

College Press Review

National
Council of
College
Publications
Advisers



WINTER/SPRING, 1969
VOL. 8 NO. 4

A TRIENNIAL JOURNAL OF NEWS, REPORTS, AND MATTERS OF INTEREST TO COLLEGE PUBLICATIONS ADVISERS

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College Press Review

Published by the National Council of College Publications Advisers at 226 University Center, University of South Florida, Tampa, Fla. 33620. Contents of this issue are views of the writers, not necessarily those of NCCPA or their institutions. Address communications concerning news-editorial content to the editor. Address communications concerning subscriptions or membership to the Executive Director, Dr. John A. Boyd, TMU 401, Indiana State University, Terre Haute, Indiana 47809. *The Review* is published during Fall, Winter and Spring quarters of the college year.

Editor

ARTHUR M. SANDERSON
The University of South Florida, Tampa 33620



WINTER-SPRING, 1969

VOL. 8, NO. 4

Editor To Receive Bronze Statuette of John Hancock



For Courage In Journalism—

John Hancock Freedom Award Applicants Sought

BOSTON—Independence and excellence in collegiate journalism will be recognized again this year with the Freedom Award established in 1968 by the John Hancock Mutual Life Insurance Co., according to Dr. Dario Politella, president of the National Council of College Publications Advisers.

The award consists of a bronze statuette of John Hancock, first signer of the U.S. Declaration of Independence, and \$250 in cash. The 12-inch statuette is valued at \$650. It is a miniature of the heroic sculpture by John Manship which now stands in the lobby of the John Hancock Building in Boston.

Selection of the winner will be made by the National Council of College Publications Advisers. The 1969 Award will be presented at the Americana Hotel, Miami Beach, during the annual joint meeting of the NCCPA and the Associated Collegiate Press, Oct. 30-Nov. 1.

Dr. Politella said "Because this Award recognizes that today's responsible campus editors will be tomorrow's leaders in business, education and government, its winners typify the best of America's young student journalists who continue to illustrate the responsibilities of a free and independent press, whether on the campus or in real life."

Any student member of the editorial or business staff of a college or university student publication published in the United States is eligible for the Award.

The first award was presented to Gary C. Dickey of Auburn, Ala., last fall. Dickey had won relief in the Federal courts after being fired as editor and expelled as a student from Troy (Ala.) State College, charged with "insubordination." He had refused to accept censorship on political grounds of an editorial in *The Tropicitan*, campus newspaper.

The courts ruled that "A state cannot force a college student to forfeit his Constitutionally-protected right of freedom of expression as a condition of his attending a state-supported institution."

According to Dr. Politella, the John Hancock Award has been established to recognize the achievements of student journalists in upholding freedom and independence. The winner will be selected on the basis of evidence demonstrating editorial competence, courage and responsibility.

Each entrant should submit a letter and clippings summarizing his efforts, along with a short biography.

Judges for the award will be a panel of nationally recognized authorities selected by the NCCPA. The deadline for all entries is May 15, 1969.

Entries should be mailed to: Dr. John A. Boyd, Executive Director, NCCPA, TMU - 401, Indiana State University, Terre Haute 47809.

#

The Underground Press

By PEGGY SCOTT
Eastern Kentucky University

The sixties have been showing themselves as times of revolution and change in almost every aspect of life. Beneath all of the uproar and activity there has been the voice of a new kind of reporter. At first this voice was barely audible but lately it has nearly become a shout. Underground newspapers are now a part of the American scene.

Two years ago there were not more than five known underground newspapers in the United States and Canada. Since then about 150 to 200 have sprung up. Of course no one is sure how many papers there are because their survival has depended somewhat upon their secretiveness.¹ But lately this element of repression has changed. The underground press can no longer be said to be truly underground. Instead it is fast becoming a significant force in society. In March 1968, *Newsweek* and the *Wall Street Journal* reported that the underground press was growing in circulation and financial success. To support this statement they cite the fact that two new press syndicates have appeared which are the underground equivalents of the Associated Press and the United Press International. They are: (1) United Press Syndicate (UPS) which allows sixty papers to run its stories with credit lines attached, and (2) Liberation News Service (LNS) which sells new articles, reviews, and essays for \$180 to subscribers. The main office of LNS, located in Washington, D.C., recently switched to teletype machines. The *Wall Street Journal* reported that there are 50 or more underground papers. *Newsweek* reported a more extensive 150 in circulation. Marshall Bloom of LNS told the *New York Times* that more than 200 had begun publication in the last two years. In addition he told *The Nation* that LNS

handles 280 papers with 125 of these underground, 80 of them peace papers, and the rest college publications. Reader estimates have been placed at 33,000 by the *Wall Street Journal* and at 4.6 million by Bloom.² Some of the papers are published only now and then and readership is in the hundreds. Others are weeklies with wide circulation. This group is dominated by the Big Three: *EVO*, 45,000 readers, *Berkley Barb*, 60,000, and the Los Angeles *Free Press*, 85,000. In addition most of these papers have paid employees.³ In response to this report, Peter Werbe, co-editor of Detroit's underground paper, *The Fifth Estate*, said that this success would not spoil the underground press and that this was the first step in a guerrilla movement. Marvin Gibson, another underground editor replied:

It's going to get bigger all the time. There are going to be more and more papers that will give people coverage they're not getting—and will never get—from the daily papers. . . .⁴

The underground press is primarily a product of the younger generation; writers and readers alike are usually under thirty years old. Society has seen its younger counterpart reject outside control of music and politics. Now the young have taken another step and opened their own field of communication.⁵ One reason this action was taken was because they felt they had no voice in the Establishment press, as the regular news media are known. The *Paperbag*, an underground magazine of Los Angeles, views the situation in an editorial:

All estimable magazines, they have their own particular slant and unfortunately they don't include much about the winds of change that are sweeping our country, and particularly the young people in it. . . .⁶

Some of the underground papers even see themselves as competitors with the Establishment press. This group includes the more radical papers such as the *East Village Other* of New York whose editor told a correspondent for the *San Francisco Chronicle*:

America now finds itself split into two camps, two life cycles. A cultural evolution is taking place that will sweep

¹ John Kronenberger, "What's Black and White and Pink and Green and Dirty and Read All Over," *Look*, Vol. XXXII (October, 1968), 20.



Peggy Scott is a 19-year old sophomore at Eastern Kentucky University in Richmond, who has a major in English and a minor in Journalism. She was graduated from Bryan Station Senior High School in Lexington, Kentucky, in 1967, and attended Milligan College in Johnson City, Tennessee, for one year. This article originally was submitted as a term paper in an Introduction to Mass Communications class taught by Prof. Glen Kline.

² Thomas Pepper, "Underground Press: Growing Rich on the Hippie," *The Nation*, Vol. CCVI (April, 1968), 570.

³ Kronenberger, p. 20.

⁴ Pepper, p. 570.

⁵ Kronenberger, p. 20.

⁶ "Doing Our Thing," *Paperbag*, Vol. I (February, 1968), 6.

the grey-haired masters into the garbage heap. Wisdom and time are on the side of youth. . . .⁷

Generally the papers take themselves seriously. They feel they are going to have a lasting effect on society. According to Wayne Hansen of Boston's *Avatar* the underground media are more than a mere fad:

The twenties had Hemingway and Fitzgerald; the Beat Generation had Kerouac and Allen Ginsberg. But did you ever wonder where are the books of this generation? Today's writing is more immediate; you can't wait around for a publisher. . . .⁸

Another underground newspaperman, Allan Katzman, co-founder of *EVO*, states a similar opinion:

Twenty years from now people will be able to look back and understand this period, get a good feel for what it must have been like, by reading *EVO*. . . .⁹

Just what is it that the young wish to say that is so important to them? There are many areas of general interest dealt with in the underground papers. The emphasis given to each of these areas depends upon the group editing the paper. But whether attention is given to sex, drugs, or politics, the aim is toward cultural changes in values and beliefs. The editors of the underground press claim that they are revealing the trends of the future, and that the future will be better because of their writing.¹⁰

In its most radical form, the underground press is a close approximation of the beliefs of a group known as Students for a Democratic Society (SDS). This group has been so influential in the younger generation's "revolution" that it should be analyzed as to its proportionate effect upon the underground media. The objectives of the SDS are as follows: (1) to make Americans realize how "bad" our government is and to encourage resistance to it, (2) to make people distrust all institutions, (3) to end the Vietnam War, or even further, to end all war by over-throwing the governmental system that makes war necessary, and (4) to establish a highly decentralized government in which there are no monopolies or big institutions, and more localization of government.

A Boston girl has summed up the role of the underground press in accomplishing these objectives:

Demonstrations give us no power, they simply alienate us from other people. We are more alone than ever. We ought to educate the people first so they understand what we are demonstrating against and why. . . .¹¹

Views similar to those of the SDS are apparent in the underground media. This is not to say that this group is influencing all of the papers, but merely that the afore stated objectives are a general summation of the slant of the underground papers.

Several of the media have stated as one of their main purposes to expose the truth about what is happening in the world. Such an aim would tend to accomplish goals number one and two in the list of SDS objectives. *Naturally* if stories are reported in the underground paper that are ignored in the establishment press, a person becomes

distrustful of the regular paper and of the whole governmental system under which it operates. In the pages of the *National Underground Review* of Village Station, New York, is an editorial statement concerning this situation:

The first thing you do is get mad. Mad at the evening news for distorting the real story. "I saw the tear gas. They can't say it wasn't used."

But they do say it. And you get mad. . . .¹²

The editor of *EVO*, 26-year-old law student Peter Leggieri, has stated:

There is no such thing as free press in this country. There is permitted press—but what is permitted depends on the locality. . . .¹³

Another stated objective of the papers is simply to protest. This protest may be in any area of society and could work to achieve any of the stated SDS objectives. Thomas Pepper in *The Nation* has said of the underground press:

All these papers do is offer protest—it not only requires it, but depends on it. . . .¹⁴

The Worcester Punch of Worcester, Mass., has defined the reason for its beginning as "Protest to (against): political and social pro-peace—anti-colonialism."¹⁵ Much of its protest is against the Vietnamese War. An editorial comment in one of the issues expresses dissatisfaction with the war policy of the United States.

The editors of *Punch* believe that the only feasible and moral alternative is for the U.S. to withdraw its forces from Vietnam and let the Vietnamese settle their own affairs. The U.S. is aggressing in a foreign country and should simply get out. . . .¹⁶

Another medium which offers a form of protest to the war is the *Win Peace and Freedom through Nonviolent Action* of New York City. The editors intend their magazine to be the voice of the peace movement, and it is totally devoted to this task. This magazine is published monthly by a group known as the War Resisters League. In addition to these war protesters there is the *Mother of Voices* of Amherst, Mass., which proposes an end to the Vietnamese conflict as an immediate goal of the paper.¹⁷

Protest can also be seen in the area of education. The underground press has been playing a role in attacks against the administrations of schools, the lack of constitutional rights, and the quality of education.¹⁸ One paper which is seeking to bring about revolutionary changes in university policy toward students is the *Free Press—Underground* of Columbia, Mo. In an article by Steve Fuchs the administration is viewed as a restrictive power which is

¹² "News," *National Underground Review*, Vol. I (June, 1968), 15.

¹³ Kronenberger, p. 20.

¹⁴ Pepper, p. 572.

¹⁵ Survey of the Underground Press, F. Dulloch, editor.

¹⁶ "Letters to the Editor," *The Worcester Punch*, Vol. II (March, 1968), 2.

¹⁷ Survey of the Underground Press, Arthur Augie Cohen.

¹⁸ Samuel N. Feldman, "Underground Newspapers: Their Aims, Prospects, Procedures," *The School Press Review*, Vol. XLIII (March, 1968), 1.

⁷ Pepper, p. 569.

⁸ Kronenberger, p. 21.

⁹ Kronenberger, p. 21.

¹⁰ Pepper, p. 569.

¹¹ Dotson Rader, "Princeton Weekend with the S.D.S.," *The New Republic*, Vol. CLVII (December, 1967), 15-16.

trying to control the students' lives. He charges:

Students are treated as objects to be manipulated and are not allowed to participate in the decision-making process of their University. . . .¹⁹

In the *Worcester Punch* is a report of the planning of a free university, an informal structure which could examine social problems not covered by textbooks. The article describes the type of institution conceived and closes with a promise of further coverage of the development of the project.²⁰

A few of the underground papers are primarily concerned with their effect on the regular news media of their area, whether it be on the campus or in the community at large. An example of this type of paper is *The Voice* of New York City, an extremely successful weekly. *The Voice* was begun to outdo the regular local press, particularly the *New York Times*. In contrast it is further left politically and more artistic than the *Times*, and it substitutes reviews of books, movies, the theatre, music, and the press for ordinary news reporting. New Yorkers, characteristically dissatisfied with American public life, have made a good audience for the paper.²¹ Another paper aimed at the establishment media is *The Worm* of Halifax. In answer to a question of why it was begun, David Smith, the editor, replied that there had been dissatisfaction with the *Dalhousie Gazette*, the university publication. He felt that "competition would breed improvement," and was successful in his attempt. According to Smith, the *Gazette* had been too involved in off campus news reporting before his paper was published. But after only five issues of *Worm*, *Gazette* student news content increased 27.8%.²²

Many of the underground papers are distinguishable from the establishment press by their literary and artistic content. This difference is due to the emphasis on creativity by some of the publications. One unique example of this type of paper is the *San Francisco Oracle* which is loaded with spiritualism and psychedelic artwork. Its stated aim is to encourage creative thought and expression. Another San Francisco underground paper, *Vanguard*, was initiated for the same purpose. The editor-publisher, Keith St. Clare, expresses his reason for starting the paper:

Lack of creative outlet available to San Francisco's tenderloin citizens, need for a literate, constructive homophile publication. . . .²³

Some of the young editors are sincerely devoted to this literary endeavor. But few are so dedicated as the co-editor of *The Warren-Forest Sun* of Detroit, John Sinclair, who says:

I'd like to have enough money from some source to publish *The Sun* regularly and in full color. We are dormant now with the paper but will return to publication as soon as we can find a backer who will pay the printing bill and distribute the paper. He can have all the money that comes in from it—all we want is a medium for our writing and artwork. . . .²⁴

Often the papers will herald a certain protest and change movement such as the drive to repeal the Marijuana Tax Act of 1937. In an article entitled "Killer Weed," the *Paperbag* of Los Angeles slanders the law as stupid and biased and proposes that the first step in repealing it be the education of the public on marijuana's unharmed effects.²⁵

Perhaps the best summation of the aims of the underground paper at this point is that of a high school editor of the underground media. According to him there are two basic functions of the papers: (1) to permit and encourage nonconformity by being a sounding board for the complaints of any individual, and (2) to protest injustice.²⁶

But this summary would only include the milder expressions of the underground. A much more serious form exists which is aimed at the structure of American society. Papers which write at this level have an all encompassing goal in mind—a cultural revolution. Many young radicals are disillusioned with the United States in every aspect of its way of life. They abhor materialism, distrust politics, disagree with the established moral standards, and reject the Establishment church. As a voice of these dismayed young people, the underground press is demanding an overthrow of the status quo and a new system according to new standards. In September, 1967, the *Open City* ran an editorial on this subject which stated:

We feel that it is time that each of the groups now in revolt against an increasingly monolithic social system learns that it has much more in common with the other groups than it previously knew. Perhaps this way the separate isolated rebellions which the Establishment finds comparatively easy to put down could be joined into one truly effective social and political uprising. . . .²⁷

The *Illustrated Paper* defines its goal as

an anarchist revolution in our lives filled with good sex, good work. Artistic and intellectual activity and food, clothing, and shelter. . . .²⁸

And the *Worcester Punch* is more specific in its aims:

peace, civil rights, social reform, a third party to replace the status quo two parties. . . .²⁹

But these two papers are only representations of all the underground media. The very existence of these papers is based upon dissatisfaction with "the way things are" in our country. Perhaps the best summary of the general attitude of the young revolutionaries appeared in *Paperbag*:

We think all wars are a waste, that perhaps the churches need an overhaul, and that America needs new directions. We're convinced there's something more to life than the latest model car, the size of color T.V. sets, or the "good life" in the suburbs. And if there isn't, there sure as hell ought to be.³⁰

But though there is universal agreement that there

19 Steve Fuchs, "What's to be Done?" *Free Press Underground*, Vol. III (October, 1967), 2.

20 "Free University Planned Here," *The Worcester Punch*, Vol. II (March, 1968), 4.

21 Pepper, p. 572.

22 Survey of the Underground Press, David Smith, editor.

23 Survey of the Underground Press, Keith St. Clare, editor-publisher.

24 Survey of the Underground Press, John Sinclair, co-editor.

25 Fred Freel, "Killer-Weed," *Paperbag*, Vol. I (February, 1968), 32.

26 Feldman, p. 9.

27 Pepper, p. 569.

28 Survey of the Underground Press, Allan Graham, sales manager.

29 Survey of the Underground Press, F. Dulloch, editor.

30 "Doing Our Thing," p. 6.

should be a change, there is diversified opinion as to the type or degree of change in order. For instance, the *Paperbag* offers a subtle suggestion that the American economic system be replaced by a system that does not exploit the poor. The *Mother of Voices* carries this idea a step further by proposing a new type of community system in which people of similar outlooks help each other "make it in the world." In addition the paper presents a challenge for hippies to stop "living off" the so-called straight people and to begin producing their own food, clothing, shelter, and jobs. According to the paper, the type of society proposed is not a Utopia or an organization of communal farms. Instead it is a practical community in which people of similar interests live and work together.³¹ An even more radical approach is taken by the magazine *The Modern Utopian*. In the opinion of the editors almost every aspect of American life is in need of change. The ultimate goal would be a new society in which such things as group dating, permissible abortion, legalized drinking for all ages, and alcoholic beverages served at church parties are a part of everyday life. The magazine even carries the idea of group marriages. This idea is based on the theory that one can be a much happier person by sharing an emotional and sexual relationship with one person so why shouldn't this be increased by sharing it with more than one? The *Modern Utopian*, publishes reports of changes in American government such as the move to abolish capital punishment, developments in church-state separation, and court cases protesting laws of questionable social justice such as the jailing of chronic alcoholics. At times the magazine carries its proposals to extremes as in the suggestion that public toilets be "sexually integrated."³² The *Midpeninsula Observer* carries a unique article on a new type of drama, the guerrilla theatre. This would take the expressions of the underground directly to many people who might not be influenced or reached in any other way. The stage would be much like the medicine wagon or street corner theatres of the Old West, with touring companies as performers. The *Observer* advises that the plays be carefully designed to "reflect the sickness of our society." To do this the particular geographic, social, and political situation of the area in which a play is to be acted must be closely examined beforehand. In the opinion of the author, the underground could really benefit by utilizing this new type of medium. Whether or not it would benefit the radicals, it would undoubtedly be a significant new addition to American drama, especially if it could establish itself.³³ Another paper which offers a bold proposal for change is the *Washington Free Press* which advocates what it calls a Neo-American Church in which LSD and other drugs are used as sacraments.³⁴

Most all of the papers are against the violence which characterizes American society, and would rather see a new situation in which peace is present. They take it very seriously and have proposed theories as to why it is flourishing in the U.S. *The Paper* of East Lansing, Mich., believes violence is due to (1) frontier tradition, (2) the fast-evolving sex revolution, (3) frustrations of a brain-

washed society, and (4) our scapegoat type society which blames a certain group of people such as Negroes for society's problems.³⁵ Another magazine is much more "down to earth" in its opinion of why riots occur:

They riot because they're pissed off and they're just looking for an excuse. . . . because they hate cops and because cops are a symbol for all the unnamable frustration that comes from living in a tight ugly ghetto. . . .³⁶

But even though the papers are concerned over violence in society, they are opposed to police. Many of them carry news reports of police brutality. In the *National Underground Review* there is an account of student resistance to police at Columbia University complete with a photograph of a young man with his head bleeding. The article states:

We are in this room with them [the police], singing, locked arms, and they stand behind us and over us with their little blackjacks which open you up. It's obviously some deep sexual or fantasy thing with them or they would stop beating on you out of sheer boredom. . . .³⁷

Another story of police cruelty appeared in the *Midpeninsula Observer* which condemned the police for clubbing and squirting mace in the faces of demonstrators after they had been arrested.³⁸ The *Mother of Voices* carried a short excerpt of the Surgeon General's report that mace is much more dangerous than the police are admitting.³⁹

Some of the papers go to greater lengths to criticize the police. These run editorials of up to two pages on the ridiculousness of policemen. An example of this type of criticism appeared in *The Paper*. There was a humorous editorial in one issue which emphasized the tendency of policemen to get carried away with their authority. In the article are examples of incidents such as a policeman pronouncing a man dead and then screaming obscenities at a man who is certain the victim is only in shock. *The Paper* asks:

If man will let others die rather than appear wrong or "lose face"—you can imagine what they will do if someone (not themselves) is involved!

The article also protests against a society which is based upon fear, the fear of policemen. The author is enraged by the fact that America is supposed to be the most "civilized" nation because it has the most policemen.⁴⁰

One paper carries the hint of a bit of sympathy for the police. The *Paperbag* expresses its attitude in this way:

We think the police have a tough job but some cities are becoming police states with some of their policemen more incensed about long hair and beads than they are about thefts and muggings. . . .⁴¹

But the *Paperbag* also reminds its readers that all too often

35 Tuli Kupferberg, "How To Think About the Police," *The Paper*, Vol. III (January, 1968), 8.

36 Thorne Dreyer, "Lower East Side United Against Pigs," *Washington Free Press*, Vol. II (August, 1968), 3.

37 Wolfe Lowenthal, "Cry If You're Getting Your Head Broken," *National Underground Review*, Vol. I (June, 1968), 7.

38 "Fairmont Demonstrators Are Brutally Attacked," *Midpeninsula Observer*, Vol. II (August, 1968), 3.

39 "L.N.S.," *Mother of Voices*, Vol. I (June, 1968), 12.

40 Kupferberg, p. 8.

41 "Doing Our Thing," p. 6.

31 Jimmy Plato, "Death Valley," *Mother of Voices*, Vol. I (June, 1968), 2.

32 "News Digest of Social Change," *The Modern Utopian*, Vol. I (July-August, 1968), 7.

33 Margaret Mills, "Guerrilla Theatre: great potential," *The Midpeninsula Observer*, Vol. I (January, 1968), 4.

34 Peter Novick, "Underground God," *Washington Free Press*, Vol. II (March, 1968), 10.

the police departments of our nation are guilty of much more than mere neglect. It charges that policemen have stolen property and taken lives. Several examples are cited.⁴²

Just as the subject matter of the papers is controversial, the journalistic methods of underground editors are bold. Humor is a device used in most of the papers in some form. In some it takes the form of a funny story, in others it may appear in cartoons or comic strips. But in every case it is aimed at the Establishment. The *National Underground Review* carries an account of a hippie marriage arrangement that most anyone would have to smile about. In the story the female partner in a free love relationship decides she wants to get married, much to the dismay of her mate. To compromise the conflict, he devises a system to satisfy both sides. He agrees to sign any papers for her if she will do the same for him. So after he signs the marriage license, she signs the following statement:

We, the undersigned, hereby declare that the form of marriage which we went through... was not intended by us to have, and as far as we are concerned does not have any legal, social, or moral validity whatsoever...⁴³

He concludes by saying they are both very happy with this arrangement.

Humor also appears in cartoons and comic strips. The *Paperbag* is the primary example of the use of this method. One of its cartoons pictures two plump middle aged couples seated in a living room; one of the wives is saying:

We took LSD and Willard threw up.⁴⁴

Satire is another literary device used in the papers. Like the humor, it is directed at the Establishment but it is much more bitter. A striking example of the use of satire appears on the front of the *Spokane Natural* Christmas issue. There is a picture of a skeleton mother and child with the caption:

Only 16 more bombing days till Christmas.

The *Washington Free Press* uses "cover satire" also. On the front of the May 8, 1968 paper is a poster which says "Zip Your Lip, America; Loose Talk is Dangerous." Under the poster is a quotation from a U.S. Court of Appeals judge disclaiming public speech by government employees, a headline from *The Evening Star* of Washington D.C. saying, "U.S. Workers' Free Speech Curbed," and an excerpt of the First Amendment to the Constitution with a satirical addition at the end.

The most frequent and inflaming method of the underground press is the use of obscene language. A few of the papers reject vulgarity, among them the Los Angeles *Underground* and the *Anvil* of North Carolina, but these are in the minority.⁴⁵ Most of them condone the use of dirty language. Allan Katzman of *EVO* expresses the general attitude in this statement:

We're not based on perfection; we're based on our own reliable responses to what's going on. If at times we're extremely obscene, it's because we're feeling obscene. We're

not afraid of expressing our feelings... it's journalism through your fingertips...⁴⁶

There have been many arrests made all over the country on obscenity charges against underground editors. One case occurred in Boston when *Avatar's* street hawkers were arrested in Harvard Square because of the language used in the paper. After the paper printed one of the verbs in letters four inches high and 58 arrests had been made, a local court ruled that the language used was not obscene at all. An agreement was finally reached whereby the paper could not be sold to those under 18. In recent months, Milwaukee and West Palm Beach papers have had cases of arrest.⁴⁷

Psychedelic artwork is present in most all of the underground papers. It is splashed across the covers of the *Spokane Natural*, the *San Francisco Oracle*, and the *Mother of Voices*. The colors and confusion would probably make little sense to the average American because it reminds one of what he has heard of a drug experience. Much of the artwork of the papers is probably shocking to "grown-ups" because it is the expression of sensual pleasures; sex in particular. This shock is intended and, once again, is a type of rebellion against the Establishment.

Another artistic method of underground media is the use of poetry. Sometimes it is simply a humorous jab at high society as in the following excerpt titled "The Transplanted Heart":

*I carried in a china dish
a special treat
for the dinner guests
who stabbed it with toothpicks--
it wiggled like aspic
"Tastes great! How'd you make it?"
"I had an operation."
I served a souvenir...⁴⁸*

At other times the poetry is quite serious as when it is written against war. *The Paper* of East Lansing, Mich., carries a short poem of this type:

*Our Leaders
They burn bridges
behind them
these articulate shells
of men
not seeing the blackened
structures remaining
nor the pitiful bones
of victims protruding
from under
scorched timbers...⁴⁹*

From this selection one can feel the involvement of the young author in one of America's most serious problems. The simplicity of this poem is reflective of the style of many underground poems.

One of the most outrageous devices of the underground press is their use of photographs that the regular news media would reject. Most of these are pictures of the horrid effects of war such as napalm-scorched babies, beheaded Viet Cong soldiers, or piles of dead bodies. The *Mother of Voices* uses this method in its effort to end the war. Other types of shock photography are in the areas of sex, which the *Berkeley Barb* illustrates, and racial violence, which *The*

42 Frank Shea, "The Establishment: Hypocrisy on the Half Shell," *Paperbag*, Vol. I (August, 1968), 28.

43 Ashleigh E. Brilliant, "The One Dollar Haight Divorce," *National Underground Review*, Vol. I (June, 1968), 12.

44 Pepper, p. 570.

45 Pepper, p. 570.

46 Kronenberger, p. 21.

47 Kronenberger, p. 20.

48 Verandah Porche, "The Transplanted Heart," *Mother of Voices*, (March, 1968), p. 17.

49 William Lampa, "Our Leaders," *The Paper*, Vol. III (January, 1968), 7.

Plain Truth of Champaign, Ill., uses.

The underground press is directed toward the overthrow of the status quo. Not only does it write stories and poems, and print pictures to direct the change but it uses a very practical method—classified ads. Some of the papers are quite bold in this matter, for many of the requests are illegal. The *Washington Free Press* carries a multitude of requests for lesbian partners in its classified section. The *Berkeley Barb* even prints purported drug advertisements:

HAVE YOU TRIED LSD in our convenient take-home 6 packs? Ask for it by name at Larry Blake's Rathskeller. . . .50

Because of the radical characteristics of the underground media, one might be inclined to think that only liberal, extremist hippies would comprise its audience. But according to their editors, the readers are much more diversified. A few of the papers, when asked to describe their audiences, replied with hippie-like descriptions. These were the *Seed* of Chicago and the *Illustrated Paper* of Mendocino, Calif. The *Spokane Natural* said that hippies make up a large part of their audience but that the paper was directed toward all types of liberals and radicals. An even greater number of the papers defined their audiences as high school and college students and professional, mature ones at that! Some of these papers are *The Midpeninsula Observer*, the *Mother of Voices*, the *North Carolina Anvil*, and the *Worcester Punch*. Perhaps the most surprising fact of all is that some of the editors write for the "square, middle-class, Establishment," as does the *Underground Digest*.⁵¹ This is of course to gain more sympathy among adults for the underground movement. But the success of such an attempt is highly questionable.

Presumably, the underground press has had significant effects on society. The most obvious of these effects has been outrage. The regular college newspapers have been becoming more militant in responding to the underground papers. The administrations of their colleges and universities have been in an uproar over: (1) extremely critical articles about state politics and politicians, (2) articles in "bad taste," and (3) pornographic writing.⁵² Another effect has been that the underground press has made society realize that the ordinary press does not communicate with subcultures. The regular press only speaks to the majority—middle class Americans. In addition, the underground press has demonstrated the deficiency of the American press, even though it has not improved journalism.⁵³

One might question the opinion that the underground press has not improved journalism. Those who say it has not attribute the reason to (1) the lack of semblance of order or leadership, (2) no definite directions for the future; haphazardness, and (3) no sound economic support.⁵⁴ Others criticize the underground press because of its dependence on protest. They believe the whole medium would die if it could not speak against something of significance.⁵⁵ One paper carries a letter to the editors

by David Abernathy which criticizes this paper (the *Midpeninsula Observer*) for using the "worst features of 'the System' to undermine 'the System.'" He accuses the paper of quoting politicians out of context to support its case against them and for redoing photographs so professionally that they are "masterpieces worthy of a top Madison Avenue huckster."⁵⁶

A few of the papers feel that they are beginning to be accepted by the general public. These would naturally be the less radical ones such as *Crawdaddy* of New York City and the *Spokane Natural*, the latter of which boasts of more local paid advertisements.

But whether they are being accepted or not, the underground newspapers are becoming a significant news medium in America. One might suppose that this new medium is having a strong influence upon its young readers just as the Establishment press is supposed to have on older people. Perhaps in a few years the changes demanded by the young editors will come. If they do, one may be sure the papers will take much of the credit.

56 David B. Abernathy, "Letters to Editors," *Midpeninsula Observer*, Vol. I (February, 1968), 2.

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50 "Messages," *Berkeley Barb*, Vol. VI (May, 1968), 14.

51 Survey of the Underground Press.

52 Esther Kitzes, "Before the Revolution Come the Words," *College Press Review*, Vol. VIII (Spring, 1968), 4.

53 Pepper, p. 569.

54 Feldman, p. 1.

55 Pepper, p. 572.

IT'S NIXON!

Senate Asks Restriction On 'Guests'

The Social Council of the Student Senate has recommended to the Student Personal Service Council that all dances held in Brooks Hall be restricted to all properly identified college stu-



GOP Candidate Wins Close Race

Richard M. Nixon became the 37th President of the United States when the states of California and Illinois went his way early this morning.

In one of the closest and strangest presidential races in all of American history, Nixon and Democrat Hubert Humphrey piled up the popular vote almost ballot by

That the college press can still carry on effective crusades and score scoops has been proved again by the *Snapper*, Millersville State College's weekly newspaper.

A three-year campaign to advance the construction of a much needed field house has finally struck pay dirt. The scoop came last November when the paper published its regular edition on schedule proclaiming the election of Richard M. Nixon as President of the United States.

But first, the crusade. A state college, Millersville's plans for a new field house had been kicked around in Harrisburg for almost five years without success. Money had been allocated three years ago, but the plans had been revised so often that the original money could no longer cover the construction costs because of the rise in price in building materials.

In the December 18 issue of *Snapper* an editorial, a cartoon, a sports column and a wrap-up news story were used to show the desperate need for the new facility. Brooks Hall, the old gym, was built in 1940 and can seat fewer than 1,000 spectators at basketball games. Millersville's current enrollment is 3,850.

Copies of the paper were dispatched to Harrisburg and brought results almost immediately. State officials called a meeting at Millersville in mid-January, thrashed out the problems and placed the construction of the field house on an emergency priority basis. More money will be allocated to permit the original plans for the building to be consummated. In a few months actual construction will finally begin.

The Superintendent of Public Instruction for the Commonwealth of Pennsylvania, two state assemblymen, and the President of Millersville State College, Dr. William H. Duncan, all praised *Snapper* for its crusade, which brought the situation to their attention. In addition, the sports editor of Lancaster's *Intelligencer-Journal* gave credit to *Snapper* in an article in his paper for its part in the campaign.

All of these men said they were pleased that the situation had been corrected without student demonstra-

tions and campus upheaval.

Now to the scoop. *Snapper* circulation begins on campus every Wednesday morning at 11 o'clock. It has become a tradition for the paper, in its edition the day following the Presidential election, to carry a story on the national winners. Although this was accomplished after the 1952, 1956, 1960 and 1964 elections, the anticipated closeness of the Nixon-Humphrey battle presented extra problems.

On election night the staff put the paper together as usual, leaving the space on page one for the election story open. Six of the eight pages were printed that night, as co-editors Dave Schindler and Marie Skvoretz headed back to campus to the nearest television set.

At 6 o'clock Wednesday morning the co-editors and adviser returned to the commercial print shop in Lancaster where the bulk of the story concerning the gubernatorial and congressional races was written. As time for the final deadline at 8 a.m. arrived, it seemed apparent that Nixon would win, but Illinois was still the stickler.

The moment that ABC conceded the election to Nixon, *Snapper* took the gamble. The large display-type streamer "IT'S NIXON!" was written along with the lead paragraphs for the story. The paper was delivered to the *Snapper* business office at 10:30 a.m., where the decision was made to hold circulation until 11 a.m. to insure accuracy. However, moments later NBC conceded and the papers were placed in the hands of students and faculty.

It took unusual cooperation from a commercial printer, plus a sleepless night on the part of the co-editors, but the scoop was consummated.

It is likely that *Snapper*, because of the mid-morning results, was one of the first newspapers of any kind in the country to hit the streets with the election results.

Yes, it still is possible for college journalists to run campaigns and record scoops—if they tend to the business at hand.

—Earle M. Hite, Jr.
Director, Student Publications
Millersville (Pa.) State College

The Adviser's Role For Engineering College Magazine

By DOUGLAS C. WILLIAMS
Faculty Adviser, Ohio State Engineer
The Ohio State University, Columbus

There are many aspects of duties associated with the position of faculty adviser to an engineering college magazine. Below are set forth what are thought to be points of importance for one who is selected to serve with a magazine published by an undergraduate student body of a College of Engineering.

(1) *The Dean of the College should have a deep conviction concerning the importance of an engineering college magazine.* Without the Dean's support any student magazine and faculty adviser may experience serious periodic or protracted difficulties.

(2) The faculty adviser should be appointed by the Dean of College of Engineering.

(3) The faculty adviser should have the rank of, at least, associate professor in the College of Engineering.

(4) There should be one faculty adviser and he should be expected to serve for a minimum period of five years.

(5) A new faculty adviser should be chosen early enough so that he can serve one year under the outgoing adviser. This year is not included in the stipulation of item (4) above. There are many important considerations to be learned, and, to date, none of the considerations has the fact of record.

(6) The faculty adviser does not publish the college magazine.

(7) The faculty adviser should not be required to censor copy material and neither should he be considered capable of judging the technical correctness of all copy presented and/or chosen by the editor.

(8) The faculty adviser should attend the weekly meetings of the magazine and remain at the meetings for a reasonable length of time, say one hour.

(9) The faculty adviser does not need to become well versed in any area of publishing, but being knowledgeable in all areas is highly desirable.

(10) The faculty adviser must become known to and respected by engraving and printing managements.

(11) The faculty adviser should not take over the solving of every engraving and printing difficulty.

(12) The faculty adviser should be conversant with letter press and off-set printing methods.

(13) The faculty adviser should make himself available to the magazine staff members at all reasonable times during each week of the publishing year.

(14) When the faculty adviser attends the weekly staff meetings it should be understood that he is "available" for consultation and counseling. It may be that at a particular staff meeting there is really little for the adviser to do. The faculty adviser should not inject himself into considerations of the staff. The faculty adviser will soon learn that the students are very pleased in knowing he is there and at their service. After the faculty adviser has developed a satisfactory rapport with the magazine staff he will be

surprised as to the extent his advice and counseling will be.

(15) Whenever possible the faculty adviser should conduct most of his activities through the editor or other comparable magazine staff person. It will only be the exception when the faculty adviser must inject himself into any of the areas of publishing.

(16) Through attendance at the weekly magazine staff meetings the faculty adviser will have the opportunity to evaluate the performance of the staff members. These evaluations along with consultation with the editor and business manager lead to the development of future top level staff members. Continuity of good staff personnel is thus not a happenstance but a nurtured development. An absentee faculty adviser misses this easy transition in staff year after year.

(17) The faculty adviser's task is much easier if the student magazine is fortunate to operate under constitution (a set of instructions for a laboratory exercise). The faculty adviser must know the constitution.

(18) The faculty adviser must become very well acquainted with the functioning of the advertising representative (L-M-B, for example).

(19) The Dean of the College of Engineering should support philosophically and financially the attendance of the faculty adviser to the annual meetings of The Engineering College Magazine Association (ECMA) if the college magazine is a member.

(20) The magazine business manager should receive and disburse all monies related to the magazine. The faculty adviser should countersign all checks issued.

(21) The faculty adviser should receive a copy of the auditing reports prepared by the University student auditing office.

(22) The faculty adviser must establish good relations with the appropriate persons in the student auditing office.

(23) The faculty adviser must constantly look three years ahead to try to ascertain changes that might develop in income sources and changes in printing and engraving cost. The success of future staffs, not yet selected, will depend largely on how well the faculty adviser looks forward.

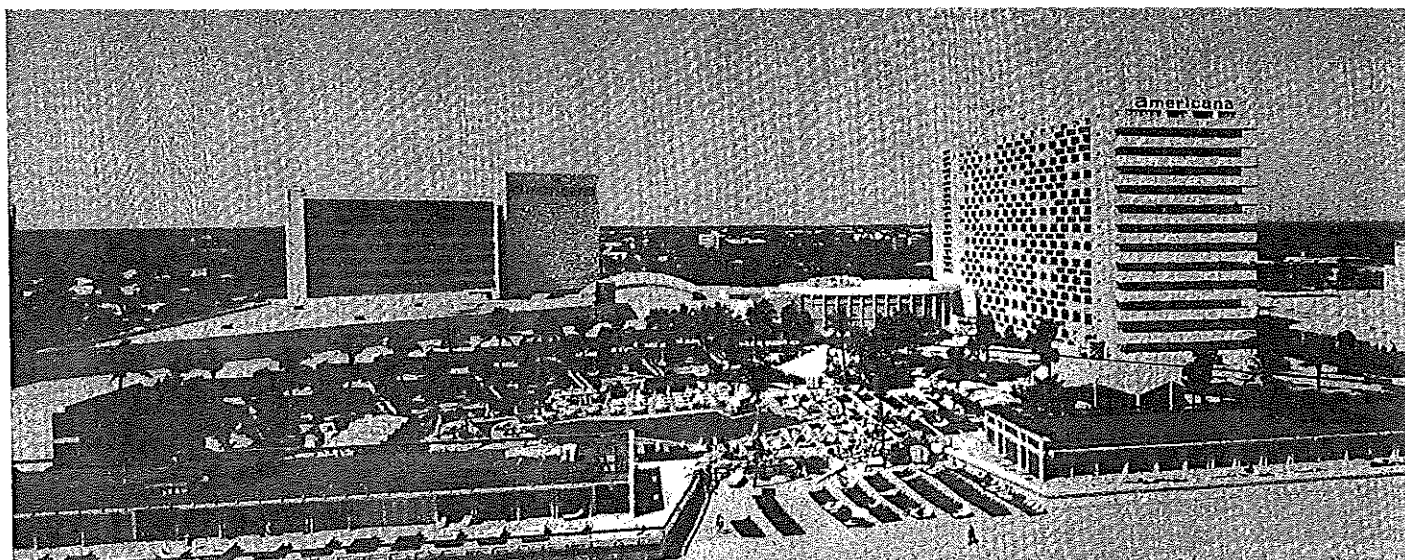
(24) The faculty adviser should be one of the signers on the contract with the printer.

(25) The faculty adviser should be knowledgeable concerning the zip code mailing requirements when applicable.

Conference Theme of Ombudsmen To Center On Campus Issues

Regression, prevention, permissiveness, conflict, confrontation and challenge! What can we do now? What does the future hold in store? These will be among the questions explored by "Campus '70," an Ombudsman Foundation sponsored conference designed for college and university administrators, which will focus on the student challenge in higher education. The conference will be held at La Casa de Maria, near Santa Barbara, Calif., from Sunday, June 22, through Tuesday, June 24.

The conference fee of \$80 includes registration, room, and all meals. Further information may be obtained from Ombudsman Foundation, 6404 Wilshire Blvd, Suite 1150, Los Angeles, Calif. 90036. The Ombudsman Foundation was created in California to offer, on a nationwide basis, information, consultation, research, program development, and problem mediation to higher education and its constituents. #



THE AMERICANA HOTEL, BAL HARBOUR, FLA.,

where delegates to the 15th annual conference of the National Council of College Publications Advisers, and the 45th annual conference of the Associated Collegiate Press, will meet from October 30 through November 1, 1969. In

the center foreground, against a background of palm trees with the rolling Atlantic Ocean in front, members will enjoy a pool-side buffet dinner buffet on opening night. Y'all come!

Come To Miami October 30 — November 1 — For NCCPA's 15th Annual Conference —

— NCCPA Tentative Program —

Thursday, October 30—

10 a.m.—noon: Buzz Session for Early Birds; Coffee Hour.
Noon: Executive Committee Luncheon (By invitation only)
2—4 p.m.: Buzz Sessions
7:30 p.m.: Poolside Buffet

Friday, October 31—

8 a.m.: Advisers Breakfast
10 a.m.—1 p.m.: Advisers Sessions
2:30—4 p.m.: NCCPA Business Meeting
4 p.m.: Tour of Miami Herald and News (Bus transportation provided)

8 a.m.: Advisers Breakfast

10 a.m.—noon: Advisers sessions

1:30—3:30 p.m.: NCCPA Business Meeting

3:30 p.m.: Tour of Miami Herald and News (Bus transportation provided)

6:30 p.m.: Cocktail Hour (Host: Associated Collegiate Press)

Saturday, November 1—

9—10 a.m.: Awards Convocation (Presentations will include John Hancock Award, Distinguished Adviser and Distinguished Service Awards)

10 a.m.—12:30 p.m.: Advisers Sessions

2:30—3:30 p.m.: Reprise

3:30 p.m.: Convention adjournment

More Information To Help in Budget Planning

*Room Rates at the Americana (per day):

Single, \$13.50

Two per room \$8.25 each (\$16.50)

Three per room \$6.50 each (\$19.50)

Four per room \$5.50 each (\$22)

*For those who arrive early Thursday (before checkout time of other guests)—A luggage room will be set aside for those who may have to wait for rooms. Deposit your gear and enjoy yourselves until your rooms are vacant.

*Checking in: To avoid congestion at the desk, have ONE person per delegation pick up reservations and room keys for the group.

*If you drive: The daily parking rate in the hotel garage is \$2 per day with unlimited "in and outs." There is a \$1.25 rate for a 12-hour period. Car rental is available at the hotel.

The Americana Hotel is at 9701 Collins Avenue in Bal Harbour, Florida, north of Miami Beach, and a bit north of N.E. 129th Street and Broad Causeway to the mainland.

If you drive down Interstate 75, cut

off near Wildwood to the Florida Turnpike (toll road). At the end of the Turnpike in Miami, go east on State 826 (Golden Glades Drive) which becomes Miami Beach Boulevard and then Sunny Isles Ocean Beach Boulevard. Turn north at the ocean (Collins Avenue, which is U.S. 1-A-1).

*If you fly: Airport limousines will take you direct to the Americana. The rate is about \$2.50 each way. *Be sure to reserve your return trip* to the airport with the Limousine Service office, in the Americana lobby, at least 6 hours in advance. *Reconfirm* your flight home at the airport when you arrive.

*Save money: If you plan to leave Saturday afternoon or evening, check out before 2 p.m. and store your suitcases in the luggage room.

*Don't forget bathing suits, beach robes and sandals, sunglasses. Wear covering to and from your rooms to the beach or pool (such as cabana jacket or shortie beach coat. Swim attire is not permitted in the Main Lobby and, for men, a tie is uniform after 6 p.m. in the restaurants, bars, and main lobbies.

*More detailed information in an early October Newsletter.

Pay of College Editors Up Slightly This Year

By GUIDO H. STEMPEL III
The Ohio University, Athens
NCCPA Research Director

Average pay for a college newspaper editor during the 1968-69 school year is slightly more than \$600 a year, a mail survey of advisers by the NCCPA Research Committee indicates. This figure includes the dollar value of scholarships or room and board if these are part of the editor's compensation. Pay reported by advisers ranged from \$106 a year to \$2,400 a year. Figures are for the editor or editor-in-chief only.

While the average of \$602 is \$19 more than the average for these schools a year ago, most papers indicated that the pay of the editor was the same as it was a year ago. Thirty-one per cent of the schools that pay the editor increased his salary, 13% decreased his salary, and 56% left his salary the same.

With less than a third of the schools indicating an increase in the editor's salary, it might appear that the gains are minimal, but the size of the increases suggests otherwise. The average increase for those schools that granted an increase was \$225. Obviously increases of this size will not be made every year. Increases were made mostly by schools with below-average salaries, an indication of awareness of the need to improve salaries.

On the other hand, it is important to note that 34% of the schools that replied do not pay the newspaper editor at all. These schools, of course, are excluded in the statistics we are reporting here.

For 52% of the editors, the salary is equal to or greater than tuition, while for the remaining 48% the salary is less than tuition. In most cases, however, salaries seem to bear little relationship to this major item of student expense. The high salary of \$2,400 mentioned above was for a public college with tuition of less than \$500 a year. Conversely, there were a number of schools with tuition of more than \$1,000 and salaries of less than \$500.

The accompanying table indicates the distribution of salaries in broad ranges for both public and private colleges. The first evident point is that the salary pattern for private colleges does not differ too much from that for public colleges. This also is reflected in the average for the two types of colleges. For private colleges replying in this survey, the average salary for an editor was \$570, while for public colleges it was \$621.

It is also interesting to note that the percentage of schools paying more than \$900 is substantially larger than the percentage paying between \$600 and \$900. This suggests that rather than a continuous scale from \$100 to \$2,400, we have two separate scales at substantially different levels.

While type of school does not seem related to the salary level, another factor does. We asked respondents to indicate what person or group set the salary of the editor. Fifty-six per cent indicated it was a publications board, while the rest indicated the adviser or some other administrator or the like. For those schools where a publications board sets

the salary, the average salary for an editor is \$760, while for the other schools the average is \$388. We would not interpret this to mean that the presence of a publications board causes higher salary. It seems more likely that what this means is that where you have a publications board, publications are considered more important. That greater importance is also reflected in salaries.

No mail survey can provide conclusive answers, and we claim none for this survey. While it is based on a sample of 100 advisers drawn from the most complete listing ever available—the *Directory of the College Student Press in America*—still there are unknown factors as there must be in any mail survey.

Yet there are some findings which we feel are fairly indicative of the total picture. The most evident one is that the range of salaries is so great that if one looks to other schools for the answer as to what the salary should be at his school, he can find almost any answer that suits him. He can find comparable schools paying more, less or the same as his school is paying. This suggests that there are important local factors that must be considered in determining the salary of the editor. For instance, pay received by student government officials and students who assist in counseling in dormitories obviously are useful indicators. The level of support for outstanding students and for athletes may have some bearing. And certainly a fair return to the editor for the time he is expected to spend should be a consideration.

A second finding we think valid is that it is not so much the type of school as the place of publications within that school that determines salaries. The lack of difference in salary levels between public and private colleges in this survey is rather remarkable.

Finally, we suspect that the indication of rising salaries is real. How fast salaries are rising or should rise is not an easy question. Salary increases reported in this survey ranged from \$25 to \$1,050. With that range, the average of \$225 is not a very accurate guide. Yet it is useful to remember that about half the schools pay the editor enough to cover his tuition. In this period of rising tuition, this might be as good a norm as any. #

Range of Salaries of Newspaper Editors
At Private and Public Colleges

	Private	Public
Up to \$300	40%	32%
\$301 to \$600	20%	36%
\$601 to \$900	13%	12%
More than \$900	27%	20%
	N=15	N=25

Students, Administrators Agree On Attitudes Toward College Press

Dr. Dario Politella, NCCPA president, in tabulating (with the assistance of Carol J. Martin) the results of his recent mail survey of 46 colleges and universities to determine attitudes toward freedoms and responsibilities of the student press, discovered that

of the 97 institutions queried, 46 replied	(47%)
of 194 questionnaires mailed, 70 were returned	(36%)
of these returns, 31 came from student editors	(44%)
24 came from faculty	(34%)
8 from "fac-administrators"	(11%)
(as they identified themselves)	
7 from "administrators"	(10%)
(as they identified themselves)	

Purposes of Student Publications: The respondents showed surprising unanimity in what they consider to be the purpose of student publications, *i.e.* that they are to function as every other medium (on or off campus): to inform, to educate, and to entertain, to use their words. The only modification they would add for the *student press* would be "in relation to campus and student activities."

Controls: The consensus of respondents was that accountability for student press activity should be vested in the student body in general, according to a great majority of students, faculty and administrators.

And, by the same token, no printers under contract to the publication should have any standing whatsoever in decision-making for the publications. While all were agreed on this one point, the Faculty and Students added "legislators" to the list of undesirables, too. Students and Administrators also added "alumni."

Simultaneously, all respondents cited Student Government as posing the greatest threat to student press freedom. And Students and those who identified themselves as "Fac-Admin" also considered the Administration as a great threat; Students added "Faculty Senate."

Responsibilities: While Faculty, Administrators and Students agreed that, ideally, the student editors should accept legal responsibility for all publications activities, the Administrators said that the legal responsibility should be shared equally by the Publications Boards. The Faculty-respondents added, "the institution," too.

Taste: Students and Faculty were overwhelmingly of the opinion that four-letter words should be permitted, providing they are used in "proper context."

On the other hand, the Administrators were divided and indecisive on this question.

Students were not able to make up their minds on a definition of "good taste," but the Faculty said, "It depends on the values of the students." A majority of the

Administrators responded with, "No obscenity, slander, maliciousness, vulgarity, sensationalism."

Financing: The consensus of all respondents was that student publications should be financed by the student body through student fees. At the same time, students indicated that student publications should be fiscally independent by being incorporated under laws of the state in which they found themselves. The Faculty respondents were divided equally on this question; the Administrators were against incorporating.

All three groups overwhelmingly were of the opinion that publications staffers should be paid—and from revenues from whatever source.

Though Students were undecided as to whether staffers should accept rewards other than salaries and commissions, Administrators and Faculty respondents were against such rewards.

The respondents were almost unanimous in agreeing that publications facilities should be located *on campus*.

And, excepting for one student, all respondents agreed that advertisements should be accepted for products not available in the campus store.

Adviser Relations: Two-thirds of the Students said that there is no more appropriate name for "adviser."

The Faculty and "Fac-Admin" and Administrator group was about equally divided on this question.

Of those who believed there is a better name, the title of "Consultant" appeared most frequently.

And although the Administrators were divided as to whether Advisers should exercise any controls over copy, all others were unanimous in agreeing that the Advisers should NOT check any copy before the publication goes to press.

Yet, all respondents were agreed that the "ideal" adviser should be *involved* in some way—*none* voted that the adviser should remain totally aloof from day-to-day operations.

At the same time, everyone BUT Faculty agreed that no one other than staff members should be involved in day-to-day decisions affecting the publications. The Faculty was almost equally divided on the question, but indicated that advisers should be involved in some way.

Freedom: The respondents indicated their belief that the broad trend on their campuses is moving toward greater freedom and responsibility for the student press . . . and they indicated they are pleased with it. But half the Administrators responding, while agreeing that the trend is toward greater freedom, added that there is also increasing irresponsibility. Their reactions to the desirability of such are equally divided. #

What Not To Expect

By RICHARD E. LIGHTNER
Bureau Chief, Horvitz Newspapers, Inc.
Columbus, Ohio

When John Harwick asked me to speak at the Western Pennsylvania Collegiate Press Association conference, he suggested I show how college newspaper experience or college journalism could be used in the professional world.

I chose the negative approach in this attempt of mine to give you an insight into the newspaper profession as it is today. In other words, I am going to start by telling you What Not To Expect.

This approach—it seems to me—is the best because in my nearly 10 years as a reporter—I have seen too many people, both on the outside and newcomers to the profession—who think of newspapering in terms of the television show: "The Name of the Game."

This is not the way things are today. It is not the way things used to be either. But it is certainly the glamorous picture the movies, books and television present.

This glamorous picture—I think—is the result of the same idea that determines what is news: The Unusual. People like excitement to liven up their lives.

If Gene Barry wrote obituaries in every episode of "The Name of the Game" how long would the show last? Probably not more than one show. So the producers give you Gene Barry—with a blonde—chasing about the world and anything else the writers can dream up.

But this is not the way it is.

I don't have a luxurious office—with an executive desk—overlooking the statehouse—not yet anyway. And I certainly don't have a blonde—my wife wouldn't allow it, even if my publisher would pay for it.

But I guess reporters do lead glamorous lives. At least that is what my neighbors tell me. But then, they are on the outside looking in—just as most of you here today are.

My neighbors think it is great to whistle stop in a train across Ohio with Richard Nixon. Certainly it is.

They think it is great to have Hubert Humphrey join the reporters and aides for a sing along in a hotel press room. Certainly it is.

And they think it is great to be right there when Bobby Kennedy is jerked from his convertible. Certainly it is.

Sure these are glamorous things. But then they don't know the other side of the coin. There are long hours—pressure-filled hours—of work involved.

And there is another side.

It is certainly no fun writing 20 or 30 stories a day—almost chained to a desk. But that is what a majority of reporters end up doing 85 per cent of the time.

And even if they get out of the office, chances are it is not going to be doing something glamorous. There just aren't that many glamorous assignments available.

To my way of thinking—and you may disagree with me—it certainly isn't glamorous dictating a story on a racial

disturbance while the mob rocks the telephone booth.

And it certainly isn't glamorous plodding through a cornfield—with mud up to your knees in the middle of February—to get to the twisted wreckage of a jet airliner.

And—without a doubt—it certainly isn't glamorous sitting outside an automobile plant, waiting for the strikers to return to work.

These and many others may be the big stories but few newsmen get to cover them. And the ones who do—after the initial excitement wears off—think nothing of it.

I am almost sure that the majority of you in this room think in terms of excitement. You don't realize that you'll probably spend your first day working writing obituaries and shorts—as I did 10 years ago—and not covering presidential candidates—as I did this past year.

Those little stories—and obituaries—are the backbone or bread and butter of any newspaper. Even the New York *Times* carries them.

Yet with these small items—the ones that don't make the front page or win the Pulitzer Prize—the newspaper profession can be a most exciting place. It depends on you.

It is just as important a calling as being a doctor and healing the sick—a scientist who helps put an Apollo space ship into orbit—or a teacher who relays mankind's accumulated knowledge.

It is not just a job. Jobs are for time clocks. And time clocks are for factories. They have no place in the newspaper profession. The newsroom is not a factory.

Newspapering is not just another profession. As a newspaper man or woman, you will be the stand-in for the community—whether it is the city, the state or the nation.

To do the best you can in the newspaper profession, you need a good background—not only in the basics of journalism, but in a wide variety of areas. This is especially true today.

The newspaper profession is changing as a result of television and radio journalism. The practice of newspapering has changed less than the practice of medicine or law or education—or even politics—during the past generation. But it is changing now. And you are going to be in on the ground floor. No longer are readers satisfied with the five W's in a general story. They want the emphasis on why and how. They can get the who, what, when and where from the six o'clock television show.

The old definition of news was that something should have taken place today or very recently. But it is changing. The man biting the dog concept is no longer enough.

The immediacy of the event will—of course—remain an important ingredient but it will no longer have as strong a hold over judgment as it once did.

Reporters nowadays must convey more than one dimension. They cannot say whether a development is good

or bad, but they can point out what the consequences are likely to be.

More and more newspapers are switching to this new concept of packaging and telling in detailed magazine format. It is the fleshing out and skin-toning of what used to be the skeleton relating of hard news.

This is why it takes such a broadbased education today—even more than it did ten years ago—to enter the newspaper profession. This is where you can apply what you have learned in college.

Your education should include English, social studies; history, political science and math in addition to journalism courses and practical experience on the college newspaper.

You may question my suggestion of math courses as a step toward being a reporter. Well, in addition to keeping your checkbook straight, it will help you figure out budgets—and I don't mean your personal budget.

The talents you will need are many. And some of you may be like me and have to work on some of them. I have always had to work at talking to people. And if you are like me, you'll soon find out that it is not what you know, but whom you know.

Other talents—and some of you may have to perfect them—include a writing ability, a nose of news, curiosity, persistence, initiative, resourcefulness, accuracy, and a fair amount of physical stamina.

You may snicker a bit at the last one. But it is true. I have worked 36 hours without sleep and numerous times with very little sleep. Coffee—if you already haven't discovered it—will become a great friend.

Typing is a must. And if you have a chance, take some kind of course in shorthand. I wish I could take shorthand. I use a taperecorder a lot so I am not as handicapped as I used to be. Either shorthand or a taperecorder will help in being accurate.

Now it is time for a few suggestions on job hunting.

I wouldn't advise trying to land a job in a big city newspaper. You'll only get lost in the shuffle. You'll end up as a copy boy when you should be spending your time getting practical experience—I call it post graduate work.

Of course today—since there is a wider acceptance of the college trained journalist—newspapers are taking on summer interns. It would be great if you could land one of those but there just aren't enough to go around.

I would suggest—if you are really interested in being successful—and not just collecting a pay check—that you get a job on a small paper. They are easier to land and you'll find the experience rewarding.

It won't be beneath your dignity. And you'll be surprised at how much you can learn from some veteran on the copy desk. College professors don't know everything since most of them never worked on a newspaper.

You'll be surprised—later on when you move up the ladder—that writing a story about a city council is very similar to covering the state legislature. That the high school football game is hardly different from one in the N.F.L.

The stories on the small newspaper may not be as big, but they are important to the reader. He wants to know if he is going to have to pay more taxes next year, just as much as he wants to know about the peace talks.

Later on when you do get a big story, you'll at least know how to handle it if you have some of the basics. That is why I suggest a small newspaper job to implement what you have learned in college.

After a year or so on the small newspaper—say of about 20,000 in circulation—get a job with a wire service. I won't

say which one because I am prejudiced. It is here that you'll find out just how much you didn't know.

You may discover you like working for the wire service, but if you don't, stick it out for at least two years. Then quit. There isn't a newspaper in the nation that won't hire you.

You'll learn to write without wasting words, to use active verbs, and to tell a story with impact. Then—if you think that is not enough—they'll teach you to edit copy “For The Milkman In Kansas City.”

But the most priceless lessons you'll learn with a wire service are accuracy and the speed to meet “A Deadline Every Minute.”

One moment you could be taking the hog market—there are such things—and the next minute you could be shifting gears to track down the story of an airplane crash, swiftly and surely, until someone can get to the scene.

If you don't believe me, let me give you this example.

One night, about 5:30 in the UPI bureau at Columbus, the girl on the radio desk put the weather bureau on hold to answer another telephone call.

It took the stringer 10 minutes to convince her the Silver Bridge had fallen into the Ohio River—loaded with bumper-to-bumper Christmas shopper traffic.

All signals were go. All the stops were pulled out.

Within an hour, UPI had four reporters and two photographers on the scene. We stayed for five days, sleeping and eating when we could, where we could.

(It is times like these that you'll develop a warm spot in your heart for the Red Cross and Salvation Army.)

As I said earlier, newspapering is not a time clock profession. But most reporters generally work an eight-hour day and a 40-hour week.

Reporters on afternoon newspapers—the PM's—usually start work very early in the day—perhaps as early as five o'clock. Those on the morning newspapers, start in the afternoon and finish about midnight.

Most dailies have standards which set the minimum wages—based on experience—and provide for annual salary increases and fringe benefits. Some newspapers pay higher than the minimums called for in their contracts.

Some reporters—and my wife wants me to emphasize that there are very few—earn as much as \$300 a week. But the minimums usually start at about \$100.

Newspapering is neither a charity nor a philanthropy. It is a business and journalists work for a salary. But there has to be another motive which drives them.

You can call it pride of profession or professional zeal or enthusiasm or self-hypnosis. But whatever you call it, it is as common to the editors as the copy boy.

And what it boils down to, when the sentiment and the wisecracks are skimmed off, is an actual and genuine love of the game. Words such as “love of the game” may seem outdated. But the spirit, the feel of being and doing, remains the same.

Newsmen are engaged in the project of letting the world know what it is doing—and why. Their fingers are doused with the history of the day and their minds are edgy with its significance.

So this is what journalism is all about. It may be a business but its business is communicating the truth and the newsmen and newswomen are the communicators.

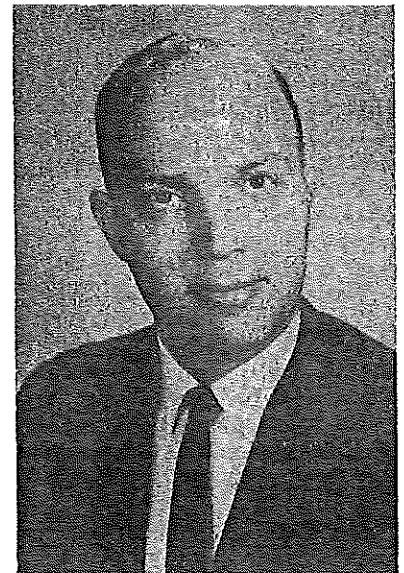
As Stephen Vincent Benet wrote:

“The whole progress of journalism is a progress from fable toward truth. . . . Man is an animal with a double mind. He loves tall stories, but there are occasions when he demands the exact, unshakable truth.” #

— NCCPA's —
1968
Distinguished
Advisers



Katherine Rogers



Jim Sullivan

KATHERINE ROGERS

Mrs. Katherine Rogers, NCCPA's 1968 Distinguished Yearbook Adviser, is an assistant professor of journalism at Fort Hays State College and a well-known figure in Kansas school publications circles.

As adviser of Fort Hays State's award-winning yearbook, the *Reveille*, for the past 12 years, and because of her academic years of instructional duties in journalism, Mrs. Rogers is a familiar personality to students and advisers of publications at both the high school and college-university levels in Kansas.

Her name is frequently linked with publications workshops and conferences throughout the state. For example, each summer she directs a three-week workshop for high school advisers at Fort Hays State and directs an annual one-day high school student-adviser workshop at FHS. She has also participated in workshops at Kansas University and Kansas Wesleyan. She is chairman of the High School Relations Committee For the National Council of College Publications Advisers (NCCPA) and is Kansas State chairman of NCCPA.

Besides her teaching and advising duties at the college, she also serves as the assistant director of the office of information services and is the editor of the *Alumni News*.

A native of Western Kansas, she was born and reared in Trego County (WaKeeney). She joined the Fort Hays State faculty in 1957 but her affiliation with the college—as both an undergraduate and graduate student—makes her a true Fort Hays Stater.

Her degrees from FHS are a bachelor of science and master of arts. English, journalism and speech were her specialized fields of study as a student.

Before joining the FHS faculty, she taught in school in Scott City, and as a substitute in Oakley, Great Bend and Hays, all in Kansas.

In addition to her membership in NCCPA, Mrs. Rogers is a member of several professional organizations including the American College Public Relations Association, Kansas State Teachers Association, and the Kansas Organization of Publications Advisers.

Mrs. Rogers, and her husband, Arthur—also a former Fort Hays Stater—are the parents of four children.

JIM SULLIVAN

Junior College Journalism and student publications occupy most of Jim Sullivan's time at Eastern Oklahoma State College. Sullivan, who was named Distinguished Yearbook Adviser in Two-Year Colleges by the National Council of College Publications Advisers in New York City last fall, is also faculty adviser of the All-American newspaper plus the college yearbook.

The Oklahoman earned the bachelor of science degree in chemistry at Central State College, Edmond, Okla. in 1955. In the process of earning the degree, he landed a job in the Public Information Office and got "hooked" on journalism in the process.

During his undergraduate days, Sullivan was a student assistant three years with the primary responsibility of handling sports publicity for the winning Central State Bronchos. Sports and chemistry might have been official areas of interest for him, but he was also serving as assistant editor, editor and advisory editor of the yearbook along with being sports editor of the newspaper.

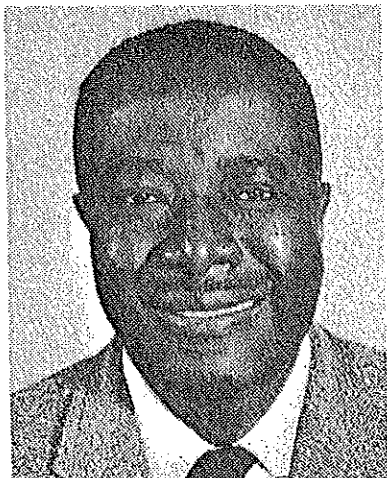
Sullivan, named twice to *Who's Who at Central*, ran track as a freshman and switched to tennis the next two years and played on the conference champion squad.

Sullivan got his basic training in journalism at Central under Dr. Glenn A. Butler, now at the University of Florida. Following graduation in 1955, Sullivan spent two years in the U.S. Army after ditching his plans of going into medicine with the B.S. in chemistry.

He spent the summer of 1957 at Western Kentucky before returning to Central State as Butler's assistant in the journalism program where he sponsored the newspaper and the yearbook. After the first semester he headed for Oklahoma State University for the spring and summer semesters and worked off the master of science degree in journalism.

Sullivan joined the faculty at Eastern in 1958 where he undertook a job much like the one he had become familiar with at Central. He must have liked the new position, as he is finishing his 11th year as Director of Public Information and Head of the Journalism Department.

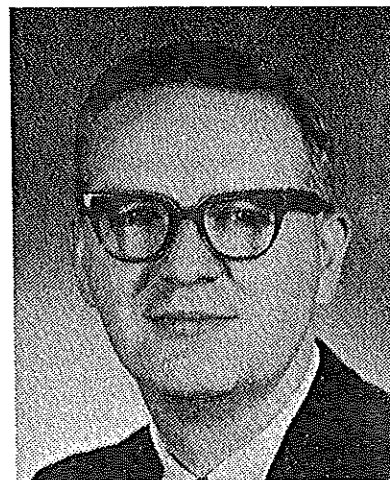
During the summers, Sullivan has picked up graduate honors at the University of Iowa, Oklahoma State and the



Wilton C. Scott



W. A. Kamrath



William Noall

University of Texas.

As president-elect, the Distinguished Adviser will become president of the Junior College Journalism Association, an affiliate of the Association for Education in Journalism at the annual meeting this summer in Berkeley, Calif. The young organization is an outgrowth of a Newspaper Fund Seminar Sullivan attended at the University of Texas in 1967. Sullivan has interests in junior college journalism and in May sponsored a seminar of Oklahoma Junior college instructors so that mutual problems and programs could be discussed with journalism heads of the two major universities.

Sullivan, state chairman for NCCPA and president of the Oklahoma College Public Relations Association, serves on the board of judges for the Columbia Scholastic Press Association.

Sullivan divides his non-journalism time among his church, family, civic, U.S. Army Reserve Unit and other professional organizations. This year he is president of the Wilburton Lions Club and is a director for the local Chamber of Commerce.

He believes in the philosophy that you learn best by doing and applies this to both student publications at Eastern. Sullivan uses a five-person editorial board to run the newspaper and an editor and assistant editor to direct the operations of the yearbook.

Running a one-man program is a job and a half for Sullivan and office visitors often find themselves working right along with student editors who find Sullivan's "keep busy" motto to be contagious.

WILTON C. SCOTT

Wilton C. Scott, the Director of Public Relations of Savannah (Georgia) State College, is one of the outstanding men in the country in his field. His studies and work qualify him as an expert in the field of school publications and school publicity. His achievements have brought to him and Savannah State College a number of awards and national recognitions.

Scott became the first Negro school publicist to receive the Columbia Scholastic Press Association Gold Key Award

in the 45 years the press association has operated. This award was presented in recognition of his outstanding devotion to the cause of the school press, encouragement to the student editors in their several endeavors, service above and beyond the call of delegated duty, leadership in the field of education, and support of the high ideals from which the association has drawn its strength and inspiration.

Savannah State College, through the efforts of Wilton Scott, became the first college in America to win three first place awards for two consecutive years in the senior college and university division of the Columbia Scholastic Press Association. During his service at Savannah State, the college has received more than 55 awards in the area of publications.

During World War II, Wilton Scott served on the Industrial Relations Staff as employee counselor for 50% of a work force of 23,000 adult employees at the former Savannah Georgia Army Service Forces Depot. During this period he was awarded the first Superior Accomplishment Award given to a civilian of the Armed Forces in the United States based on his proficient work, marked increase in attendance and advice given to employees, many of whom were employed for seven days per week, and for his successful efforts in establishing and conducting a literacy school for Negro employees of the Depot to enable them to acquire and utilize reading and writing skills. On the latter project, his work was voluntary after normal work hours, and the progress of the sizable group attending was remarkable.

Scott has served quite efficiently for 18 years as director of the Southern Regional School Press Institute. This Institute attracts some 900 delegates from as many as 14 states and 35 high schools, colleges and universities.

He has been honored by The Newspaper Fund for meritorious service to journalism, by the Educational Press Association for superlative achievement in typography, by a resolution entered into the Congressional Record, and by the Gold Key award of the Columbia Scholastic Press Association.

In October Scott was the recipient of the 1968 Distinguished Magazine Adviser Award in Four-Year

Colleges and Universities from the National Council of College Publications Advisers.

He is a good administrator, has an excellent educational background, and an objective and sound attitude, all of which are of great value in these times.

—By Juanita Jackson
Editor, *Southern Student Leader*

W. A. KAMRATH

For W. A. (Bill) Kamrath of El Camino College near Los Angeles, California, 1968 was a doubly rewarding year—his 15th as a journalism instructor and adviser to the college newspaper at the two-year community college.

In October he received the "Distinguished Newspaper Adviser for 1968" award in the two-year college category from the National Council of College Publications Advisers in New York. In February he was named the outstanding two-year college journalism instructor by the California Newspaper Publishers Association at its annual state-wide convention in San Francisco.

Kamrath was one of three journalism teachers to be honored by the CNPA during its 81st conference, the first time that awards were given in the field of journalism education. Also honored were Dr. Bernard A. Shepard, professor of journalism at Fresno State College, and Ted K. Tajima, journalism teacher at Alhambra High School.

Kamrath was nominated for the honor by two southwest area newspapers—the Gardena Valley News and the Inglewood Daily News as well as by the late John (Sky) Dunlap, West Coast representative for *Editor & Publisher* magazine.

No stranger to junior college journalism circles, Kamrath was a student editor, class president and president of the Associated Students at Santa Ana College during his own student days. He is a long-time member of Beta Phi Gamma, national junior college honorary journalism society, and is a past president of the Journalism Association of Junior Colleges. He is also a member of Sigma Delta Chi, national men's Journalism society.

With a sideline as a free lance writer, Kamrath has served as a staff writer for *This Day* magazine and is West Coast correspondent for the *Lutheran Witness Reporter* published in St. Louis, Mo. He also serves as state chairman of the Public Relations Advisory Panel for the California Teachers Association and is an editorial consultant for the CTA.

Kamrath began his teaching career at Redlands Union High School in 1946. In 1949 he moved to Inglewood High School as journalism instructor where he remained until joining the El Camino College faculty in 1953. In his 15 years as adviser to the El Camino *Warwhoop*, the paper has been singled out for All-American honors for 29 out of a possible 30 semesters—21 of them consecutively. The *Warwhoop* is also the only two-year college publication to receive the American Newspaper Publishers Association's Pacemaker Award two times—in Miami Beach in 1961 and again in Chicago in 1967.

In his first year of teaching at both Redlands and Inglewood high schools, student newspapers of those schools won the coveted Crombie Allen Award, presented annually by the University of Southern California to the student newspaper which shows the greatest improvement during the year.

Active in church as well as education activities, Kamrath served as a district director for the \$40-million Thankoffer-

ing of the Lutheran Church, Missouri Synod, in 1966 and '67. He is also vice president of the Board of Control for California Concordia College in Oakland and a member of the church's Publications and Official Periodical Committee, which meets at church headquarters in St. Louis. The Kamrath family holds membership in Good Shepherd Lutheran Church of Inglewood.

The college instructor has been listed in *Who's Who in Los Angeles County* and *Who's Who in California* from 1950 to the present.

A resident of Redondo Beach, Kamrath is a native Californian, born in Orange July 3, 1920. A graduate of Orange Union High School, he went on to attend Santa Ana College, where he received an A.A. degree in 1941. He also holds a B.A. degree from the University of California at Berkeley and a M.S. from the University of Southern California. He served in the U.S. Navy from 1943 to 1946 and was in command of an LCT during first-hour landings on Omaha Beach on D-Day, 1944.

One of his most memorable experiences was his return to that beach in 1962 during a sabbatical trip to Europe with his wife and three children.

"The thrill of returning to Normandy was of a different sort," he wrote to a friend back home. "The sun set peacefully over the long rows of crosses and stars in the American cemetery—beautiful but tragic as one recalls the first visit to Omaha Beach at H-plus-1 on June 6, 'The Longest Day!'"

WILLIAM F. NOALL

William F. Noall received the 1968 Distinguished Adviser Award for four-year college newspapers. He is counselor to the award-winning student newspaper at the University of Maryland, and assistant professor of journalism.

Mr. Noall received his bachelor of science degree from Kent State University and his master of science degree from the Ohio University, Athens.

He was a reporter and state editor of the Wooster (Ohio) Daily Record, and editor of employee publications for B.F. Goodrich Company at Akron, and for six years has been a teacher and adviser to college newspaper editors and staffs. He is a member of Kappa Tau Alpha, Phi Delta Epsilon, and Sigma Delta Chi. #

California Colleges Publish Most Humor Magazines

Besides being independent, activist, politically oriented and increasing in numbers each year, California college students may also laugh more than any others.

The conclusion results from the fact that of the 31 actively publishing student humor magazines listed in the *Directory of the College Student Press in America*, more of them appear on California campuses than in any other state.

The 200-page compilation of data on campus newspapers, magazines and yearbooks, published by the National Council of College Publications Advisers, is edited by Dr. Dario Politella, associate professor of journalistic studies at the University of Massachusetts.

The West Coast magazines are published at Los Angeles Valley College, San Francisco State, Stanford, University of California at Berkeley and the University of California at Los Angeles.

AN ADVISER WELCOMES A NEW STAFF

Beginning today, you are eligible for letters in the sport of chasing Administrators in print.

Beginning today, you are taking the first step in a long journalistic career of comforting the afflicted . . . and afflicting the comforted.

Beginning today, you are pledged to writing the facts, the whole fact, and nothing but the facts.

Beginning today, you are committed to public exposure of your dreams, your knowledge and the logic of your mind.

Beginning today, you too will be writing such earth-shattering headlines as "Plagiarism Rocks English Department" and misspelling plagiarism and driving your English teachers to early baldness.

Beginning today, you mount a holy crusade of writing history that includes the fame, fear and foibles of this campus—its confrontation politics with such as Dow Chemical . . . its threatened hot dog roasts with live dogs . . . its fights for lowered drinking age, lowered voting age and participatory academics . . . hiring, evaluating and firing faculty . . . freedom to do and freedom to don't.

For these are the big campus stories to come.

And you—all will be part of them—if you stick it out as staffers of a Great Student Newspaper with pains to become even greater.

Welcome to the Great Adventure.

—Dario Politella, adviser
University of Massachusetts
Daily Collegian

'Tell It Like It Is,' Student Journalists Told

Top-rated college student journalists will "tell it like it is" this year to a blue-ribbon panel investigating press freedom and responsibility.

Members of the student press corps are being asked for the first time to present their views to a 15-member Commission of Freedoms and Responsibilities of the College Student Press in America.

Dr. Dario Politella, coordinator of the Commission and associate professor of journalism at the University of Massachusetts, says the student spokesmen will be chosen by publications advisers on campuses throughout the nation.

"But any student journalist who feels he has something to say to the commission may do so," Dr. Politella adds. "We're not excluding anyone."

The Commission is preparing a set of guidelines for the operation of campus publications. It is looking into such issues as financial control, censorship, political control, and legal liability of newspapers, yearbooks, and humor magazines.

Student press activities have become increasingly crucial in the rise of student power of the American campus, according to Dr. Politella.

"College and university journalists are now most often at the forefront of change," he says. #

The National Council of College Publications Advisers *was formed . . .*

to associate . . .

junior college, college and university publications advisers into an organization whose aims are to elevate standards for the effective guidance of the student press;

to obtain . . .

the best thinking on the many problems of this highly specialized field and to share such information;

to use . . .

these ideas in the best interests of preserving the responsible functions of the college press as free enterprises;

to promote . . .

a broader understanding of the problems faced by the adviser and thereby assist him in gaining recognition as a leader in the campus community; and

to insure . . .

by responsible guidance, the growth of student publications as a medium for the education of future citizens of a free society.

☆ ☆

We Cordially Invite You To Join . . .

or to inquire of our Executive Director for further information. A membership fee, usually paid for the member by his publication or by his department, is \$10, which includes NCCPA Newsletters and the *College Press Review* of news, articles and research of interest to newspaper, yearbook and magazine advisers. National and regional meetings are held with advisers from 48 states from coast to coast, from the smallest junior college to the largest university in the country.

For Further Information, write to . . .

Dr. John A. Boyd, Executive Director
TMU 401
Indiana State University
Terre Haute, Indiana 47809

Western Pennsylvania Collegiate Press Association Formed

By JOHN HARWICK
Director of Student Publications
Point Park College, Pittsburgh, Pa.

Three steps—within a ten-week period in late 1968—resulted in the formation of the Western Pennsylvania Collegiate Press Association, but the idea for such an organization was some years old.

More than a dozen years have passed since the writer—then a collegiate journalist at Indiana University of Pennsylvania—became interested in the idea of a regional collegiate press association.

Here—for the benefit of those interested in forming similar organizations—are the three steps that worked for the Western Pennsylvania Collegiate Press Association:

1. A survey of college newspaper advisers was undertaken September 6.

2. A discussion meeting of interested college newspaper editors and/or their representatives was held September 29.

3. An organizational meeting of interested college newspaper editors and/or their representatives was held November 10.

Survey

A survey was conducted to determine the feeling of college newspaper advisers in western Pennsylvania on the formation of a collegiate press association for colleges and universities in western Pennsylvania.

Results showed that 18 out of 19 respondents—65 advisers were contacted—favored the calling of a meeting of editors and/or their representatives to discuss the formation of an organization.

A cover letter to the advisers noted that there are a number of similar organizations throughout the United States that appear to be filling a need of collegiate newspapers.

Typical questionnaire comments:

"Such an organization can be very useful to the papers involved, both for interchange of ideas, and for instruction for journalism."—Sharon A. Kelts, English instructor, Behrend Campus of Pennsylvania State University.

"We find your plan interesting and believe it could be helpful as a means of inter-collegiate communication."—T. W. Halligan, director of student activities, Community College of Allegheny County.

"The Loretto pledges its support to your idea and offers to cooperate in any possible way with other colleges to establish closer ties. We believe that for too long the college newspapers in western Pennsylvania have wallowed in silent waters. We are willing to break this silent bond and share the views of other advisers and editors."—Father Bernard Lyons, T.O.R., moderator, *The Loretto*, St. Francis College.

"I am delighted! We at Seton Hill College will be most happy to do whatever we can to promote and to assist such

an organization! It's long been needed!"—Sister Miriam Jane, adviser, Seton Hill College.

Discussion Meeting

Twenty-one of 65 newspaper editors replied to an invitation to attend a discussion meeting at Point Park College. Eleven promised representation at the meeting and 10 requested information on what happened at the meeting.

Typical comments:

"I have no doubts that a somewhat localized press association would be valuable."—Nancy McCusker, editor, *The Harbinger*, Mt. Mercy College.

"Congratulations on your idea to hold a meeting of college editors in western Pennsylvania. We look forward to an exciting year and expect to cooperate fully with your movement. See you soon."—Francisco E. Oller, editor, *The Loretto*, St. Francis College.

"Both my adviser and I think that this could serve a longstanding need."—William Nicol Brady, editor, *The Thielensian*, Thiel College.

"Thank you very much for the invitation to attend this meeting. We hope to be able to contribute to the planned discussion."—Mary Ann Marko, editor, *The Panther*, University of Pittsburgh at Johnstown.

Twenty western Pennsylvania collegiate journalists—representing seven institutions (one college had two newspapers represented)—attended the discussion meeting.

Represented were Mt. Aloysius Junior College, Mt. Mercy College, Point Park College, St. Francis College, University of Pittsburgh, University of Pittsburgh at Johnstown, and Westminster College.

It was unanimously agreed that an organization—Western Pennsylvania Collegiate Press Association—would be formed at an organizational meeting November 10 at Point Park College.

Two committees—constitution and program—were formed. It was determined that the organization would be limited to newspapers from either 2-year or 4-year institutions in western Pennsylvania.

Organizational Meeting

Fifty western Pennsylvania collegiate journalists—representing 13 institutions—adopted a constitution, elected officers, and formed committees at the organizational meeting.

Joining the seven initial institutions were Beaver County Community College, Chatman College, Duquesne University, Robert Morris Junior College, and Thiel College.

Purpose of the organization, as noted in the preamble to the student-prepared constitution, is "... to promote our belief of furthering collegiate journalism.

"We unite in the common cause of improving means of journalistic practices and expression including the extension of rights given to us by the United States Constitution."

Elected officers were:

President—Anne Scrivener, assistant editor, *The Duke*, Duquesne University.

Vice-president—T. R. McGrew, reporter, *The Globe*, Point Park College.

Secretary—Cheryl Olkes, editor, *The Arrow*, Chatman College.

Business Manager—James Dillon, photographer, *The Panther*, University of Pittsburgh at Johnstown.

Executive director—John Harwick, director of student publications, Point Park College.

Committees were formed for competition, exchanges, programs, and research. A library for issues of member

newspapers was established at Point Park College.

Highlight of the luncheon meeting was an address by NCCPA Mid-East District Chairman George P. Evans of St. Bonaventure University. He spoke on "Collegiate Journalism: A Professional Experience."

What does the future hold for the WPCPA? A number of positive steps have been taken since the organizational meeting that indicate a bright future for the newly-formed organization.

Plans for the spring meeting include a business meeting, committee meetings, tours, small discussion groups led by professional newsmen, and an awards banquet with a keynote speaker. #

College Press Matches Change On Campus, Speaker Notes

PITTSBURGH—Speaking at the initial meeting of the Western Pennsylvania Collegiate Press Association in November, George P. Evans of St. Bonaventure University (N.Y.) said that the growing strength of college journalists lies in their development of a deep social conscience.

Mr. Evans, chairman of the Mid-East District of the National Council of College Publications Advisers and founder of the New York Collegiate Press Association, stated that one of the most sensitive roles that the campus pressman faces today is how he observes a changing and fermenting college community.

The St. Bonaventure journalism instructor stated that not only is the college under change but also the campus press. "It's predicted that within ten years student journalism on the campus will bear little resemblance to what it is today."

College campuses are cosmopolitan and the audience for the campus press is more demanding, said Mr. Evans. "The task of the campus press, as that of any press, is to raise issues, to stimulate people to think."

Mr. Evans emphasized that campus journalists must take cognizance of professional practices of good taste and truth-seeking. He stated that fabrication and irresponsibility go hand in hand, just as responsibility and truth-seeking.

"The campus press should be regarded as a press—its editors and writers as journalists. The campus press must be defined in terms of professional courage and originality tempered with professional wisdom, ethics, good judgment and self-restraint," emphasized Mr. Evans.

"What will always remain is that communities need good newspapers, and today the needs call for more mediums—radio, television, magazines," he said.

Mr. Evans' presentation brought out the fact that the campus press is moving to new dimensions, that "as an extra-curricular activity the campus press is the most demanding of all the campus organizations."

The chairman of St. Bonaventure's annual Press Day said that the commitment of the campus press is more important today since "we have become irrevocably involved with, and responsible for, each other."

Emphasizing that campus journalists must develop the highest degree of professional practice, the young instructor called upon more colleges to begin considering journalism in the curriculum. He said that colleges, as well as professional journalists, should help in every way possible to give the aspiring student journalists the training they need to become effective chroniclers of campus activity.

Clarity In Chile

By JAMES W. CARTY, JR.
Professor of Journalism, Bethany (W.Va.) College

At times the political situation seems confusing to students in Chile. Eduardo Frei became the continent's first leader of a Christian Democratic party to become president upon assuming office Sept. 4, 1964. Opposition is provided by two Marxist groups, the parties of the Communists (who were outlawed legally during 1948-58) and the Socialists.

One attempt at lucidity is provided by youth through the periodical, *Claridad* (clarity). It is published by the Institute of Humanities, formed four years ago to offer courses and link university students and the community.

School papers are scarce and appear only occasionally in the eight universities with approximately 49,000 students. Chile, first settled in 1541 by Spanish explorers from Peru, stretches 2,650 miles along the Pacific coast and at no point is wider than 250 miles in the extreme southwest corner of South America.

Santiago Pavlovic is director of *Claridad*, a 24-page, 2 column, 7½ x 10½ inch periodical printed on newsprint in the capital city of Santiago. The country has an 8.5 million population.

In a recent edition, the front cover was devoted to the title of a major article, "The True Reform," which called for changes of the university system. The back cover was a cartoon showing a modern ark—a moon satellite—being loaded with pairs of animals.

The contents included two editorials, two short stories, seven articles, one roundup of student activities around the world, a question and answer section, 14 photographs, and four drawings, largely abstract.

Articles and editorials centered around the theme of the call for students, farmers and other workers to unite in a common power struggle for serving the people through reforms. The material echoed the familiar Latin American demand for university autonomy without government interference—that is, outside of paying the bills.

One item recapped the fifth national congress of 130 delegates attending the Union of University Federations of Chile. Another article described artistic and other activities of the first carnival attended by 5,000 university students.

One article described the 58-day strike of students of the School of Social Service of the University of Chile for more money for scholarships and teachers' pay. Still other features discussed the work of 1,000 university students in constructing buildings for literacy work in agriculture areas, the visit of a Soviet youth delegation to Chile, and the payment of higher salaries to soccer players than professors.

Sentences often are long, but the issues are clearly presented as they relate to student concerns. Many articles are think pieces rather than being straight news presentations. #

OUR READERS WRITE



On the restless campuses of this nation as in the restless cities of the nation, the editor feels that he is in the eye of the storm.

Without any advise or sponsorship—completely self-inspired—the student editors of the *Western Courier* at Western Illinois University made a large poster. It was exhibited at an activities fair on the campus in Macomb.

It is so good I thought I would like to share it with you.

Being a *Courier* editor is a hair-raising job:
He must have a thousand *eyes* to see into all the WIU corners.

And a hundred *ears* to listen to all the speeches and complaints:

A *nose* for news:

A *smile* for everyone, no matter who hates him that day—

An *Editor* must throw away his prejudices;
And stack neatly the justice and the truths.

He lives on a diet of coffee, cigarettes,
broken pencil points, flashbulbs, and insults—
Especially around *noon Friday* deadlines

And yet he is a *student* too.

He has to find time to book, and date, graduate
And make a life for himself—

Above All — He is a living, loving, human being— So if he errs. . .

FORGIVE HIM!

Reef Waldrep
Coordinator of Publications
Western Illinois University

RAH, RAH, JOHN HANCOCK

"Gee, Joe, I've got to write an editorial that the publications board will suppress," said the editor.

"Whatcha mean?" replied the associate editor.

"Well, it's like this. The National Council of College Publications Advisers' top award, named after that glorious number one signer of the Declaration of Independence, is going to a student who gets into trouble with his adviser, with the administration, and who probably goes to court to get a ruling that he can't be kicked out of school just because he wants to criticize the governor.

"But you like OUR GOVERNOR."

"I know, Joe, and I don't even agree with all our

Dr. Waldrep (pictured at left), says that when he retires he plans to write letters to the editor as a new career. He's off to a good start. The last decade of his career has been in Macomb, a Midwestern Illinois town. (Lincoln visited there briefly in a rainstorm exactly 100 years before Dr. Waldrep arrived.) His degrees are from Birmingham (Alabama) Southern College, AB; University of Alabama, MA; and University of Tennessee, Ph.D.

He has written a lot of articles about his teaching in the 1950s, a lot of articles for *PubAux* in the 1960s, and three or four for our *CPR*.

We use his picture and this brief biog here because your editor mislaid it previously; it was supposed to accompany his article in the last issue on "Why Sing Obscenely?"

And in the interests of depth reporting, the back of the print notes "This pix was taken by a short blonde Sept. 27, 1968."

hippie-loose, sippy-lippy malcontents that keep trying to stir up a riot on campus, but. . ."

"Look, Pete, you don't mean you'd try to write something just to try to win an award?"

"Why not? The critics aren't even certain that George Bernard Shaw really believed in all that free-love crud we studied about in literature. Why would anybody suspect I wasn't sincere?"

"But, Pete, our adviser is a good fellow. And all he's trying to do is to see that we're responsible, that what we write is based on facts, that we don't fall into the clutches of our marijuana smoking compadres who want us to help foment the SDS."

"Aw, the SDS doesn't have anything to do with the John Hancock Award. The NCCPA prexy, Dr. Dario Politella, wrote in his news release that the award 'has been established to recognize the achievements of student journalists in upholding freedom and independence.'"

"Freedom and independence from what, Pete? From our adviser? From the administration? Gad, Pete, I came here to go to school—not to try to stir up something."

"Well, heck, Joe, I'll write some vile thing like let's all have a beer bust in the student union, or maybe we oughta have a pot party in the frat and sorority halls. That oughta get me censored, and I'd be well on my way to getting qualified."

"But, Pete, you know the NCCPA bigwigs don't intend anything like you're suggesting. They're going to bear down on responsibility."

"Maybe. But last year some cat from Troy State got the award because he refused to accept censorship on political grounds, whatever that means."

"But surely. . ."

"Look, Joe, the courts ruled, 'A state cannot force a college student to forfeit his Constitutionally-protected right of freedom of expression as a condition of his attending a state-supported institution.' You see, I got the legal right to write what I please."

"But, Pete. . ."

"Don't Pete me. I'm gonna make my mark as an editor. I'm gonna let everybody know I've got the courage to write something to qualify for that John Hancock Award. Heck, I'd get \$250 in cash and a 12-inch statuette valued at \$650."

"But what if you wrote an excellent feature story, or a

really good news story? Why not submit your account of the panty raid? Or of all the opium-heads that got kicked out of school for possessing marijuana?"

"Oh, come on, Joe. Anybody can write those stories these days. Perhaps a few years ago those stories were censored, but not anymore. This award is just for those martyrs who get into trouble. You gotta dig some politician or fight the administration in some way even to be considered for this award."

"Pete, you know what I think? I think the NCCPA is nuts."

"Whatcha mean?"

"I'd say the NCCPA has established an award that will cause problems for its own members. After all, who is the college censor caught in the middle. It's the adviser. His personal distaste for censorship doesn't count. He's the adviser, and if he doesn't do some censoring, he's going to be seeking another job."

"But, Joe..."

"Don't Joe me. I have the picture. NCCPA is causing more trouble for its own members by making its top-valuable award be for freedom and independence."

"But..."

"Why, here you are—a perfectly normal guy who really is basically sound. You want to write real editorials based on facts and sound judgment. And now you're automatically thinking about writing something which you know isn't ethical, isn't really worthwhile just to..."

As he waved a sheet of paper toward the associate editor, Pete said, "Here, you read the NCCPA news release. See what you make of this award."

"Dadblame it, Pete, I've already read that news release. And I'd say you ought to qualify already. You're wanting to use our paper for your own ill-gotten objectives. And you're just full of a four-letter word that our adviser told you to kill last week."

"But wouldn't you want to stand up in front of all those ACPers in Miami in October and get the top NCCPA award?"

"No, Pete, not if I had to stoop to doing what you're thinking about doing."

"But, Joe, I oughta have a shot at that award, don't you think? And if I'm gonna have a shot at it, I've got to do something other than just to write good editorials. I've at least gotta get suspended from school for a couple days."

"For you, Pete, I have one thing to say: RAH, RAH, JOHN HANCOCK."

*James R. Parrish
Northwestern (La.) State College*

Commission Establishes News-Gathering Agency

The Commission of the Freedoms and Responsibilities of the College Student Press in America has recently established a national news gathering agency. College newspapers across the country are being officially franchised to serve as agents of the Commission in their own areas.

The material below explains the Free Press Information Center and the role editors would play in the gathering of materials on the college press.

CFRCSPA BACKGROUND

What is the Commission?

The Commission of the Freedoms and Responsibilities of the College Student Press in America is a two-year study initiated by the National Council of College Publications Advisers.

The Commission aims to study, in depth, the role of the college student press, what constitutes its freedoms and responsibilities and to draw from the study the desirability and content of a universal Code of Ethics or "Bill of Rights" for College editors, advisers and administrators.

What is FPIC?

The Free Press Information Center is a branch of the Commission which serves to gather case histories, reports and other materials on the college student press. It is a national network of franchised college newspapers whose editors and staff assume the responsibility for keeping the Commission informed of college press activities in their own areas. FPIC is an essential aspect of the Commission in order that it may base its report on the actual workings of the college student press.

How does it work?

Simple! Editors of franchised papers live their lives as always—one eye on their staff and the other on the press issues on their campus and at neighboring colleges. When a conflict between free press and campus arises, a report is issued, a staff revolts or a paper makes an outstanding contribution to journalism, the editor simply drops us a note with a clipping on the issue, a copy of the report or the names of persons "in the know" who could supply the material. No sacrifice involved. Just the commitment to keep the Commission informed of what's happening in the student press.

What do you get out of the deal?

Besides the personal satisfaction of helping the Commission and the cause of a free student press, the paper gets a handsome, certified franchise listing it as an official representative of the Commission. News releases will be provided promoting your paper's work for the cause of the Commission; the regular newsletter, *Commission Commentaries*, will be sent to keep you informed of the progress of the Commission and the activities of your fellow student editors. In addition prayers will be offered to the deity of your choice.

As you can see, the work of the Free Press Information Center involves a commitment of conscience. We are asking only a select group of editors to assume this responsibility.

We hope you will join us in a cause that may well help shape the future of the college press in America.

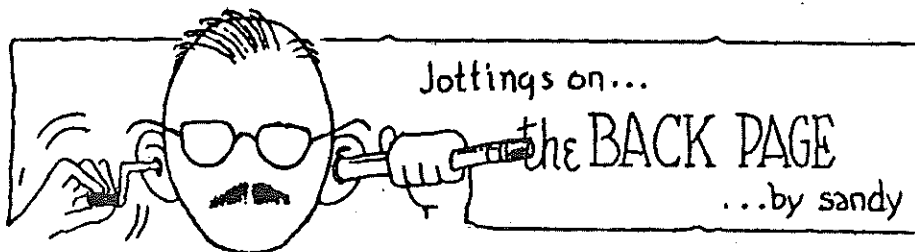
'Press Day' at St. Bonaventure

St. Bonaventure (N.Y.) University scheduled its annual "Press Day" May 8. Some 2,500 high school and college delegates were expected to enroll for the one-day session.

Theme this year centered on the contributions college education in journalism has made to the field.

Articles Needed

The cupboard is bare; your CPR editor needs articles, news notes, letters, suggestions for the Fall issue. Let us hear from you. We will welcome, also, suggestions for topics for the Miami Conference next Oct. 30—Nov. 1.



DO IT BY THE NUMBERS: A news item tells me that a Tampa woman has accepted a job on the staff of the Sunday School Board of the Southern Baptist Convention in Nashville. Is she writing graded lessons, teaching the fourth & fifth grade class of girls in the back pews of a church?

Not on your computer tape, she isn't! She became a "programmer-systems trainee of the systems department, office of management services."

In the Southern Baptist Convention, all systems are go, everything is A-OK, the countdown is proceeding and next Sunday blast-off will be at 0930 hours.

* * *

In the dear dead days beyond recall (almost), I did teach a class of fourth and fifth grade girls each Sunday. We met in the pastor's study. The boys of that age were put in the choir seats, behind the pulpit, where the gilded organ pipes poised like long spears over their heads.

Our lessons came from little printed booklets and at the end of the Bible lessons we gave each child a pastel-tinted illustration of some heroic Old Testament leader.

Years later, I was asked to teach the junior high school girls in a Unitarian church. Somehow, in my naiveté, I had expected to read from the graded Bible lessons and pass out the chromo postcards. But the subject for the quarter was to be "Civil Disobedience and the Rights of Man," and there was a textbook to be read on civil disorder.

Time has passed me by, and the countdown started several years ago.

* * *

UNBEKNOWNST to your editor, our article in the last issue on "Comparison of Newspaper Rating Services" had already appeared in the *School Press Review* of the Columbia Scholastic Press Association. So we had a reprint, and didn't know it; herewith is acknowledgement to CSPA.

("Unbeknownst" is a nice word, and a favorite of my late father, a good Englishman. He also was fond of "whilst." They don't make words like them no more.)

* * *

YOUR ATTENTION is called to the brief announcement on page 10 about the Ombudsman Foundation conference. John McCuen, president of Glendale College, will be host, and discussion leaders will include deans and professors of several West Coast colleges and universities.

Topics will include "Black, Brown and White—Separatism or Co-Existence?", "Drugs, Depression and Diffusion," "Post-Due Process" (legal factors in campus policies, disciplinary proceedings, hearings and civil disorders and implications), and "Governance, College Style." One area will be the challenge in the community college.

In our troubled campuses these days, such topics are worth close examination.

* * *

RECEIVED in the mail too late for review in this issue are three books from Wm. C. Brown Co., publishers. They are: Sidney Kobre's *Development of American Journalism* (767 pp); Roy Paul Nelson's *The Design of Advertising* (third printing, 1969); and Alfred A. Crowell's

Creative News Editing.

All are attractively printed and illustrated.

* * *

FREEDOM NOW! We've had an interesting year in campus publications on our South Florida campus. A small group of SDS members is active. It's not recognized by the University, but SDS proclaims that it does not recognize the University, either.

Last Fall a few leftists in the Student Government introduced a resolution for the establishment of a "free student press," governed by a "student board." Later, one or two of the same group introduced a resolution to abolish the yearbook because it was a tool of imperialist lackeys; this resolution was laughed out of the meeting.

But what evolved was a Bill of Student Rights, approved by the University president, which states in one section that "Students shall have the right to establish a student press subject only to statutes, Board of Regents policy, and those regulations imposed upon publications by a student-faculty board. Editorial, advertising, and interpretive reporting shall not be subject to any kind of censorship beyond that required by law and decided upon by student editorial staffs."

The whole bill is under review by the state attorney general. It has many good points. We are concerned, however, with the section on the campus student press and hope to have a report in the next issue.

* * *

CONGRATULATIONS to Dorothy Greer (Mrs. William J.) for the attractive "brochures" which sell college-publications work to high school students. The brochure and a letter were mailed to some 3,000 high school publications advisers and another 1,000 were to be enclosed in a CSPPA Bulletin, courtesy of Dr. Joseph Murphy and that group. You can get them at 20 for \$1 to pass out to high school advisers. Write to Mrs. Greer at Morgan 300, Washburn University, Topeka, Kans. 66621.

College Press Review

226 University Center
University of South Florida
Tampa, Florida 33620

Reid H. Montgomery
School of Journalism
University of South Carolina
Columbia, S. C. 29208