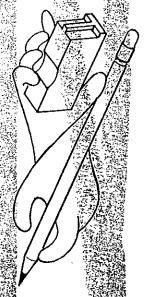
College Press

CUCN

National Council of College Publication Advisers



In This Issue

"GOODBY, MR. PRESIDENT

83 Selected Newspapers Show How The Collegiate Press Paid Their Last Tributes to President John F Kennedy

The Ropgun Rress: A Counter Challenge to Advisers

-Arthur M. Sanderson

Comparison of Students' and Editors News Concepts Guido HaStempel

SPRING 1964

Volume 4

COLLEGE PRESS

nccpa REVIEW

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ARTHUR M. SANDERSON

VOL. 4, NO. 2 SPRING, 1964

Editorial

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---Special Supplement---

"GOODBY, MR. PRESIDENT"
83 selected newspapers
show how the student press
paid their last tributes

Grateful acknowledgement is given to Prof. Donald K. Woolley and his assistant, Mr. Paul Long, for photography; to Mr. Henry Africa for technical assistance; and to editors and advisers who supplied information.

2--EDITORIAL

Editorial: A HORSE OF A DIFFERENT COLOR-

IS YOUR EDITOR driving around campus in a Ford Mustang? If not, here's the background:

Editors of 50 leading college newspapers recently were invited to Dearborn to spend a day discussing with Ford promotional personnel the company's advertising approach to youth. Each was offered use of a Mustang on campus; 44 accepted.

There has been some sharp reaction. Sigma Delta Chi charges that "such a promotion violates the professional journalistic ethics upheld by Sigma Delta Chi." The Wall Street Journal editorialized on May 1: "We've no doubt at all that if any of these student editors ever become real editors they aren't going to sound very convincing on the subject of ethics in high places when they have a free-loading Ford in their past."

We would much appreciate reaction reports from advisers to the favored fifty (send clips of editorials, comments, letters to the editor of your newspapers). And—as this concerns all of us—let us hear from other NCCPA members, too.

I'll start off: The Tuesday, May 5, issue of The Daily Iowan carried two editorials. The lead one, headed "Unethical Promotion," was written and signed by the DI chief photographer (and chapter president of SDX). He took the student editor severely to task: "It is obvious that the leaders of the journalism profession are deeply concerned about the implications of this Ford promotion. Such practices, whether innocent or not, cast doubts of integrity upon the college editors and their newspapers involved...."

The reply ("From the Promoted") by the editor said, in part: "As an editor who will have a 'free-loading Ford in my past, I am alarmed by the 'doubts of integrity' cast upon us college editors...The resolution (of SDX) against Ford seems to me a volley fired for the right purpose at the wrong target... There was no attempt by Ford officials at the conference to persuade editors to give publicity in their college papers to the Mustang... They wanted to know how to reach. the college market... The second purpose was served with a day-long conference devoted to the editors' opinions of Ford's youth promotion, the first by putting them on campus in a Mustang. I could not see before the conference -- and I still cannot -- anything unethical in offering my time and my opinions to Ford. Ford received no free publicity in The Iowan (except for these editorials) and I doubt that they received any from the other 49 papers represented."

My own reaction: I do not doubt the student editor's integrity. It is silly to think that "free publicity in The Iowan" will be asked, or accepted if offered. But free publicity is already evident in public display. Aside from real value to Ford of campus reaction as reported by the editors, the real nub is that the college editors as campus leaders and pace setters are using the prestige of their offices and of their newspapers for commercial purposes.

Attending a day-long conference as consultants? Perhaps. Driving around campus in a new car? No.

My vote: Nix!

--AMS

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THE POPGUN PRESS

A COUNTER-CHALLENGE TO ADVISERS

IN WHICH IS DISCUSSED

The Synechdocic Adviser Syndrome
The Pavlovian Response Syndrome
The Procrustean Syndrome
The Hands-off-and-eyes-front Syndrome
The 'It's-your-job-not-mine' Syndrome

WHEN I was editor of my high school newspaper in Montana we printed a letter from a student who complained that he was deprived of his three-year perfect attendance record because he was two hours late to school one blizzardy morning. School buses were not running — in fact, most traffic was at a standstill—and his letter told how he skiled over drifts and across fields from his home in a rural community in below-zero weather. Was it fair, he concluded rhetorically, to be placed in detention class and lose his perfect attendance record?

This hit me right between the eyes. "No!" I exclaimed, and thereupon drafted an editorial reply, claiming that the attendance office, by following the letter of the law, circumvented true justice. It was a long time ago and I don't recollect specific details; no doubt I did not use such a resounding phrase as "circumventing justice," although that probably was my feeling. I think I did suggest in my editorial draft that he be given, instead of a detention slip, a hero's medal, and that the entire student body should be proud of the example he set.

After my adviser read copy on my proposed editorial she had a heart-to-heart talk with me. My reaction was less than enthusiastic, so she herself wrote an "Editor's Note" to answer the student's letter. In it she extolled punctuality as a golden virtue, and "explained" that while the student's effort was indeed commendable, tardiness could not be excused: if a surgeon was two hours late at the operating table a patient might die; a train might be wrecked if the engineer started even two minutes late, etc., etc. (I think I had brought up in our prior dis-

--Dr. Sanderson, assistant professor of journalism at the University of Iowa at Iowa City, is Executive Director of the National Council of College Publications Advisers and edits its journals. This article is a reply to "A Challenge to Advisers," by Professor Melvin Mencher, Columbia (N. Y.) Graduate School of Journalism, in the Spring, 1963, issue of The College Press Review, and represents the writer's personal opinions.

Parts of this article have been printed in The Journal of the Student Press and the Journal of the National Association of Student Personnel Administrators (NASPA).

CHALLENGE No. 2: THE POPGUN PRESS--3

cussion that the Northern Pacific trains were running four or five hours behind schedule that day; my comment may have led her to writing the editorial reply herself.)

At any rate, the status quo was upheld even thoughthe school administration goofed. Few, I think, were convinced by the adviser's "Editor's Note," least of all the student readers. I was thoroughly disillusioned. I still remember the episode with shame, although it was exactly thirty years ago and our newspaper adviser, admirable in many ways, has long since gone to her reward.

Since that time I have read many hundreds of high school and college newspapers as general manager of the National Scholastic Press and Associated Collegiate Press associations in Minneapolis and currently as chairman of the board of judges for Quill and Scroll, international honor society for high school journalists. I have been student publications adviser at a small college and at a large university, with a previous background as a professional weekly and daily newspaperman.

Out of this experience I have distilled my philosophy on advising students. It might best be expressed as: "Train 'em and then trust 'em," in the words of Professor-emeritus E. J. Hopkins of Arizona State.* These six words can take the place of paragraphs, pages, and reams of generalizations. I start with the premise that students want to be good newspaper men and women, that they want to publish accurate, responsible, and good newspapers. Of course I have been disappointed in some students, in some issues, at some times.

The Synechdocic Adviser Syndrome

The first part of my credo is "Train 'em!" If editors edit, then advisers should advise. Professor Reef Waldrep of Western Illinois University noted in an issue of The College Press Review that it is fashionable for advisers to boast to each other that they never know what's in their student newspaper until they read it the day after publication.** From this, I suppose, it's but a small step to the philosophy that the best

adviser is one who never reads his student newspaper at all.

Recently an out - of - state visitor to my office told me that when he was editor of his campus weekly he saw his newspaper adviser twice: to shake hands on the first day, and to say goodby on the last day. Many editors will agree that this is the way it should be. Some will be quite blunt about it: "The most helpful adviser is no adviser," responds one to a questionnaire; "we have no adviser here--and I personally wouldn't want one." And others are arrogant about it: "Advisers should speak to editors only when spoken to." "He should stay out of our publications affairs until we call him."*

We may agree at the outset that most student newspapers have faculty advisers, that their duties range from merely nominal to close involvement in the work, and that their relationships with their staffs, and their competence, range from very good to very bad. After that, one can hear a wide range of opinions. Too often they may be formulated, however, from limited experience. Generalized principles or an absolute philosophy are not worth much when built upon isolated instances. My discussion here, therefore, must be based on a statement that some advisers for some newspapers in some institutions under some circumstances at some times may do some good for some editors.

This places me in the middle of the Yabbut camp, as opposed to the Absolutists. I do not believe in absolute freedom for the student press. I give assent to many principles advocated by the Absolutists, but sooner or later I must stop nodding my head in vigorous agreement to interject a "Yeah, but.!"

Do not expect, therefore, ringing rhetoric; there will be no quickening of your pulse, no ultimatums, no huzzas. On the contrary, there is danger that the discussion may wander aimlessly, that nothing will be resolved, or that platitudinous profundity may cover timidity. I hope not.

If an adviser is to train his students, he must first win their confidence.

In my first week as news-editorial supervisor to The Daily Iowan at the University of Iowa (eight years ago this June), the student editor came in to see me. (We had met previously over coffee, warily feeling

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^{*} See "Educational Approach to Supervision," by Ernest J. Hopkins, College Press Review, (January, 1957), pp. 4-6.

^{**} See "Just What IS an Adviser?" by Reef Waldrep, College Press Review, (November, 1960), pp. 4-6.

⁴⁻⁻COUNTER-CHALLENGE TO ADVISERS

^{*} See "Students' View of the Role of the Adviser," by Herman A. Estrin, College Press Review (Spring, 1961), p. 29

out each other's ideas and measuring noses: he trying to find out how far I was likely to poke mine into his affairs, and I how much of a nose for news he had. I had inherited a situation from the previous faculty adviser, as well as his students.) "Do you have any good ideas for editorial subjects?" he asked me. We were entering the summer doldrums, he had been writing daily editorials for the last couple of months and, he said, seemed to have run dry. I was pleased at his dropping in and we talked for a while. Then I had a bright idea.

"Look," I said, "why don't I ask my editorial writing class to turn in carbons to you? You can use what you want."

He was aghast at the idea. "Oh, no," he said. "That would be censorship!"

The subject was dropped.*

The Pavlovian Syndrome

"Censorship" is a Pavlovian word to many student editors. Utter it and they automatically go into shock. Let an adviser quirk an eyebrow about taste or facts in a story, an editorial, a cartoon, and he's had it. He becomes a censor. An editorial may follow, denouncing censorship and defending "freedom of the press." Milton, Mill, and Mencher will be quoted. Letter writers will leap to their typewriters to join the hue and cry. Then, when the exchange newspapers make their rounds, Newspaper D will reprint editorial comment from Newspaper C which copied an editorial in Newspaper B whose editors had read the protest in our Newspaper A.

Entirely overlooked, too often, is this: What was the fracas actually about?

Many editorials I read give no evidence of primary investigation upon which judgments have been based, often very harsh editorial judgments of alleged censorship. They are merely echoes and, like echoes, are entirely without substance. One may respect the intentions of college editors who rally to their colleagues in defense of freedom of the student press, but editorial opinion is of worth only when a judgment is drawn from an impartial, thoughtful examination of all sides. To respect a newspaper's point of view, a reader must have an informed opinion. Anyone who has gone through a crisis involving freedom of student ex-

* I lost the first round, but times have changed. I'm now called "Dr. Sanderson" by the cubs, "Sandy" by editors, and "Hey-Boss" by others: "Hey, boss, what did you think of my story yesterday...??

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pression knows of the enormous hidden depths, the ramifications, the complexities, the unreported backgrounds involved -- so much of it that any outsider attempting to judge must often do so from one-sided reasoning from one-sided fragments.

The Procrustean Syndrome

Too often freedom of the press is judged by a Procrustean principle. Editors--or administrators and advisers, too-- will lay a particular instance or a crisis on the bed of a preconceived rigid principle; if it does not fit, it is summarily chopped off or stretched to make it fit the preconceived principle, and a judgment is rendered from the distortion. Thus we have the cry of "Censorship!" (from the editors), or "Irresponsibility!" (from the administrators or advisers).

More heat than light is shed in the bitterness which follows. Much of the misunderstanding is semantic. Claims and counterclaims are too broad or divergent in definition. Use of such concepts as "responsibility," "monopoly press," "pressure," "censorship," "tone," "freedom," "image," and the like, provide no common meeting ground between reader and writer, or editor and administrator.

Professor Mencher, for example, has said that a campus newspaper "should not be held to furthering the image of the university." If he means that the newspaper should not be a sundial, to record passively only the sunny hours, we are in agreement. But here is that ol' debbil word "image." He feels that a newspaper owes nothing to its university. In his amplification of the statement, he advocates that a newspaper has a duty to its readers, which it properly should represent, rather than to the university. Professor Mencher writes well, and his article was convincing. I think we agree on basic principles concerning freedom of the student press. I can not go with him the whole way, however; I must stop to say "Yeah, but..." I believe that a student newspaper does owe something to its university, and that it can further the "image" of the university without compromising any of its integrity.

Two related examples will, I hope, illustrate my meaning.

In my first semester as news-editorial supervisor of The Daily Iowan, the Student Council and the University president had invited members of the State Legislature to sit in the student section at a football COUNTER-CHALLENGE TO ADVISERS--5

game, as guests of the student body. This meant that some 100 to 200 students would have to find seats nearer the goal line. The student newspaper thereupon, in increasingly denunciatory articles, abusive editorials, and the encouragement of letters to the editor (many in exceedingly immature bad taste or insulting-by any one's definition) helped raise campus emotions to a pitch where rumors spread that the legislators would be pelted with fruit and vegetables if they appeared at the stadium.

The second example took place about five years later. Prior to the 1962 legislative session, Daily Iowan editors and staffers were as much concerned as the faculty and administration over the proposed biennial budget for the University. They prepared a special edition during the session, showing the need for capital improvement funds. They took copies to the state capitol and placed one on each legislator's desk. They spent the day in the State House buttonholing their own home county representatives to tell them of the University's needs.

In the first example, editors used the power of the student press to fan flames of emotion over whether some students should sit in or near the end zone for a football game, encouraging embarrassment and possible irreparable damage to the University's reputation. They hammered away at the theme that students were being denied seats at the football game, ignoring a proper issue for reasonable protest that some students would not get good seats for the game.

In the second example, the student newspaper tried to arouse interest among students and legislators for a much-needed increase in the operating budget for the University.

An intemperate crusade for protecting some student football seats on the 25-yard line instead of the 5-yard line can not be equated with a crusade to show legislators that most students were vitally concerned about their University's educational needs.

The key word above is "intemperate," not whether there was concern for reasonable vigorous protest. When freedom was abused and threatened to turn into license, however, the whistle was blown and the editors' game was halted. The welfare of the University was more important than the protection of the shortsighted bias of two student editors and some equally immature student football fans.

6--COUNTER-CHALLENGE TO ADVISERS

Here's another example to support my claim that there can be no absolutes, and that a newspaper can and does owe something to its university:

Each summer The Daily Iowan publishes a "University Edition" of 90 to 112 pages. The University buys 5,000 copies to mail to matriculating freshmen and transfer students to help introduce them to University life. Aside from the first eight-page "wrap" which contains the usual day's AP wire news and local stories and features, the content is slanted to these prospective students with explanatory articles, pictures, and announcements of academic, cultural and recreational activities of the campus and the town.

One year the student editor of this edition proclaimed that he would really tell the truth of what life was really like at Iowa. I later saw his story on dormitory life, one paragraph of which related that dormitory maids who tidied rooms were disgusted because they had to clean up the vomit and mess on the floors following student binges downtown. The editor vowed that this was really true, although admitting that he actually knew only of rare instances. This may indeed have been an isolated "fact," but a 10,000-to-1 or a 20,000-to-1 occurrence did not deserve the prominence it was slated to be given. In such instances, I confer with several editors. They, as his peers, prevailed upon the University Edition editor to delete the remark as non-representative and inaccurate as a "true" picture of dormitory life.

The Hands Off and Eyes Front Syndrome

I do not believe that every adviser who reads a piece of copy is automatically a censor. Nor need he be considered a stooge of the administration. Nor need he read copy only to see what must be cut out to keep the newspaper 99 44/100 per cent pure and mild. It is quite possible (at some times, in some places, etc.) that he may be impartial or neutral --a mediator-- as easily as he may be otherwise judged a censor. There is nothing amiss in mediation; much that is bad in censorship.

I do believe that for the better student newspapers in the better colleges and universities, an adviser need not perform this pre - reading function, and I believe that most good advisers in these institutions vigorously protect the student editors in their freedom to edit their own copy in their own way.

There are, by my philosophy, no black and COLLEGE PRESS REVIEW, SPRING, 1964

white alternatives, however. Circumstances may dictate flexible procedures.

A number of years ago at a small college I took over the job of advising student publications from a colleague who had had no professional newspaper experience and little experience in advising. Consequently, the weekly newspaper had been entirely student-run and student-edited. (If your immediate reaction at this point is "Of course! This is the way it should be," I must interject: "Why should any one agree that this was the "best" situation when the background and facts are yet unknown? A Pavlovian response is at work!)

During the first semester I kept mostly in the background as an observer, although I offered many suggestions. The newspaper was edited by two fraternity brothers, with a third as business manager. Paying jobs were considered a legacy of this fraternity, to be handed down to succeeding brothers. Most copy was thrown together between 10 p.m. and 4 a.m. of the deadline day. Page 1 invariably contained a large picture of a fraternity or sorority dance. Other pictures were blown up to 2- or 3-columns depending upon the wide open news hole, not upon their worth. Much was stuff clipped from the exchanges.

At the end of the semester I announced that I would appoint the new staff myself. I took down the "keep out" sign from the newsroom door and invited applications. The new city editor was in my reporting class and we devoted part of Monday class to his giving assignments to my reporting students. Their stories often were written in class, so that their copy could be edited and headlined the following hour by my copyreading class and dummied on the spot by the new editor. (How about that! Copy was being written, edited, headlined and dummied on Monday, and final deadline was not until Thursday. The staff was amazed.)

We (we, not they) began producing a pretty good newspaper which began to cover all college activities.

High handed, dictatorial practice on my part? Of course. Hell, yes!

Censorship? No.

I was a member of the newspaper staff, in a senior position as adviser. I was training new students to put out a newspaper. Real censorship came later when an administrative official told the editor not to print a critical editorial on something or other. I took the editor to the college COLLEGE PRESS REVIEW, SPRING, 1964

president and got assurance that we would get backing -- or, at least, no opposition. Censorship, in this instance, was an attempt by one outside the organization to dictate to those inside the organization. The truth needed to be told. The administrator was concerned with a college "image," and the editorial did not particularly enhance his picture of the college.

Professor Mencher and I would agree, I think, that our first duty was to the truth. But I am unwilling to go further to agree that we felt we owed nothing to our college in printing a very critical editorial. We felt we owed <u>much</u> to our college in calling attention to a serious situation. If some method other than publicity would have given the same results, we would have tried that. We were concerned for our college, not with an "attack upon the administration," nor with boasts of our "freedom of the press."

The following year the newspaper was enlarged to six columns and was being taken over by the new editors as I shifted more and more responsibility and planning to their shoulders. They were finding so much good local news that it was a problem to include it all, in spite of the additional space. Previous complaints had been that there was "no news."

Now, should I have merely sat in my office, splendidly aloof from it all? What would have been the point of my assignment as publications adviser? Would I have been justified in pointing to that original lousy sheet and saying that it was a student newspaper and that I was not responsible for it? Should I have shaken hands with the editors on the first day and bade them fare—well on the last day, proud that I had never read a line of copy, stoutly defending the editors' "rights" to freedom of the press?

The It's-Your-Job, - Not-Mine Syndrome

Advisers, if they are to be worthy of that most descriptive job title, need not sit back in their office chairs to announce that "If the editor wants any advice, he knows my office number." Let him, instead, do some real advising when he sees a need for it.

When editors do not take the initiative, (through lack of experience rather than lack of desire) a good adviser should prod them into grappling with significant issues and probing in depth the many campus-related events. It has nothing to do with freedom

of the press, or "interference," or any other bugaboo. Daily Iowan advisers actively encourage staffers to reach out as far as they can. Reporting students of Edward P. Bassett, for example, are directed to such topics as a comprehensive study of the impact of industry on the community, the financial health of Greek houses on campus, a survey of what city fashion stores do to prepare for the exploitation of Spring fashions (including trends and how the stores are guided in these matters), the development of language areas on campus (including the expanding Russian and Oriental language study areas), exploration of the graduate college administration (including testing and all the problems involved here), a roundup on city police statistics (comparing student and townspeople records), a review of the situation in married student housing in human terms, a survey of Iowa City's position in the urban renewal question--and so on. Many of these in-depth reports are offered to Daily Iowan editors; they select, edit, and display them as they wish.

Trust in Trained Students

We thus train our students, and then we trust them.

My philosophy of trusting trained students has worked out pretty well for me. As an adviser, I do not read editorial copy in advance of publication, although the publisher and I reserve final authority over all content, subject to subsequent approval of any such action by the board of Student Publications, Inc., composed of five students elected by the student body and four faculty members appointed by the University president. It is, thus, well understood by all staffers that student freedom of the press is not an absolute here. In practice, however, editors and faculty advisers act upon that assumption. Competent professional advice, freely available in daily consultation, usually is accepted, sometimes modified, and occasionally amiably rejected. We think our staffers are well trained in journalistic practices; nearly all of them are journalism majors who go on to good jobs on good newspapers and magazines. We trust them and they trust us. We don't worry about freedom of the press because we feel we have it. Advisers expect several slip-ups and, on the average, one major error in student news or editorial judgment a year. (The editor is held responsible for news-editorial content, I might add, not I). Honest differences of opinion are not infrequent, for 8--COUNTER-CHALLENGE TO ADVISERS

while we claim that our students are well trained, they definitely are not trained seals--nor do we expect them to be or want them to be.

The 'Popgun Press' Syndrome

Many college newspapers are, of course, more than a bulletin board of last week's athletic scores and meetings and dances, but more are not. A college or university is, or should be, a place where ideas ferment, where experiments are tried, where truth is sought. And anywhere that fermentation occurs, an explosion may result or an experiment sour. Fermentation often produces change, a "chemical change with effervescence," as my dictionary puts it.

How often do most college newspapers report this? How do they reflect this exciting environment? Too often there is no effervescence whatever. One finds, instead, large pictures of the ubiquitous campus queens, one after another; items about a sorority tea, the intramural basketball schedule. dances and routine club meetings, a campus poll on what five or six students think of cutting across the lawn instead of using sidewalks, next week's or last week's Student Union concert and a long feature story on the local tennis champion. I exaggerate, but not much; to aim the student press solely on such trivia -- to overplay the routine, I mean--is akin to dragging a cannon up a hill to shoot a sparrow. A smaller weapon would be more appropriate.

Would we be satisfied, however, with a popun press? What I am trying to get across is that editors, advisers, administrators, readers— everyone—should be as much concerned with this weakness of the student press as some are concerned with freedom of the press. Many student newspapers are not concerned about freedom of the press because they do not measure up to it. They have neither tested nor tasted freedom because there has been no occasion to use it or abuse it. This apathy should concern us all as much as the well-publicized and muchdiscussed topic of "freedom of the student press."

Counter-Challenge to Advisers

This is, therefore, my challenge to advisers: Are you looking over, or overlooking, a popgun press? Good student editors on good student newspapers are usually hardnosed, and if they are to have advisers, they should have good ones. They certainly are not going COLLEGE PRESS REVIEW, SPRING, 1964

to get along with weak ones or dictatorial ones.

Adviser-Training Courses Needed

Although many well-edited newspapers have no advisers, I foresee a trend among the larger college dailies and weeklies for more supervision than less. This calls for trained personnel. It means much more than hiring a reporter or deskman from a downtown daily, one who thinks he might enjoy the groves of academe. We need specialized experts--good teachers -- and there are not nearly enough of them to fill the growing demand. Many campus newspapers are now Big Business, and their budgets, equipment, responsibilities and needs are probably as great as that of half of the professional daily newspapers in the country. Some have, or will have soon, annual budgets approaching a quarter of a million dollars. As the saying goes, that ain't hay.

But editors change every year and, on the average, the whole staff changes every two years or so. Almost the entire readership changes every four years. Goals of staffers are college degrees; they put in whatever extracurricular time and energy they can spare on the student newspaper. Some use the experience as internships for professional journalism; most find it only a rewarding student activity.

If, as I predict, the larger student newspapers will get more supervision from trained advisers, then we need more trained advisers. So far as I know, no school or department of journalism offers courses or instruction in supervision beyond the high school level, except in summer workshops. Few students, for that matter, are aware of this growing field where salaries of \$10,000 are not uncommon for university directors of student publications.

With the growing financial, technical and editorial problems of the larger student publications, more and more are turning to professional help to bring continuity, guidance and experience to student staffs. The smaller newspapers, of course, may continue to have an assistant professor of history or home economics or English as "adviser," much as high school teachers take turns at hall duty. These drafted "advisers" may be the ones who say that they are available if the editors ask for advice -- what advice they may be able to give -- and these are the ones who are not really advisers at all. So many of their newspapers are a sorry lot; they are the popuun press. ## COLLEGE PRESS REVIEW, SPRING, 1964

SAN JOSE STATE AND UNIVERSITY OF MINNESOTA OFFER SUMMER COLLEGE PUBLICATIONS WORKSHOPS

Our attention has been called to two publications workshops for college advisers and staffers this summer:

* San Jose (California) State College, in the beautiful Santa Clara Valley a few miles down the peninsula from cool San Francisco, will repeat its successful Department of Journalism & Advertising school publications workshop June 22 through July 31.

The workshop(Journalism 118AS) is designed for present or prospective school newspaper advisers and for anyone else who would enjoy working on the staff of a college newspaper. No experience is necessary for the 6-week, 3-unit course. Students will constitute the staff of the San Jose State College Summertimes, summer session newspaper published semi-weekly.

Interested individuals may write San Jose State College summer sessions office for copies of the 1964 Summer Session Bulletins which include application blanks. Registration permits are issued in the order in which students apply.

Deadline for applying is June 1.

* The University of Minnesota, in the Land of 10,000 Lakes, offers a summer workshop sponsored by the School of Journalism and the Associated Collegiate Press, June 15-26. The course is Journalism 182, Publications Workshop, and offers 3 hours of regular University credit.

The workshop is an afternoon course, giving students free mornings to do extra study, or elect regular summer session courses if they wish to stay the full five weeks.

Those who wish may come to "shirt sleeve" sessions in photography, typography, and makeup in the mornings. There will be an extensive library of ACP All American, First and Second Class newspapers and yearbooks for study.

Address inquiries to Prof. Harold W. Wilson, School of Journalism, University of Minnesota, Minneapolis, Minnesota 55455. #

NCCPA NATIONAL CHAIRMAN RECEIVES CITATION

Dr. Herman A. Estrin, national chairman of NCCPA and professor of English at Newark (N.J.) College of Engineering, received a special citation in November from the New Jersey Association of Teachers of English for his contribution to the teaching of English in New Jersey and for his publications in the field of education. ##

COUNTER-CHALLENGE TO ADVISERS-9

Students' and Campus Editors' News Concepts

By GUIDO H. STEMPEL III Central Michigan University

WE JUDGE editors on how well they meet the needs and interests of their readers. However, when we talk about these needs and interests, we usually are guessing, however educated some of our guesses may be.

The UCLA Daily Bruin study reported in the College Press Review* gives us a chance to eliminate some of the guesswork. That study reported how important and how interesting UCLA students think 24 kinds of news and editorial content are. It also compared these findings with the content of The Daily Bruin and found two noteworthy discrepancies. Cultural events, ranked second in importance and first in interest, accounted for only 2% of the space.

On the other hand, major sports, rated 7th in importance and 14th in interest, received 16% of the space.

These findings suggest that there may be a substantial difference between editors' perception of news and students' perception of news. It would seem worthwhile to see how editors feel about the importance and interest in these 24 news-editorial categories.

Method

The annual Associated Collegiate Press conference in New York City (Oct. 17-19, 1963) gave us a rare chance to get the opinions of a large number of editors. Because any exploration of college editors' opinions must sooner or later raise questions about advisers' opinions, we also took advantage of the chance in New York to reach advisers.

Dr. Lyle and Dr. Wilcox made the UCLA questionnaire available.** This questionnaire was reproduced with only minor changes to eliminate specific references to UCLA and The Daily Bruin. Also, where the UCLA

10--COMPARISON OF NEWS CONCEPTS

study had asked students how interested they themselves were in the 24 kinds of news-editorial content, we asked the editors and advisers how interested they thought students on their own campuses were. The respondent was instructed to choose among four ratings: plus plus, very favorable; plus, favorable; minus, unfavorable; and minus minus, very unfavorable.

The questionnaire was administered at the initial meetings of the Basic Newspaper Course, the Pacemaker series and the Problems of College Dailies series. It was given to advisers at the NCCPA business meeting. These newspaper meetings were chosen in an attempt to reach as many editors as possible without duplication. Thirty-three advisers and 110 editors completed the questionnaire.

Here are the categories in the order they appeared on the questionnaire: (The underlined titles, which are used in the tables in the UCLA study and in this study, did not appear on the questionnaire.)

<u>Major sports</u>: Spectator sports such as football, basketball, baseball and track.

Minor sports: Sports such as tennis, soccer, golf, crew, water polo, swimming, wrestling, cross-country and gymnastics.

Intramural sports:

<u>Faculty-senate</u>: Faculty committee and academic senate actions.

Administration: University or college administration actions.

<u>Physical campus</u>: Information on campus physical development for building and expansion.

Other universities: News from other colleges and universities.

<u>Faculty-individual</u>: News about individual faculty achievements and activities.

Religious activities: Religious programs and activities.

Student government: News of student government.

Special projects: Special projects such as Red Cross Blood Drive, United Fund, Easter Seal, etc.

COLLEGE PRESS REVIEW, SPRING, 1964

^{*}Jack Lyle and Walter Wilcox, "Students View the News...The Daily Bruin Study, "College Press Review (Spring 1963) pp.14-23.

^{**}We wish to express our appreciation for the generous cooperation of Dr. Lyle and Dr. Wilcox.

	Rating of Percentage						
	. er centage	O1	T (STOTAR	III.	ສຸນເ	nses
				ance		ter	
		Eds	Adv	UCLA	Eds	Adv	UCLA
Editorial	s	98	94	85	81	76	7 7
General Co	overage		97	-		97	
Administra	ation			92		67	
Letters		94	82	86	83	76	84
Intellecti	u al	alı	97	07	67	48	07
Activit:	ies	フエ	21	71	01	40	01
Physical			97			82	
Student G		-	94			67	-
Cultural I			97			42	
Faculty-S	enate	-	91			33	
Columns	•		70			73	
Social-Po				86		76	
Major Spo		80	91	88	88	85	68
Extracurr Social	icular-	76	76	86	88	97	70
Schools-D	epartment s	76	85	87	50	48	71
Students-	Individual	. 74	85	68		82	
Honorary-			.97			42	
•	ndividual		76			36	
Minor Spo			61			39	
Special P			67			12	
Fraternit			55			58	
Intramura	1 Sports	50	58	57	62	48	38

N=110 student editors, 33 advisers, 512 UCLA students

46 48 78

17 27 33

34 30 80

18 33 34

25 27 30

Letters: Letters to the editor.

Other Universities

Women's News

Religious Activities46 70 50

Intellectual activities: Campus-wide intellectual activities such as speakers, forums, seminars.

General coverage: General coverage of student-campus news and activities.

Women's news: Women's news including fash-

ions.

<u>Cultural events</u>: Cultural events such as plays, concerts, art exhibits.

<u>Fraternities-dormitories:</u> Social groups such as Greeks and dormitory organizations.

<u>Student-individual:</u> News and features about individual students.

Honorary-academic: Honorary and academic groups.

Extracurricular-social: Campus-wide extracurricular activities such as dances, Spring Sing, etc.

<u>Columns</u>: Columns written by students or newspaper staff members.

Schools-departments: School and departmental activities.

COLLEGE PRESS REVIEW, SPRING, 1964

TABLE 2 Significant Differences Between Student Editors And UCLA Students	% Positive Response-E	% Positive Response-U	Significan Level
	In	porta	nce
Physical campus Other universities Faculty-individual Special projects Letters General coverage Women's news Fraternities-dorms Extracurricular-social Columns Schools-departments Editorials	92 46 69 55 94 97 17 54 76 88 76 98	77	.001 .001 .001 .01 .05 .001 .05 .01
	ַ	Intere	st
Major sports Intramural sports Other universities Faculty-individual Religious activities Student government Special projects Intellectual activities Cultural events Students-individual Honorary-academic Extracurricular-social Columns	88 62 34 33 18 69 21 67 65 72 38 88	56 70 72	.001 .001 .001 .01 .05 .001 .001 .001
Schools-departments Social-political	50 74	71 84	.001

N=110 editors and 512 UCLA students

Editorials:

Social-Political: Campus news of social and political significance such as racial discrimination, political ideology.

Results

In Table 1, we have listed the percentage of positive responses for both Importance and Interest for the 24 categories. Along with the results for the student editors and advisers, we have included the UCLA results as they appeared in the article in the College Press Review (op. cit., p. 14).

It is clear in Table 1 that there is considerable agreement between editors and advisers. While there is also substantial agreement between editors and the UCLA sample, there are points of difference. Those

COMPARISON OF NEWS CONCEPTS--11

differences which are statistically significant are in Table 2. We used a " \underline{z} " test on the differences of proportions.

While there are significant differences for 12 categories on the Importance rating some of these differences are too small to be very important. For four categories—Other Universities, Special Projects, Faculty-Individual and Fraternities—Dorms—the UCLA students have a far higher proportion of positive responses. For Other Universities and Fraternities—Dorms, the difference is 32%, while for Faculty-Individual it is 23% and for Special Projects it is 21%.

For 15 of the 24 categories there is a significant difference in the proportion of positive ratings for Interest. Again, the largest differences are for types of stories the UCLA students rate higher than the editors do. For News of Other Universities, the difference is 46%, while for Faculty-Individual it is 45% and for Special Projects it is 24%. On the other hand, the proportion of editors giving a positive response is 24% greater for Intramural Sports and 20% greater for Major Sports.

Perhaps more important are some areas in which the editors and the UCLA students agree approximately on the Importance, but differ substantially on the Interest. Simply because there is the agreement on Importance, these areas could turn out to be more likely to cause controversy. Areas in which editors substantially underestimate student

TABLE 3 Significant Differences Between Student Editors And Advisers	% Positive Response-Eds	% Positive Response Advisers	Significance Level
	Ī	mportan	се
Religious activities	46	70	•02
Honorary-academic	71	97	.001
Columns	88	70	•05
Social-political	88	97	•05
		Interest	<u>t</u>
Faculty-senate	62	33	.01
Administratioh	85	67	•05
General coverage	88	97	.05
Cultural events	65	42	•05
Extracurricular-social	88	97	-05

N=110 student editors and 33 advisers

interest are Religious Activities, Intellectual Activities, Cultural Events and Schools-Departments. It would seem, then, that editors underestimate the seriousness of their readers.

Advisers' Results

If the above has concerned advisers, as well it might, then Table 3 should be somewhat reassuring. That there are so few significant differences between editors and advisers suggests that they see pretty much eye to eye. This, of course, probably reflects the influence that advisers have in the formation of concepts of news by editors.

The major differences are that advisers consider Religious Activities and Honorary-Academic more Important than editors do, while editors consider Faculty-Senate, Administration and Cultural Events more Interesting than advisers do.

Conclusions

This study supports the findings of the UCLA study. Both studies provide evidence that student readers may be ready for more serious newspapers than student editors realize. The ACP editors overestimated Interest in Sports and underestimated Interest in four categories of more serious news.

Similar evidence can be seen by comparing the UCLA student Interest with the allocation of space in The Daily Bruin.

Of course, editors of your campus newspaper may be more in touch with the real preferences of their readers. Their news values may be more sophisticated, or their readers less sophisticated. Still, we feel this study places the burden of proof on each college newspaper. It may be time to take some of the guesswork out of editing your paper.

If some of you accept this challenge to find out what your readers think about news, your findings will, among other things, sharpen our definition of what news is on the college campus. Such a study can close the gap between reader and editor. The UCLA study was a long first step. This study is a second step. Your study can be the third step along a path that leads to better college newspapers.

Any adviser interested in making a news study on his own campus should write to Dr. Stempel, Central Michigan University, Mt. Pleasant. Tell him the name of your publication and the number of questionnaires you will need. He will send them to you along with full instructions for their use.

How To Conduct Judging Contests For Newspapers

By HERMAN A. ESTRIN
Newark (N.J.) College of Engineering

COLLEGE EDITORS should receive recognition for the contributions that they have made to collegiate publications. To do so, the New Jersey Collegiate Press sponsors an annual contest open to the twenty-five member colleges and universities throughout the state. The contest is directed by the vice president of the Association, who publicizes the contest, prepares a display of the winning entries, and presents the plaques and certificates to the "best" in each category.

One former vice president of the Association stated:

"As chairman of the Newspaper Contest, I found the job to be highly rewarding and interesting. I became more intimately acquainted with the other collegiate newspapers and enjoyed reading the writings of the many entrants. In addition, I was most pleased to meet the various judges and to work with them on this important project of NJCPA's annual program—a necessary motivation in the cause of journalism."

The former chairman has suggested the following procedure in conducting a successful contest:

In October announce the contest, its rules, conduct and deadlines. This is the time to choose judges (preferably from various areas around the state).

Contact the judges before January and request their assistance in the contest. This allows enough time to await replies and to make any changes desired.

Send out contest rules and entry blanks to each State Association member college in February or early March.

Record all entries submitted by title of entry, author's name, school, paper, date of

Dr. Estrin is national chairman, National Council of College Publications Advisers. COLLEGE PRESS REVIEW, SPRING, 1964

publication, and staff position of author. When all entries are in, send them to the respective judges.

It will simplify procedures if the following rules of the contest are sent to each college:

- 1. One entry for each category may be entered by each member college.
- 2. To qualify, material must have been published in your newspaper between September 1 and April 1.
- 3. The deadline for submitting all entries shall be (Monday) April 10.
- 4. The form of the entries must be as follows: each entry must be clipped and pasted on a separate sheet of 8½" x 11" paper. Each entry should be accompanied with an additional sheet which shall contain (clearly written or typed):
 - 1. Category in which entry is to be judged
 - 2. Name of paper and date of publication
 - 3. Name and address of college
 - 4. Name of author of the entry.
 - 5. In the photography division, both the original photo and the printed photograph should be submitted.

All entries should be submitted to the contest chairman by April 10. (Name and address of chairman to be included.)

Categories of the contest should include best news story, best editorial, best features story, photography, and best sports story.

In addition to the plaque which is awarded the first place winner, certificates are awarded to the second and third place winners. Sample official entry form:

OFFICIAL ENTRY FORM

Cate	gory	T
Name	of	Paper
Date	of	Publication
Name	of	Author
Staff	? Po	osition of Author

asking professional newspapermen to serve as judges for the contest brings the college press in contact with skilled and experienced journalists. As a result, several contestants were hired to work on newspaper staffs during the summer, on Saturdays, and after graduation. In addition, judges learn that collegiate publications have a high degree of professional journalism; that most college editors have a "nose" for news and utilize to the maximum degree the resources of their staffs; and that collegiate journalism is alive, professional, resourceful and intelligent.

HOW TO CONDUCT A NEWSPAPER CONTEST-- 13

California College Paper Studies Community Problem

By KENNETH S. DEVOL San Fernando Valley State College

THE TERM "investigative reporting," I suppose, covers a multitude of sins--and achievements. At San Fernando Valley State College, Northridge, California, it hopefully could be listed as an achievement defined in terms of a study of selected problems vital to the community. But a study such as this, no matter how "investigative," is difficult to evaluate unless findings are sifted, sorted, interwoven and, of course, communicated. The campus newspaper offers a "built-in" means of accomplishing these functions. And this can be best accomplished by a single package --a supplement.

The supplement concept was inaugurated on our campus after reading the outstanding

A Study: Transportation In Depth: Transportation



Economic Stability of San Fernando Valley
Dependent on Transportation of Men, Goods



our campus after reading the outstanding package put together by the University of Nebraska which dug deeply and well into the unicameral system used by the Nebraska State Legislature.

On the Valley State College campus this inspiration was focused on an eight-page supplement distributed with the campus student newspaper, The sundial. This simultaneous printing and distribution was the only direct connection between newspaper and the students who put together the supplement, although three students from the group also had positions of responsibility with the college newspaper. Students involved in the study were enrolled in a senior course required of all journalism majors, Investigative Reporting. Enrollment in Fall 1962, the semester in which the writing for the supplement took place, was 12. The supplement was distributed early in the Spring semester of 1963.

Acceptance of the supplement concept and of the resulting product was enthusiastic among the college pupulation, the community, and the students involved.

The desirability of an investigative study has been reported by many. A step-by-step description of one approach to fulfill this need might be of interest to those considering such a project.

Planning at San Fernando Valley State College began with the first meeting of the Fall term. The course was scheduled to meet one day per week in an informal seminar-type atmosphere. The supplement study was not the only work required during the semester. Other requirements included selected outside reading, other writing assignments using the techniques of research and interview, and critiques of investigative reports published in professional newspapers across the nation. The supplement was, however, seen as the culminating task of the term.

At the first class meeting students were COLLEGE PRESS REVIEW, SPRING, 1964

informed of the basic goals of the course, were asked for ideas that might help achieve these goals, and were requested to bring to the next meeting definite proposals they thought were worthy of serious consideration. Only two restrictions were set by the instructor: First, that the proposals deal with problems of significance to members of the community, and, second, that the topics be broad enough to support 12 separate subtopics—the number of students enrolled in the class.

At the second meeting of the semester, proposals were listed without comment. Approximately 30 ideas were submitted. Each student was asked to keep a copy of the list, to evaluate the suggestions keeping in mind the two criteria established previously, and to be prepared to select at the next class meeting the topic to be investigated. Meanwhile, of course, reading and discussion in the area of in-depth reporting were being carried out.

Final selection of the topic was made at the next session -- the third meeting of the term. As it turned out, proponents of the various topics had spent much of the week "campaigning for support." This proved to be healthy in light of the class discussion. Each topic was given a hearing. Then, by individual vote, topics were discarded one by one. As the list grew shorter, debate grew longer.

The students earlier had decided to limit the study to the San Fernando Valley, a fast-growing area--primarily residential--within the limits of the City of Los Angeles and called "home" by 800,000 persons--about one-third of the city's total population. All of this has grown out of desert, farm, and ranch land. The college is located in the center of this valley.

Several of the more substantial proposals included:

- 1. Problems of mass transportation—the final selection.
- 2. Fire dangers in the tinder-dry surrounding foothills--the runnerup, but loser following considerable debate.
- 3. Valley secession from the City of Los Angeles -- a popular topic recently among civic leaders.
- 4. The population explosion—a major problem here as elsewhere, as valley residents are expected to number more than 1 million before 1970.
- 5. Smog--always popular with local writers and comedians, but less so with politicians. COLLEGE PRESS REVIEW, SPRING, 1964

- 6. The noise nuisance -- an imaginative topic which received strong backing.
- 7. Water--the extremes of flood and short-age.

Following the decision to study the problems of mass transportation in the San Fer nando Valley, students were asked to submit by the following week 12 subtopics. Once again a long list was whittled down to a working pattern. The dozen areas—the working assign ment list—included:

1. Flood and drainage problems. 2. Parking. 3. Freeways, the present and the future. 4. The airport and air transportation available. 5. Public conveyances. 6. Police control and traffic safety. 7. Railroads and grade crossings. 8. Pollution resulting from means of transportation. 9. Legislative efforts and lobbying. 10. Governmental agencies, federal and state assistance. 11. Economic dependence upon transportation. 12. Solutions found by other metropolitan areas.

Each student selected an area of his choice. An outline covering the scope of each article and the procedure to be followed was requested by early November, at which time each presentation was discussed in terms of strengths and weaknesses. Students were encouraged to interview as many community leaders as seemed appropriate, to dig through as much public records as possible, to gather as much illustrative material as was available, and to take their own pictures when practical. Deadline was set as the first meeting in January, and two students were named by the instructor to assume editing roles.

There were, of course, problems. The art submitted did not have the impact nor imagination that might have been ideal. Hight pages, though ad-free, placed severe limitations on what could be done with 12 investigative articles. The makeup did not depart from traditional newspaper concepts as much as it could have. And the depth of the articles themselves varied with the ability of the writer and the availability of solid data from the various governmental sources. All of these shortcomings, of course, occur each day in the professional world.

The supplemental "experiment" on this campus could, I believe, be termed a successa pretty solid one at that. Civic leaders requested copies and forwarded their compliments. More important, however, learning took place. The student was richer by this experience, as was his reader. So, might I add, was the instructor.

A DEPTH-REPORTING SUPPLEMENT--15

Student Publications In Nicaragua

By JAMES W. CARTY JR Bethany College, Bethany, West Virginia

STUDENT PUBLICATIONS provide information, interpretation and integration for the academic scene in Nicaragua. It is a Central American-Republic with a tremendous interest in education and with front page newspaper coverage of university activities.

The publications of the National University include a newspaper, Gaceta Universitaria, and two magazines, Ventana, and Caudernos Universitarios. They are edited in the Division of Publications of the Department of Public Relations in Leon, the seat of the central administrative offices of the University.

These periodicals, well-written and attractive in format, are multi-purpose in orientation. They circulate both to internal and external publics. These publications provide information of University activities and faculty and student thought in Nicaragua and other countries, particularly in the Americas. Internally they are distributed to school administrators, faculty members, and students, and externally to alumni as well as other distinguished leaders of the nation.

Five of the schools of the University are in Leon. An additional five, including the Journalism School, are located in the capital city of Managua, a community of 240,000 persons. Consequently, the student publications provide information, interpretation, and integration of the academic community.

--Professor Carty, chairman of the journalism department and director of publications at Bethany (W.Va.) College, went on leave of absence during 1963-64. Prof.Carty received a Fulbright-Hays award and went to Managua in June, 1963, to serve eight months as Visiting Professor of the School of Journalism of the National University of Nicaragua. He taught the first courses ever offered in Magazine Articles and in Advertising in the Journalism School, which was organized in 1960, and also taught courses in Reporting and Public Relations.

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The National University was founded in 1812. The current school newspaper, Gaceta Universitaria, is a monthly in its fifth year of publication. It is a well-balanced periodical both from the perspective of editorial content and typographical makeup.

Printed on book stock high quality paper, it has a dignified appearance.

It measures 8½ inches in width and 11 inches in depth. Editions generally range from 4 to 8 pages. It is a three-column publication, pleasing to the eyes.

An analysis of two issues provides insight into the nature of news articles and the treatment of them. It is weighted heavily on administrative and faculty activities and also scholarships. Every article is carefully selected and pruned editorially, so that every word has significance.

There are few photographs. They may vary from a one-column head-and-shoulders photo to a group picture. But the lack of pictoral illustrations does not detract from the general appearance of the publication.

One issue centered around a donation of money and a significant convocation. Both items occupied practically all of page 1 of the issue. A two-column article on the gift and an accompanying one-column head shot in column 1 of the donor occupied the top half of the page. The bottom half included a one-column note of three paragraphs on the departure of the West German ambassador and a two-column interpretative article on a convocation which revolved around the problems of University life.

Page 2 included a one-column column of News Notes about the University, including visits of North American professors. The other two-thirds of the page included three two-column articles on the awarding of an honorary degree to Antonio Oliver Belmas, distinguished Spanish author; a report on a Central American University conference in San Jose, Costa Rica, and a ceremony of tribute to a professor of the School of Law.

The top third of page 3 was devoted to a COLLEGE PRESS REVIEW, SPRING, 1964

group photo of the faculty and students in attendance at the convocation discussed on page 1. The second third was devoted to a jump of the assembly story from page 1. The page also included a two-column news note on prizes awarded actors of the Experimental University Theater by the daily newspaper of Managua: La Prensa.

The lead story in column 1 of page 4 was the awarding of the contract to architects for the projected new science building. The page included two 2-column news articles on a loan from the International Bank of Development to the National University, and the offering of scholarships to science professors by the National Science Foundation of the United States. The bottom third of the page included space for addressing the periodical to persons who receive it by mail.

One edition contained a two-column report on the visit of the rector, Dr. Mariano Fiallos Gil, to Europe and the Near East. There was also a one-column column of student news. Included was the election of officers to the student organization, CUUN (the University Center); the student carnival, and a protest of CUUN regarding a student assembly convened in Managua under other auspices than the University and without the backing of University students.

Page 2 contained two articles regarding available medical scholarships to Mexico, an article on academic studies of agriculture in Central America, and an advance on a forthcoming seminar regarding Contempor — ary Central-American History in El Salvador.

Page 3 dealt with a three-column article on student aid programs at the University, an article on approval of plans for the new science building, a report on the first international sociological congress dealing with peace, and a biographical article on the author of this article Professor Carty.

Next came on pages 4 and 5 a double-page spread with the names of the 139 top students annually in each school of the University. Page 6 listed the number of students annually in each school of the University from 1950 through 1963. The top halves of pages 7 and 8 were devoted to the University budget. The bottom half of page 7 showed a group photograph (with 6 persons standing and 5 seated) of the signing act for a loan from the International Bank of Development. Page 8 also contained a jump of the page 1 story of student news, and this column included cultural notes from other countries.

Students edit Ventana and Cuadernos Universitarios. For example, Octavio Robleto, COLLEGE PRESS REVIEW, SPRING, 1964 a 28-year-old law student, is co-director of both magazines. Fernando Gordillo, a 23-year-old University student, is co-editor of Ventana.

The bi-monthly Ventana is circulated among 3,000 persons, and is in its fourth year of publication. It is 5 inches in width and 8 inches in depth.

One 48-page issue contained essays, commentaries and critical articles, short stories, poems, a manifesto by a group of young intellectuals from Managua regarding the role of reason and truth in art, drawings and other illustrations, two pages of biographical notes regarding the authors, and five pages with 9 advertisements of national and international products. The authors, largely Nicaraguan University students, also included University students and others from Puerto Rico, Paraguay, and Chile, a secondary school student from Nicaragua, and other community leaders.

One article was a description and evaluation of seven literary works of Juan Ramón Jimenez, author of "Platero y Yo," and other famous works. Another article dealt with the relation of art, truth and ideology in modern times. Another was a short story about a young woman growing up. The articles were well-written, thought-provoking.

The cover was gray with the handwriting of the authors forming the design. Ventana was written in lower case--with a raised t above the other letters--at the top left of the page. The number of the issue was at the bottom right.

Students of the Journalism School wrote, edited and published an internal house organ in 1962-63, but discontinued the publication in the 1963-64 school year. There are plans for reviving it in 1964-65.

In addition to the official University publications, there are unofficial hand-bill type of bulletins from the students from time to time. They range in size from 6 x 4 inches to 17½ by 12 inches. They range in content from student elections to the carnival and other festivities to student protests of various situations ranging from the national to the international scene. Printed on newsprint, they are distributed at the various schools in Leon and Managua.

Latin American students have strong interest in the social, economic, political, educational and religious problems and a great deal of power in the school scene. School publications represent a major means of providing two-way communication and orientation for responsible citizenry.

STUDENT PUBLICATIONS IN NICARAGUA--17

THE MASS MEDIA: Reporting, Writing, Editing, by William L. Rivers. New York: Harper & Row, 1964. (viii, 531 pp.)

This book is an overview of the mass media in four sections of 16 chapters. Each major section includes a Handbook: Mass Media; Newspapers; Magazines; and Radio-TV. The last two chapters (which easily might have been omitted) are on Student Publications and Careers in the Mass Media. The former in about ten pages gives only superficial treatment to school newspapers, magazines and yearbooks, while "Careers" takes eight pages to give salary ranges.

The opening four chapters are particularly well done as a succinct introduction to mass communications. Noteworthy also as reference guides are the "Handbooks" to each major division, and the extensive section (28 pages) on "Where to Find Facts," --a far ranging list of encyclopedias and reference books. Such a list always challenges a bibliographer: six or seven additional basic references might have been included (e.g., Jane's Fighting Ships, and All the World's Aircraft). Eight pages of "Mass Media Bibliography" follow, and each Handbook lists more sources and texts. Thus, a remarkable number of references are given.

In the area most familiar to me (news-editorial journalism) I find, however, that while Bastian, Case and Baskette's excellent Editing the Day's News is the sole copy-editing reference, Bruce Westley's News Editing (which needs to be updated) and Taylor and Scher's text are omitted. Five excellent texts (of the many) on reporting are given.

The treatment of headline writing is adequate, but there is little on makeup and typography, and nothing on editing wire copy. An instructor may have to use a work book or rely upon his own experience to supplement the content in some areas. What one finds in this book— and lacking in some of the traditional or specialized texts, is excellent reference material and interesting background information (e.g., TV's news reporting coverage on election night).

Highlights are the analyses of articles for newspapers, magazines and radio-TV, some of it student-written, with editing details shown on the right side of a page and careful critiques and explanations on the left. They are well worth careful study, and are perceptively edited and presented.

--Arthur M. Sanderson University of Iowa PRESS TIME: High School Journalism. Julian Adams and Kenneth Strattion. Prentice-Hall Inc., Englewood Cliffs, N.J., 1963. (484 pp.)

THE STUDENT JOURNALIST. Edmund C. Arnold and Hillier Krieghbaum. New York University Press, New York City, 1963. (368 pp.)

It's a vintage year when two books for high school journalists and teachers appear in the same 12-month period and especially when they are as good as these two.

Press Time, by two high school teachers of English-journalism, makes excellent use of typographical dress. It is very readable, gives excellent examples and splendid illustrations. The book provides interesting material beyond the mere techniques of producing a school newspaper and training the staff to collect news, edit it, and display it properly.

Key chapters beyond techniques concern the power of the press, the young person and mass communications, newspapers and their readers and the school paper's role in the community.

The Stratton-Adams book concludes with an editor's handbook, a worthwhile bibliography and glossary and an appendix about outside association and organization help for teacher and student.

Written by a production expert (Arnold) and a college journalism professor (Krieghbaum), The Student Journalist appeared in early summer. The two men try to do more under one cover than others in the field. Not only do they wish to help the teacher in the classroom and as a newspaper adviser, but they discuss "school and community journalism," the school magazine, the school yearbook and people in journalism.

Perhaps they tried to do too much. Earlier texts in the field gave only one chapter to the yearbook. Arnold and Krieghbaum give it seven. Schools which wish to save buying two books—one for the newspaper and one for the yearbook staff—might consider The Student Journalist and find it adequate. For large schools with classes in journalism and separate and large staffs for each publication, the choice might still be, say, Press Time or Reddick's book or Spears and Lawshe plus something by Medlin or Allnutt for yearbooks.

The Arnold-Krieghbaum work is at its best when it deals with typography, printing, makeup and the selling of advertising or, for that matter, yearbook production and typography.

Press Time and The Student Journalist are new. They are here. At least look at them before changing high school journalism texts.

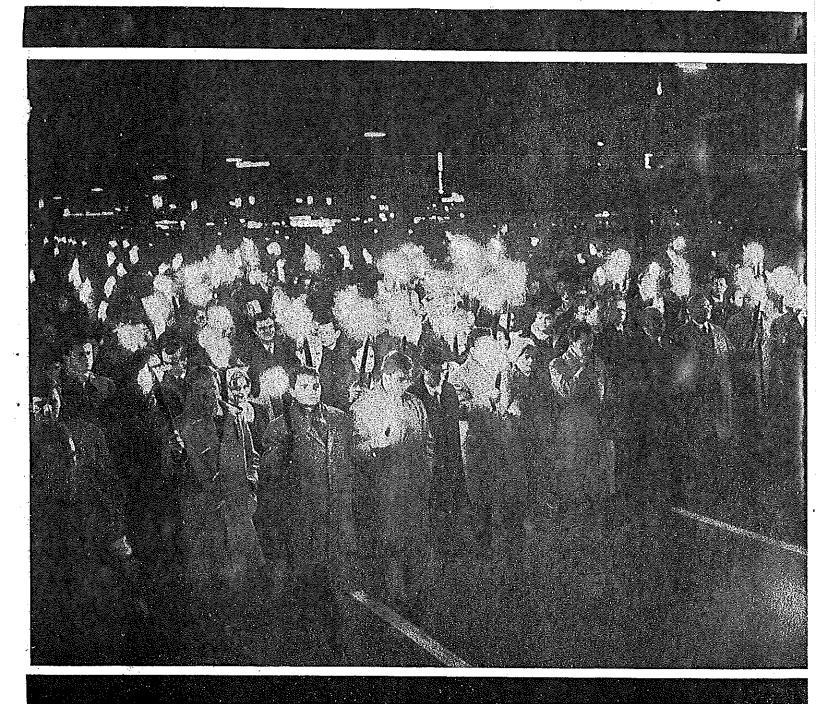
--W. Manion Rice

Southern Illinois University COLLEGE PRESS REVIEW, SPRING, 1964

Goodby, Mr. President

The Student Press Pays Its Last Tributes

Berlin students march in a torchlight procession the night of Nov. 22-23. The DPA photo is from the title page of Colloquium, German student journal.





Mr. Kennedy's Death: 'What Can We Say?'



20-Year Jinx Seen in Death

Shock Grips

Studer	if Body
	LIE LONG
From at ry co. The moonts	distinct the calcula tables rise of loyd was monentarily
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"Mr. Kennedy's Death: What Can We Say?" asked the Valley State College Sundial (San Fernando Valley, Calif., State College) in bewilderment.

"He was one of us!" cried North Carolina State's student newspaper, The Technician.

"The Death of a President; The Anguish of a Campus," headlined Phoenix at Queens College (Flushing, N.Y.).

The Delta Collegiate (University Center, Mich.) mutely inserted a 7"x9" color photograph of the late President in its issue of December 20. The Hofstra Chronicle (Hofstra University, Long Island, N. Y.) distributed a 5-column picture of Mr. Kennedy on Monday, November 25. It was "not the paper we usually print on, but a better-looking and more expensive paper which helped to convey our true feelings," said Miss Randee Kay Schwartz, assistant to the editor-in-chief. The Golden Torch of Central State College (Wilberforce, Ohio) on November 29 in its four-page issue also carried a 5-column picture as page 1. So did Duquesne University's Duke (Pittsburgh, Pennsylvania) in its 6-page special edition of pictures and text on December 6.

The nation -- the world -- was united in grief

that Friday afternoon, that fearful afternoon of November 22, 1963. Incredulity gave way to shock as stunned young people gathered around radio and television sets in dormitory rooms, student unions, offices, classrooms, in cars. Many crowded into their campus newsrooms where student editors and staffers had gathered first, almost as if by instinct.

"He was our President! He was one of us!" they said.

"America's youth has been cheated," began another editorial.

Ask not what your country can do for you -- ask what you can do for your country," they said.

They remembered Mr. Kennedy's words in following days. He was one of us, they said; "he has left his legacy -- a belief in youth and youth's potential. Though youth has been cheated by the assassin, youth must not cheat him nor his memory," an editor wrote.

It was 2:30 in the East, 1:30 in the Midwest, 12:30 in the Rocky Mountains, and 11:30 in the Pacific Coast area when the word was flashed that we had lost our President. It was a Friday when many students were preparing to go home for their Thanksgiving holiday, or had already left.

Many weekly or biweekly newspapers had already been printed and distributed. Some, when the word was flashed, made quick telephone calls to their printers to stop the presses, rushed to the shops, and remade part of page 1 to include late bulletins. The Daily Texan flew editors and reporters to Dallas, where staffers filed first-hand accounts. Other Texas college newspapers also sent reporters to Dallas. We have received many reports from advisers and editors and regret that our limitations prevent our use of them all.

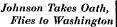
In campus newsrooms, from coast to coast and across the oceans, the college newspapers, each in its own way, paid tribute to our late President.

In following pages the College Press Review and the National Council of College Publications Advisers present a representative sample of 83 such newspapers. There were many more. We salute them all, and through them, pay our own small tribute to the memory of John F. Kennedy. 20--

COLLEGE PRESS REVIEW, SPRING, 1964

EXTRA The Harvard Crimson ASSASSINATED **KENNEDY**

President and Gov. Connally of Texas Shot **During Dallas Motorcade This Afternoon**



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Death of President Shocks Cambridge

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Extra! The Daily lowan Extra!

PRES. KENNEDY ASSASSIN'S



JFK, Youngest President, Saw, 'New World of Law



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Lyndon Johnson New President









Struck In Temple By Assassin's Shot

Oh No, Mrs. Kennedy Weeps
As Husband Lies in Her Arms
Or and the state of the state

U.S. PRESIDENT JOHN F. KENNEDY UF, City Leadership Expresses 'Shock'

PRESIDENT IS DEAD Kennedy Dies Via Assassin

The Florida Alligator EXTRA Vol. 56, No. 55 Unlanely Of Florida , Nov. 22, 1563 EXTRA

ARemarkable Life He Led





From Texas

Assassination of JFK
Causes Severe Effects

SEU Mourns Late President 🚟

President Mourned

in Dallas Parade

Local Guild Wins New 3 Year Pact 1

California Sun EXTRA

LBJ Addresses Democrats Here

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KENNEDY ASSASSINATED SHOT BY SNIPER IN DALLAS TEXAS

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EXTRA



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KENNEDY DE

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Love Expresses Shock, Horror Administration Cites

"I Disagree" Participants Say Key To Greek Control Is Organization

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KENNEDY KILL

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President Killed in Dallas

Enter Quiz Finals

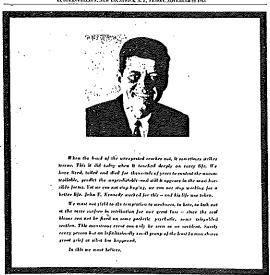
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Late Bulletin

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KENNEDY ASSASSINATED

President Dies in Dallas At 1 p.m.; Connally Also Shot

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Yarborough Tells Press What He Saw

Campus Reaction Students Stunned At News of Death



The Minnesota Daily

Kennedy Assassinated



Caravans Tell

Campus Reaction

Leader's Story

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UNIVERSITY OF SOUTH CAROLINA

CROWING FOR A GREATER CAROLINA

VOL. LIV. NO. 12

COLUMBIA, SOUTH CAROLINA, NOVEMBER 28, 1963

FOUNDED 1904

WORLD PAYS TRIBUTE

Final Rites Today

SIXTEEN COLLEGE NEWSPAPERS printed extra editions or included news of the tragedy in their regular Friday editions, plus at least three which mimeographed news bulletins for campus dis-

THE DAY THE PRESIDENT DIED

JOHN F. KENNEDY

tribution. We heard of one other campus which printed an extra, but received no report. Mimeographed extras included those of the UCLA Daily Bruin, the Daily Evergreen of Washington State, and the Beacon of the University of Rhode Island. Pages 20-24 show front pages of newspapers which published on Friday, Nov. 22. This and following pages reproduce those papers which published special editions or Extras during the week of Nov. 25-29.

On Friday, some newspapers stopped their presses to insert bulletins or a brief story. The New Mexico Lobo, for example, was on the streets with a skylined bulletin about 50 minutes after the first radio flash. The Kansas State Collegian also remade page 1 and had an Extra on the stands about an hour after the first announcement. Others, including the Harvard Crimson and the Minnesota Daily, issued one-page Extras. The University of Arizona Wildcat remade the first four of its eight tabloid pages, including four local pictures and was distributed two hours later. The University of Iowa's morning Daily Iowan

(Continued on Page 29)

At left, the Nov. 26 issue of Titan Times, Orange State College, Fullerton, California.

EXTRA

All Classes Suspended On Monday; Special Memorial Services Planned

SPECIAL EDITION

Vol. XXXV -- No. 10

Pieiffer College, Misenheimer, N. C.

Mov. 25, 1983

Students Express Their Reactions To President Slain In Dallas President Kennedy's Sudden Death

Illinois State Nermal University

Normal, Illinois, Sunday, Nevember 24, 1942

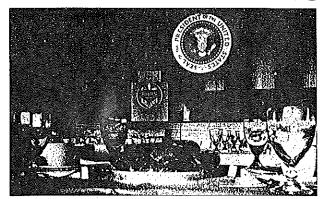


School Plans Convocation; **Observes Day of Recognition**

THE DAILY TEXAN

AUSTIN, TEXAS, SATURDAY, HOYEMBER 23, 1963

KENNEDY MURDERED; 1ARGEI



A Feast Fit for A President

A Horrible Mockery

Gay Party Awaited Kennedy

Johnson Takes Oath of Office Before Flying to Washington



Prisoner Denies Slaying of JFK

Defector to Russia A Crack Marksman



TRIBUTE TO



Tragic Days of History



PRESIDENT IS SLAIN; CAMPUS IN MOURNI

JFK's Death Halts Classes, Football Game





Johnson Sworn In; Suspect Held

Foothill mourns JFK

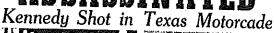
★ SPECIAL EDITION ★

Shocked students grieve









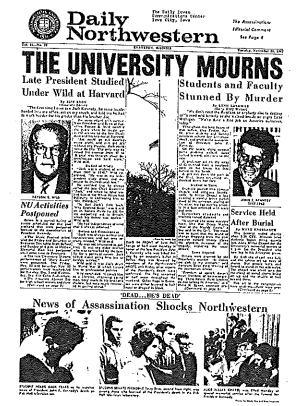


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The Baily (363) Collegian

State, Pitt Cancel Game; Classes To Meet Today









JFK ASSASSIN

World Mourning; Johnson President



News Stunned Faculty



THE OKLAHOMA DAILY



Death Dismays Students



YOL. Y-NO. II

QUEENS COLLEGE, FLUSHING 67, N. Y.

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TUESDAY, NOVEMBER 26, 1963

The Death Of A President; The Anguish Of A Campus

(Continued from Page 25)
set 16 columns of type and used five pictures in pages 1 and 4, with a spread of nine local and Wirephoto pictures on pages 2 and 3. It was distributed about 6 p.m. as staffers, like those of the Arizona Wildcat, continued to work on their regular Saturday 8-page editions.

Many newspapers published special editions on Monday or Tuesday to record campus reaction to the tragedy, as exemplified above in the headline from page 1 of the Nov. 26 issue of Phoenix of Queens College, Flushing, N.Y. The Friday, Saturday and Monday papers also helped to dispel rumors, announce officially the cancellation of classes and of football games and social events, giving their readers an accurate condensation of the news.

By no means were special editions restricted to the top dailies and large weeklies, with well-trained staffers. The University of Corpus Christi Seabreeze (p. 27) is published twice a month by three students on a volunteer basis. Enrollment is about 500. Editor David W. Bearr was not able to reach his printer until Monday morning, but had all copy ready that afternoon and a special edition, first in the school's history, was in the dining hall by Tuesday morning.

The Hilltopper of Saint Edward's University, Austin, Texas, set up a makeshift office at the printer's Friday afternoon, taking facts of the story from radio reports, and had its page laid out by 4 p.m. and distributed by 7:30 p.m. Friday.

The Baylor (Texas) Lariat (see p. 24) had two editors in Dallas. While some 20

staffers were gathering in the newsroom, the editors were already on the telephone from Parkland Hospital in Dallas, dictating stories. David McHam, adviser to student publications, says that The Lariat was the only college paper to have reporters on the scene in Dallas at the time of the assassination. Associate Editor Ed DeLong dictated the lead story and a sidebar he got by talking with Texas Senator Ralph Yarborough, who was riding in the third car from the President. Ray Hubener dictated a story he had taken from eyewitnesses to the assassination. The wheels were in progress in Waco and at 3:20 p.m. (CST) a one-page special edition of the Baylor Lariat was off the press. The December issue of the campus magazine carried a story of the newspaper's coverage. (Reprints are available from Prof. McHam.)

Adviser Jack Backer of the Kansas State Collegian writes that The Collegian was "probably the only college daily in the United States to kill 3,200 copies, remake a front page, and scoop most, if not all, Kansas dailies with the story.... In less than an hour, a revised front page carried a 72-point banner; the first copy of the new edition came off the press about 1:40 p.m. (CST)." Some 10 to 20 journalism students helped distribute the edition. Prof. Backer notes that "The Collegian story startled students and faculty who hadn't yet heard of the assassination and brought comments such as 'How did they do that so fast' from those who had."

A similar reaction is reported by Frank S. Baker, director of Public Information at Hanover (Indiana) College. Managing Ed-

President's death shocks University

Dr. Gladfelter cites 'tragedy'

President Gladfelter Issued the following statement shortly after the news of President Kennedy's death was announced Friday after-

noon;
"Several times in my life I have seen men and women stand together regardless of their political affiliations afte Dan announcement that related to the stability and endurance of our nation. Today is such a time. No incident could have taughed the hearts of man people. a time. No incident could have touched the hearts of more people in more shocking ways than the death of the President of the United States, who in his heart and con-



vol. XLIII -- no. 37-A philadelphia, monday, nov. 25, 1963 price 3¢

Students share disbelief

At 2:35 Friday afternoon, four

At 2:35 Friday afternoon, four words were posted in the window of the communications building "President Kennedy is dead," "Some 100 students on the sidewalk stared. There were no tearsjust blank, expressionless faces. They shared one feeling - disbelief. With unsteady hands Pinkerton guards lowered the flags at Barton Hall Mall.

ONE-BY-ONE the University, city, state and nation's flags came to rest at hilf-mast.

In Mitten Hall Great Court, Mr. Kennedy was projected on a screen: he was speaking about the Peace Corps program.

Corps program,

the back row, WHEN THE CLASS was dismissed the girl yelled, "They shot the President," Most students ran out; some remained in their seats, too stunned to move.

Probably the first person to

JOHN M. RHOADS, vice-president for seneral administration.

Suddenly the students arose and ran to the television set in the alcove.

Dr. Francisco C. Lacosta was teaching a Spanish class in Curtis Hall when a girl came running into the room. She spoke rapidly, but what she said could not be understood. Dr. Lacosta asked her if she would please leave the room, but instead the coed sat down in the back row.

WHEN THE CLASS was dismissed the girl yelled, "They shot the President," Most students ran out; some remained in their seats, too stunned to move.

Probably the first person to

JOHN M. RHOADS, vice-president for general administration, ordered all Friday night and Saturday classes cancelled. Also cancelled were inter-fraternity weekend, all fraternity parties, intramural and inter-fraternity sports and the senior recital. and the senior recital.

When John Fitzgerald Kennedy was inaugurated as the thirty-fifth President of the United States, he pledged to the people of the nation the energy and the sacrifice of a new generation. This generation is our generation.



itor Hammerle rushed five miles to the print shop, wrote copy, and by 4:05 copies were off the press. The editor and managing editor thereupon laid a copy on the desk of the editor of the local city daily before his newspaper was on the streets.

The Washington State University Daily Evergreen began receiving the story on the AP wire between 10 and 11 a.m. Most staffers had left campus for the weekend but three editorial and two business side students edited the wire copy and covered local angles. As the story moved, it was cut on Gestetner stencils; when the first was completed, the "press run" began-for 4,000 copies. By 2 p.m. the special edition was distributed on campus and in the city of Pullman at key retail stores without charge. Prof. Charles O. Cole, adviser, notes that the WSU Daily Evergreen was the first of the print media to distribute the . "full" story in its section of the state.

Across the country in Rhode Island, Editor Margo Matarese of the University's Beacon discovered that the printer could not take on the job. It was decided to mimeograph, with news releases taken from

the campus radio station. Finding a machine proved a temporary obstacle until campus police opened a building. Fortyfive minutes later, 1,500 copies of the Extra were run off and distributed to all housing units and eating rooms.

Valparaiso (Indiana) Torch editors worked steadily throughout Friday night, delivered copy and layout to the printer at 4 a.m. He began work at 8 a.m. Saturday and 4,000 copies were in the hands of students by 1 p.m. Saturday.

John Hardy, editor of El Don of Santa Ana (California) College emerged from a history class at 10:50 a.m., after hearing a lecture on McKinley's assassination, heard history repeated, and rushed to the print shop, where the press was turning out the last 50 copies of the run. Hardy ordered the forms pulled and remade the front page. An Extra went to press at 11:50 a.m. (PST) and the news was in the hands of students by 12:30.

Staffers of the Indiana Statesman (Indiana State College, Terre Haute) scrapped the entire issue of Tuesday and set to work. In three hours' time they had researched and written stories, found pictures, and had an issue by Saturday.

FRONT PAGE of The Florida Flambeau (at right), Florida State University daily, for Monday, Nov. 25, features the national day of mourning.

Below, a center spread (pages 2-3) of The Yellow Jacket, a special edition which appeared on campus Nov. 26. A front page editorial was written by editor Richard C. Gross. Two speeches (upper left and right of pages) were presented by two faculty members at a special assembly of American International College, Springfield, Mass., on Nov. 25. In lower left, a feature on "A Courageous Profile" was written by a staffer, and a telegram to Mrs. Kennedy from the student government and signed by Mitchell Dworsky, its president, is reproduced at lower right. The Inaugural Address (lower center) of Mr. Kennedy was printed from a Sunday edition of The New York Times, with permission. The Yellow Jacket normally goes to press Thursday afternoons for distribution on Fridays. The Special Edition was made up at the print shop on Monday afternoon, Nov. 25, and issued Tuesday.



"Ask not what your country can do for you-ask what you can do for your country."

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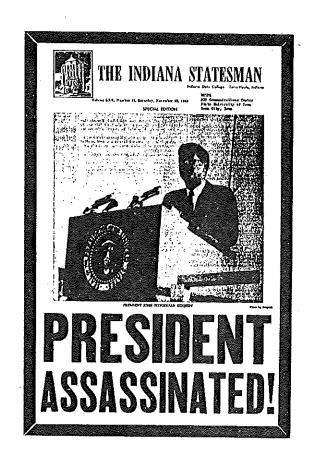


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To Mrs. Kennedy,

The White House











World Leaders Assemble

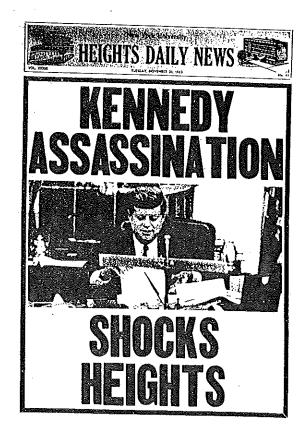
For President's Funeral

Eyewitness Relator

The Daily Californian



Kennedy Buried -UC Bells Toll









Numbed Silence

Ball State Campus Welcomed Kennedy As Convo Speaker

BALL STATE NEWS

UPI Bulletins Tell Tragic Story

WASHINGTON DAILY STATE EVERGREEN

'A time to slay, and a time to heal



Kennedy killed in Dallas: accused slayer also shot



WHAT YOU CAN



. FOR YOUR COUNTRY



Richard Dyer-Bennet Here

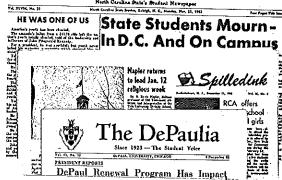
For Second Cultural Series

















The Collegian

President John F. Kennedy is Dead

Dean Announces To Attend "Another Lincoln Recognized Clubs Convention

Has Been Lost"



College Mourns Death of President



Campus Observes National Day Of Mourning With Requiem Mass And Day Of Prayer



Assassin Kills Kennedy; Campus Holds Memorial





ALC IS RECEDISING

AMERICAN EDUCATION WEEK OBSERVED

COLLEGE PREPARES FOR ACCREDIT

APA TO SEND VISITING SCIENTIST



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New Dorms Become Reality; Ground Breaking on Dec. 12

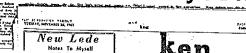
Memorial Issue

Nation Mourns Fallen Leader





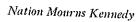
CSC Mourns Kennedy's Death



On the Death of Our President

Day of Montains







Of Hape College

A Man Died

Pres. Kennedy is Dead

The Wartburg Trumpet Board Passes Resolutions On Dormitory, P.R. Director







John F. Kennedy Memorial Scholarship Fund Created Characterian Physics Dept. Receives AEC Grant For Atomic Reactor



Inside Secret Spreico, pp. 3. Fast-ball, pp. & Viricon, Pg. 4, chante, a. S.

MICHIGAN STATE UNIVERSITY



STATE NEWS

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DAILY ATHENAEUM

Serving the West Virginia University Community Since 1887

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The Daily Tar Heel

President Is Buried In Arlington







World Grieves Loss Of JFK



Bowling Green Stole Valvently Bowling Green, Obla 'I Can't Believe It'

Campus Reflects Nation's Feelings

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COLLEGE PRESS REVIEW, SPRING, 1964



Martyrdom--Our Path to Decency











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THE UCLA DAILY BRUIN (left) of Nov. 26. The Bruin had published and distributed its regular Friday morning paper and was organizing for its Monday morning edition when the assassination news came in. Because copy is set in one plant and printed in another, both several miles from the campus, it was impossible to print an extra. The undergraduate Bruin staff decided, however, to mimeograph an extra edition. When Editor Les Ostrov that the graduate students had beaten them with The California Sun extra, they wisely held publication until they could include full details on postponement of the UCLA-USC game on Nov. 23 and a report of memorial services scheduled for the campus. UCLA thus had two student newspaper extras out and circulated on campus within 5½ hours after the assassination news broke.

Editor Sandra Thomas of The Miami (0hio) University Student notes that the news broke just as the last 200 papers came off the press Friday. Staffers immediately prepared for the Tuesday issue.

The Itliami Student

New Apartments

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On hand to help their new "fercily" move into Poplar Court.
ill be Peof and Man Paul January addition at the

Women To Occupy Pres. Kennedy Given State Funeral; Munita "Operation Big Lift" will begin net Morelay as the beginning of recipion and of recipio

All enloying have been written. All words of tribute

have been spoken. Editorial comment on behalf of this paper now would seem wated on a world of tired and

circumsunces, we are today offering an unplanned testimonial to a great and beloved president.

This fuse was to have been dedicated to a campus of brotherhood and understanding. It was to have praised a college free of inter-racial strife, religious

r il world in curse torens. 20 secident that November 36 was chosen to

It was an recident that November 16 was choose in present the story of a contournity free of hits. Thurday is Thacksgiving Day. The world of brotherly love sought by our forebeaters as they crossed an ocean to brild a new-load is assemptified order at City College. Within the confesse of our categoat we live in persect and understanding. Ours is a baseless society. Unfortune

under.

Here killed our President-and here, in its fushion,

His killed our Pretident—une pose, in 100 semme killed his assassin.

At this mournful bour in the history of the human race, there seems little hope for a world of love or un-derstanding. It ascent from the slines and noyre of a trouble-laden earth seems a fur-frethed ideal.

And yet it is a god worshy of hope; it is in ideal to be excluded ungelt.

Our late President is a martyr so this cause. This

Thinking ring is a more constant.

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Understanding

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Thanksgiving Hop 🎇



World Continues to Mourn

WHEN THE FLASH came over the Associated Press wire that the President had been slain, the Monday, Nov. 25 issue of The Daily Golden Gater (San Francisco State College) had gone to bed. For about the first five minutes the staff was dismayed into helplessness—as was everyone else—but while the campus gradually came to a standstill the staff went busily to work, reports Leo V. Young, chairman of the Department of Journalism.

The staff threw out the paper and started a fresh issue, discovered that there would be no school on Monday, and aimed at Tuesday publication. Deciding that the real news story by then would be the new President, that the feeling of national continuity was more important than national grief, Editor Jim Mildon decided to work on a Tuesday paper --not a repeat of Friday's news. The result was a sound issue which takes note of the past and looks to the future. The Wednesday issue picked up later campus news.

For the first issue and for the 30-day mourning period, The Gater used a solid black-and-white flag. This device kept the Tuesday issue readable (by avoiding re-

versing the rules--which is not used in this newspaper) and served as a reminder to the campus of what had happened a few short days previous. Dr. Walter Gieber is adviser to the Daily Golden Gater.

THE SKIFF, twice-weekly newspaper at Texas Christian University, Fort Worth, featured an editorial by Editor James Brassfield Martin in its Nov. 26 edition (see p. 38). Mr. Martin and two of his assistants attended the breakfast appearance of Mr. Kennedy and his party in Fort Worth a scant two or three hours before the tragic gunfire, reports Lewis C. Fay, assistant professor of journalism. With the nation in a state of shock, Editor Martin managed to write his page one editorial which, Professor Fay notes, "reflected maturity and an ability to bring judgment to bear in an explosively emotional situation."

In part, the editorial said: "For many months in the United States there has been an undercurrent of vituperation and hate spread, by what the fallen President was to call in Dallas 'dissident voices...expressing opposition without alternative, finding fault but never favor, perceiving gloom on every side and seeking influence without responsibility.' Leaders of the extremists, both right and left, preach the gospel that members of the Supreme Court should be impeached, the President killed, the government violently overthrown if necessary. They teach that it is not enough to oppose, but to oppose with hate and vengeance.... We laughed at their ridiculous sideshows making a mockery of political decency and desecrating the Flag with their mere presence. We laughed, but no more.... The battle in America today is between the rational and the irrational; between the thoughtful and the thoughtless. country can never be truly great, or seek to teach democracy to the world until we have learned to settle political differences in a way that befits a civilized country The tragic events of the weekend which made the people reflective on their national character will, we hope, be the spark that ignites a popular revulsion against the hate mills and erases this bloody stain from our history."

STORY OF LBJ



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JOHN F. KENNEDY

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COLLEGE PRESS REVIEW, SPRING, 1964

Johnson Makes Proclamation

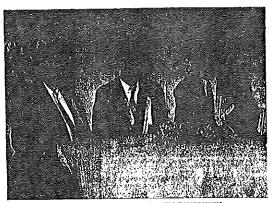
A Nation in Shock

THE DRURY MIRROR, of Drury College, Springfield, Mo., issued a four-page, special edition Nov. 25. Page 1 included a quarter-page portrait of Mr. Kennedy and a story of the funeral ceremonies in Washington. The Page 2 editorials are reproduced (left). Pages 3 and 4 concerned a background piece on President Johnson and of campus reaction to the death of President Kennedy.

Below is Page 3 of the College Star of Southwest Texas State College. The issue of Dec. 6 notes that President Johnson is a former editor of The Star. and a graduate of the college. This gave the story a special meaning to the college. The newspaper was not due to publish an issue of the weekly because of Thanksgiving holidays. A special edition or an extra early in the week of President Kennedy's funeral was discussed, but the staff decision was to devote a special page in the next regular issue of The Star to illustrate its illustrious graduate student, notes Professor Bruce Roche, head of journalism and publications at the College.



36TH PRESIDENT OF THE UNITED STATES





Assassin Makes SWT Ex President of United States



Service Held In Memory When the Valted States salered Of Kennedy

Campus Politics and Prof Founded Johnson's Career