

Just Sit Back

Much has been said and recommendations have been made concerning the Daily Nebraskan's need for additional funds, but most of it has come in bits and pieces. In an attempt to give a complete picture, the Daily Nebraskan staff has presented each facet in this, its position paper.

Although this is an issue to be settled primarily between the Subcommittee on Student Publications and the Board of Regents, the staff and the rest of the students are directly concerned.

You are concerned because it is you to whom the Daily Nebraskan is directed, it is you who read the paper. In order to provide a better paper for you, the Daily Nebraskan must be able to meet the rising costs of its publication. The campus is expanding and so must the Daily Nebraskan.

Under its present set-up problems of a minimum staff, under-paid staff, little money for office expenses and increased advertising combine to make a less effective paper for you to read.

A cut back in circulation or in number of days printed would add to the ineffectiveness of the paper.

You are also concerned because it is through you that the other alternative, the increase in student fees paid to the Daily Nebraskan, may be realized. A glance at the explanatory articles in the columns of the Daily Nebraskan shows that this is the only realistic answer.

Unless the Board of Regents realizes that you, too, are concerned with the outcome of the communications media of this campus, they will hesitate to grant this increase.

Polls have been taken, letters written, and a petition is now being circulated. Each of these adds weight to the argument of the Daily Nebraskan. But they will be effective only if each and every reader joins in the campaign.

Other writers on this page have gone into the reasons for the necessity of the increase—from the business standpoint, the moral question, the image of the campus, the effectiveness of the Daily Nebraskan.

If you are satisfied with the present situation, just sit back on your haunches and don't do anything.

SUSAN SMITHBERGER

Inside View

In beginning my investigation into the financial situation of the Daily Nebraskan and possible alternatives to be used in arriving at a solution to the continuous loss, I had no personal opinion as to which alternative to be presented here would best answer the needs of the Daily Nebraskan.

After studying it, I now feel that an increase in the STUDENT SUBSCRIPTION FEE paid by undergraduate students as part of their tuition would give the Daily Nebraskan the needed funds to operate on a level comparable to the other student newspapers in the Big Eight.

I arrived at this opinion by considering the following alternatives:

(1) No change in operation or source of income. This alternative, as a policy to be followed, would create a downward effect for the Daily Nebraskan. Why? Because presently the paper is operating with a minimum staff, advertising and other sources of income (excluding STUDENT SUBSCRIPTION FEES) are being pushed to a maximum limit and the paper will still incur a loss of 2000 to 3000 dollars. Result: no solution to the financial situation of the Daily Nebraskan by employing the alternative (1).

Alternative (2). A cut-back in number of days printed. This alternative would call for the reduction of, as an example, printing only on Monday, Thursday and Friday. What would this mean to the Daily Nebraskan's financial situation? It would mean a savings of 250 dollars each week in printing and engraving cost and the lessening of the total printing and engraving costs for the year by 6,000 dollars. If this is the case, does this then eliminate the financial loss incurred as a result of the savings in printing and engraving costs? Answer: No. It does not because advertising revenue from a single issue is on an average 240 dollars; consequently on a

single issue the Daily Nebraskan is saving ten dollars or over the whole year a savings of 800 dollars is accumulated. This saving of 800 dollars does not sufficiently decrease the loss to warrant its use.

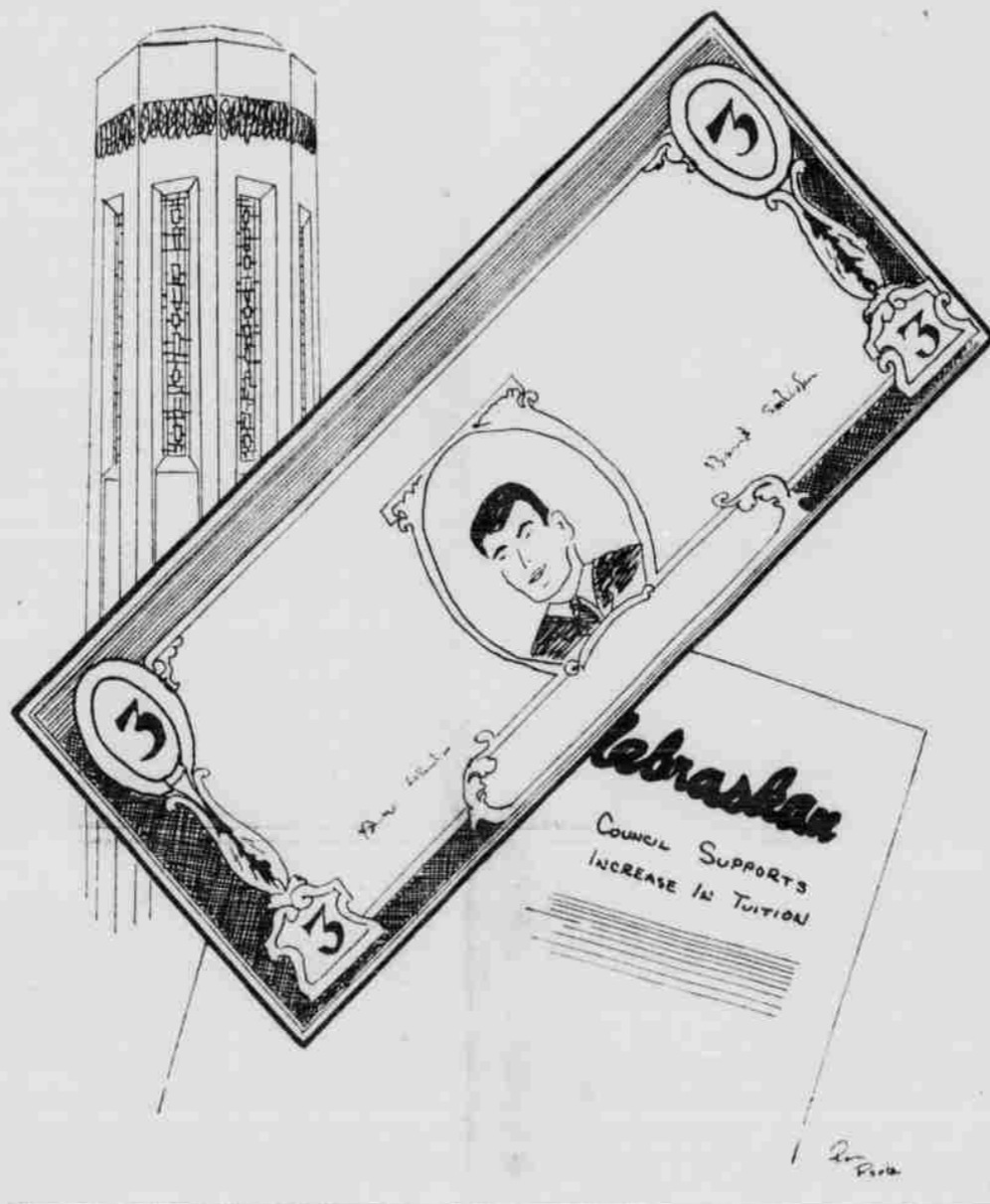
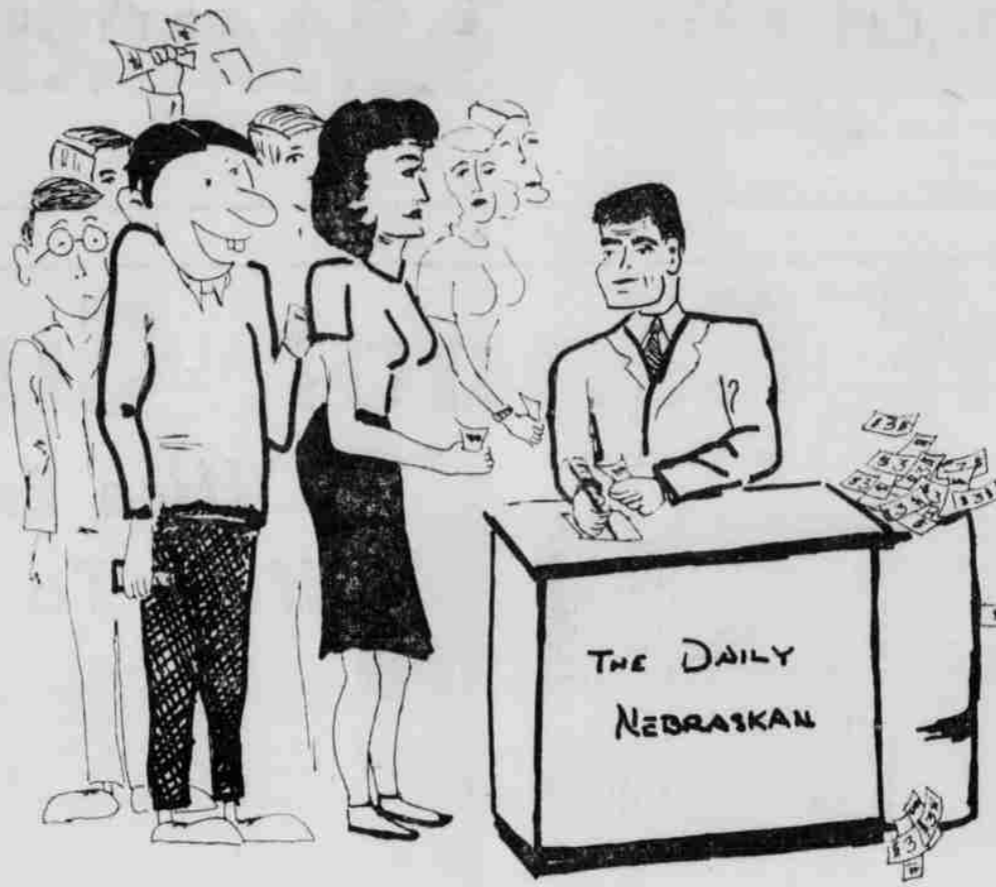
Alternative (3). A cut-back in number of papers printed each day of publication. In analyzing this alternative and its implications, I discovered, as every business student should know, that a cut-back in number of papers printed per issue will have little savings because the major cost of printing and engraving is found in the first issue printed. Why? Because of the amount of work in setting of type, engraving of pictures and other necessary procedures in publishing a paper.

Actual savings are so small that the loss of the Daily Nebraskan is depreciated only by a small amount. Further, use of this alternative limits circulation of the paper to an even smaller percentage of the University undergraduate enrollment, which hardly seems fair when you consider that every undergraduate pays for a Daily Nebraskan.

Alternative (4). An increase in STUDENT SUBSCRIPTION FEES. This alternative, the one I feel is best, solves the problem of finances and is justified by (a.) the number of years that have passed with no action taken by the Board of Regents in updating the STUDENT SUBSCRIPTION FEES allotment in relation to rising printing and engraving costs, (b.) the fact that all undergraduates now pay for a paper but only 6,000 receive papers, (c.) the attitude that if the Daily Nebraskan is to be a paper in keeping with the times then the appropriate changes need to accomplish this must be instituted.

From the inside looking out I can only see the STUDENT SUBSCRIPTION FEE increase as a means of solving the Daily Nebraskan's financial situation.

MIKE JEFFREY Business Manager



From the Pub Board:

Tuition Increase Best

By CUZ GUENZEL Pub Board Member

More than any other group on campus, Pub Board was in a position to foresee the Daily Nebraskan's problem. For years members on the board had to use the profit made on the Cornhusker to cover the expenses of the paper.

As the expenses of the Daily Nebraskan grew, it also grew quite obvious that the yearbook could not continue supporting both itself and the paper indefinitely.

So even before the Daily Nebraskan got into any financial trouble, Pub Board members realized the approaching difficulty. We tried to avoid a serious problem and give back the Cornhusker's profit to the Cornhusker.

Board members felt that it wasn't fair to take away all the profit from the Cornhusker. With their profit, the yearbook staff could have had more color pictures or could have initiated more new ideas such as the record of sounds last year.

For several years Pub Board simply sent letters and financial reports to appropriate University officials. To give added emphasis to the problem, Pub Board asked Dr. William Hall, director of the school of journalism, to write, too. Dr. Hall sent in his warning and recommendations.

Our reports were acknowledged but no action was taken. Finally, last year in the early part of second semester the financial standing of the paper had become so poor that the Cornhusker would just barely be able to cover the deficit.

At the same time, staff members of the Cornhusker dreamed up the idea of the record of sounds. They pre-

sented the idea and figures on the record to Pub Board.

When the staff asked permission to make the record, Pub Board had to take a stand. We could have turned down the request of the Cornhusker and struggled to hoard the yearbook profit for the Daily Nebraskan.

But, instead, we passed their request, which meant that the Cornhusker profit would no longer be saved for subsidizing the paper.

Pub Board's action was virtually an ultimatum to University officials. Either they would have to take some action or the Daily Nebraskan would have to shut down in bankruptcy.

The administration finally did take action. They invited a three-man study team composed of professional journalists to visit this campus May 21-22 last year.

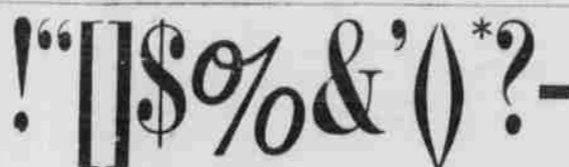
Members of the study team consulted members of the administration, Pub

Board, staff and student leaders. But their conclusion was to initiate a better advertising program.

That has been done this year. The advertising program has been excellent. And if we could have as a manager and years of heavy advertising, we might be able to put the paper back in the black.

Cutting down on the number printed is as uneconomical as it is undesirable. And reduction in the days printed is a poor solution as it would detract from the value of the Daily Nebraskan both to readers and as a learning experience for the students that put it out.

An increase in the subscription rate paid out of each student's tuition appears to be the best method of putting the Daily Nebraskan back in the black without having to resort to outright subsidy from the University.



By Mike Barton

The prestige of a University is necessarily dependent upon the worthiness of its publications. Nebraska has had worthy publications in the past, and subsequently enjoyed some prestige. We are, at this moment, in danger of losing that prestige.

To the delight of Lincoln advertisers and to the dismay of its readers, the Daily Nebraskan resembles a Sears Catalogue. And it may not be too long before the Nebraskan inherits the same usage as the catalogue. Northern tissue stock

would drop appreciably.

As I see it, the only solution to this regrettable state of affairs is a tuition increase. Very rarely do I side with the majority, but in this case, the answer is only too obvious and any other solution would be only temporary. An expansion of the Nebraskan would necessarily enhance our prestige, and I am willing to pay for it.

So unless you want to receive a student paper with perforations, back us up. Northern Tissue concurs with our findings.



Closet Case

By Frank Partsch

I have been asked several times already this year why the Daily Nebraskan wants more money to reduce advertising space. These erstwhile critics of our news columns find it difficult to understand why advertising should be decreased at the expense of the students.

They also wonder if reduced advertising would give the students more stories about the western Nebraska corn rootworm's disgusting little habit of pulling sneak plays on Nebraska farmers.

The facts and figures concerning the annual deficit of the Nebraskan appear elsewhere in this issue. They speak for themselves. A story of the Nebraskan as seen by the people who write, edit and print it four days a week also appears elsewhere in this issue. They speak for themselves.

The Nebraskan is probably the most universal student institution with the possible exception of the classroom and the woodsie. It reaches students in an unimaginable spectrum of vocational, social and apathetic diversity. For this reason, many of its readers from one group often find it difficult to understand why news directed toward another group should be run.

We try to keep the news in proper proportion.

As enrollment (and thereby diversity) spirals and skyrockets upward and as requirements and expectations in the classroom tighten, we find it difficult to find staff members with time, ability and devotion to make the paper what we would like it to be.

Our present staff has, almost to a man, the ability,

and, unfortunately for them, their devotion exceeds their time, and they often find themselves forsaking hour exams, outside reading and social life. For \$17.50 a month.

Few, however, can deny the tremendous possibilities for news on this campus. Many areas are completely overlooked because of the time involved.

We would be hard pressed currently to drop advertising, but with the necessary increase in funds to staff this paper, we could give the University a much better paper five days per week.

I would like to see a feature editor and writer as a separate subdivision of the news staff; some means of relieving the frequency and tedium of night news duties, additional writers and copy editors, better coverage from the Colleges of Agriculture and Medicine and a number of other goodies too good, numerous and complicated to go into a column of this type.

A look at today's Peg Board on page four will show some of the problems and needs of the sports staff, and an assistant editor in the editorial department would assure us of a more smoothly running operation.

Well, everybody needs money.

In these perilous days of decentralization through expansion, many of the older organizations and institutions must modernize and streamline themselves to retain their effectiveness.

Student Council, in its ecumenical council, has decided that a new constitution will do the trick.

The Daily Nebraskan, however, needs money.

Octopus

By John Lonnquist

Questionnaire

In our culture, the printed word is god. On our campus, the Daily Nebraskan is the student's voice. Or rather it should be. But it isn't. Why?

1. What is the job of a newspaper?

A newspaper presents the facts to those who want them.

2. Is the Daily Nebraskan a newspaper?

No.

3. Why?

(a) Its "facts" are too often the guesses (or misunderstandings) of a hurried (overworked) staff writer. (b) there are about 13,000 students and only 6,000 papers.

4. Why has the newspaper (if you answered "no" to 2) come to this sad end? Explain.

(a) The sometimes questionable quality of the student writing can be traced to a lack of money. The Daily Nebraskan staff is paid a token (very small) amount each month. This is not a salary, but rather is conscience money, i.e. so they will feel a responsibility toward what they are doing. (b) The stingy number of copies is also due to a lack of money.

The lowest rung staff members are overworked and under (22c/hr.) paid. When interested students learn these cold facts, they develop cold feet. This limits (a) the number who apply for staff positions, and (b) the quality of the staff.

The poor quality staff produces poor quality work. Everyone complains. Fewer people apply. Those who do are more overworked and more underpaid. The vicious circle becomes more vicious. This nonsense can only be stopped by money.

The staff should be increased to handle the increased news of an increased enrollment. Their "salaries" should be made comparable to those of other "jobs" in the area, for it is a "job" which they are performing. The competition for the positions and the firing of incompetent writers would insure accuracy and quality. The Daily Nebraskan would be a REAL newspaper.

A Moral Question

By George Duranske

Several weeks ago Student Council conducted a poll the results of which at best were inconclusive. Since the poll, however, many people have picked up the suggestion that the number of copies printed be cut back from their present level of 6000 copies per day. The point suggested is some mythical one at which the claim rests that the Daily Nebraskan would be able to operate at a profit or at least break even.

Unfortunately this comment or suggestion often comes from the persons who will be guaranteed a paper regardless of the number of issues printed. These people are those who are living in organized living units and very likely do not recognize the problems of many factions of the University in terms of obtaining even an occasional copy of the Daily Nebraskan.

Perhaps it may sound a bit irate to raise a moral question but the persons most interested in waging a war on apathy are often the persons who suggest a further slackening of the possibi-

ty of adequate distribution of campus news. In the opinion of this neophyte the only means to guarantee a campus truly aware of its own problems and not merely a fragmented student body who claims to be aloof from the campus currents is to increase the circulation of the Daily Nebraskan.

From the standpoint of the groups not now receiving papers they would no longer find themselves in this category. From the standpoint of the persons receiving copies of the paper at least they would have the satisfaction of knowing that all persons were receiving the same rights and opportunities to know of trends and arguments as they develop on campus.

The financial impossibility of reducing the number of copies speaks for itself and provides a point for unification alone but the added thought that the opportunities of all students should be equal gives further justification for students to unite and to accept the added fee as not only needed but also as the only fair alternative.

The Daily Nebraskan

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