

NATIONAL OBSERVER

Birth of a Newspaper

It wasn't too many years ago that the field of journalism was so competitive that one newspaper would not even give another the time of day; in fact, if it had the chance, it would just as soon smash the other's clock. It even got so bad that papers would never print the name of another newspaper or radio station.

Well, things have changed, and for the better. Today, one newspaper will recognize the existence of other forms of journalism, both printed and aired, with the possible exception of advertising and public relations. It is in this frame of peaceful coexistence that we would like to call to the attention of our readers the existence of a revolutionary addition to the field of mass communications.

Some five weeks ago, Dow Jones and Company, publishers of the Wall Street Journal, initiated a new kind of publication for this country — The National Observer. It is a newspaper, by definition from its editorial staff, and, as was said in their first edition, designed to tell you (the reader) what is going on now in the "whole wide world."

The Observer is perhaps the best thing that has happened to the reading public in this country. It is a weekly national newspaper published on Sundays. You can read the whole news and understand it better through the Observer's remarkable depth of reporting and readable display on pages with wide columns and headlines. The news is not broken in bits and pieces as is so common in metropolitan dailies. Because it is a weekly the editorial staff has time to sift the news, to put it in

perspective and to present it in a manageable package for the reader.

The most striking innovation by the Observer is its size. Though pages are actually deeper and wider than the standard page, the number of pages has been greatly reduced as compared to the normal Sunday edition of other newspapers, yet the news content is equal if not superior to these other Sunday papers. How did they do it? They simply cut down the number of advertisements on each page. If you would pick up a Sunday edition of New York, Chicago, or Los Angeles newspapers, which have two or three hundred pages, you would find the back pages filled with ads or nearly so. It would take a reader a long time to read all the news. Even Lincoln and Omaha papers have many pages where small stories are laced in among mountainous ads. The Observer has every page wide open to its news columns with only a small percentage of each page's space taken up by advertisements. How can a newspaper afford this? The Observer is an experiment. The answer to this question is still to be answered. We hope that the answer will be yes for it will certainly revolutionize present practices.

In the Observer's first edition the editors stated that they "will treat news exactly the same way for readers in Portland, Maine, and for readers in Portland, Ore." This they have done and can do with the Dow Jones seven printing plants around the country, with both wire service (AP, UPI, and Reuters) and correspondent coverage of news, and with the organization that already successfully publishes the Wall Street Journal in seven cities.

The editors have also stated that the Observer is a newspaper, not a magazine. Though this statement is true, the Observer will most certainly give the weekly magazine field a run for its subscriptions. We have found

that the Observer is easier to read than the magazine while still giving the same complete coverage that is characteristic of national weekly magazines.

The Observer is an experiment, yes, but one that is and will continue to have an increasing influence on the area of mass communications in news coverage, make-up and style of headlines and pictures. It is a new concept on the American scene to compete for your money. It goes without saying that the Observers standards for selecting news are their own and the success of the experiment will rest upon its integrity in setting these standards.

If you like to be in on the beginning of a new — pardon the expression — frontier, get a copy if not a subscription. It won't replace your copies of Playboy, but then everything has its place.

Forrest

Union Thanks

I would like to express the sincere thanks and appreciation of the Nebraska Union management and staff for the fine show of cooperation on the part of the regular students and faculty customers during the High School Basketball Tournaments.

We here at the Union realize the inconvenience that this has caused you and feel that you have done the University a service in showing the High School students the fine treatment which they received.

I should also like to add a word of thanks to the ROTC MP's for their help in our building, and to the University Police force especially Sgt. Markel and Officer Ditch for their calm, effective efforts in handling extremely large crowds.

Again, thank you all for helping us in serving our campus guests.

Sincerely,
A. H. Bennett,
Managing Director



Letter Presented to Student Council

(Editor's Note: The following letter was presented to Student Council members at their meeting yesterday. A copy was also submitted to the Campus Forum.)

Dear Student Council member,

As a non-council member of the University of Nebraska Student body, I would like to make my feeling on the NSA situation known. These are my own personal opinions along with influential statements from individuals I know well.

The essence of my feeling is to agree with the majority of the council in that neither the student body nor the council is ready to decide whether or not to affiliate with NSA.

I do not think we can attempt to decide this question of joining until we know what NSA really is. Until such a time I feel it is our duty to find out what NSA is and stands for and to keep alive this desire for knowledge, not through such discussions as the student council is now engaged in to create campus interest, but by the carrying out of your original plan of study and reports from this study.

And please, study committee, use the tool of progress reports — don't wait for a final report. How about it, study committee? The committee, could, in the several weeks left, give at least one progress report which would be invaluable. This progress report should, I think, include a general outline of what areas the committee is exploring, and what questions they are attempting to answer. The report should not be binding on the final report, but rather should 1) provide the campus with an official report, and 2) stimulate students to suggest new areas the committee had not considered and possible questions that should be answered.

Right now, all we, as a campus, know is that NSA takes the following stands:

1) A student shall not take part in activity which does not affect students in their role as students.

2) No one shall put forth propaganda to influence legislation.

3) It is okay to call for a letter writing campaign to support a bill.

4) NSA is against the House Un-American Activities Committee.

5) Congress should not make any law imposing restriction on freedom of speech. (No "propaganda" should be restricted.)

6) It attacks loyalty oaths in the National Defense Student Loan Act of 1958 and wants loyalty oaths on state and city levels to be repealed.

7) The National Executive Committee has assumed the right to express their views on subjects that could not be brought to discussion and vote as though the entire body of students belonging to NSA agreed. There is no distinction made as to whether the subject was carried by a 51% or a 90% vote. The public is not told how many voted, or whether it was just the executive committee's views.

8) It supports integration of public facilities and pro-integration sitting movements.

9) It believes that discriminatory clauses in Greek constitutions should be done away with.

What if the executive committee came out saying, "We support the following: The United States should leave Berlin, Indonesia should get West New Guinea, and we shouldn't have troops in South Viet Nam. These are the expressed views of 500,000 college students across the nation." What would every reader of newspapers in Nebraska say when they read this with the statement tacked on at the end: "People of Nebraska, your state university in Lincoln is a member of this organization." What would this do to us as persons and individuals, the university, the state of Nebraska, and our nation? How much are we bound to

Council Shows Signs of Maturity

To the Editor:
Now the Student Council is showing signs of maturity. They are meeting on other days than the official Wednesday session. They even tried to make last Saturday's get-together a secret rendezvous, instead of keeping it open.

Maturity? Sure. Long ago, the U.S. Congress, our state's Legislature, and Lincoln's City Council learned to make use of the outside-the-chamber tete-a-tete to discuss what they were going to do.

Whether or not such meetings are right or wrong I'm not concerned with here, although trying to purge the press is antithetical to the Bill of Rights.

Editorially, you took after those "thinking leaders" who so far have not shown their mettle. Three cheers!

In one of his novels, author Robert Heinlein quoted Plato to the effect that the universe is made up of paired qualities. Along with success (in getting elected to the council), the Greek philosopher said, goes responsibility (to take an active part in it).

By virtue of having been elected, Student Councilmen have acquired a great deal of responsibility. Several of them don't seem to realize it. If they didn't want responsibility, they should not even have been candidates.

But now, for better or worse, they have success and its partner, responsibility. Let them either show it and exercise it, or let them be realistic and resign in favor of someone who will.

Success at the polls, plus exercising responsibility, equals sound development of future political leaders.

Roger L. Wait

Writer Criticises Point System

To the Editor:
Recently the Daily Nebraskan carried a story concerning controversy over the AWS point system. The only thing that can be said is that NO POINT SYSTEM WILL WORK IF THE "authorities" (Dean Snyder and AWS hierarchy) con-

tinued to show favoritism such as letting one woman hold two presidencies (of an organized house and a major campus organization). BOTH the old and the new point system prohibit this, but apparently the rules don't always apply?

Observer

On Campus with Max Steinman

(Author of "I Was a Teen-age Dancer", "The Money Lies of Double O's", etc.)

THE GRASS IS ALWAYS GREENER

The academic world, as we all know, is loaded with dignity and ethics, with lofty means and exalted ends, with truth and beauty. In such a world a heinous thing like faculty raiding — colleges enticing teachers away from other colleges — is not even thinkable.

However, if the dean of one college happens — purely by chance, mind you — to run into a professor from another college, and the professor happens to remark — just in passing, mind you — that he is discontented with his present position, why, what's wrong with the dean making the professor an offer? Like the other afternoon, for instance, Dean Sigafos of Gram-miss Polytech, finding himself in need of a refreshing cup of coffee, dropped in quite by chance at the Discontented Professors Exchange where he discovered Professor Stuneros from the English Department of Kroveny A and M sitting over a pot of lapsang soochong and shrieking "I Hate Kroveny A and M." Surely there was nothing improper in the dean saying to the professor, "Leander, perhaps you'd like to come over to us. I think you'll find our shop A-O-K."

(It should be noted here that all English professors are named Leander, just as all physics professors are named Fred. All sociology professors are, of course, named Myro, all veterinary medicine professors are named Rover, and all German professors are named Hansel and Gretel. All deans, are, of course, named Attila.)

But I digress. Leander, the professor, has just been offered a job by Attila, the dean, and he replies, "Thank you, but I don't think so."

"And I don't blame you," says Attila, stoutly. "I understand Kroveny has a fine little library."

"Well, it's not too bad," says Leander. "We have 28 volumes in all, including a mint copy of *Nancy Drew, Girl Detective*."

"Very impressive," says Attila. "Us now, we have 36 million volumes, including all of Shakespeare's first folios and the Dead Sea Scrolls."

"Golly whiskers," says Leander.

"But of course," says Attila, "you don't want to leave Kroveny where, I am told, working conditions are tickety-boo."

"Oh, they're not too bad," says Leander. "I teach 18 hours of English, 11 hours of optometry, 6 hours of forestry, coach the fencing team, and walk Prexy's cat twice a day."

"A full, rich life," says Attila. "At our school you'd be somewhat less active. You'd teach one class a week, limited to four A students. As to salary, you'd start at \$50,000 a year, with retirement at full pay upon reaching age 29."

"Sir," says Leander, "your offer is most fair but you must understand that I owe a certain loyalty to Kroveny."

"I not only understand, I applaud," says Attila. "But before you make a final decision, let me tell you one thing more. We supply Marlboro cigarettes to our faculty — all you want at all times."

"Glorious!" cries Leander, bounding to his feet. "You mean Marlboro, the filter cigarette with the unfiltered taste — Marlboro, the cigarette with better makin's — Marlboro that comes to you in pack or box — Marlboro that gives you such a lot to like?"

"Yep," says Attila, "that's the Marlboro I mean."

"I am yours," cries Leander, wringing the Dean's hand. "Where do I sign?"

"At the quarry," replies Attila. "Frankly, we don't trust paper contracts any more. We chisel them in marble."

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