

# Ad Service Advises: Raise Subscriptions

An increase in student subscriptions was endorsed as the best way to gain revenue by V. Edward Canale, of the National Advertising Service, Inc., in a letter to Mike Jeffrey, business manager of the Daily Nebraskan.

"The \$1 per semester which you receive now hardly seems adequate enough for a daily publication," Canale noted.

In reply to Jeffrey's suggestion of cutting back circulation, Canale said it would not have any bearing on the volume of advertising his service could secure for the Daily Nebraskan.

He said he makes use of both registration and circulation in their recommendation. They assume that sufficient copies will be issued to reach the full student body either through primary or secondary readership. They assume there will be pass-along circulation; if fewer papers are issued so that all students will have chance to get the information which the Daily Nebraskan brings them.

Referring to a plan to publish only three days a week,

Canale said, "A cut-back in the number of days published will not affect our volume of national advertising for you either. Few advertisers use space based upon frequency of publication. Few advertisers use more than two insertions per week and then only on rare occasions."

He went on to say of the plan to raise tuition, that "In the general press, increased single copy sale of many newspapers have saved them from going bankrupt."

"In essence it would mean that the Board of Regents would be appropriating a sum more nearly in line with the services which you are performing, and the fee they undoubtedly receive through the Student Activities fee."

# Council Recommends Fee Raise

After studying the financial situation of the Daily Nebraskan, the Student Council committee on tuition and fees concluded that the newspaper

warrants an increased allotment of student fees.

"As the situation now exists not every University student who pays the fee for the newspaper is receiving it, and yet with this limited circulation, the paper is still experiencing financial difficulties," said chairman Bruce Jensen.

Nebraska enrollment approaches 13,000 while only 6,000 papers are circulated each printing.

Four of the five Big Eight schools contacted by the committee received more financial support for their student newspaper than the Daily Nebraskan receives.

Missouri has a semester tuition of \$148 with the student newspaper receiving 10 cents per copy. The University of Oklahoma has a tuition charge of \$84 each semester with the newspaper receiving \$1.25 per person. Kansas receives \$2.00 per person each semester. Iowa State has a semester tuition of \$345 with the paper receiving \$1.38 per person.

"Iowa State, which already charges more in fees for their newspaper than Nebraska, felt it necessary to increase their assessment for the 1964-1965 year," Jensen added.

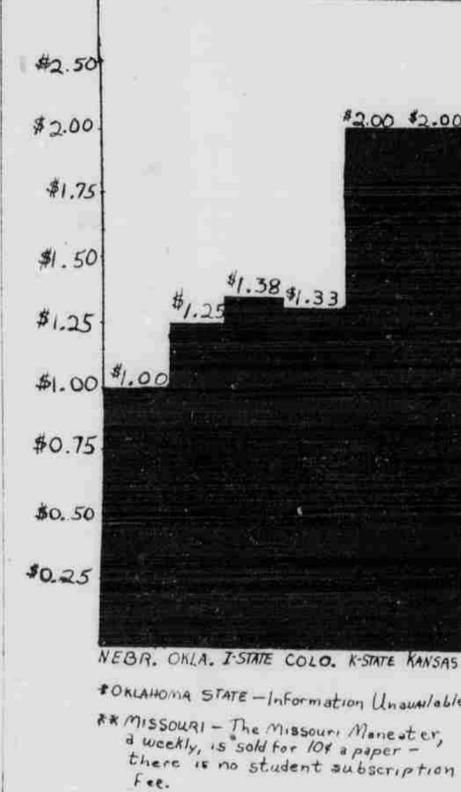
Expense items such as the number of days the newspaper is printed, the number printed and the enrollment are not included in this poll, said Mike Jeffrey, business manager of the Daily Nebraskan. We are only comparing the income from student fees that each publication receives, Jeffrey said.

Nebraska students pay a tuition of \$132 for a semester, and \$30 of this are student service fees. Health services receive \$13, bond issue for

student facilities \$11.50. Student Union \$4.50 and the Daily Nebraskan receives one dollar.

"As the paper is running a deficit, along with rising

## SUBSCRIPTION FEES Big Eight Schools - per semester -



# Union Announces Bowl Trip Details

Final details for the Nebraska Union sponsored trip to the Cotton Bowl have been announced.

The chartered DC7's leave Lincoln Dec. 31, and return Jan. 2. The bowl trip, which costs \$97.50, includes air transportation to and from Dallas, reserved accommodations at the Adolphus Hotel, travel insurance, bus transportation to and from the parade and game, Cotton Bowl Parade seats and a Cotton Bowl game ticket.

Interested students should sign up in the Student Union Cotton Bowl headquarters located in the south entrance of the Union from 8 a.m. to 4:30 p.m. All money must be paid at sign-up time, and one must sign in person. No refunds will be given after a contract is signed.

For further information, call University extension 2454.

# 4-H Banquet Cites Special Service

Outstanding 4-H'ers — past and present — will be honored at the annual 4-H Awards Banquet tomorrow night in the Pan American room of the Student Union.

Scholarships will be presented, and the high ranking scholars in each class will be honored. A past 4-H member, whose identity will be kept secret until the banquet, will be honored for outstanding service to 4-H.

Virgil Wagner, a 1964 graduate of the University, will speak on his experiences as an international farm youth exchange student to Switzerland the past six months.

A new method of distribution of the Daily Nebraskan heralded a year of student polls, questionnaires and petitions concerning the financial situation of the Daily Nebraskan.

Because 6,500 copies of the paper must reach 13,000 students each day, a method was tried in the fall which would prevent some students and faculty members from taking more than one paper. The Daily Nebraskan was distributed to living residences, the Student Union, Administration, the School of Journalism, the Coliseum, the Nebraska Center and East Campus Union.

Student Council discussed the problem of excess advertising at the Student Council meeting Sept. 30.

Mike Jeffrey, business manager, told the Council at that meeting that "The financial standing of the Daily Nebraskan will have to be changed very soon if the Nebraskan is to continue to exist at the University."

Council members were told that the paper has lost \$4,000 to \$5,000 a year for the past several years. Cornhusker excess funds were used to defray expenses, but now these funds are gone.

Jeffrey suggested at the time a fifty cent increase in tuition.

Kurt Keeler, a University student, has originated a petition which has been circulated to several houses on campus.

The goal is to get 3,000 to 4,000 signatures. As of yesterday afternoon, Keeler had about 1,000 signatures.

The purpose of the petition is to "impress the Board of Regents with the fact that stu-

dents do want a better student newspaper, and would do anything to get it out of debt," Keeler said.

The petition reads in part: "We, the undersigned, do hereby go on record as supporting a fifty-cent increase in tuition to defray the expenses of the Daily Nebraskan."

Any registered student may sign the petition. Those who are interested, and have not been contacted, should contact Keeler in the evenings, in room 518 Cather Hall.

Keeler said any heads of organizations whom he has not yet reached, should get in touch with him to aid in circulating the petitions to a larger number of students.

John Cosier was put in charge of a student opinion poll to be taken in conjunction with homecoming elections.

Four choices were given to voters at the election:

1. Would they favor a fifty-cent increase in tuition?
2. Would they favor reducing papers to three a week?
3. Would they favor printing only one-half as many papers?
4. Would they favor doing away with a University paper?

After the poll was taken, most of the ballots were accidentally destroyed, and only 700 ballots were counted. However, Cosier said 700 constituted an adequate poll under the constitution.

The poll showed students favored a cut-back to three days a week, and the second alternative was to increase tuition by fifty cents. Twenty-four per cent were satisfied with present news coverage and did not want a change.

# Local Firms Call Ad Results 'Good'

## Student Contact Proves Effective Selling Media

Many local Daily Nebraskan advertisers have found the advertising results very profitable to their businesses.

Other firms were not able to determine if the advertising was helpful, according to a series of interviews conducted this weekend by the Daily Nebraskan.

"We are very pleased with the results of our advertising in the Daily Nebraskan. We use it whenever we can," Jack Wells of Wells and Frost said. "With the growth of the student body we plan to increase our advertising in the Nebraskan more and more," he said.

Mrs. Charles Crossley of the new Crossley Imports store said, "I believe our advertising in the Daily Nebraskan has been effective because many students have come into the store and said that they saw the ad in the Nebraskan — and that's why they came in. We are very happy with the results."

"We find that our way of keeping in touch with the younger college set is by advertising in the Nebraskan," Mrs. Lori Baird Steinman of Miller and Paine said. "We enjoy our connection with the University students. We always use the maximum number of inches in the Nebraskan and sometimes more," she added.

"Certainly advertising in the Daily Nebraskan is very good for us," Miss Mary Louise Babst, fashion coordinator for Miller and Paine, said. "We have a very active college program with the college board representatives. We try to handle merchandise that has campus appeal. The reaction is generally very favorable," she said.

Arthur Danielson of Danielson Floral Company said "We do feel advertising in the Daily Nebraskan is effective, particularly on special occasions — formal and parties." Danielson said they can measure the effectiveness of advertising in the Nebraskan by choosing the time of special occasions to advertise.

Other Nebraskan advertisers found it difficult to determine the effectiveness of their advertisements. Ed Leonard of McDonald's Hamburgers said, "We have a lot of student customers but it is difficult to tell whether their presence is due to advertising done in the Daily Nebraskan or any newspaper. I do think the advertising is helping," he said.

"For what advertising we

do — at the beginning and the end of semesters — I think it does pay." Charles Wenz, manager of the Campus Bookstore, said.

"Several years ago a spot check was made on all news media to determine the effectiveness of Gold's advertising," Ross Elliott, Gold's advertising manager said. "The study must have reflected effective Daily Nebraskan advertising or it would have been discontinued," he said.

"If it was not effective, we wouldn't be advertising in the Daily Nebraskan, though there is no real way to tell if the advertising has been successful," Bill Rock, owner and manager of Bob's Barber Shop said.

"We have a lot of student business. Any advertising in the college paper is effective for us because we are so close to campus," Bob Taubenag, manager of Dividend Bonded Gas, said.

"Results from our advertising in the Daily Nebraskan have been good," Gene Gage, owner and manager of Cliff's Smoke Shop, said. "We have a lot more students than before," he said.

# Convention Discussion Unresolved

Following nearly four hours of debate on whether the new student government should have college or district representation, the Constitutional Convention last night passed a motion which ended the debate and called for their choosing one system or the other, and then voted to table making the choice until their next meeting.

The question concerning the representation system was presented to the Convention by its representation committee. The committee divided into two subcommittees, each of which presented arguments for one system.

John Luckasen presented the advantages which he considered the college system had.

He said the college system is simple, provides an adequate cross-section of viewpoints, gives representation to all students and eliminates bias between groups. He said that the number of colleges will remain fixed for the foreseeable future and that college representation is well suited for dealing with educational governing.

Therefore, since Council's problems are of a general nature, this is best handled through the colleges because the representatives have contact with their constituents no matter what their living associations.

Representation by district was presented by Bill Coufal. He pointed out that his subcommittee favored dividing the students into six districts: 1) Ag Campus, which would include all students who live east of 33rd Street; 2) Lincoln students, both affiliated and unaffiliated; 3) fraternities on city campus; 4) sororities on city campus; 5) each residence hall west of 33rd street; and 6) co-ops and non-members of IFC or Panhellenic.

Coufal said that under this system, the total number of representatives per district will be apportioned proportionately and that the voting would be counted by the Hare system.

This question of how the votes would be counted was later removed from argument and the Convention limited the question to be decided to just that of representation.

Coufal presented five main points favoring the district system: 1) a cross-section of thinking is acquired; 2) there is complete equity in representation; 3) there is simplicity because the districts are well defined; 4) flexibility is present because the system adapts itself to the growth of the University; and 5) good contact is present because the representatives live and associate with their constituents.

Following the lengthy discussion on the two systems, John Klein moved that the Convention end their debate. His motion passed and the Convention then decided to table the motion and adjourn.



Circulation manager Lynn Rathjen ... makes the rounds.