERTISING RATE CHART

Chart I compares advertising rates of yearbooks in similar enrollment groups. No profit figures are included. Highest rates do not always mean highest profits. (In one instance, it was discovered that the highest rate produced no profit to the book while a rate one - third less showed a considerable profit for another book.)

Chart on Advertising Rates

Enrollment Group	Dollar Rates Per Full Page Ad													
	150-140	149-140	139-130	129-120	119-110	109-100	99-90	89-80	79-70	69-60	59-50	49-40	39-30	29-20
20,000-15,001	1		1			1								
15,000-10,001	1			1					1					
10,000- 8,001						1								
8,000- 7,001	1					1			1					
7,000- 6,001			2			1		2						
6,000- 5,001		1		1	1	1		2	1		1			
5,000- 4,001						2	1							
4,000- 3,001				1		1								
3,000- 2,001						1		2		2				
2,000- 1,001	1					4	1	7	7	2	2	1		
1,000- 501					1	3	1	1		2	5	2	2	
500 minus						2		1	4	4	3	1	1	
JR. COLLEGE										1	3	1		
OFFSET														
18,000						1								
12,000						1								
6,000						1								
5,600							1							
4,000- 3,001						2								
3,000- 2,001						1	2	1		1				
2,000- 1,001	1						1	2	3	2	2	1		
1,000- 501	1		1			6		1	5	5	5	4	3	1
500 minus						4	1	1		5	6	6	2	
JR. COLLEGE								2		1	2	3	2	
Totals	6	1	4	3	2	34	8	22	22	25	29	19	10	1

SOME QUESTIONS TO CONSIDER when establishing advertising rates:

1. Does the rate allow for a profit?
2. Is the profit enough to make the advertising worthwhile?
3. Is the rate, allowing for a profit, higher than the traffic will bear? (Some books studied showed a higher net income from more pages of advertising at lower rates than did other books with higher rates and fewer pages.)

4. What are factors other than rates which affect ad sales: i.e., size of city in which school is located, sales techniques, number of books in area which are competing for advertising (including high schools), and the many other factors in individual schools.

5. Is advertising confined to 25 percent or less of entire pages in the book? (ACP believes that advertising pages should not exceed 25 percent of the entire book. If it is more than this, the principal content -- editorial story of the year--is overpowered by the commercial pages.)

THERE SEEMS to be little or no correlation between the number of pages of advertising sold and the rate charged. Many factors other than ad rates affect the number of pages sold. The rate is, of course, important, but it is not the only factor affecting sales. In the books reporting the number of pages sold, the range was from 74 to 2 pages, the average being 13 plus.

Out of the 258 books, approximately 25 percent depend upon subscription sales as major sources of income. A percentage of books received some support from an activity fee plan and book sales.

However, these latter figures are included in the activity fee study. The books considered here are only those which have a negligible amount of financial support from activity fees, or none.

Contrary to a general belief that if a book is priced low enough, the student body will buy, we found no positive correlation between the selling price and number of copies sold. Of course, this applies to a price which does not greatly exceed \$7. The general price range is from \$3.50 to \$7, with a few books sel-

ling for as low as \$3.25 to others as high as \$15. The old phrase "what the traffic will bear" again seems to apply to sales prices as well as to advertising rates.

We found no outstanding correlation between the enrollment of the school and the number of books sold. There is some indication that the larger schools are having more difficulty selling books than smaller schools. However, some large schools do sell a high percentage, and vice versa. (When several prices were reported, the average is listed on the chart below.)

II. CHART ON BOOK SALES

<u>Letterpress</u>			<u>Offset</u>		
% Buy- ing	Sel- ling price	Enro-ll- ment	% Buy- ing	Sel- ling price	Enroll- ment
100	\$7.00	3600	100	\$7.50	275
100	3.50	582	100	10.00	250
100	8.00	255	100	10.00	850
99	6.00	4382	100	4.00	2400
98	8.75	489	98	10.00	593
87	5.00	2060	98	5.00	450
82	5.00	400	96	8.00	496
80	10.00	850	93	5.50	1500
78	7.50	1283	93	15.00	170
77	5.00	315	85	6.00	1050
73	6.00	1556	85	10.00	230
60	8.50	580	84	5.00	349
60	3.50	5000	82	4.25	500
56	5.05	2500	82	5.00	508
55	7.00	8100	81	4.00	2450
52	5.00	1974	75	5.00	397
50	5.00	6000	75	5.00	1250
45	5.50	10000	68	4.50	480
45	6.25	10000	66	3.25	225
44	3.85	5800	65	5.00	875
42	3.50	1750	62	6.50	1600
40	6.00	15100	62	5.25	7200
39	5.50	6900	60	5.00	500
39	7.00	1266	58	5.00	1600
37	7.00	7750	57	6.00	5000
33	6.00	1452	50	5.00	8000
33	6.00	7000	27	7.00	5600
27	5.50	14000	23	6.00	18500
26	6.00	7797	14	8.00	9000
26	5.50	7750			
25	10.00	600			
25	5.00	7000			
22	6.50	18500			
14	4.25	20000			

According to the 258 financial reports submitted in the 1955 ACP Critical service, 67 percent of college yearbooks received major financial support from activity fees or subsidy plans. Eight percent indicated partial support from activity fees. In other words, these latter books sold some copies and also received some activity fee support. No fees in the school at all were reported by 19 percent, with six percent reporting an activity fee in the school without yearbook support. In some cases it is believed an activity fee exists where none was reported.

Our findings show that the activity fee plan was strongest in smaller schools, although some larger schools do have such fees. Chart III is designed to show: 1-enrollment groups; 2-number of books entered in each group; 3-those receiving major support from fees (few if any book sales); 4- those receiving partial support from fees (usually about equal amounts of income from sales and fees); 5-those reporting no fee in the school; and 6-those reporting a fee without yearbook support. Percentages are approximate.

In the school reporting use of activity fees, the general trend seems to be toward activity fee support for all student publications, entrance to athletic events, drama and musical events, and dances. Often, student government as well as those of other organizations receive some support. The cost of the activity fee cards ranged greatly depending, of course, on the size of the school and the number of organizations receiving funds from it.

A very few books reported activity fees collected solely for the yearbook. In the schools reporting a fee without yearbook support it was interesting to note that in some cases the newspaper



received support but the yearbook did not. Although 75 percent of the 258 college yearbooks do receive activity fee support, ACP does not believe that activity fee support is the panacea to all yearbook financial problems. In fact, in nearly all cases, other sources of income were reported, i.e., advertising, income from sales of pictures, special projects, etc. Undoubtedly many problems are not solved entirely by activity fee support. There could even be problems created by having such support.

III. CHART OF ACTIVITY FEE SUPPORT

Enrollment Group	No. of books	Major support Activity fee	Partial Support Activity Fee	No fee	Activity fee; no yearbook support
<u>Letterpress:</u>					
20,000 - 15,001	4	0	0	3	1
15,000 - 10,001	3	1	0	1	1
10,000 - 8,001	4	1		1	2
8,000 - 7,001	6	1	1	0	4
7,000 - 6,001	5	3	0	2	0
6,000 - 5,001	8	5	2	1	0
5,000 - 4,001	9	4	2	2	1
4,000 - 3,001	4	2	0	2	0
3,000 - 2,001	8	4	2	2	0
2,000 - 1,001	33	26	1	5	1
1,000 - 501	25	21	0	3	1
500 minus	20	16	1	3	0
JUNIOR COLLEGE	8	7	0	1	0
<u>Offset:</u>					
18,000	0	0	0	1	0
12,000	1	1	0	0	0
9,000 - 6,001	3	0	0	3	0
6,000 - 4,001	4	2	0	2	0
4,000 - 3,001	5	5	0	0	0
3,000 - 2,001	6	5	0	1	0
2,000 - 1,001	15	9	3	3	0
1,000 - 501	40	31	5	3	1
500 minus	30	19	0	9	2
JUNIOR COLLEGE	15	10	3	1	1
<u>Total</u>	257	173	20	49	15
Percentages . .	-	67%	08%	19%	06%

There could even be problems created by having such support. Consider these:

1. With an activity fee, is there pressure from the administration on editorial policies?

2. With partial activity fee support, is it more difficult to sell the necessary number of books? i.e., if seniors get the book on a fee plan, is there difficulty in selling books to underclassmen?

3. Is potential income the same every year or does it depend on the enrollment of the school?

4. Does the yearbook receive a fair share of the fee or do other activities receive a much greater percentage?

Typical budgets, two for each enrollment group, for both offset and letterpress, are presented in Charts IV and V (pp.17-18). We have attempted to select typical rather than average budgets.

COMMENTS ON THE CHARTS:

1. How much of the budget is spent on printing costs?

2. How much of the budget is spent on engraving costs (in letterpress books)?

3. How much is spent on covers?

4. Do these amounts seem financially logical and practical in view of the total budget?

5. All books show a profit, of varying amounts. (This is in harmony with the general financial situation: Nearly all books entered showed some profit, if only a few dollars.)

6. How much of the income comes from sources other than advertising, book sales and/or activity fees?

7. The expenditure totals for five books starred (*) include amounts spent for art although these exact amounts are not included in the charts. ##

REGIONAL CHAIRMEN ANNOUNCED

Norman D. Christensen, national chairman, announces the appointment of regional chairmen for eight areas of the country. They include:

Region I

Dario Politella, Business Adviser of Student Publications, Syracuse University, Syracuse 10, New York. Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, New York, Connecticut.

Region II

Dr. Donald Swarts, Director of Student Publications, the University of Pittsburgh, Pittsburgh 13, Pennsylvania. Pennsylvania, West Virginia, Virginia, New Jersey, District of Columbia, North Carolina, South Carolina, Delaware, Maryland.

Region III

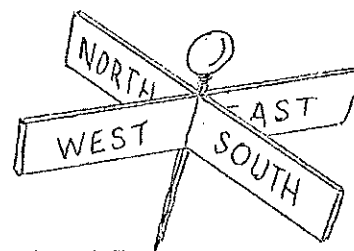
Reid H. Montgomery, Adviser to Student Publications, Florida State University, Tallahassee; and Dr. J.F. Summersette, Director of Student Publications, Clark College, Atlanta, Georgia. Florida, Georgia, Alabama, Mississippi, Arkansas, Louisiana, Kentucky, Tennessee.

Region IV

W. F. McIlrath, Director of Student Publications, Michigan State University, East Lansing. Michigan, Ohio, Illinois, Wisconsin, Indiana.

Region V

C. J. Medlin, Manager, Student Publications Inc., Kansas State College, Manhattan. Minnesota, Iowa, Nebraska, South Dakota, North Dakota, Kansas, Missouri.



Region VI

Dr. Oliver R. Smith, Chairman, Journalism Department, Brigham Young University, Provo, Utah. Montana, Wyoming, Colorado, Utah, Idaho, Nevada.

Region VII

Walter Frederick, Director of Publications, the University of California, Berkeley 4. Washington, Oregon, California.

Region VIII

M. S. Reese, Business Manager and Adviser, Southern Methodist University, Dallas 5, Texas. Arizona, New Mexico, Texas, Oklahoma.

National Officers

National officers of NCCPA include Norman D. Christensen, Chairman; Director of Student Publications, P. O. Box 8107, The University of Miami, Coral Gables 46, Florida;

Frank P. Gill, Adviser, Student Publications, 5046-D Second Avenue, Wayne University, Detroit 1, Michigan, Vice Chairman; and

Arthur M. Sanderson, Secretary-Treasurer, 18 Journalism Building, The University of Minnesota, Minneapolis 14, where national headquarters are maintained.

L E T T E R P R E S S

	No. of books printed	Selling price per book	No. of pages in book	Sub. Sales	Amount Adv.	Ad rate one page	Activity Fee	Clubs and organiza- tions	Picture Income	Miso. Income	Total Income	Printing	Covers	Engraving	Photog- raphy	Office Exp.	Misc.	Total Expend.
10,000 plus	3700	5.50	506	17,897	1520	150	--	10,253	5527	368	35,565	17,848	1828	6300	790	1932	1559	50,353*
	3600	5.50	452	17,140	--	--	--	6,000	2600	1500	27,240	16,000	4700	**	100	4250	1350	26,400
10,000-7,001	5000	4.50	467	9,257	--	--	15,230	9,160	13700	954	38,201	22,154	**	7602	2600	379	3034	35,771
	3000	7.00	464	20,560	2370	150	--	6,150	3840	--	32,920	16,350	**	8100	1220	2135	237	28,292
7,000-4,001	2700	5.50	458	14,575	1926	75	--	9,210	4262	--	29,973	13,533	1400	5800	2125	1038	4170	28,967*
	4100	5.00	304	--	1220	80	16,200	4,445	710	180	22,755	10,621	3401	5685	1072	370	1551	22,700
4,000-2,001	3000	5.00	344	270	3680	60	16,467	--	2289	--	22,706	11,234	**	5703	3226	210	299	20,673
	1735	3.75	304	6,130	827	80	4,750	756	378	--	12,841	5,447	786	2949	848	1695	--	11,728
2,000-1,001	1300	10.00	206	140	960	80	8,710	645	--	--	10,456	5,022	**	3247	1829	305	51	10,456
	1100	5.00	206	5,000	1240	60	--	1,975	--	--	8,215	3,650	630	2017	1247	400	15	7,959
1,000- 501	1075	6.00	208	--	1400	60	6,144	--	--	--	7,544	3,430	1008	1900	170	875	30	7,413
	700	6.00	144	--	--	--	3,900	140	--	900	5,040	1,530	846	1350	800	25	480	5,031
500 minus	625	6.00	200	600	425	80	4,700	--	--	--	5,275	4,400	**	**	832	65	114	5,411
	340	--	112	--	2000	60	1,900	--	--	--	3,900	1,300	500	1350	380	70	100	3,700
Jr. College	350	8.00	168	135	1260	50	3,168	540	304	--	5,407	1,884	932	1592	810	38	83	5,382*
	360	5.25	114	89	880	40	1,745	465	450	111	3,732	3,061	**	**	575	--	47	3,684

* Total includes amount spent for art work; not shown on chart.

** Included with printing costs.

O F F S E T

	No. of books printed	Selling price per book	No. of pages in book	Sub. Sales	Amount Adv.	Ad rate one page	Activity Fee	Clubs and organiza- tions	Picture Income	Misc. Income	Total Income	Printing	Covers	Engraving	Photog- raphy	Office	Misc.	Total Expend.
6000 plus	4150	5.00	432	20,000	--	--	--	6,825	1624	--	28,449	20,940	**	**	2217	124	2498	25,778
	1350	8.00	352	8,000	885	--	--	1,450	200	3150	13,685	10,000	918	**	567	2200	--	13,685
6,000-4,001	1525	7.00	448	9,300	2700	95	--	6,600	1450	2250	22,300	16,141	1410	--	900	2879	100	21,430
	330	4.50	272	--	--	--	9,579	3,951	--	--	13,537	10,683	--	--	1254	606	800	13,343
4,000-2,001	2300	6.00	335	--	1500	90	14,500	1,000	--	--	12,000	13,000	--	--	2000	1700	--	16,700
	1900	4.00	312	--	2522	100	10,036	1,310	360	800	15,028	8,032	1285	--	1475	151	2315	13,258
2,000-1,001	1650	4.00	282	--	1299	50	5,488	583	--	836	8,167	7,048	--	--	107	25	896	8,053
	1200	6.50	312	6,500	900	80	--	--	--	--	7,400	6,200	--	--	1000	--	--	7,200
1,000- 501	1000	--	200	--	1860	160	2,834	1,275	--	--	5,969	5,000	--	--	913	40	--	5,953
	550	4.00	148	84	678	32	2,224	--	433	14	3,433	2,605	--	--	747	19	--	3,361
500 minus	450	8.50	152	100	600	80	3,000	--	--	--	3,700	3,700	500	--	600	100	--	3,600
	400	5.00	152	85	418	50	1,935	--	--	--	2,438	2,047	--	--	350	20	--	2,439*
Jr. College	700	2.70	176	101	437	30	2,466	381	588	33	3,978	3,138	--	--	--	--	--	3,930*
	200	3.25	120	487	970	50	--	850	--	1200	1,478	1,242	150	--	--	--	--	1,392

* Total includes amount spent for art work; not shown on chart.

** Included with printing costs.

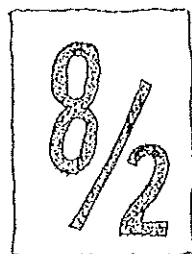
(2) whether any new policies should be established.

The TSP Board is in the midst of such a re-evaluation. As a first step the Board agreed that there have been some misstatements of facts and examples of poor editorial judgment in The Texan.

They have also agreed that one of the responsibilities of a campus newspaper is to furnish a factual background concerning a controversial issue prior to or at the time of editorial comment. They are now examining the question of what policies should be followed by a newspaper in a state university in commenting on state officials and controversial legislative matters.

All concerned hope that this final description of policies will be such as to satisfy both the principles of press freedom and those of press responsibility.

##



SOME COLLEGE NEWSPAPERS HAVE been editorializing on the recent ruling by the University of Maryland, in which the administration placed the Board of Publications in the hands of eight faculty mem-

bers and two voting students, neither of which may be a paid member of any student publication.

NCCPA summarizes a report from Robert G. Carey, faculty adviser to student publications:

The former Publications Board, established in the by-laws of the Student Government Association, provided for a chairman and three other faculty members appointed by the University president; the president of SGA and of Pi Delta Epsilon, and the editors of the newspaper, yearbook, campus magazine, and freshman handbook. An editor could vote only on matters concerning his publication, and the chairman could vote on appointments, but otherwise only in case of tie votes.

This by-law, then, provided for six students and four faculty members, but on matters pertaining specifically to one publication, there could possibly be a balanced vote of three students (presidents of SGA and Pi Delta, and the editor of the publication in question), vs. three faculty members, with the chairman voting in case of tie. This worked out quite favorably, however, because during the history of this Publications Board there

never was one instance when the three students lined up against the three faculty members, or vice versa.

"The only thing wrong with this Board, as I see it," Carey says, "is that the faculty members retained their memberships over the years, while the student members served one-year terms. It is my personal belief that this business of education works both ways--up as well as down--and we should take every opportunity to educate faculty and administration as well as student body as to the functions, ethics, and problems attending this field we call 'journalism.'"

WITH THE CREATION of the new Committee on Student Publications and Communications a step in the right direction was taken, he said. Only one member from the department of journalism is on this committee. In addition there are representatives from the School of Pharmacy, School of Dentistry, College of Agriculture, College of Arts and Sciences, and the College of Business and Public Administration. "While several of these members are not familiar with the technical aspects of producing a publication, they certainly are capable of rendering intelligent decisions on matters of general policy -- and it must be remembered that this new committee is responsible for general policy concerning the publications and the campus radio station," Carey said.

"The nub of the problem, as the students see it, lies in the fact that there are only two student voting memberships on this new committee, and these students are to be appointed by the Student Government Association, and the selection shall be made from students not now receiving remuneration from work on any of the student publications."

"I feel," Carey said, "that the students are justified in urging that there be a more equitable student representation on this committee."

"I further feel that the students are correct in wanting to keep the student publications as a separate area of activity, rather than see it placed under the direct control of this department. The Diamondback has been most cooperative in helping us provide an opportunity for reportorial experience for our News Reporting I & II students. This is as much as we should ask, so far as I am concerned."

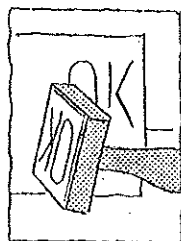
(SGA still partially subsidizes the

Diamondback and Old Line magazine, and pays all the bills for the Terrapin yearbook and M-Book (freshman handbook).

At this point, SGA is asking for a reconsideration and review of the membership of the new committee. In the meantime, the committee chairman, Dr. John Frederick, head of the Department of Business Organization, has appointed sub-committees for each of the four publications. Each sub-committee consists of a member of the general committee as chairman, the faculty adviser of the publication, the editor, and the business manager.

These committees have been instructed by the chairman to take care of all matters of a technical and business nature, screen and interview candidates for major editorial and business positions, discuss problems involving policy and recommend policy changes or amendments. The chairman in each case acts as liaison officer between the sub-committee and the general committee.

Carey, whose suggestion to form these sub-committees was adopted, says that this method, "while it appears to be a bit cumbersome on paper, has worked efficiently so far, and it has given the editors and business managers almost as much voice as they had before. I feel that it has provided a temporary machinery for permitting the students to have a hand in governing their own affairs." ##



THE STUDENT BODY OF THE UNIVERSITY of North Carolina reaffirmed their confidence in Daily Tar Heel editors Louis Kraar and Ed Yoder in a special recall election Feb. 14.

In what was called "rather vociferous student criticism of editorial policies," petitions were presented asking for the removal of the student-elected editors. In the resultant balloting, the editors received 1,777 votes against 932 and 122 votes for two other candidates.

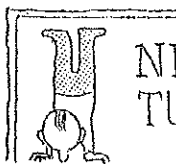
"Those demagogues who would use this paper for a political tool have been crushed," Kraar said in a statement printed on page 1 of The Tar Heel following the election. "And I am proud the students themselves did it. We will go on writing to the best of our convictions and continue inviting the campus to disagree with us."

Yoder said: "Two factions have been repudiated by the students: the political tail-walkers and the alarmists who thought the students wanted a colorless Daily Tar Heel."

THE DAILY TAR HEEL is completely a student newspaper with no faculty supervision whatever. Editors are elected by the student body. A Publications Board, of five student members and two faculty members, awards contracts and supervises the business end of publications. "It does not, however," said Walter Spearman, a faculty member of the Board of Publications, "exercise any control over editorial policy. For many years The Tar Heel has taken great pride in being a student newspaper free to express student opinion without faculty censorship or interference." ##



AS AN AFTERMATH of the recall election, approximately 2,500 issues of The Tar Heel were reported missing or stolen after delivery men ended their early morning routes on voting day. The Daily Tar Heel, however, put out 2500 copies in a noon-hour extra edition. The Chapel Hill Police Dept. was asked to investigate the disappearance of the newspapers. ##



NEWSPAPER TRADITION TURNED UPSIDE DOWN

Since the majority of human beings are right-handed--and would more naturally start at the back of a newspaper or magazine and slip pages from left to right with the right hand--the University of Wyoming Branding Iron, campus newspaper, came out with a "Newspaper for Right Handed People" in its Feb. 10 issue. The front page was in the normal position of the back page, and so on. This, the innovators claimed, made it possible to read the "front" page--then using the right hand, flip through the pages in a more "normal and rational" procedure. ##

THANKS TO A FINE ARTIST--

Illustrations and art work for this edition of the NCCPA Review comes from the skilful stylus work and drawings of Ian Sanderson, brother of the editor, and heartfelt thanks are extended. ##

2+2 equals 5

NEWSPAPER COSTS, AD RATE RESEARCH SHOW NO GENERAL FORMULA

PAUL V. PETERSON, journalism instructor and newspaper adviser at the University of Omaha, Omaha, Nebraska, received 109 of 166 questionnaires mailed to representative college newspapers to find information on local and national advertising rates and printing costs. The NCCPA Review has tabulated his results by enrollment groups for quick reference.

Mr. Peterson says: "The purpose of the seeking of information was just that, and as a result no conclusions have been drawn. You can draw your own if you like!

"If any conclusions were to be drawn from this hasty look at the financing of the college press, one appears to be outstanding. And that is there is no general formula for determining advertising charges, national and local, on the basis of circulation or printing costs. Local situations are undoubtedly different, but it appears they must be even more different than I had suspected!

"Several weaknesses are apparent in the limited questionnaire, and they include such items as: an unclear definition of printing costs, an unclear definition of frequency of issue, a lack of engraving costs, and the (column) size of the newspaper printed." /Ed. note: Classification below is listed as "semi-monthly" rather than the often ambiguous "bi-weekly," and where frequency of publication is unknown, figures have been omitted./

"But it was a start, and the financial information has already been a boon to the student publications committee at the University of Omaha." ##

In the columns below, "N" equals National Advertising Rate; "L" equals Local Advertising Rate; and "P" stands for Printing Costs.

Figures in parentheses represent number of respondents; N, L, and P for each school is shown with one figure directly under the other, for purposes of individual comparisons. "x" indicates omissions.

500 MINUS WEEKLY (1)

N x
L 70;
P \$75

500 MINUS SEMI-MONTHLY (4)

N 50¢ 60¢ 25¢ x
L 45¢ 60¢ 25¢ 75¢
P \$70 \$85 x \$100

500 MINUS MONTHLY (none)

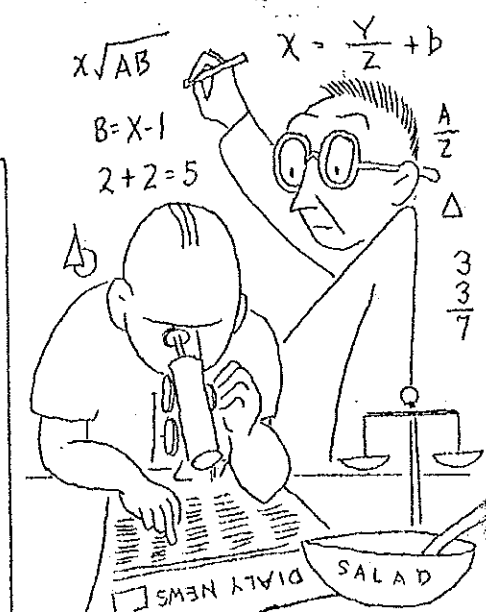
500-1000 WEEKLY (5)

N 75¢ 80¢ 70¢ 40¢ 65¢
L 60¢ 80¢ 70¢ 45¢ 60¢
P \$110 \$165 \$100 \$71 \$107

500-1000 SEMI-MONTHLY (3)

N x 75¢ 1.00
L 75¢ 85¢ 1.00
P \$135 x x

500-1000 MONTHLY (none)



1000-2000 WEEKLY (13)

N 75¢ 1.10 70¢ 50¢ 1.25
L 90¢ 95¢ 65¢ 50¢ 1.25
P \$120 \$105 \$105 x \$138

N 70¢ 85¢ 88¢ 1.00 70¢
L 60¢ 75¢ 70¢ 65¢ 65¢
P \$135 \$108 \$120 \$163 \$93

N 1.00 70¢ 65¢
L 1.00 45¢ 50¢
P \$232 \$75 x

1000-2000 SEMI-MONTHLY (4)

N 1.00 75¢ 75¢ 50¢
L 65¢ 50¢ 1.00 60¢
P \$140 \$47 \$115 \$140

2000-3000 WEEKLY (18)

N 75¢ 95¢ 85¢ 80¢ 1.00
L 75¢ 1.00 85¢ 60¢ 1.25
P x x \$105 \$140 \$176

N 1.00 1.10 75¢ 75¢ 85¢
L 1.25 1.00 50¢ 70¢ 1.50
P \$110 \$160 \$150 \$228 \$140

N 90¢ 1.00 77¢ 1.05
L 1.10 90¢ 70¢ 50¢ 1.00
P \$150 \$140 \$180 \$88 \$107

N 1.54 84¢ 70¢
L 1.24 70¢ 40¢
P x \$109 x

2000-3000 SEMI-MONTHLY (2)

N 90¢ 90¢
L 1.00 1.10
P \$324 \$120

(1000-2000 Monthly: none)
(2000-3000 Monthly: none)

3000-4000 WEEKLY (8)
 N 75¢ 84¢ 85¢ 1.25 90¢
 L 60¢ 1.10 75¢ 1.00 70¢
 P \$120 \$125 \$100 \$200 \$144
 N 1.00 1.00 85¢
 L 75¢ 1.00 65¢
 P \$120 \$350 \$140

3000-4000 SEMI-MONTHLY (2)
 N 1.00 90¢
 L 1.00 50¢
 P \$375 \$100

4000-5000 WEEKLY (4)
 N 90¢ 84¢ 1.10 1.15
 L 80¢ 70¢ 1.10 95¢
 P \$140 \$200 \$190 \$190
 Semi-monthly, monthly (0)

5000-7500 WEEKLY (2)
 N 90¢ 1.00
 L 90¢ x
 P \$150 \$108

5000-7500 SEMI-MONTHLY (1)
 N 1.05; L 1.25; P \$145

7500-10,000 WEEKLY (2)
 N 1.40 1.25
 L 1.25 1.25
 P \$228 \$160

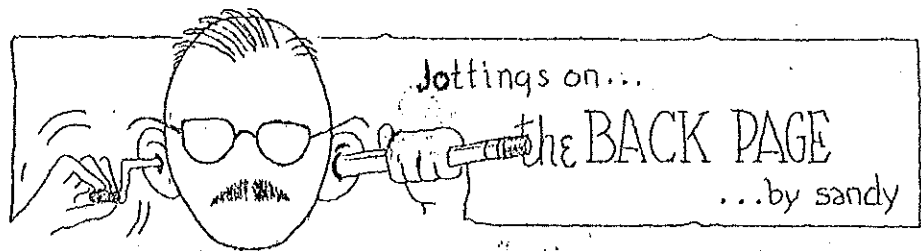
OVER 10,000 WEEKLY (1)
 N 1.00; L 70¢; P \$284

2 to 4 TIMES WEEKLY (20)
 (all enrollments)
 N 85¢ 80¢ 75¢ 1.35 1.10
 L 75¢ 60¢ 80¢ 1.75 90¢
 P \$125 \$130 x \$206 \$120
 N 1.00 85¢ 90¢ 1.20 79¢
 L 1.30 85¢ 90¢ 1.10 70¢
 P \$118 \$204 \$81 \$140 \$240
 N 80¢ 90¢ 90¢ 1.05 84¢
 L 60¢ 1.00 50¢ 1.00 65¢
 P \$180 \$120 \$147 \$105 \$113
 N 1.05 1.25 1.05 1.50 1.20
 L 90¢ 90¢ 80¢ 1.10 1.50
 P \$165 \$138 \$120 \$162 \$189

DAILY (All Enrollments; 9)
 N 1.00 1.54 1.20 90¢ 1.05
 L 98¢ 1.25 90¢ 63¢ 75¢
 P \$165 x \$175 \$175 \$122

N 98¢ 1.10 1.00 77¢
 L 80¢ 80¢ 1.00 70¢
 P \$120 \$150 \$84 \$100 ##

22-Newspaper Costs, Ad rates



FRANK P. GILL, Adviser to student publications, Wayne University, Detroit, Mich., and vice-chairman of NCCPA, is author of a just-published 24-page booklet. It is an Occupational Guide for Journalists, published by the Michigan Employment Security Commission. Gill's survey bears out many of Otto Silha's remarks (pp.6-7), although in Michigan, Gill says, "opportunities today for reporting jobs on large metropolitan dailies are limited." The employment picture on weekly and community newspapers, however, "is far more heartening."

The number of reporters and editors in Michigan increased by over 50% (1,873 to 2,900) between 1940 and 1950, Gill reports. "A large part of this increase was in the house organ, trade publication, technical magazine, radio-television news, and public relations field."

Although jobs are specialized and hard to get on trade publications, work on house organs and other types of industrial publications "offer a fairly open and lucrative field to journalists," and "chances are good for finding a job" in a field open to women as well as to men.

Gill's survey bears out the contention of thoughtful advisers to college publications that more work in schools and departments of journalism need to stress this expanding field of journalism.

ANOTHER BOOKLET can be reported here: Lester G. Benz, Publisher of The Daily Iowan at the State University of Iowa and instructor in journalism, has made extensive revisions in the current ninth edition of The Iowa Newspaper Desk Book. Capitalization changes have been toward the "up" style, some sections have been rewritten in part, and changes have been made in the section on punctuation.

This style book is detailed and most complete, with sections on reporting, copy preparation, abbreviations, capitalizations, bylines and datelines, divisions of words, figures, punctuation, titles, grammatical problems, spelling, miscellaneous style rules, pictorial journalism, copyreading, headlines, getting copy into type, proofreading, law of journalism, and sports statistics. Included are the Canons of Journalism and a journalistic oath, suggested by Ovetta Culp Hobby.

More than 100,000 copies of earlier editions have been distributed. It is available from the SUI Extension Division, Iowa City, Iowa.

JAMES H. BLISS, publications adviser at Western Washington College, Bellingham, has sent to your secretary's office copies of a questionnaire form used to compile figures for newspapers and yearbooks in his eight-school regional conference. Other regional officers who are contemplating similar surveys might wish to write to Prof. Bliss for sample copies.

NCCPA REVIEW, MARCH, 1956