



## Award winning yearbook: success that failed

by Chris Harper

The UNL yearbook, the *Cornhusker*, appears to be a success that failed.

The 1972 *Cornhusker* has received an All-American rating and four out of five marks of distinction from the Associated Collegiate Press (ACP). The Yearbook, however, was discontinued last April because of financial losses.

"It's too bad that when something is good that there isn't enough support for it on the campus," said Jody Beck, 1972 *Cornhusker* editor. "It's ironic that students won't support a good yearbook when bad yearbooks at other universities continue to prosper."

In 1905 the first *Cornhusker* rolled off the presses, Beck said. She added that the book consistently has been in the "Top 10" of the nation's yearbooks and has won all-American ratings in 11 of the last 12 years of publication.

*Alice in Wonderland* by Lewis Carroll provided the theme for the 1972 edition. The book showed the Wonderland characters weaving their way through last year's events at UNL.

The *Cornhusker's* demise occurred last April when the UNL Publications Board voted to discontinue funding because of financial problems.

"It all comes down to dollars. The book has been losing about \$3,000 a year for the last three or four years," James Horner, board chairman, said last April.

Continuation of the yearbook depended upon a proposed voluntary fee check-off card for the *Cornhusker* that would have been included in students' tuition statements. UNL Chancellor James Zumbege rejected the proposal last April.

If the yearbook is so highly acclaimed then why did only 2,000 students purchase the book last year?

"The University has changed," Beck said. "People aren't part of the University community like they used to be."

The *Cornhusker* always had covered campus organizations prior to 1970 and members of these organizations purchased the book, according to Bill Ganzel, 1971 yearbook editor.

"Anymore there are many students who just come to the University to study or go to class and then go home," Ganzel said.

Ganzel's observations prompted a change in the 1971 yearbook.

"We tried to broaden our base, to appeal to more students," he said. "We tried to show what is really happening in the University, not just on greek row."

But the change caused problems. As Ganzel observed: "It was like walking out on your girlfriend or getting a divorce. The Greeks had been our major readership and they didn't like the change. Many houses threatened not to buy space in the book unless the format was changed back."



## daily nebraskan

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## short stuff

Harvey Henshaw will give a harpsichord performance at 8 p.m. Wednesday in the Centennial College Sun Room.

Dwight Hoxie, president of the local chapter of the Sierra Club, will talk to ASUN's Environmental Task Force about the proposed Gerald Gentleman power plant at Sutherland at 8 p.m. Wednesday in the Nebraska Union.

National Teacher Examinations will be held Nov. 11 at UNL. Bulletins describing registration procedures may be obtained from the Teacher Placement Office, 106

Teachers College.

Teacher Placement Orientation meetings have been set for Oct. 2-4 at Love Library auditorium. These meetings are designed to orient students to the process of obtaining teaching positions.

Sophomores who qualified for Phi Eta Sigma, freshman men's honorary, can claim their certificates in 311 Avery.

All UNL students who are P.E.O. members are welcome to attend the P.E.O. group meeting Sunday evening. Reservations can be made by calling 489-2314.

**YMCA NEEDS 15 MEN TO LEAD YOUTH GROUPS.**  
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340 N Cornhusker Hwy.

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