

College
Press

Review

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NCCPA

VOLUME 6 NUMBER 2

FALL, 1966

AN OCCASIONAL JOURNAL OF NEWS, REPORTS, AND MATTERS
OF INTEREST TO COLLEGE PUBLICATIONS ADVISERS

From the Editor's Desk

In this issue we hope you will find several articles of particular value to you. Jean Fairbank has given her all for an article on yearbook planning. Earl Conn has some good ideas on newspaper staffing.. John Steffes argues why a yearbook should be put out as a class project.. James Gordon talks on the duties of the yearbook adviser. Yearbook advisers are specially favored in this month's REVIEW.

An article that one would not expect to find in an adviser's magazine is the address by Paul Swensson "A Place for Courage." Advisers, it seemed to us, needed to be reminded of the virtues of a journalistic career as much as students pondering such a future. We think you'll find his address absorbing reading.

One further thing needs to be added: Apologies to our energetic National President, K. Phil Orman, whose copy arrived, was sent to the typesetter and both copy and original were lost before the magazine was assembled.. One of these days we've got to get better organized!

You'll find the schedule of festivities and activities for Philadelphia on the last page of the issue. We had to jump the finish of it inside for lack of space. Maybe next time we'll plan it better. See you in Philly, anyway!

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nccpa COLLEGE PRESS *Review*

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FALL, 1966

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Yearbook Know-how Comes in Handy

By Jean Davis Fairbank
NCCPA Junior College Liaison

College yearbook advising can be as challenging as the adviser wants to make it, or it can become—especially at final deadline time—as frustrating as he lets it! Like a managing editor on a daily newspaper, he is not only responsible to the owner and publisher (in this case, the college), but he is also expected to manage the publishing staffs “under” him.

Also like a managing editor who has probably learned the trade from reporter on up, the college yearbook adviser should have had experience in all areas of yearbook design, yearbook writing and content, modern layout, typography, knowledge of paper stock, budgets, contracts, advertising, sales, and staff organization.

Because he is responsible for providing for the college a publication that will be not only the permanent record of the year—the only one of its kind—but also a true story, accurately documented, he is expected to know the most up-to-date yearbook journalism techniques that mark academic excellence to all professional publications.

This is a big order, particularly for an adviser with little or no experience in yearbook publishing. Unfortunately, some of the newer colleges particularly, either not realizing the importance of having experienced publications people on their staffs or assuming that the publishing companies under contract will get the job done, just “assign” the job of yearbook advising to one of the dean or professors—perhaps a journalist, perhaps not. We are finding, too, that in schools where journalism or publications departments have not yet been established, the yearbook staffs are composed of volunteers, usually enthusiastic but easily discouraged if someone not-in-the-know is advising. Yet the colleges expect fine yearbooks!

Advising is Fun

The adviser, experienced or not, who first of all realizes that his staff is counting on his support—in fact, literally leaning on him for advice and help—will find that rolling up his sleeves and working with the students will be one of the most rewarding experiences he has ever had.

He will find, too, that the informal atmosphere of a yearbook staff in action is exhilarating; he will find himself boning up on everything pertaining to modern layout design, the writing of all forms of copy: headlines, captions, copy blocks; he will find himself serving as liaison between the college faculty (and administration) and his staff in setting up photographic schedules, etc.; and he will find that the world of advertising contracts, sales, and budgets is as fascinating as the editorial one.

Getting a grasp of yearbook know-how, which includes not only the latest in yearbook journalism but also the adviser's relationship to his staff, is basic. The more he knows about what good yearbooks should include the more he will be able to sit back and let the staffers come to him for advice, after getting them well started, of course.

Because of his being in-the-know, the editors will realize that publishing is a profession. In reaching for the goals of professional journalism, they will be more conscious than ever that their publications require the same attention to good journalism techniques—such as, writing and layout preparation, careful editing, and planned sequences of photography and copy—as the professional magazine editors give their publications.

The latest in technical know-how

The underlying purpose of a yearbook is to tell the story of this PARTICULAR year. Everything in it—from pictures to copy—should reflect what happened, who did what and when and where, what was new this year. The story cannot be effectively written and recorded if appropriate space for all content is not provided for in the planning of each two-page spread. From the opening section throughout all sections, LAYOUT, which includes the harmonious design of all components that contribute to the story of this year on each one-page spread or two-page spread, is of prime importance.

These components include space for:

- headline content (30 or 36 point)
- copy-block content (10 or 12 point)
- photographs
- explanatory captions (8 point)
- judicious use of white space.

Modern page layout needs to be open so that the two-page spread looks as if it were one page. Usually, one picture larger than the rest holds the center of interest on each page. Sometimes a bleeding vertical might be the only picture on “that” side of the two-page area. A new book on the subject of layout is *Look and Life as Guides for the Successful Yearbook Editor* by James Magner, S.J., and Franklin Roman (\$4.95), available through the National Scholastic Press Association, 18 Journalism Building, U. of Minnesota, Minneapolis, Minn.

Without layout that provides for space for the big, story-telling sentence headlines, space for explanatory captions (sometimes 4 or 6 lines) of space to tell the which the pictures (already planned in the layout) suggest, and space for blocks of copy to explain the story being told on each two-page spread, the book is doomed before it starts.

Behavioral Sciences in Undergraduate Publications

By Irving Rothman

No less than five nationally-oriented surveys since 1960 have measured the status of students' publications. Implicit in these inquiries ranging from questions about salary scales to censorship, is the major question, how important are publications to the university community.

One survey was meant to discover the first yearbook in the country. There could be no other purpose than to establish historicity and equity in a study which had little relevance to communications.

In a legendary University, a mythical advisor wanted to make changes. He wished to implement suggestions made in a significant report. He brought the results of a survey on yearbook advisors to his superior at the University. She had admitted to him in an earlier meeting that she never read material in publications except the editorials in the newspaper. And these she criticized if they disagreed with her. She maintained a discreet silence if they did not affect her area of interest. She has offered no praise for fine writing and constructive editorial comment, unwilling to commit herself publicly in the best of circumstances. Her perspective should have cast doubts upon the success of the meetings.

She glanced through the report. She returned it to the yearbook adviser within two minutes, a skeptical lift of her eyebrow denoting her acknowledgment of its utility. She did not wish to discuss the recommendations in the report. She had no interest in devoting time to matters pertinent to the yearbook staff.

It is not that she refuted change. Her indifference was a symptom of a larger fault, a lack of participation in the communicative processes—sustained suspicion of writing, a process in which the writer bares himself to the scrutiny of partisan readership. Far from appreciating the role of the students on the newspaper staff, this type of administrator understands less the function of the yearbook. Her cursory reading of the report demonstrated no realistic understanding of variables in the yearbook publishing program.

There is good reason for advisers and administrators in University community to reevaluate the student annual. No changes may be effected, however, when responsible officials fail to recognize the application of modern research techniques in the area of student publications.

The college administrator who neither reads nor writes, is admittedly, scarce. To communicate to him is an unenviable task. The greater number will accept evidence based upon research.

It is the present obligation of advisers to investigate the content in magazines, to measure motivation, and to demonstrate attitudinal change. Rather than justify the excellence of publications to non-participants,

the publications must be turned upon themselves. Studies can demonstrate ways to effect change more rapidly from within than slowly from without. Studies provide valid critical data.

A writer whose personal views overtly or subliminally enter into his reporting deserves the opportunity to compare his attitudinal conflicts with his work. A comprehensive survey of the reading habits of engineering students can bring about a radical revision in the graphic structure of the engineering magazine. The study can also justify changes to faculty.

As the business responsibilities of the student newspaper grow, it becomes necessary to study the advantages of computer programming. Larger universities have made computer time available to students. Used wisely by the business manager, programs can be created with little difficulty to increase frequency of billing, to maintain statistical records, and to reduce labor in book-keeping. Business staff members should be thrust into the cybernetic revolution to establish a climate which they find intellectually stimulating.

Students are learning with computer techniques, with modern testing procedures, and with measurement of sociological and psychological data. Social guidance and personnel counseling have their advantages but offer little persuasive evidence for a fine writer. Research is necessary in an informal, extra-curricular activity as well as in a contained classroom situation.

Procedures have been established that enable valid appraisal of student publications. They are widely used in professional research and should be applied to undergraduate writing. A comprehensive book in the field, a major journalism periodical, and an uninhibited college president set the pace in current attitudes toward research.

The 1963 reprint of Ralph O. Nafziger and David M. White, *Introduction to Mass Communications Research* (Baton Rouge, 1963) is the bible in the field. Modern research techniques in sociology, the behavioral sciences, and the ordering of statistical information are collected in a single volume adapted to content analysis and organizational conflict. It contains a series of scholarly articles by men who will be recognized as leading contributors to *Journalism Quarterly*.

The contributors have long recognized these basic issues outlined earlier in the article. Percy H. Tannenbaum in the "Experimental Method in Communication Research," writes the following:

Speculation and conjecture, intuition and insight, classification and correlation—all these have their place in any scientific system; they are the raw materials from which theory is built. But scientifically considered, any theory,

The College Yearbook Adviser

By JAMES R. GORDON

If a composite of the college or university yearbook adviser in the United States were to be drawn, these characteristics would emerge:

The adviser would be male, between 30 and 40 years of age, serving as the book's only adviser and devoting one-fifth of his time to advising and the remainder either to public relations for his institution or teaching journalism.

He would hold the rank of assistant professor, under a 12-month contract, have earned at least a master's degree, have a salary between \$7,500 and \$8,999 and report for his adviser's work to some form of Publications Board or Committee.

This composite adviser would also believe that his primary responsibility to the yearbook and to the staff is to advise and give advice when needed.

And he believes that his, and his staff's biggest problem is keeping the yearbook related to the changing student needs and desires.

This picture is based upon the results of a survey on 'The Status of the College or University Yearbook Adviser' made by Bowling Green (Ohio) University responded to by advisers at 132 institutions across the nation.

A questionnaire was mailed to 400 institutions having an enrollment of 2,000 or more students, providing a return of 33 per cent.

As an indication of how 'big business' the yearbook industry is, these 132 respondents represented a total circulation of 390,948 books costing a total of \$2,455,361.

Perhaps one of the most significant aspects of the survey is that the largest group of advisers (more than 25 per cent) believe that the most pressing problem is that of 'keeping the book related to changing student needs.'

Budgetary and financial problems earned second place with 22 per cent while nearly 14 per cent of the advisers responding believed their major problem to be the recruiting and training of competent staffs.

The category, 'keeping the book related to changing student needs...' was selected for coding purposes as being closest in a general way to what most advisers were trying to state as their major problem.

But within this category, two major areas of concern emerge as occupying the thoughts of knowledgeable yearbook advisers.

Foremost is the concern with justifying the existence of a yearbook as institutions grow to meet the increases in enrollment. One adviser in a school of 4,000 said bluntly, 'Who needs it? Do we have a yearbook because we've always had one or because it has a vital role?'

An adviser at a 10,000-enrollment institution in the midwest stated the problem as 'justification as an integral publication in higher education.' An Ohioan wrote, 'The yearbook is a dying thing.'

This problem of yearbook justification takes on increasing importance as costs of publication increase annually (nearly 13 per cent of the advisers responding said their book budgets exceeded \$40,000 annually).

The great sums involved in publication of yearbooks seems to be forcing the college and university official to take a sharper look at the annual production, particularly in the wake of rising costs of education, itself.

While these survey results were being evaluated, the director of a school of journalism in Iowa wrote the author, 'I have just been asked to justify the existence of a yearbook at our university. Can you help me to do so?'

This survey seems to indicate that advisers all over the country will be faced more and more with the task of justifying the large sums of money spent on them for a smaller and smaller number of purchasers or percentage of enrollment and a declining number of competent students available to edit them.

Whether this problem is real or imagined is difficult to determine. But the fact that 26.5 per cent of the respondents indicated concern is a sign that yearbooks may be in for serious trouble, if they aren't there already.

The second area related to this problem of justifying existence, is the area of increasing student sophistication, suggesting that changes are needed at least in format and design, or even types of coverage.

'We are no longer a small, intimate institution,' wrote an adviser at a school of 4,450. 'Portraying the campus in terms of the individual rather than in terms of the masses is our primary problem.'

There seems to be no doubt in the minds of advisers that the big problems stem from increases in the sizes of institutions. The result is that staffs seem to be searching for the 'new look' in yearbooks, by 'handling repeating material from a fresh point of view, creating new ways of telling the year's history, or even getting away from posted pictures such as group shots or clubs.'

One adviser at an institution of 6,300 suggested that 'yearbooks must justify their existence in the future by developing lengthy written essays along with journalistic essays.'

Benjamin W. Allnut, well-known judge of yearbooks at the college level, said at the annual Associated Collegiate Press Conference in San Francisco in October, 1965, that there was 'nothing really new in

(Continued on page 23)

'A Time to Plan...'

By Earl Conn
Ball State University

For the adviser of the collegiate publication where the staff has full freedom and, yet, where an effective advising relationship is the goal, the assignment becomes most complex.

How to be helpful and useful without violating in any sense the integrity of the staff is no simple matter--as many advisers can readily testify.

This brief article is no attempt to resolve that massive question but rather relates one practice which we found useful at Ball State University in working in such a situation with the staffs of the Ball State News, the campus newspaper.

I am certain too that this technique is old stuff to many advisers and many staffs. But for those who haven't tried something like it, here is what we did as well as some of the problems faced.

One of the biggest problems of the staffs has been getting started and doing it with reasonable speed. The News, starting in 1965-66, is published four times a week with four separate staffs, each with its own editor. (We have studied the executive editor concept, but we haven't come to it as yet.)

Communication, therefore, is a problem.

We like to give as many students as possible shots at the top jobs on the News. The editors, named by a faculty-student publications committee, often change from quarter to quarter, Ball State's academic system. In the 1965-66 winter quarter, for example, all four editors are new.

This makes organization another difficulty.

In the 1965 autumn quarter, it seemed to the advisers (myself for editorial and Dr. Louis E. Ingelhart for business) that it took the staffs three to four weeks to "settle down" and get fairly well squared away. In the quarter system, this didn't leave much time to operate at full speed.

Our plan, in short, was the suggestion to the four editors and four associate editors as well as the business and advertising managers that they return to school a day early from the quarter break for an organization-planning period.

This would be, we said, a time of rapid fire, up to the minute orientation for the editors in filling them in completely on News' policy and programs as they then stood and of hard-headed, realistic planning for first issues by the students.

For a long afternoon and into the evening, we went over practically every problem we could think of that had happened in the autumn. Our goal here, obviously, was to solve problems before they happened this time. We went over all policies and programs put in operation by previous staffs up to that time.

Dr. Ingelhart and I sketched all the problems we knew of, proposed various solutions which had occurred to us and then left decisions to the editors.

A case in point was editorial policy. In the autumn, the question was whether the paper ought to speak with one editorial voice in all issues or whether the paper ought to speak with one editorial voice in all issues or whether each editor was to go his own way. The four winter term editors decided to meet on such questions and speak with one voice, by vote if necessary.

In some cases during our session, it was just "information bringing" such as going over in detail the production schedule which had been worked out during the autumn quarter. This was a mechanical item but an extremely important one, of course.

After this intensive period, Dr. Ingelhart and I got out of the way and the editors pitched into specific planning for the quarter --- aligning staffs, going over major stories (Ball State had just been invited to the Grantland Rice Bowl) and doing similar types of organizing.

What is my observation after this organization-planning period?

Staffs were never organized faster or more efficiently so far as I know. Communication? It's never been better. All down the line there has been a noticeable improvement.

We are so sold on this approach that we plan to use it at the beginning of every quarter with whatever modifications are called for (amount of staff turnover, recurring problems, etc.)

Staff reaction has been good too, I believe. It is very clear that the period was not one of indoctrination but of working together within the framework of our situation and of advisers offering whatever assistance would be most helpful to the student editors.

Several questions might be asked, among them, "Why not write down all this data and give it to the editors?"

Those advisers who know Dr. Ingelhart well (he is sponsor of student publications at Ball State) know that it is written down. But in the communication business, all of us know full well the effectiveness of personal oral communication in supplementing written communication.

It should be added that the editors and advisers also are meeting most Wednesday afternoons during the quarter to go over new problems and to refer to new information. These meetings seem to provide a useful link between the contemplated quarterly sessions.

We believe the time spent in the organization-planning period was one of our most productive periods of the year in fulfilling our adviser responsibilities. We commend the plan to your attention.

'A Place for Courage'

by Paul S. Swensson
Executive Director, The Newspaper Fund

The following article is an address given by Paul Swensson before the 36th annual convention of Southwestern Journalism Congress at the University of Arkansas, March 18, 1966. Mr. Swensson's distinguished service to the field of journalism, his continued, in-

spired interest in arousing high school students to an interest in the field of journalism are too well known to need repetition. We felt his address was well worth disseminating to college journalism advisers and reprint it herewith. —Editor

The AP Log for Feb. 9-15, 1966, gave the following account of reporting the war in Viet Nam.

"It was Valentine's day and the action near Cu Chi, only about 25 miles from Saigon, was bitter as U.S. infantrymen fought into the tunneled jungle rubber plantation area the GIs call "Hell's Half Acre." Our man John T. Wheeler was there to write the story and — as he had done so many times before — to make pictures. A grenade thrown at a Viet Cong sniper bounced from a tree limb and a fragment caught Wheeler in the arm. He retired for treatment. Then he went back into the fighting zone to make close-in pictures of 25th Division soldiers boring in against sniper fire that caused dozens of casualties.

In the same area that day was Charlie Chelleppah, a 26-year-old freelance photographer from Singapore. Just four days before, he had provided AP with a memorable photo of an American soldier slumping just as he was struck by Viet Cong fire in the same area. On the same day Wheeler was wounded, Chelleppah was killed in action. He was the sixth newsman to die in the Viet Nam war."

Deeds of great bravery on the field of battle have been honored since early times. The journalists of 30 and 40 centuries ago wrote the great epics, composed of the heroic lyrics, and passed down through the ages the stories of men.

Today all great nations reward special valor and patriotic service with decorations of honor. Many of these awards may be won in peace as well as in war.

In the United States the highest award for valor is the Medal of Honor. It is given by the President in the name of Congress to anyone in the armed services who "in action involving actual conflict with an enemy distinguishes himself conspicuously by gallantry and boldness, at the risk of his life above and beyond the call of duty."

Usually we think of courage in the physi-

cal sense, an act of physical heroism on the battlefield; we also think of acts of peacetime courage such as the rescue of persons from fire, flood or folly.

We also think of courage as a moral force the kind that makes a person strong and invincible during temptation of stress.

But if we consult Webster we will find that courage is a "quality of mind that enables us to encounter difficulties and danger with firmness or without fear."

A recent news magazine article carried this simple caption: "The Courage to Say No." Let's talk about that kind of courage which is basically moral courage in action. It is found frequently in youth. It rarely blossoms for the first time in middle age or later years.

Let's start with a brave woman. Hazel Brannon Smith of Lexington, Mississippi, and her husband, own three weeklies which are suffering from a white boycott because of her stand against racist groups. It started for Mrs. Smith some 11 years ago when she condemned the local sheriff who was reported to have shot a Negro boy in the back. Her reporting of this affair and editorial writing that followed reduced her from a well-to-do woman to one who is struggling for economic survival. She's in this mess because she defended a boy who couldn't defend himself. This is moral courage in action — a struggle now in its 11th year.

Ira B. Harkey is the editor of the Pascagoula, Mississippi, CHRONICLE. He opposed Governor Ross Barnett's handling of the intergration controversy over the admission of James Meredith to the University of Mississippi. For this he won all the major awards for courage in Journalism, but he could not survive as an editor and publisher in Mississippi. He's now teaching school up North. His courage destroyed his business but not his heart.

In yesterday's St. Louis Post-Dispatch there is an account of the woman editor of

'Journalism is a demanding profession'

took courage to publish that story which our government now admits is authentic.

In South Africa, January 26, 1966, Harold Strachan was sentenced to 2½ years in prison for having lied about brutality in South African jails." His offense was two-fold: he wrote about his experiences as a political prisoner (there's a law against it), and he and he wrote what the South African court decided to be lies. Behind this is a bitter struggle between South African government and the only newspaper to oppose it — the English language RAND DAILY MAIL, with a circulation of 110,000. The editor is: Laurence Gandar, whose home and offices have been raided by police. His passport has been confiscated. Win or lose, this editor has only his courage to withstand the pressure from his government.

Dan Mich, the great editor of Look, died November 22, 1965. His credo to his prize-winning staff was this: "Nothing we have done in the past will ever be good enough again." This was his yardstick for his own performance as editor and the work of his staff. Dan recognized the necessity of taking a stand. He often said, "the hottest places in hell are reserved for those who, in time of great moral crisis, maintain their neutrality."

T.M. Storke, publisher emeritus of the Santa Barbara, California NEWS PRESS, who has fought extremists in California with much success, says "an editor should seek out the truth and give it to his readers."

J.O. Emmerich, editor and publisher of the McComb, Mississippi, ENTERPRISE-JOURNAL, who has been honored for his courageous stand in favor of law and order in his community says: "The real problem was learning how to be responsible and effective at the same time. It is easy to be responsible and ineffective. And it is easy to be effective and irresponsible. Governor Ross Barnett proved this during the Ole Miss fiasco. But it is often hard to be both responsible and effective."

Robert Moskin, author of "Morality in America" writes that increased press courage is needed in three areas: courage to report change; courage to meet the problems caused by the existence of so many media (newsmen outnumbered delegates at the 1964 Republican national convention); courage to withstand the pressures of powerful government. He is

particularly concerned with government pressure. "The reporter who sees the world in terms of angels fighting devils denies the American people the insight they need to meet the changes of today and the challenges of tomorrow. This kind of reporting — and the editing that accepts it — are as damaging as that which bows to out-side interests."

Tom Wicker, Washington correspondent of the New York Times, in giving the Pulitzer memorial lecture at Columbia University January 14, 1966, said: "A reporter also must have what I can only call instinct: a visceral sense of what is likely to be true or false, significant or specious I would not give a damn for a reporter who believes everything he is told; and I would give even less for a reporter who believes nothing he is told."

Peter Ustinov, in an address at Amsterdam early in 1965, paid tribute to today's epoch "of almost inconceivable physical courage." He quickly moved on to the necessity of moral as well as physical courage. In the area of moral courage he pleaded for people in the arts to fill their most vital function: that of asking questions eloquently. People like the comfort of communal thinking. It is not only a question of keeping up with the Joneses but of keeping in tune with the Joneses." He goes on to complain that "cliches can shelter the timid conversationalists against the rigors of a fresh thought."

Do not expect a safe and secure career in Journalism if you want to contribute to your profession. The fiends in the civil rights disorders do not bother to sort out the home town newsman from the outsiders. And being a Negro reporter did not shield that person in the riots in other parts of the country. The week at Watts demonstrated many things about the moral flaws of Americans. But there was no lack of courage on the part of newsmen, dozens of whom suffered serious injury as they reported the news.

Paul Dean, of THE ARIZONA REPUBLIC of 20 or more correspondents who have been the news in Viet Nam, says: "In the few months I've been here I can reel off the names of 20 or more correspondents who have been wounded in action."

"The fatality that hit us the hardest, was that of Huynh Thanh My, a Vietnamese photographer who worked for the Associated

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'A Place for Courage'

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Press.. My was killed in the Delta. The story was that My was wounded and awaiting a medical evacuation when the Vietcong overran the position. It has been said, but not confirmed, that the Vietcong wanted My to go with them.. He refused. So they rolled him over and shot him through the back of the head.

"Don't get me wrong," writes Dean, "I'm not trying to paint the correspondents as a bunch of bloody heroes.. We get scared just as much, quite probably more, than anybody else in Viet Nam.. None of these guys has to be here. All of them could quit tomorrow and return to the United States, Japan, England, Korea, Australia, Canada, Germany, France or f fm whatever comfortable and safe domestic slot they left. But simply because they have this option, not one will exercise it."

The final example of the Red Badge of Courage belongs to a woman.. She was old as far as combat correspondents go - in her mid-forties. She was slight and slender, also wiry and tough. Her name was Dickey Chapelle from Milwaukee. As a high school kid she chewed up science courses as though she were munching popcorn. Scholarships came her way and she enrolled at M.I.T. to major in aerodynamics. Then came World War II. School and science had no more appeal.. She had a mission - that of war correspondent. She was just that - the rest of her life.. World War II. Korea, Hungary, Cuba, Dominican Republic and finally Viet Nam.

She may have guessed that the Viet Nam journey was to be her last, for she put her house in order back in Wisconsin. Her great collection of pictures, stories and the paraphernalia of many continents and conflicts were given to the Wisconsin Historical Society and the School of Journalism at the University of Wisconsin. She wasn't very happy with many of the students she met there and on other campuses.. She spoke out sharply because too many were soft of body and even more soft in the head. She said they did their thinking with cry-baby emotion. Too few bothered to dig for facts before arriving at conclusions. And then she sent to Viet Nam where she was as tough on herself as she had been on the students back home. A colleague told how she responded to his offer

to help carry her gear one cold, gray battle morning.

"Get your damned hands off that. I lug my own stuff and I take no favors from you or anybody. Leave it alone," she snarled a very unfeminine voice.. The last photograph of Dickey Chapelle was taken as she lay dying. It's not a pretty picture.. One of our Marines had stumbled over a mine. Dickey got the blast. The picture shows a chaplain in combat clothes crouched in prayer, hand outstretched in benediction. Dickey's job was done. The red ribbon which she used to tie her long hair will be for us the correspondent's Badge of Courage.

Journalism is a demanding profession - intelligence, perseverance, honesty in depth, fair play and purpose - these are qualities an editor looks for in college students who aspire to careers in the news.

Journalism is rewarding.. Job satisfactions are great; the opportunities for fine careers have never been better.. If you enjoy hard work, if you want to contribute to an informed citizenry, if you have a sense of humor as well as dedication, if you love the art of making words informative and persuasive, and if you choose to live above and beyond the call of duty, come and get going.

NCCPA Convention Schedule

(Continued from back page)

9-10:30 a.m.

Jefferson A

THE TECHNIQUE OF UNLEARNING

Roy H. Copperud, University of Southern California

9-10:30 a.m.

William Penn Room

HOW TO DEVELOP A NEWS POLICY (Session for new advisers)

Chairman--Miss Elizabeth Barnes, Stephens College

Panelists--Miss Lillian Junas, Juniata College

Earl L. Conn, Ball State University

Roswell B. Willard, Mira Costa (Cal.) College

9-10:30 a.m.

Jefferson B

NEW TRENDS IN PUBLICATIONS

Chairman--Dr. Herman Estrin, Newark College of Engineering

Panelists--C. J. (Skip) Leabo, University of Minnesota

Grady W. Toler, Florida State University

Edwin P. Fricke, Kent State University

'The collegiate press is important ... to the nation as a whole'

Is there any other medium used by national advertisers in which the client is never certain that his ad in every instance will be run on the date ordered, in the manner specified, with correct tie-in advertisements, and where checking copies are not forthcoming immediately? Advertisers are business men. They assume that the media with which they deal are also business enterprises. In all business transactions, the buyer must be satisfied or he will inevitably spend his money elsewhere.. It is not a difficult matter to establish the business practices of each individual college newspaper so that the advertiser will get what he has paid for.. And you will have a better newspaper as a result!

Another problem is purely a sales matter. We at NEAS must know more about all phases of the college market. Valid research, frequently undertaken, will accomplish this. Next, we must compete even more aggressively, using this research data, to wean business away from all of the competing media available. Advertising dollars are limited. Advertisers have a wide variety of media soliciting their money. We must prove to them not only that the college market is the best possible place to spend their dollars, but also that college newspapers represent the best vehicle to reach this market.

In order to make your business grow we must develop new sales and promotional techniques. One of the basic problems of any industry is the tendency to remain static. We intend to break out of the traditional mold with new sales packages that will lure new dollars into our field. For instance, we are currently experimenting with a college bookstore promotion under the auspices of the National Association of College Stores, whereby four national advertisers (primarily proprietary products) will share a 1000 line coordinated unit ten times a year. Newspapers will slug in the name of the participating NACS stores locally. This will produce more sales for the local bookstore, 10,000 lines of new national advertising a year for the newspaper, and more excitement concerning our industry on the part of national advertisers. If this test succeeds, we will endeavor to expand into more college newspapers.

Another basic problem faced by NEAS is the length of time required to produce schedules of estimated lists of schools for advertising prospects with specific marketing goals. Representing 900 newspapers with tremendous variations in mechanical specifications, dates of publication (dailies, weeklies, monthlies), and vast ranges of circulations as well as rates, makes a difficult scheduling problem at best. Laboriously producing lists by hand often results in a time lag from the moment the client expresses an interest and the day when he received our recommended list of newspapers specifically designed to suit his marketing requirements. Often the advertiser's

money has been spent by this time in a variety of other media. The only solution is to computerize our entire operation. This is an extremely costly and time-consuming process, but the rewards will be vast. By March 31, 1967, we envision a completely computerized NEAS to the extent where a salesman at a client's office can dial

the extent where a salesman at a client's office can dial a number and talk directly to "the machine.." He will specify the marketing problem: advertiser A, for example wants his message to reach as many girls as possible in all the states in the Northeast, Middle West, Far West and Florida. He has \$100,000 to spend and wants to reach them in October, November, and February. Where should he advertise, what frequency of insertion should be used for maximum reach, what specific dates, and what size should the ad be for maximum impact? An output printer within 24 hours will give our salesman several alternative solutions which he will rush to the agency. If this comes about as planned, it will be the first consumer media computer system. Our increased speed, efficiency, and accuracy must inevitably produce more business for all.

This very month the portion, of our system concerned with billing agencies and payments to colleges will become completely automated. Now a quicker system on your part in forwarding checking copies to NEAS will complete this cycle and accelerate payments.

Our production difficulties should also soon be solved. Currently an advertiser using 300 college newspapers must produce and ship a variety of production material to 300 different places. This causes a glut in an advertising agency's production department. It is much simpler and more profitable for an agency to make one plate for Reader's Digest, Life, or McCall's, so we must also make it easier for them to use us. We are now finalizing a project whereby the agency will give us one copper engraving of their ad. NEAS will produce the required material for all of the newspapers on the list, package it, and ship directly to each school. Tests with a small group of schools to date auger well for the project. Not only can we exercise better control over the material, but advertising agencies are actually delighted to have this tedious chore removed from their area of responsibility.

With your cooperation we anticipate early solution to other basic problems. Our system of better advance notice of ads that you will run should enable you to plan to run the ads completely as specified. We have asked each Business Manager to appoint a person to be in charge of forwarding checking copies to us quickly. Business reply cards requesting their names were sent in September. Some of you have not returned these cards yet, but speedy payment will result for all who follow our suggestions and systems.

Minutes of Executive Committee Meeting, April 4-5, 1966

Muehlebach Hotel, Kansas City, Mo.

The Executive Committee of the National Council of College Publications' Advisers met at the Hotel Muehlebach, Kansas City, Mo., April 4 and 5, 1966.

The purpose of the semi-annual meeting, called by National Chairman Phil Orman, was to discuss what the NCCPA had accomplished in the districts and through the major committees during the last six months and to plan work for the committee until the ACP-NCCPA annual convention at the Benjamin Franklin Hotel in Philadelphia, October 20-22, 1966.

Attending the Kansas City NCCPA meeting were: Phil Orman, National Chairman, Texas Tech, Lubbock; Dr. John Boyd, Executive Director and Secretary-Treasurer, Indiana State University, Terre Haute; Lester Benz, Nat'l First Vice-Chairman, State University of Iowa,

Iowa City; Miss Elizabeth Barnes, Nat'l Second Vice-Chairman, Stephens College, Columbia, Mo.

Also: Charles Reynolds, Chairman, District VI, Baylor University, Waco, Texas; Morris Richards, Membership Committee, Brigham Young University, Provo, Utah; Willard E. Lally, Chairman, Public Relations and 1966 Conference, Rider College, Trenton, N.J.; Dr. Harold Spicer, editor of the COLLEGE PRESS REVIEW, Indiana State University, Terre Haute; Ray Tudor, Co-chairman of Awards and Recognition, Illinois State University, Normal, Ill; Charles Tribolet, Chairman, Nominations, University of Arizona, Tucson; Mrs. Jean Rawls Fairbank, Chairman, Junior College Relations, Vienna, Virginia.

Also: Mel Adams, University of Kansas (representing

Should a Class Put Out Your Yearbook?

(Continued from page 18)

sider them the "best deal" and avoid formal journalism courses.

Disadvantages of the class stem from this informality: students are often absent or tardy, or may merely "put in time." The laboratory climate is not conducive to frequent or lengthy lectures to the entire staff; specialized areas are better served by private conferences in small groups. Such instruction is time-consuming and repetitious, yet when it is lacking the student complains that "nobody gave me anything to do, or showed me how." A typical class is predominantly productive and willing, yet the true drones who occasionally hang on tend to cause concern and anxiety for the editor and adviser out of proportion to their importance. The book may not even need the marginal performers.

Beyond the lecture and the conference, methods for making this activity more respectable academically include the provision of reference materials such as textbooks, a duplicated instruction manual, a style guide, a library of exchange yearbooks, and instructional bulletin boards displaying sample layouts, progress charts, and deadline dates.

Such material grows gradually; one good source of advice and feedback is a semester-end report required of all students in which they describe their duties, air their problems, and suggest improvements. This report helps the teacher assign a grade—a difficult problem in itself because it tends to be subjective and arbitrary, especially if no examinations are given over the reference material. Grades tend to be higher than usual in such a course, and students may even dare the teacher to show why he (the student) should not get an "A." The edi-

tors who may suggest grades for staff members tend to grade generously, often as a reward for the amount of time spent in their position.

Semester-end reports which complain of a "lack of communications" usually mean that nobody taught or led them properly. Reports also reveal internal problems unknown to the teacher, and often they contain good advice.

A weekly summary card describing what has been done, and hours consumed, may be required of all students and kept on file. A student at the end of the week may be brought to realize that he, in fact, did nothing productive during his class hours. The producing student is proud of his weekly record and wants his instructor to know what he has done.

The teacher should assume that some students would rather be working for the editor than for him because it seems less demanding and less formal that way. Should this concern the adviser if that student is doing his job? The editor's duties include establishing himself as a leader, and he should pursue that kind of recognition.

It is at deadline time that the editor and adviser can teach staff members most effectively; with the completed pages before them and the persons who prepared the page at hand, suggestions for improvement are made. The concept of a copy desk as it is known on newspapers is seldom found on yearbooks. Such a copy desk procedure would be desirable, though, and is possible when pages are submitted sufficiently before deadline. Too prevalent is the sub-editor at deadline who will "drop his pages on the editor's desk, then run," yet the acceptance or rejection of those pages in a hurry is the most

(Turn to page 20)

Minutes of Executive Committee Meeting

efforts that the district chairman had made within the last six months to promote NCCPA in their areas.

Distribution of the NCCPA brochures, as well as suggestions that newly appointed state chairmen send letters to all schools within their states, that college presidents should know about NCCPA, and that district chairmen try to encourage the formation of state press associations -- all were part membership discussion to up-lift NCCPA promotion.

It was strongly suggested that district chairmen be appointed for two-year terms. Not a motion.

Dr. Inglehart's idea of NCCPA's providing a certificate of student freedom for congratulatory purposes was mentioned. Charles Reynolds, District VI Chairman (Texas area), suggested that all schools in district be encouraged to send into the chairman any publications' problems or "gripes," so that district chairmen could then present them at the Executive Committee meeting.

AEJ-affiliation: A discussion of the possible NCCPA membership in AEJ, led by Mel Adams, University of Kansas, brought out the following points: that by joining this already enormous organization which is now subdivided into specialized groups, we would lose our identity, increase our cost, and reduce our efficiency.

It was moved and seconded that no action on NCCPA's affiliating with AEJ be taken. Motion passed.

It might be mentioned here that the apparent interest shown in AEJ at the NCCPA meeting in San Francisco has not materialized. It would require \$50 plus thirty names plus the clearance (voting by committee) to get AEJ membership. Or \$100, as an affiliate, which would give membership on the planning board.

AEJ has problems. In the future, their membership dues are going up. According to the latest organization plan, AEJ is now composed of divisions, each having its own convention program at the annual meeting.

It would be interesting to have a few of our members, already AEJ members, at the Iowa convention just to observe the new organizational system and evaluate the worthwhileness of our joining.

It was moved and seconded that the matter be given further study and that a report be given at the October, 1966, NCCPA convention in Philadelphia. Motion passed.

e. Public Relations and 1966 Conference:

Willard El Lally presented a full report of the NCCPA program for the ACP-NCCPA convention at the Ben Franklin Hotel in Philadelphia, Oct. 20-22, 1966.

Jean Fairbank will serve as Registrar for the NCCPA. It was suggested that Phil Orman send her plastic card holders this summer so that name cards for the regular membership be made before convention time.

It was further suggested that Dr. Joseph M. Murphy, director, CSPA, be invited to the NCCPA OPEN HOUSE for all advisers, 7:30-10:00 P.M., Thursday, October 20.

(This open house is scheduled at the same time as the ACP Opening Convocation).

It was further suggested that tape recordings be made of the NCCPA discussion meetings.

Bill Lally had discussed possible meeting rooms in the hotel and recommended that we have our sessions on the second floor either in the Jefferson Room which could house 150 people or the William Penn Room.

As to PUBLIC RELATIONS, Mr. Lally suggested that NCCPA publicity be sent to EDITOR AND PUBLISHER, the QUILL, and other publications. Also, he is planning a general press release and suggested that local names be given to local newspapers -- names of those participating, speaking, and receiving awards. Deans of universities should receive NCCPA publicity. It was suggested, too, that membership application and NCCPA releases be sent "piggy back" with the ACP mailings.

f. Publications:

Dr. Harold Spicer, Editor of the COLLEGE PRESS REVIEW, announced that besides the January issue, there would be one ready for May delivery and another in September.

Volume 6, Number 1 -- Winter, 1966, featured two cases of libel in the student press, the minutes of the San Francisco NCCPA conference, 1965, and a "road map" for junior college newspapers.

It was recommended -- after a discussion on the possibility of having national advertising in the Review -- that the Executive Committee add an advertising manager to the Executive Board.

It was moved and seconded that advertising be included in the REVIEW and that Charles Reynolds, Baylor University, Texas, be the new Advertising Manager. Motion passed.

He will set up guidelines, rates, etc.

Dr. John Boyd's NEWSLETTER was applauded, Morris Richards saying that it was "Wonderful!"

Both Dr. Boyd and Dr. Spicer urged that members write for either or both publications. It was recommended that the National Chairman contribute a column to either the REVIEW or to the NEWSLETTER.

Deadline for the next REVIEW: April 30th.

g. Nominations

Charles "Bumps" Tribolet, chairman, moved that the present slate of officers to be continued next year. (Since there are two for each office, the Executive Committee can officially do this). Motion passed.

It was moved and seconded that since the regular term of office for officers was one year, that all officers be elected for two terms. Motion passed.

Thus, the present slate of officers will be recommended and ballots will be sent with the Nominating Chairman's recommendations.

Minutes of Executive Committee Meeting

Vice-President (Section 2); Second Vice-President (Section 3); District Chairmen (Section 4); Immediate Past President (Section 5); Section 6: "As appointed Executive Director. . ."

11. Article VIII: . . . Change to: "The President shall be empowered. . ."

12. Any other references to National Chairman be changed to President.

5. Elections -- Everybody Right!

Since the Executive Committee felt that it takes six months, at least, to get a new slate of officers indoctrinated, the recommendation that officers be elected to two-year terms was recommended. It was also felt that the position of the Executive-Director be an appointed position and also approved by the Executive Committee. Under the new two-year term, the election committee would make up the slate every other year.

6. Research Programs -- Looking at the Facts!

It was recommended that advisers be on the lookout for Master Thesis conclusions relating to journalism. Everyone was urged to write Dr. Spicer, editor of the REVIEW, about any research in progress. It was urged

that all members of NCCPA cooperate in the "looking for facts" program.

7. AEJ-affiliation -- Do We Lose Our Identity?

Discussed under Membership. It was recommended that we do further research in this matter and make a report at the October, 1966 meeting.

8. National Image -- Everybody Should Know!

One of the clues to a better national image would be to invite national figures to speak at our convention groups. Several were suggested to Mr. Willard Lally for the October convention.

9. Who's Who Editor -- A Hard Job and Who to Fill It.

Mrs. Jean Fairbank was appointed the 1966 Who's Who Editor. A more concise summary was recommended. Deadline for material will be June 1st!

10. Other business -- Put on Your Thinking Caps.

Recommended Advertising for publications: \$100, full page; \$65 for half-page -- according to new ad chairman, Charles Reynolds.

Dr. Boyd: "If we use just a mail order house for advertising, we're doing a disservice to advisers." Financial Report: Dr. Boyd: "About \$2400." NCCPA meeting adjourned at noon, April 5th.

The College Yearbook Adviser

(Continued from page 7)

yearbooks in 1965' although the trends were toward more four-color and greater use of the true photo-essay.

'Nothing really new' may be the real problem. After more than half a century of 'high school formula yearbooks,' the use of available light photography and the Life-Look format created great changes in the yearbook.

In recent years, Life and Look have altered their formats to place increasing emphasis upon the larger pictures and the written word. This may be the path of the yearbook of the future -- if it survives.

However, some traditions die hard and the yearbook is a well-entrenched part of the college and university scene.

But back to the adviser. . .

Responses indicate that two large groups of advisers exist. Nearly 30 per cent are primarily public relations practitioners for their institutions. And this group is second in size only to the teaching advisers, who comprise 33 per cent of the total number responding.

Of the 70 per cent of the advisers who teach, almost half do it in the journalism field while English comes in a poor second with about 8 per cent.

Male advisers accounted for 88.6 per cent of the total and the amount of time spent on yearbook work amounted to one-fifth of the work week for 46 per cent of the respondents and one-fourth for an additional 22 per cent.

Other significant points emerging from the survey included:

- Most of the yearbook advisers have faculty rank, 20.5 per cent instructor, 31.1 per cent assistant professor, 9.8 per cent associate professor, and 6.8 per cent full professor. Indicating no faculty rank were 31.8 per cent.

- 52.3 per cent said they are under 12-month contract, by far the largest group.

- More than 63 per cent hold master's degrees. More than one-third are working on a higher degree, with three-fifths on the doctorate.

- The largest group of public relations advisers seemed to be making a higher salary than the largest group of teaching advisers. Reporting their salary to be in the \$9,000 to \$10,499 bracket were nearly 31 per cent of the public relations practitioners, while nearly 32 per cent of the teachers said they were in the \$7,500 -- \$8,999 group.

- The largest group (nearly 60 per cent) of public relations advisers occurs at institutions where only journalism courses are offered (no department or school of journalism).

- In institutions where a journalism department exists, the yearbook is able to draw primarily upon teaching faculty advisers. This is the case for 43 per cent of the teaching faculty advisers.

- Nearly half of the public relations personnel indicated they teach regular academic courses (virtually all journalism) for six hours or less.

NCCPA CONVENTION SCHEDULE

PROGRAM OF 1966 CONVENTION (Tentative)
Benjamin Franklin Hotel, Philadelphia, Pa. Oct. 20-22

THURSDAY, OCTOBER 20

Noon--
Registration--Jean Fairbank in charge.
1 p.m.
William Penn Room
NCCPA EXECUTIVE COUNCIL
2 p.m.
Betsy Ross Suite
Alpha Phi Gamma Meeting--J. W. Click, Ohio University
2 p.m.
Washington Room
Pi Delta Epsilon Meeting--W. Manion Rice, Southern Illinois University, and Dr. Herman Estrin, Newark College of Engineering
3:30-5:30 p.m.
Jefferson Room
PUBLICATIONS ADVISING IS A PROFESSION
Chairman--J.W. Click, Ohio University
Panelists--Alvin Oickle, University of Massachusetts
Mel Mencher, Columbia
Reid Montgomery, University of South Carolina

5:30 p.m.
Jefferson Room
Social Hour (Courtesy Taylor Publishing Company)
7:30 p.m.
Associated Collegiate Press Opening Convention
(NCCPA members welcome)
8:00 p.m.--?
William Penn Room
NCCPA OPEN HOUSE (A Get-Acquainted Session with NO speeches) (Refreshments courtesy S. D. Warren Co. & Kingscraft Division of Kingsport Press)

FRIDAY, OCTOBER 21

8-9:30 a.m.
Crystal Ballroom
Coffee Rolls. Sponsored by National Educational Advertising Services.

9-10:30 a.m.

William Penn Room
HOW TO REWARD STAFFS AND KEEP THEM HAPPY
(Session for new advisers)
Chairman--W. Manion Rice, S. Illinois University

10-noon

Jefferson A
THE PUBLICATIONS BOARD--FRIEND OR FOE?
Chairman--Dario Politella, University of Massachusetts

10:30-noon

Jefferson B
YEARBOOK BIDS, SPECIFICATIONS AND PHOTO COVERAGE PROBLEMS
Chairman--A. W. Sanderson, University of S. Fla., Tampa, Fla.

Noon

ACP-NCCPA Awards Luncheon

2-4 p.m.

Jefferson Room
NCCPA BUSINESS MEETING
K. P. Orman, Texas Technological College, NCCPA National Chairman, in charge

4 p.m.

Jefferson Room
PRESENTATION by Patrick W. Kennedy, Newspaper Fund Inc.
5 p.m.

SOCIAL HOUR (Associated Collegiate Press, host)

EVENING

A "swinging time" in the City of Brotherly Love. (Details of theater, film shows will be made available).

SATURDAY, OCTOBER 22

8 a.m.--?

William Penn Room
or Press Room
Coffee and Rolls--Associated Collegiate Press, host.
(Coffee will stay on "stove")

(Turn inside to page 15)

NATIONAL COUNCIL of PUBLICATIONS ADVISERS

300 Tirey Memorial Union
Indiana State University
Terre Haute, Indiana 47809

MAGAZINE

Reid H. Montgomery
Univ. of South Carolina
Columbia, S. C. 29208

