

From the editor's desk:

On Campuses 'n Things

By Diana Maxwell

I was ruffling through left-over papers in the journalism lab in the upper reaches of Burnett during class the other day when I came across a remnant of an advertising class project. Advertising normally being a relatively dirty word in our circles, my immediate impulse was to drop the thing, but that might have created too much of a stir during the class session.



Diana

So there I was . . . trapped with an advertising project in my hands. This particular project was rather painless—all the class had to do was to sit around and think verbally for a space of 20 minutes. The idea—Brainstorm.

I've sat in on one or two mock-brainstorming sessions—never one in which the rules of the game were clearly defined, but even a pseudo-session is something no one should miss participating in at least once. The object is to assemble a group of persons, define the problem to be licked, then literally open up the skies to ideas.

The rules usually are defined thus:

1. Only positive ideas allowed. No negatives, no suggestions of why something won't work.
2. Hitch-hiking on ideas is encouraged. Let one idea lead to the next.
3. Some time limit—usually shorter than an hour—is set.
4. All ideas are recorded. These are sifted afterwards to distill the feasible from the improbable.
5. In the session, however, the sky is the limit—sometimes the farther out the idea, the more fields it could open.

It was about three years ago that I began to notice magazine articles about brainstorming, and at that time I believe it was in connection with advertising. The technique has spread to industry and other areas.

Bringing this idea down to earth—at least to that portion thereof occupied by the campus, seems like this method might be one take-off point for some of the campus organizations whose members feel that the group has gone stale and is only performing those functions now for which there is a fat file of reports from which to work. This is easier than thinking up new ideas—but scarcely as beneficial or stimulating.

You couldn't hold a mass Builders meeting to brainstorm, but a small nucleus of board members could sit down in a completely informal meeting—like don't have the reading of the minutes, the calling of the roll, the giving of announcements, the reading of the correspondence, and so on and on. In this light I think that any group, whether it be a student organization, a religious house or whatever, should at least once a year evaluate itself and seek new horizons.

And lest Builders' feathers be ruffled, the illustration could as easily have been Union or Red Cross—any group of large size.

Old projects go stale and flat. Once they have been done successfully two or three times, the new chairman has a complete outline. Good enough in some cases, but for the sake of interest and imagination—to say nothing of leadership and initiative training, I'll make a wild generalization and say that every group ought to tackle something new every year.

Every group ought to attempt something which it had not even thought of two years before.

And besides, when you brainstorm, you discover the tremendous imagination potential in yourself and your cohorts. And sometimes it's not a bad idea to discover that you can think.

And then a word on Homecoming mums. They are wonderful white flowers decorated with red N's. They cost a dollar—the profits of which go into financing things like the Foreign Student Tour in the Spring. Or guess who has a quota of 125 mums to sell. Only 118 to go. Grief!

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Pi Kappa Phi
 says
Hoot On
The Hoosiers

KAPPA SIGMA
 WELCOME BAND DAY STUDENTS TO SEE
 THE HUSKERS KNOCK THE
YELL
 Out Of The Hoosiers

WHO SAYS THE
HOOSIERS ARE HOT?
WE DON'T
BETA SIGMA PSI
 WELCOME BAND DAY PARTICIPANTS

GO, GO, GO, GO, GO,
GO, GO, GO, GO, GO,
GO, GO, GO, GO, GO,
Delta Delta Delta

Theta Xi
 says
Inundate Indiana

Sigma Kappa
 says
Shovel Through
To Pay Dirt

DUmp
THE
HOOSIERS

Delta Gamma
 says
LET'S
BEAT 'EM

Alpha Chi Omega
 says
HUSTLE
THE HOOSIERS

Zeta Tau Alpha
 says
Make the Hoosiers
Losers

Chi Omega
 says
Climb all over them,
CORNHUSKERS

Pi Beta Phi
 says
30 to 7
'Twill be a bit-o-Heaven

We want
pigskin priority
Alpha Omicron Pi

Gamma Phi Beta
 says
HUSK
THE HOOSIERS

Alpha Xi Delta
 says
HAMPER
THE HOOSIERS

IRRITATE
INDIANA
Kappa Alpha Theta

Kappa Kappa Gamma
 says
Have at 'em,
HUSKERS

Kappa Delta
 says
Sew up a Victory