

# Nebraskan Cannot Cut Budget

## Pub Board Recognizes Budget Gap

The financial problem faced by the Daily Nebraskan is not a new one, according to Dr. William Hall, director of the School of Journalism and former member of the Subcommittee on Student Publications (Pub Board).

"The sentiment on Pub Board has grown in the nine years I have been here that the Nebraskan needs a faculty advisor who could tighten up the business operation, acquaint the business staff with better sales techniques and help add local advertising accounts."

The present system, which makes available a faculty member for consultation on the request of the Nebraskan staff is not effective, Hall said. "Under this system, inadequate counseling is inevitable, and the Nebraskan and the Cornhusker together constitute a substantial business."

Hall said studies conducted in the Big Eight conference placed the Daily Nebraskan's share of the activities dollar lowest in the conference.

Present Pub Board members, when contacted by the Daily Nebraskan this weekend, agreed that something must be done to relieve the financial pinching.

Board chairman Dr. Robert Cranford said "The record of the board speaks for itself. We have written frequent letters to the University administration for the past couple of years recommending that some action be taken to improve the Daily Nebraskan's financial situation."

Cranford was uncertain as to the best possible remedy for the situation, but said that "an increase in tuition would probably be the easiest way for immediate relief."

"The revenue available for the Daily Nebraskan must be increased," said Curtis Siemers, Coordinator of Student Activities and secretary of the Pub Board.

"I believe the student subscription rate for the Daily Nebraskan must be increased to the level where it will balance out the needs of the paper," he said.

Nebraskan advisor Neale Cople, associate professor of Journalism, emphasized that the Nebraskan has ended each year with a sizeable deficit for several years now. He said that these losses have been able to be written off because of a backlog of profits which have been made by the Cornhusker yearbook.

"Fully aware that this kind of financing cannot go on forever, members of the Subcommittee on Student Publications board have looked for and suggested solutions," he said.

"The alternative to an increase in income would appear to have to be some kind of curtailment of the Daily Nebraskan. This curtailment could be fewer editions a week, smaller circulations or some combination of these. On a growing campus, none of these solutions seem very logical," he said.

"The Daily Nebraskan is definitely in financial trouble," said William Torrence, assistant professor of business organization and management. "Increased costs over time dictate need for increased revenue."

William Pharis, associate professor of educational administration and elementary education, has served on the Publications Board for only a few months, and said he was unable to state a definite stand on the Nebraskan's situation. "However, although I'm not yet certain just what it should be, I know that something has to be done," he said.

Karen Gunlicks, one of the three favored members of the Board, reported increasing the student fees for the paper.

Student member Cuz Guenzel agreed with Miss Gunlicks.



Lee Marshall, copy editor and Wallis Lundeen, junior staff writer . . . help make-up man with tomorrow's paper.

## Staff Job Conditions Center On Deadlines

Wanted: one junior staff writer for the Daily Nebraskan. Pay, \$17.50 per month. Hours, 20 per week. Working conditions, tense.

Not many average students would reply to this advertisement, and, for those who do, a new world of tension, inconvenience and timelessness evolves. Most enjoy it, however, and tend to speak more of the advantages than the disadvantages of the job.

The average week of a junior staff writer would run something like this: Sunday, work from 2 p.m. until 5:30 p.m.; Monday, cover afternoon meeting and write story; Tuesday, Wednesday and Thursday, work from 2 p.m. until 5:30 p.m., night meeting one night, night news one night. Friday and Saturday, recuperate, if possible.

This schedule omits tests, hour exams, dates and leisure, which make matters worse.

Night news, for instance, means working in the make-up room of the Lincoln Journal, where the Nebraskan is printed, in one of two shifts which last from 8:30 p.m. until about 1 a.m.

Even the afternoon activity in the Nebraskan office is, at times, far from pleasant. The writers and copy editors are under constant pressure from the editorial staff to produce copy instantly which is accurate and readable.

And always the deadline. Most of the staff members, when asked about their reactions to being on the staff, said that, although their lives were rearranged and centered around the Nebraskan, their averages suffered and their free time disappeared, nevertheless they liked their work.

Junior staff writer Penny Olson said that never before has she been forced so much to do something on a demanding deadline. "Perhaps it is good to learn this now, rather than later," she said.

The average time put in by a staff member was 18 hours per week. Most said their grades were suffering.

Because many of the staff members are journalism ma-

jors, one of the main reasons given for staying with the staff was to gain experience in journalism.

An exception to this trend was copy editor Lee Marshall, who said he enjoyed the work and being with the staff. "The work doesn't put me out any more than any other activity would," he said.

"And besides, I do get a little pay each month," Marshall added.

Jim Korshoj, a junior staff writer majoring in business, said he joined the staff for curiosity. "I thought it would be a good experience working here. I have been exposed to more sides of the University than ever before."

"Time is the major problem. I do enjoy it and it has been good experience. I have gotten as much out of it as I expected to."

News editor Frank Partsch said that time is a problem within the paper as well as hurting the individuals on the staff. "Sometimes it is impossible to find someone free at the time of an important event," he said.

"If someone told me he planned to hold up the chancellor's office and steal his pipe at 10 a.m. Tuesday I wouldn't have anyone to send," he said. "This is extreme, but we have been forced to overlook important events just because no one had time to cover them."

"One of the major difficulties in meeting the afternoon deadlines is the problem keeping an enjoyable atmosphere. 'People like to goof around sometimes between stories, and we sometimes find it hard to realize that we can't overdo the Legree image,'" Partsch said.

Most of the writers, however, enjoyed their work, and one explained his feeling for the staff as rivaling the unity of a fraternity.

Editor Susan Smithberger said the nature of the Daily

Nebraskan demands that each staff member be a professional. "It requires that we grasp on to each facet of campus life quickly and accurately, but this is not always possible with the amateur reporter."

"There are errors; errors are unavoidable when one is pressed for time. Errors are not shorable in this profession," she said.

## K-State Suggests Tuition Increase

The graduate manager of the Kansas State Collegian suggested a \$2 per semester fee for students for the Daily Nebraskan to solve the Nebraskan's financial difficulties.

C. J. Medlin's response came as the result of a questionnaire sent to Big Eight schools by Mike Jeffrey, business manager for the Daily Nebraskan.

The enrollment at Kansas State is 9,500. The total average paid circulation of the Collegian is 11,500. The University has an enrollment of about 13,000, and the total number of papers put out each day is 6,500.

The Collegian is published five times per week, Monday through Friday. The Nebraskan is published four times, Monday, Wednesday, Thursday and Friday.

The activity fee collected from each student per semester allows \$4 to the Collegian per year. That allows \$30,000 to \$35,000 per year to the paper for student subscription fees.

The Nebraskan receives \$2 per year from each student, giving the paper about \$20,000 per year, according to Jeffrey.

Medlin said, "I think it is very important if your newspaper is to succeed and if you are to be able to distribute it to the students to have an adequate fee collected at the time of enrollment."

## 'Office Expenses, Salaries Held To Bare Minimum'

The Daily Nebraskan is presently holding its office expenses to a bare minimum, according to Mike Jeffrey, Nebraskan business manager. Jeffrey said the Nebraskan cannot cut its budget further and still be able to operate as an efficient newspaper.

In following the present budget, the Nebraskan has had to drop several nationally syndicated columns and the Collegiate Press Service, according to Jeffrey.

Susan Smithberger, editor of the Nebraskan, said that presently the newspaper has to work with "a bare minimal staff, having to ignore some good coverage possibilities because we simply do not have the manpower to do it."

The three largest items on the annual budget, Jeffrey said, are printing, engraving, and salaries. To defray these constantly increasing items, he listed five sources of income for the Nebraskan.

These include: subscriptions, classified advertising, local display advertising, national advertising and student subscription fees.

Subscription fees tend to remain the same, according to Jeffrey, but an attempt has been made this year to increase the number of subscriptions being mailed out, in addition to the regular student subscriptions.

Local advertising has been pushed this year, according to Jeffrey, in an attempt to gain more revenue from this area.

Classified advertising has been changed with the addition of a classified ad manager to the staff, who will actively call people and inquire about running classified ads.

The national advertising income figure cannot be changed by the Nebraskan, according to Jeffrey, because this figure is handled through National Advertising Service Inc. "They have full right on national advertising, so we cannot contract with any national advertisers that are part of the mass organization. This figure remains around \$4,000 or \$5,000 per year."

From student subscription fees this year, Jeffrey said he estimated around \$20,000 income. The rate for fees is \$1 per semester, and has remained the same for a number of years, according to Jeffrey.

"As printing and engraving costs become more expensive, we are faced with the possibility of incurring larger and larger losses over the next few years, including this year," he said.

Jeffrey said the income does not have very much chance of increasing at the present rate, since the business staff is limited to three persons, who cannot devote their full time to gathering advertising for the newspaper.

Jeffrey said that the present allotment of about \$20,000

per year from student fees is "lacking in terms of meeting our budget and looking ahead and looking back at other budgets prepared in the past."

"If we are going to be able to stay in the black," Jeffrey said, "we have to have an increase in all areas of income."

"We must have more money from the University if we are to continue operating in the black in the future," Jeffrey said.

He said that it would be difficult to estimate how much is needed, but said that other columns in this paper will show this approximately, in comparison to other Big Eight schools.

The expenditures per year for salaries run about \$6,500 he said, and at this rate, the staff is held down to a bare minimum, and little members and paid very little in comparison to the hours they work.

The Daily Nebraskan, although it already an efficient and workable newspaper, could have greater efficiency if it had additional money, according to Jeffrey. He said that this will probably have to come from student subscription fees since this is the largest source of income for the paper, and the other areas are being "pushed to the fullest at the present time."

With additional finances, Jeffrey said the paper would be able to incur printing and engraving expenses more efficiently and keep the Nebraskan running ahead of costs.

If this were done, he said, the newspaper could devote more space to news copy, rather than to advertising. This could be accomplished because advertising could be planned for quality and effect, rather than volume, he said.

Jeffrey said that as business manager he would not allow the paper to run any more pages per day with the

present financial situation. The present four-page paper costs about \$250 per day, while an eight-page paper would cost about \$500. "We simply can't afford to pay such costs for printing and engraving," he said.

"Additional finances would also allow the number of people employed by the Daily Nebraskan to be increased," he said. "This would relieve the load on the staff writers, and still allow for greater coverage of news."

Summarizing the situation, Jeffrey said that the Daily Nebraskan "will not be able to decrease its losses any further than it has now." He said that last year the newspaper lost \$4,000, and with the present budget, it will lose from \$1,800 to \$2,500 this year.

With increased finances, he said, the Nebraskan could improve in four main ways in the short run. These include: more papers per day, five issues per week, a larger staff, and a larger (eight-page) paper each day.

"The University is expanding, and the Daily Nebraskan should be expanding with it," Miss Smithberger said. Because of rising printing costs, she said, "we must have a larger budget than before was necessary."

## Annual YWCA Bazaar Will Begin Tomorrow

The University Y.W.C.A. International Christmas Bazaar will be held tomorrow through Thursday from 9 a.m. to 9 p.m. in the basement party rooms of the Student Union.

"It's about that time" to think about Christmas shopping, is this year's theme.

Students will find something for everyone among the thousands of attractive, moderately priced items from Scandinavia, Germany, Italy, Spain, Turkey, India, Africa, Mexico, Japan, the Holy Land, Korea and Portugal.

Each year the student Y.W.C.A. holds an International Christmas Bazaar to augment money received from the Community Chest.

INCOME:	Last year actual	This year estimated
Subscriptions	\$59,000	\$60,000
Classified Advertising	151	250.00
Local Display Advertising	15,288.10	17,000.00
National Advertising	3,576.39	4,000.00
Student Subscription Fees	12,257.00	20,000.00
	\$88,262.00	\$111,500.00
EXPENDITURES:		
Printing	\$1,521.97	\$2,000.00
Engraving	151.53	2,380.00
Salaries	6,500.00	6,500.00
Commissions on local advertising	1,500.00	1,700.00
Bills - (Little on Campus)	19.21	130.00
Hall (Seaside)	63.13	-----
NY Herald (Houldin)	218.30	220.00
United Features (Peasants)	71.12	75.00
Hall (Jeffrey)	-----	-----
Kelster (Church Ad)	35.00	-----
Mailing Permit	30.00	30.00
State Paper Subscription	32.75	40.00
Postage for Mailing Subscriptions	15.00	15.00
ACP Seminars	357.66	350.00
Office Supplies	60.00	60.00
Binding Service - Pease	247.54	300.00
Phone	148.44	125.00
Typewriter Repair	54.00	40.00
State Paper Subscription	55.63	50.00
Exec. (wards Luncheon, St. Act. Assess)	244.42	250.00
Photography	30.07	-----
Intercollegiate Press	57.22	60.00
Cases	30.00	-----
Adv. Refund-Ad clerks	40.00	40.00
Refreshments and Christmas Gift	-----	-----
Local Adv. Unpaid	43,680.47	44,285.00

1963-64 loss: 43,680.47  
1964-65 loss: 43,565.00  
\$1,620.00  
\$1,715.00

## Printer Elaborates On Finances

The Journal-Star Company, printer of the Daily Nebraskan, has responded to three of the four possible alternatives concerning the paper's financial situation.

The four alternatives are: printing 4,000 instead of 6,000 copies, three issues instead of 4, remaining the same, or raising the student fee.

"If you wished to cut your printing order from 6,000 copies to 4,000 copies, you would save \$7.50 per thousand or \$15 per issue," said Jay Seacrest, Administration and Personnel Manager of Journal-Star Co.

All of our composing room, stereotyping, press make-

ready and overhead costs are in the first copy, or we print. The only savings, that additional costs in more or fewer copies, is in the newsprint, additional press time and mailing room bundling costs. These items are relatively a small part of the total costs, Seacrest said.

"If you changed from four issues per week to three issues per week, you would save the printing cost of \$253 less whatever advertising revenue you would have in the omitted issue," Seacrest said.

According to Mike Jeffrey, business manager of the Daily Nebraskan, the advertising revenue is normally \$240,

Omitting one issue would save only \$13.

"Neither one of these alternatives would incur the deficit that we incur as a loss," Jeffrey said.

"Newspapers have two sources of operating income: advertising and circulation. I don't know whether your advertising rates are high or low, nor how your circulation rate compares with other schools," Seacrest said.

"Perhaps an increase in both areas should be considered. Business costs continue to increase year after year and it is a good trick trying to keep income moving along with expense," Seacrest said.