

Mundane life over for new ad manager

By Mona Z. Koppelman

Tom "Third Degree" Byrns was born in Chicago nine months after he was conceived. He graduated from a Rapid City, S.D., high school. He is a senior at UNL.

Tom Byrns led a terribly normal life. Until now. Now, Tom Byrns has been reborn. He is... Ad Manager.

Byrns, an advertising and broadcasting double major, has turned away from the mundane life of being an advertising representative at the Daily Nebraskan. He will take over the position of advertising manager when the summer editions of the Daily Nebraskan go into production and will continue as ad manager next fall.

Byrns said his primary goal for the new summer Daily Nebraskan is to maintain the high standards of school-year publications and serve as a transition into the fall.

"We're going to invest a lot of money this summer," Byrns said. "We'll have more time to improve our system, organization, our tans and our way of taking care of our clients."

Byrns said the student market this summer looks promising. The enrollment at UNL is the largest ever — one-third the normal population.

Byrns said summer students tend to be older, usually have more money and a higher level of

education.

"That translates into more sales per person," Byrns said. "Also, summer students tend to have more money in their pockets because they work full or part time. And because of the season of the year, spending comes freer to students."

Byrns won't have much time then for his favorite

First Down magazine — the changes will continue

By Ward W. Triplett III

The Daily Nebraskan's football-Saturday publication, First Down magazine, underwent a big transformation in 1983 when for the first time, process color photographs were used on the cover. This year, the Daily Nebraskan's supplement editor and editor in chief are planning to make a similar transformation in news content.

Senior Chris Welsch, who was editor of the "Expressions" and wedding supplements this spring and who will be editor in chief this fall, said the First Down tends to get "bogged down" with the same types of features every week.

"It's the largest circulation (40,000) we have," Welsch said. "It's big and important, so we have to put a lot of care into it."

Jeff Brown, who currently is the sports editor at the paper and who will be supplements editor next

hobbies, which include sleeping, taking trips in his car, charging things on his charge card without realizing he will have to pay for them eventually, going out to eat, talking to people he doesn't know, talking to people he thinks he knows but they really don't know him, and talking to people who do know him but wish they didn't.

fall, said First Down "patterns" can and will be altered.

"Last fall, we always had one player feature, one coach feature, one advance, a prediction column and an opposing team feature. It was too formulated," Browne said.

"We're going to deal with more issues this fall. We're going to find out what people are off the football field," he said.

Browne, who will be an intern with the Medical Laboratory Observer magazine in New Jersey this summer, said the editing will be stronger and the photographs more specific and story-related in this fall's edition of the football magazine.

"If you look at the magazines professional baseball or football teams put out, that's what we're going to aim for next year," he said.

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Increased credibility goal of DN editor

By Patty Pryor

The changing of the guard at the Daily Nebraskan usually means changes in coverage and style as well. Changes upcoming for the fall 1984 publication are aimed at improving the newspaper's credibility, fall editor Chris Welsch said.

"My major concern is improving the accuracy and what's in the news hole," he said. "We need to become more credible and more believable. I know it's not going to be a turn-around thing right away, but we need to work toward being a cleaner paper, so people will read it and believe it."

Welsch said he hopes to cut down on inaccurate reporting by conducting a three to four-hour introductory workshop for novice reporters. The workshop will cover such basics as attribution, finding sources, Daily Nebraskan style and libel.

"It's been tried before but never carried out," Welsch said. "This time it's going to be part of the hiring criteria. Hopefully, we'll get a few kinks out of the reporting this way."

Welsch also said he plans to establish a five-person senior reporting staff, which will provide strong coverage of major events and more complicated issues.

A senior reporting staff should lead to more complete coverage, Welsch said.

"We missed a lot of big news events this year," he said. "We need to be more in tune with what goes on in town, with an eye to how it affects students."

More thorough coverage also will be achieved through a new in-depth supplement issued three times each semester.

"It'll be something people will want to take some time to read," Welsch said. "It'll have more emphasis on creative



Some of the 1984 Daily Nebraskan spring staff. Fall editor in chief Chris Welsch stands at far left. Summer editor in chief Lauri Hopple is seated in the center wearing glasses.

layout, writing and photos.

"We've had some depth stories this year, but they just don't fit in with the rest of the paper," he said. "This will be a chance for us to show what we can do with more time and flexibility."

Welsch said he also would like to further develop the expanded weekly Arts and Entertainment section.

He compared it to the weekly "Focus" section in the *Sunday Journal-Star*, but said the Daily Nebraskan supplement in Thursday editions is better timed for students' needs.

"The 'Focus' doesn't have an impact on the college crowd after the weekend is over," he said. "Ours is more weekend-oriented. It'll be in their hands right before the weekend starts."

Before Welsch steps in as editor, however, the Daily Nebraskan will publish through the summer for the first time. The paper will appear on Tuesdays and Fridays.

Publishing only two days a week will necessitate more of a magazine format, with less reliance on hard news coverage, summer editor Lauri Hopple said.

"Because we're only publishing twice a week, we've got to avoid printing old news," she said. "So we won't be printing as much straight news. There'll be more features, more in-depth reporting and more pictures for more of a magazine look."

Hopple said an expanded entertainment/recreation section will constitute

the bulk of the Friday edition. This combined sports and entertainment coverage will provide information on weekend happenings and nightlife, she explained.

Hopple said she doesn't anticipate problems with finding enough news to cover during the summer, which is traditionally a slower time in Lincoln.

"We can find a lot more things to do that we haven't looked at before," she said, "and we can also localize a lot of national stories. We'll just have to look a little harder."

The senior editing staff has been pared down from 10 to six for summer publication, since the work load should be a little lighter, Hopple said.

Overall, she said, the Daily Nebraskan, summer edition should sport a more visual appeal. "It'll probably be a lot more visually attractive."

Formerly, the UNL School of Journalism published a twice-weekly Summer Nebraskan, produced by summer session lab classes.

There had been discussion for a number of years about the Daily Nebraskan becoming a year-round publication, but journalism school Dean R. Neale Copple had opposed the idea.

"Our use of the Summer Nebraskan was an educational tool," Copple said, "and it had been my view that it remain a part of the academic program."

However, journalism school faculty members weren't all that "zealous" about maintaining the Summer Nebraskan under their reign, he said, and thought they could still effectively teach summer sessions through other means.

Summer session classes this year will do lab work in cooperation with some of the state's weeklies, he said.

"They'll still get the experience, but it'll just be a different kind of experience," he said.

Twenty Questions...



I can ask myself about my advertising

1. Does my layout have a focal point?
2. Can I consolidate some of the elements?
3. Have I included all the details?
4. Have I asked for art we can produce?
5. Do we need art at all?
6. Is my logotype prominent enough?
7. Is my type legible, inviting to read?
8. Can I break masses of type into several blocks?
9. Am I using too many type faces?
10. Does the ad reflect my store's personality?
11. Is this ad part of a campaign?
12. Have I dramatized the customer benefits?
13. Have I included all the important merchandise facts?
14. Have I emphasized the news?
15. Have I complied with the law?
16. Have I overwritten the ad?
17. Is the language specific?
18. Is the ad as topical as we can make it?
19. Are there three or four other ways to do the ad?
20. Would this ad stop me... and sell me?

From the National Advertising Bureau