



# college media **REVIEW**

THE FLAGSHIP PUBLICATION OF COLLEGE MEDIA ADVISERS, INC.

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## COLLEGE MEDIA CENSORSHIP! YEAR-IN-REVIEW

### MENTORING

**Working with  
Millenials has  
benefits**

### INTERNATIONAL

**Journalism Abroad:  
China trip brings  
unexpected lessons**

### BOOK REVIEW

**Sex text  
explores all  
the angles.**

# Journalism's Role



John Milton wrote *Areopagitica* in 1644 as his appeal to Parliament to rescind its law, enacted during the English Civil War, requiring printers of the day to be licensed by the state. In effect, the law constituted a de facto censorship of the free expression and exchange of ideas. Milton's appeal was simple: if the good Lord created good and evil but gave man reason and free will to choose between the two, then the government should grant the freedom of the press to that end. "What wisdom can there be to choose, what continence to forbear, without the knowledge of evil ... The light which we have gained was given us, not to be ever staring on, but by it to discover onward things more remote from our knowledge." I presume Milton's eloquence and Christian logic kept the good members of Parliament from sentencing him to a stretch in the Tower of London, given that his own treatise was published without license.

Fast-forward more than 300 years, and Walter Lippmann channeled William James when he pointed out the role of journalism in distilling and providing meaning to the "great, buzzing, blooming confusion" of our external existence. Landmark legislation and court decisions since have, for the most part, laid the framework for that process to continue.

But noble and admirable as those causes be, they've been successful mostly as a result of the cumulative effects of the legion of journalists who have labored in relative anonymity outside their own bailiwicks to inform their respective audiences about their own particular worlds. When you connect all the small dots, it's an impressive accomplishment that connects us all (not to mention a great big dot).

Too much of the national conversation about journalism seems to center on the motives, ideology and political agenda of the news media and severs that cause from the needs, if not the wants, of the public.

That more overarching objective first published by Milton was underscored not long ago at the funeral of one of my colleagues, Phil Record. Phil was a big wheel in Fort Worth journalism circles, where he worked at the *Star-Telegram* newspaper for nearly half a century as a reporter, top-level editor and ombudsman. He was a past president of the Society of Professional Journalists and taught ethics at Texas Christian University after retiring from the newspaper.

But Phil was first and foremost a newsman, and that was the nature of the tribute paid to him by CBS "Face the Nation" moderator Bob Schieffer. Phil hired Schieffer as a cops reporter in the late 1950s. Full disclosure, readers: Schieffer is the namesake of Texas Christian University's journalism school).

In his eulogy of Phil, Schieffer addressed the role of reporters in discovering and providing information to readers. He described what Phil and that legion of reporters tackled as essential to the public's ability to make informed decisions in all the ways vital for a democratic society to thrive. It doesn't seem, at least on the stages where freedom of the press is played out most often, that advocates of a free press frame their arguments to appeal to their audience's self interests instead of the own. And each of us, in our large or small way, ought to remember that more essential, selfless appeal when our livelihoods or the livelihood of our profession are threatened.

Censorship on college campuses can come from the top down or from the bottom up, and Milton's message was lost on many college administrators and readers of student media in 2010. In this issue of *College Media Review*, Daniel Reimold recounts what happened last year when administrators and readers who didn't like what they read or heard made efforts to stop the presses or literally took matters — in this case, newspapers — into their own hands and out of the general public's.

And freedom of speech can be an elusive concept even for journalists invited to the party. Just read Rich Riski's revealing piece about the about the restrictions he encountered during a teaching mission in the Republic of China.

But everything's not all gloom and doom. MaryAnn Pearson's article reveals how advisers can capitalize on the expressed needs of millennial students for the feedback they can get working with student mentors and advisers. And Pat Lauro takes a peek at Reimold's new college text, *Sex and the University*.

As always, let us hear from you.

—Robert Bohler

## COLLEGE MEDIA REVIEW

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# Contents

## 2

### Editor's Corner

Too much of the national conversation on journalism centers on perceptions of the media's agenda, severing the cause from the needs, if not the wants, of the public it serves, writes CMR Editor in Chief Robert Bohler. But that shouldn't distract student journalists and their advisers from the mission.

## 4

### Lessons in Resilience

The Censorship Beast reared its ugly head across college campuses, shape-shifting to keep students and advisers on their toes in 2010. This year in review takes a close look at the trials that kept us on our toes, and the lessons in resilience we can take from our peers.

*Daniel Reimold*

## 9

### Teaching Abroad: China

Mixing the business of teaching journalism with the pleasure of international travel sounds like the stuff of dreams. But doing so can lead to a rude awakening when you're in a country that actively controls the messages.

*Rich Riski*

## 13

### Motivating Millenials



Working with millennials doesn't have to be a tug-of-war between the wills of older and younger generations, especially when the common cause of good journalism is at stake. Author Mary Ann Pearson explores how to mentor and motivate the millennial generation.

*Mary Ann Pearson*

## 16

### Design Wizardry Sparks Passion for Potter Page

One design student tapped into her inner wizard for the much-anticipated Harry Potter premier, casting a layout that muggles across the nation delighted in. Find out how she worked her magic - and how to create some of your own using special sections.

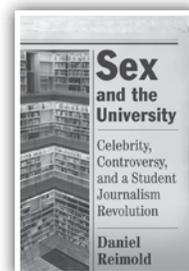
*Daniel Reimold*

## 20

### Sex Columns Take Center Stage

*Sex and the University: Celebrity, Controversy & a Student Journalism Revolution* documents the rise of the college newspaper sex column since the late 1990s. Find out how it stacks up.

*Pat Lauro*



# COLLEGE MEDIA CENSORSHIP

has a lot in common with Mystique. You know, the mutant super villain associated with the X-Men who's best known for her duplicitous shape-shifting aimed at doing harm. Over the past year, a Censor supervillain similarly known for adopting many identities and tactics has attempted to stomp out student press expression nationwide.

The censorious shape-shifter morphed into various administrators, campus and local police, a county prosecutor, a football coach and even college journalists' undergraduate peers. Their harmful activity included student journalism theft, trashing, distribution limitation, funding threats, printing freezes, source constraints, handcuffed detainment, a newsroom lockout and a full-blown newsroom raid.

By Daniel Reimold

## THEFT AND TRASHING

One morning in March, a majority of the players on the Texas A&M University-Commerce football team worked together to steal almost 2,000 copies of *The East Texan* student newspaper. The issue of the paper that angered the squad featured a front-page story about the arrests of two players in a campus drug bust. *East Texan* editors estimated the financial losses incurred by the theft to be more than \$1,500.

The most surprising part of the incident was its aftermath. Guy Morris, the university football coach, stated he was pleased with his players' performance. "I'm proud of my players for doing that," he said. "This was the best team-building exercise we have ever done."

Apart from the team's action, the coach's public praise earned especially harsh criticism from the journalism community. "[H]e shouldn't be coaching students," Student Press Law Center attorney advocate Adam Goldstein wrote. "He shouldn't be coaching a football table. If he ran an obedience school for dogs, he'd probably teach them to destroy the couch to cover up the fact that they were chewing on it."

**THEFT AND TRASHING**

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**THE EAST TEXAN**  
STUDENT NEWSPAPER OF TEXAS A&M UNIVERSITY-COMMERCE SINCE 1915  
Thursday, Mar. 4, 2010

**Lodge shut down due to gang violence**

Local gang violence has caused the suspension of a public dance hall license from The Lodge, a Commerce establishment. The Lodge, a local event center, had its license removed on Jan. 1 due to multiple shootings and one stabbing, assumed to be related to gang activity in the region.

"About the only time we have gang violence is when Commerce and Greenville get together," Kerry Crews said. "There are some wannabes [in] throw their gang signs and wear their colors... but they don't commit violence here in town. Now when Greenville people come over, there's always and when you mix those together that is when the problems occur."

Accused to Crews, the violence is directed more toward the community of Commerce. "It is not Greenville people that are getting shot out there," Crews said.

However, Crews has a different opinion. "It wasn't as minor as what was portrayed at the council meeting," Crews said. "It wasn't just a slice from—a slice."

**Morris: 'I'm proud of my players for doing that'**

Head coach advocates football team stealing newspapers

Morris, who said he advocated his players' actions. "I'm proud of my players for doing that," he said. "This was the best team building exercise we have ever done."

President Dan Jones said he met with Morris—

involved. Morris said he would not make any apologies for the team, quipped as a team, since the team committed the action.

Rome said he met with Athletic Director Carlton Cooney—

Between 7 a.m. and 8 a.m. on Feb. 25, members of the football team stole editions of *The East Texan*, which were distributed throughout campus newspaper racks.

✦ Nearly a month later, *The Eagle* at American University published an opinion piece by a sophomore that questioned the validity of date rape. As a portion of the piece contended, “Let’s get this straight: any woman who heads to [a] . . . party as an anonymous onlooker, drinks five cups of the jungle juice, and walks back to a boy’s room with him is indicating that she wants sex, OK? To cry ‘date rape’ after you sober up the next morning and regret the incident is the equivalent of pulling a gun to someone’s head and then later claiming that you didn’t ever actually intend to pull the trigger.”

The article triggered close to 500 comments online and a number of angry letters to the editor. In addition, more than 1,000 copies of *The Eagle* were taken from their distribution points across campus. Many were left in a scattered pile outside the paper’s newsroom in protest of the piece. Several handmade posters were put up with the words, “No room for rape apologists.”

In response, the *Eagle* editorial board confirmed it would have been best to slightly tone down the column’s rhetoric and supplement it with a counterpoint piece or a sidebar sporting “the legal definitions of date rape as well as resources for women and men affected.” Yet, through it all, the staff defended the columnist’s right to express an opinion that is far from popular. As a letter to readers noted, “By publishing this piece, we were not trying to display our tacit support of [the student writer’s] views. However, as journalists, we are not in the business of censorship.”

✦ In early November, close to 4,000 copies of *The Spinnaker*, the student newspaper at the University of North Florida, were stolen. It was the largest reported theft of campus newspapers in 2010.

The thievery—nabbing nearly the paper’s entire print run—amounted to almost \$8,000 in lost production and revenue costs. Two thousand extra copies of the issue were printed and delivered to the Jacksonville campus to make up for the missing originals.

No suspects or motives were uncovered. Editor in chief Josh Gore told the Student Press Law Center at the time, “We’re kind of baffled by it because there’s no gotcha stories in that issue. There was not a controversial editorial.” He separately told *The Florida Times-Union*, “It seemed like a coordinated effort. They picked off all the papers in the inner core of campus and only left a couple of the outlying boxes untouched.”

The mysterious theft came in the immediate wake of a *Spinnaker* moment of triumph. The paper had just received its first ACP Pacemaker award.

✦ Soon after the *Spinnaker* swipe, nearly 2,000 copies of *The University Press* at Florida Atlantic University were grabbed from newsstands across campus and tossed in nearby trash cans. “We suspect—but have no evidence—that the (apparent) thefts are tied to the issue’s cover story,” the

newspaper’s editor in chief Karla Bowsher wrote at the time. “We broke the news before any other outlet about a lawsuit against the dean of our College of Arts and Letters and then about the philosophy department chair . . . resigning following our coverage of the lawsuit.”

Sure enough, by month’s end, FAU police arrested a philosophy graduate student in connection with the trashing, charging him with grand theft, trespassing and resisting arrest.

The incident followed a separate trashing of 900 copies of the paper in February, later linked to a student pledge reacting to a story on FAU fraternity hazing. In Bowsher’s words, “I don’t think it’s a coincidence . . . that both trashed issues featured the type of investigative reporting the UP is sort of known for.”

✦ Similar to the *University Press* sagas, *Campus Echo* staff at North Carolina Central University point to a pair of stories published this past fall as the cause of several newspaper thefts and trashing. First, copies of an October issue that included a report on trouble within the business school were swiped and bins holding the newspaper were moved to “hard-to-find places.” Roughly a month later, 300 copies of an issue containing a story on two students’ problems with a sociology professor were tossed into recycling bins. *Echo*’s editor in chief called the behavior “petty and childish.” The school’s associate provost confirmed, “[A]ttempts to suppress unpleasant news are offensive and contrary to everything we stand for at our university, where the free exchange of information should not be impeded.”

## STOP THE PRESSES!

💡 In October, the Student Government Association at Mansfield University voted to immediately and indefinitely suspend funding for *The Flashlight* student newspaper. The SGA at the Mansfield, Pa., school went so far as to tell the campus weekly to “take a break” and set up a “restructuring committee” to decide the paper’s fate.

The motivation for the student government’s sudden action was vague, seemingly related to a few scattered concerns about the lack of campus-specific content in the paper. The SGA president specifically stated that the *Flashlight* needed to “represent themselves as more of a newspaper aimed towards Mansfield University students.”

Two weeks later, amid protests from the paper’s staffers and adviser, funding was restored. *The Flashlight* had been forced to cancel one issue because of the funding freeze.

💡 In late September, Western Carolina University administrators suspended operations of its student newspaper for five days amid accusations of plagiarism. The editor of the nearby *Sylva Herald* first alerted Western Carolinian editors and WCU officials about a potential copycatting problem in August after seeing exact replicas of a few *Herald* stories appearing in the student paper. According to the *Western Carolinian* editor in chief, the staff looked into the charges but found no evidence of wrongdoing.

**The issue of *The East Texan* that went missing from the racks at Texas A&M—Commerce**

The school subsequently mounted its own investigation. And then, one Friday, out of the blue, WCU administrators demanded the paper temporarily cease and desist “until the plagiarism situation was resolved.” The following Wednesday—just as suddenly—the university allowed the paper to restart its news gathering and production.

While the actual impact of the suspension to the bimonthly paper was minimal, critics deplored the precedent of such a dangerous overreaction. As an editorial in *The Technician* at North Carolina State University declared, “Shutting down the paper was in direct violation of the First Amendment in the U.S. Constitution, whether or not they were accused of plagiarism. These accusations do not take away the *Western Carolinian’s* staff’s rights to free press.”

☀ At the start of fall semester, administrators at California’s Southwestern College suddenly blocked publication of the student newspaper’s first issue. They said *The Sun* must follow a previously ignored school rule that requires the paper “to put its printing business out to competitive bid and sign a contract with the winning bidder.”

*The Sun’s* faculty adviser and student editors cried foul over the timing of administrators’ must-bid requirement. They said it might have been an attempt to stop publication of some highly-charged local election stories the staff were putting to bed. “I can’t imagine why they would bring it up right now other than to keep us from printing and affecting the election,” said the paper’s editor, Diana Inocencio.

Administrators denied the censorship charge, saying the paper was still free to publish online and once again print a hard copy issue when the bid process ended. *Sun* staffers, though, said that was one issue too late. In the words of longtime *Sun* adviser Max Branscomb, “This is the moment I dreaded my whole career, the administration telling you [that you] can’t print your student newspaper.”

## 🔊 ONE SOURCE FITS ALL

🔊 In April, *The Chart* at Missouri Southern State University was forced to gather all information on campus through one official: the director of university relations. School administrators said it was an organizational issue. *Chart* staffers and student press advocates called it a Stalin-esque attempt at information control, enacted in the wake of negative events at the school. According to the newspaper’s editor in chief, “I think some people on this campus have the viewpoint that especially with the press this university has had in the past couple months, the less publicity now the better.”

🔊 Student journalists at Stony Brook University faced a similar stonewalling from campus sources in 2010. According to Barbara

Selvin, a professor in SBU’s School of Journalism, a heavy-handed university media relations team increasingly “created an atmosphere in which nearly every administrator refers all questions to [the media relations head].”

As she posted on her blog, “Those who spoke to student journalists directly in the past have gradually stopped doing so. Officials deny student reporters access to any event that hasn’t received ... explicit approval for coverage. Last month, one of my colleagues had his broadcast students turned away from a hot-dog eating contest because [media relations] hadn’t signed off on their presence.”

The post sparked intense online discussion and spurred an editorial in *The Stony Brook Press*, the university’s student newspaper. The editorial criticized the media relations head for “an incessant expansion of control, a frighteningly stalwart commitment to bureaucratic paperwork and a stance on public relations that leaves little growing room for educational journalism.”

## 👁 PERSONAL FREEDOMS THREATENED

👁 In April, a pair of “agitated, angry, nervous, and certainly dangerous” cows dashed to freedom on Ohio State University’s campus, prompting a police chase and tranquilizer shots. Alex Kotran, a photographer for *The Lantern* student newspaper, quickly raced to the scene to snatch photographs of the cow-tastrophe. A school official spotted him and demanded he stop snapping shots. He rightfully responded with reminders about public property and press freedom.

As the cattle continued their short-term stampede, campus cops intervened and inexplicably held Kotran against his will. As a *Lantern* report noted, “He was detained, handcuffed and is facing a misdemeanor charge of criminal trespass. . . . [A police officer] told me I was under arrest,” Kotran said. “I advised him that I was on public property, and he started talking about Supreme Court cases and stuff.” Kotran said he was detained “for about 10 minutes.” In the end, the cows were captured and all charges against Kotran were dropped.

👁 In early May, administrators at the University of Utah threatened to hold the academic records and degrees of nine soon-to-graduate senior staffers at *The Daily Utah Chronicle*. A series of columns run in the

One of the photos of an escaped cow at Ohio State University taken by Alex Kotran





Controversial drop caps from *The Daily Utah Chronicle*



newspaper's goodbye issue had overtly spelled the words 'penis' and 'cunt' via the bolded drop-caps starting each column. The school said the editors had violated school rules, calling the wordplay an "intentional disruption or obstruction" of university activities.

To many in the journalism community, the most troubling aspect of the university's involvement was that its aim was an independent entity. *Chronicle* content does not come under administrative control—vulgar column drop-caps included. As a letter of concern sent to Utah administrators by the SPLC and the Foundation for Individual Rights in Education (FIRE) stated, "As a public university both legally and morally bound to respect the First Amendment rights of its students, the University of Utah cannot lawfully punish students for exercising their First Amendment rights." The administrators' threats ultimately proved hollow. The students' degrees were awarded on time.

**\$ MONEY TALKS**

§ In early March, the student body president of Kansas University publicly called for a discontinuation of the \$83,000 in student fees allocated to *The Daily Kansan*, citing perceived conflict-of-interest issues. In his words, "There is a lot of potential for undue influence both ways." Critics countered that the president's concerns ignored the *Kansan's* longstanding journalism excellence and the fact that financial support for campus publications from student fees is common across higher education.

The KU student senate finance committee subsequently approved the proposed cut, which had the potential to cause a debilitating domino effect for the newspaper involving a staff shortage, content reductions and an advertising decline. Fortunately, the full student senate later reversed the finance committee's vote, upholding the publication's student fees support.

§ One semester later, in Bend, Ore., a student newspaper and student government were similarly at odds. In fall 2010, *The Broadside*, the weekly campus paper at Central Oregon Community College, ran a series of articles on "student government corruption." For example, the paper revealed the boyfriend of a student government member raked in roughly \$19,000 simply for overseeing a Facebook

page, "over twice what any member of the actual student government made."

The articles, and acrimony they stirred, led to official chatter at an Associated Students of Central Oregon Community College, or ASCOCC, meeting about possibly cutting student fees going to the paper.

No action was ultimately taken, but in November the *Broadside* battle did feature a bizarre twist: the sudden resignation of the paper's editor in chief. He reportedly felt forced to resign after an anonymous comment was posted on the paper's website referring to an incident in which he was apparently caught stealing from a former employer. "This personal issue has been brought to the light and it has had a substantial effect on the newspaper," he said at the time. "It is very suspect that things happened in this manner, however, the coverage in the paper will continue on ASCOCC, even without me."

The ASCOCC denied involvement with the posting of the comment. Regardless, even the group's own finance coordinator expressed disappointment with its treatment of the paper: "The truth is student government hasn't been very fair with people. At least not with the *Broadside*."

§ In November, Quinnipiac University administrators told editors of *The Chronicle* student newspaper to immediately stop running advertisements from area housing companies. According to a Student Press Law Center report, QU officials vaguely cited student safety as a reason for the off-campus housing ad clampdown. "The university is well within its purview to establish policies regarding advertising within its own newspaper," university spokeswoman Lynn Bushnell said. "This is clearly not a free speech/First Amendment issue."

The newspaper rejected the school's command, deeming it "a blatant example of prior restraint, and a chilling of free press." As *Chronicle* editor in chief Joe Pelletier said, "I don't suspect the university will thank the *Chronicle* anytime soon for resisting prior restraint. But I care too much about the Quinnipiac community to allow its reputation to be tarnished with any sort of prior review or prior restraint."



**The Kentucky Kernel's distribution was restricted at athletic events**

§ In fall 2010, the University of Kentucky temporarily barred *The Kentucky Kernel* student newspaper from being handed out in the parking lots of the school stadium prior to home football games. University officials said the restriction stemmed from a “business arrangement” with major sports marketing firm IMG that granted it exclusive distribution rights on stadium grounds.

“It’s a clear violation of our First Amendment rights,” said *Kernel* editor in chief Matt Murray. “No amount of money should be able to buy away anyone’s constitutional freedoms.” SPLC Executive Director Frank LoMonte agreed, noting, “The law says a public university has to allow a speaker a reasonable opportunity to reach their targeted audience. You can certainly see where being kept out of the stadium and the parking lot doesn’t provide reasonable access to the people you want to reach.”

An agreement was subsequently reached to allow *Kernel* distribution at three “designated areas” on stadium grounds “as long as staff [don’t] wander through the lots.”

**NEWSROOM BATTLES**

☀ In early August, editors of *The Unfiltered Lens*, the student newspaper at the Community College of Rhode Island, suddenly lost access to their main campus newsroom. The reason: a mass cleaning, change of locks and planned reallocation of student office space initiated by the CCRI student government.

In part, the student government president said it was a security measure, noting, “Over the last two years, so many keys have gone out and never been returned. We’re taking safety precautions.” He also claimed the paper’s possible shift from its current prime newsroom space was because it had not been “one of the most active groups on campus.”

*Lens* staffers declared the lockout akin to censorship and an “impeding upon civil rights.” They charged the student government president with offering the paper access in exchange for stopping negative coverage of him, following a separate earlier attempt by an administrator to have staff sign a waiver to only report positive news.

☀ Perhaps the most heinous act of college media censorship in 2010 occurred in April, when local police and a county prosecutor stormed into the newsroom of *The Breeze* at James Madison Univer-

sity. They seized (digitally burned) hundreds of unpublished photographs taken by staffers of the student newspaper during Springfest, a school block party that had gotten riotous. Inexplicably, the police also burned lots of other photos unrelated to the event. Breeze staffers were forced to watch, mad and mystified, while their intellectual property was taken.

The police and prosecutor had no legal backing for their actions. Some press advocates even argued that they were, in fact, breaking the law. As Kevin Smith, president of the Society of Professional Journalists, said at the time, “It sounds to me like the prosecutor needs to spend more time with law books and less time watching ‘Law & Order.’ ” *The Washington Post* similarly noted, in a shaking of its editorial fist about the incident, “There was no subpoena, no court arguments and no recognition that raiding a newspaper makes a mockery of the First Amendment.”

Ultimately, after a quick burst of mostly negative media attention nationwide and the specter of a brewing legal battle, the county prosecutor backed down. She offered an official apology to the *Breeze* and paid the newspaper’s \$10,000 legal fees accrued while initially fighting her actions.

**! STUDENT PRESS MYSTIQUE**

! That result is an example of the one main thread binding most of these different sagas together other than censorship: empowerment. Simply put, it is tougher than ever to mess with the student press without risking public or professional backlash. The organizational backing on a national level—including the SPLC, SPJ, FIRE, ACP, CBI, and CMA—has never been stronger. The web also enables a rapid-response scenario in which the professional press, the blogosphere and the Twitterverse immediately can band together, offer advice and other assistance, and spread the word about an injustice worldwide. The responses often create public relations nightmares for student press opponents.

They also breed confidence. Student media are now much more secure drawing firm lines in the sand over controversial issues because they know they will not be alone when times get tough. Nowadays, a fight against a particular student press outlet is also a fight against college media, free press advocates and the very power of the web itself. It is the modern student press Mystique.

**Daniel Reimold**  
 advises *The Minaret*, the campus weekly newspaper at the University of Tampa, where he is an assistant professor of journalism. He maintains a daily blog, College Media Matters (collegemediamatters.com), which is affiliated with the Associated Collegiate Press. A leading expert on the student sex column movement, his book, *Sex and the University: Celebrity, Controversy, and a Student Journalism Revolution*, was published in September 2010.



# Across the Chinese Divide

*Teaching the craft overseas is challenging but well worth the effort.*

**By Rich Riski**

“You can teach journalism in China, Riski!” an anthropology professor said with a smile. He was one of a small group of American colleagues who had made the trek to the scenic city of Guilin, or Nanning, in South China to teach with the arrangement of our college’s international director. It was exciting news. Who would not welcome the chance to sow seeds of the Fourth Estate inside a world power that tolerates only a Single Estate or, more accurately, One Party? Why not jump at the opportunity to throw open even the smallest window of change from within a closed authoritarian regime?



# *I ventured to the wild, wild East on the promise that American journalism could be taught in a country ready for change.*

**T**ravel is catnip. When it is sprinkled into an educational mission, it is an irresistible aphrodisiac. The prospect of teaching conversational English overseas has only a mild appeal. It is something to put off until those golden years, like golf, plaid clothes and small pets. This was a different animal. Teaching journalism inside the rising juggernaut of China at a historic time of frenzied growth was too tempting.

My contract with the college in northern Nanning spelled out the vaguest of terms for teaching and far more explicit terms of lodging, bottled water and bicycle maintenance. Its exacting language was detailed — with terms smoky, vague and threatening — in cause for termination. Specifically: “If one of the following circumstances arises on the employee, the employer has the right to terminate the contract without having to giving [sic] a 10-day advance notice to the employee, and the employee should vacate [sic] the apartment provided by the employer within 10 days: 1) Any remarks that would be offensive to the Chinese people.”

Landing in Nanning on a flight carrying a local singing celebrity, passengers moved through an airport scrum blocked by dozens of fans toting posters calling out for their star. The same night the edge of a typhoon struck; it killed dozens of people on the outskirts of Nanning, a fact learned only later through e-mail. Storm water swept down central Nanning, flooding streets. Workers in helmets and boots stood guard beside open storm grates with staffs marking where the swift, brown waters circled before being sucked underground. After checking into a hotel, I was taken to a stunning dinner restaurant on the upper floors of a downtown skyscraper. There, Helena, a charming woman and travel agent who arranged VISA passage for Nanning students, translated my well wishes to a group of business people and a local tennis coach. Plans for the next day’s itinerary, including photography work and tennis, were made while bowls and plates of food circled the table on a revolving ring.

Dinners in Nanning were often in a quiet back room, a private space where parties enjoy seclusion and the rice wine flows as freely as the conversation. Clouds of cigarette smoke rise over the dining room’s central, spinning turntable. Plates of exotic foods, fish, pork, eel and a blend of vegetables orbited the table. It is the galaxy of the “guanxi,” the Chinese tradition of

nurturing close relationships that serves as the architecture of business networks, politics and power.

The next morning, a restaurant owner met me for a hospitable game of doubles tennis at the Nanning College of Medicine. Its courts were neatly tucked inside a reconverted theater. Three courts were hidden behind large, blue-tarp walls with wire spanning between support columns. Between sets, one player smoked while others sipped hot tea. The temperature was well above 90 degrees.

The campus was closed for a Wooden Boat Festival in mid-June, so a school official picked me up a few days later. All colleges have security gates at their main entrances. Guards check travel credentials and intent as vehicles slip in and out all day long.

My formal classes began at 8 a.m. each weekday with a winding trek to the top of an eighth floor high rise. The classroom’s penthouse view of downtown Nanning was obscured by large, flapping curtains. The curtains danced in a mix of sweltering tropical wind and plumes of cooled air shot from a rattling air conditioner at the front corner of the classroom. Forty to 60 students attended morning sessions.

Students from different departments, automotive, food processing, engineering, computer graphics and social management, came to my classroom for two concurrent sessions. As I came to see it, these sessions were more like introductions to English laced with civics and the role of the press in America. I started out with a map of the United States drawn on the chalkboard. I would draw a crude outline of western U.S., the Midwest and other key states. I would highlight Washington as the home of three Northwest corporations with products they might be familiar with: Boeing, Microsoft and Starbucks Coffee. Many of them smiled with recognition; others looked puzzled. Using a combination of hand motions and chalk diagrams, the connection was made. Then, I would launch into a slideshow highlighting family: my family of faculty, my family of student newspaper staff, and my family at home. Students really showed an interest. Photos became key to communication when language skills lacked. I refined the presentation to include an English-language newspaper I’d picked up at the airport in Taipei, Taiwan. I shared how student journalists wrote stories about cam-





## INTERNATIONAL

pus activities and administrative leaders by asking basic and more serious questions. With the more advanced groups, I edged out further. I showed Chinese classes the seven-minute Flash cmusic-slideshow from my coverage of the 2004 Democratic National Convention in Boston. I talked about our representative system of self-governance, where individual citizens possess the power to vote for their elected leaders. This took several minutes and much repetition. I wrote the lyrics to the Green Day song “Good Riddance (Time of Your Life),” in stages as we played the song repeatedly over the sound system. When we sang, “So take the photographs and still frames in your mind/Hang it on a shelf in good health and good time,” I popped a flash photograph of the students to emphasize the meaning. Some laughed; many smiled. It was a terrific feeling. Some small gap was crossed, a small bridge built.

My afternoons were packed with short tours of each college department and a requisite question-and-answer session. These sessions ended in early evening. After one session, I was invited to dinner to build “guanxi” with area educators. Sessions ran well into the evening. When the dinner was finished, a young, multilingual administrator of the college approached me and we moved slowly back to campus. “You know, Richard,” she said. “You can say nothing, nothing about Chinese government while you are in class.” I assured her I had nothing to say. I had been told well before reaching the shores of China that my classwork must deal solely with American traditions and professional practices.

As the first two weeks came to a close, I prepared for faculty classes titled “American Heroes of Journalism” and “Photojournalism.” While standing outside the administration building, I was speaking to a faculty member when an especially tall young man with thick, bushy hair walked up, put out his hand and broke into our stilted conversation in loud, slow English. He told me his name and explained that his sister was an overseas exchange student in America “at Harvard.” I tried to disarm the awkwardness of his interruption of my conversation with the faculty member, a former exchange professor. The young man said he was going to accompany me to the Managerial Sciences tour. After the tour, this man walked up beside me and said he liked American weapons and wanted to go drink with me. I declined the offer. A couple days later in my morning session, the same man with bushy hair arrived in class and took a seat near the front. As I finished

my talk and asked for questions, the tall man raised a hand.

“What do you think of the D-a-l-i L-a-m-a?” he said, stretching out the final two words.

“Well,” I said, a bit surprised by the direction of this question. “Some people believe he is a leader,” I said, instantly regretting that I even addressed such a sensitive topic.

“The Dali Lama is a TRAITOR!” the young man said, smashing his fist down onto the desktop. Immediately, some other students raised hands on the other side of the room and filled the explosive silence with unsolicited questions. It was a welcome relief, and still, I was unnerved by the sequence of events.

When the weekend before my final faculty classes approached, an administrative secretary came to class and announced special help was needed for the Chinese exchange professors preparing to visit my college. They needed help with VISA interview questions. At night that same weekend, I received a telephone call at my apartment to come to the Administration Building the next day to discuss the special training. Now the original scheduled plan to teach “American Heroes of Journalism” and “Photojournalism” was in jeopardy.

Arriving at the Administration Building, I was told the VISA interviews were “most important” and took first priority. I received a list of sample questions and challenges that the Nanning exchange professors might face leaving The Peoples’ Republic of China to enter the United States and possible responses. Some questions were fine. Others were awkwardly crafted and needed editing. I wrote up improvements to the suggested answers. It was made clear to me that my other classes were done.

What happened? Did the class interactions have something to do with preempting my scheduled courses? Was my message offensive? Were my images too graphic? I had only shown a specially edited version of my DNC 2004 music-slideshow that removed two images of public protests against the Chinese government’s treatment of the Falun Gong.

The answers to these and a dozen more questions never may be known.

Was it worth the visit, given the mid-stream change? Absolutely yes. The warmth and enthusiasm of the students was brilliant and will never be forgotten.

*But if educators think they can go to China and teach journalism, they should think twice.*

# China: Slippery When Wet

*Before you drop the electric converter and passport into your luggage for the trip, you will want to do some research and create a fresh checklist for overseas travel.*

## **No. 10: Bottle it or boil it.**

You m-u-s-t drink clean water and must n-e-v-e-r ever take it for granted again, Citizen Traveler. This is nowhere more true than in China, where a majority of freshwater streams are contaminated. Tap water is not safe, and you will be breathing air that trips most triggers for serious particulate pollution.

## **No. 9: Learn Pinyin numbers one through 10.**

"E, Ar, San, ..." It's as easy as 1, 2, 3! It will serve you well when shopping, seeking directions from Chinese commuters, identifying bus routes, getting change from cabbies, the cost of bottled water. Ad infinitum.

## **No. 8: Get a map and compass or a GPS device.**

In China, you must explore. Your fixer will want to take you to western hotspots for what he believes are creature comforts: WalSome-thing and McHappy. Why not have it your way? You can break the bonds of well-meaning but overly protective hosts if you pick up a map at a bookstore or travel agent office and learn how to get home.

## **No. 7: Bring an umbrella and rain jacket.**

Take some serious rainwear if you travel to the North. And if you go to the South, double down and buy wash-and-wear clothing variety. It is hot and extremely humid.

## **No. 6: Play ball.**

Dribble it, shoot it and serve it. This is a nation that loves to play. Whether on the world stage or on the dozens of courts central to college campuses, Chinese families love to exercise and to compete. Every hour of daylight is punctuated by the sounds of basketballs, volleyballs and soccer balls ricocheting across a playing field. Exercise and competition is a universal language; it is an outstanding way to bridge the language barrier and make friends in China. Only on the hottest summer days, when the sun at its zenith seems to scald the continent, are courts padlocked to prevent players from heat-related illness. Play ball and be ready to partake of the moveable feast.

## **No. 5 Green tea and ... what is that?**

Reboot your taste buds when you cross over the international border. Every living membrane of animal and edible plant conceivable is open to culinary preparation. Food is harvested from every hillside,

beach, ocean trench and rooftop terrace (and some places patrons would rather not envision). While it conjures thoughts of bushmeat, it is prepared with great flair and imagination. Bon appetit!

## **No. 4: Buy a Kindle, an iPad or some eReader and load it up.**

If staying for any length of time in the People's Republic of China, the traveling reader will find ebooks far superior to packing a half-dozen paperbacks, hardcovers and magazines. China is opening Web access to more ebook suppliers, such as iTunes. But it is easy to travel out of range or be cut off by network gatekeepers without any advanced warning. And don't forget the electrical converter. You'll need it to power your appliances.

## **No. 3: If you are teaching in China, bring your own curriculum and be ready to improvise.**

It is not uncommon to hear stories of veteran conversational English instructors tell of late-night calls from supervisors who demand last-minute changes, announce unplanned events and generally pull strings. Contracts help, but they feel flimsy when you are in another country and, for all purposes, dependent. Working overseas offers its brand of excitement; be ready to dance to some unexpected tunes. Students will make it all worthwhile.

## **No. 2: Roll on, commuters, roll on!**

China is a nation on wheels of every size, shape and combination. Traveling by bike is a joyous adventure. Bike travel is a way to blend in and to feel the pulse of a city. On wheels, you join the waves of bicycles, scooters, electric bikes, motorcycles and motorized-cabs that surge and give life to a metropolis.

## **No. 1: Pack as light as humanly possible.**

China has approximately 1.3 billion people and rising. Chinese cities are loud, crowded and highly charged spaces. The less the traveler must carry, tote and monitor the better. If you are wielding any photo and recording gear, ease of mobility will pay off many times over as cultural prizes cross into view. Cross-country travel requires the explorer be open to switch between trains, cabs, motorcycles and bicycles with a minimum of fuss. Excess clothes and gear can always be jettisoned. Nearly everything is recycled and salvaged in China; it will not go to waste.



## **Rich Riski**

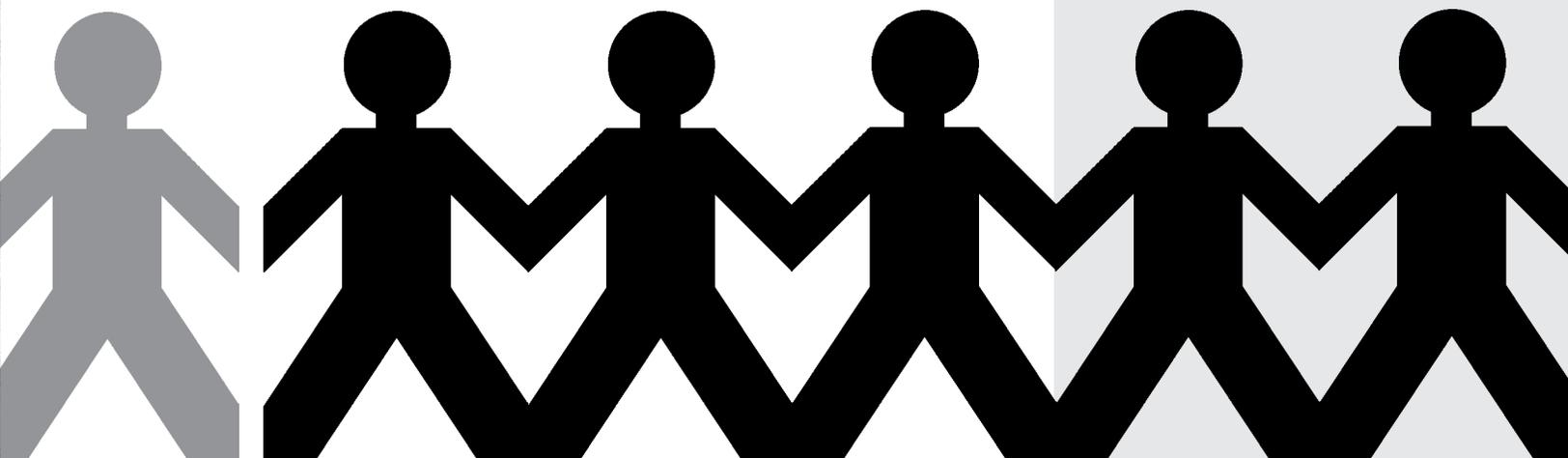
has been journalism associate professor at Peninsula College in Port Angeles, Wash., where he advises *The Buccaneer*, the student newspaper. He is on the editorial board of the *Newspaper Research Journal* and formerly worked as general assignment reporter and photographer for the *Peninsula Daily News*. He was named "Outstanding Graduate Student 2004" in the Department of Journalism at the University of Memphis.

# Mentoring:

## *Get this Generation Going*

By Mary Ann Pearson

Showing the way doesn't mean holding a millennial's hand



Connected to one another and the world by smart phones and laptops, the millennial generation takes pride in its belief that it can accomplish much more than older, more experienced co-workers.

But many of those older, more experienced members of society, including journalism advisers, in turn see procrastination, laziness and a sense of entitlement as significant traits among the millennials, the generation born between 1977 and the turn of the 21st century. According to a *USA Today* reporter, many millennials have been pampered and programmed to participate in many activities since they were young children. And they're described as having high needs and requiring high maintenance.

They're also 70 million strong, so the question for journalism advisers is how to turn this to an advantage? How can journalism advisers help members of this generation become self-motivated? Some good news, from an advising standpoint, is that millennials crave feedback.

"The millennium generation has been brought up in the most child-centered generation ever. They've been programmed and nurtured," Cathy O'Neill, senior vice president at career management company Lee Hecht Harrison in Woodcliff Lake, N.J., told *USA Today*. "Their expectations are different. The millennial expects to be told how they're doing."

Interviews with millennials indicate they value good, old-fashioned, face-to-face mentoring relationships, which are effective at building skills and the confidence needed for them to be successful.

*"Their expectations are different. The millennial expects to be told how they're doing."*

—Cathy O'Neill,  
senior vice president of  
Lee Hecht Harrison

And that's a natural fit for the journalism adviser. The website for MENTOR: The National Mentoring Partnership, which provides research, resources and examples of successful mentoring endeavors, explains that mentors help people set career goals, find internships, discover professional resources and get jobs. While the website ([www.mentoring.org](http://www.mentoring.org)) focuses on mentoring younger students, its principles apply to university students.

For part of my doctoral dissertation, "A Phenomenological study of Journalism Students' Perceptions of Their Education Experiences," one of the most surprising themes to emerge from interviews I conducted with 25 students was that college-aged millennials also find it rewarding and beneficial to participate in real, person-to-person conversations or coaching sessions with faculty and student mentors.

Other recent studies reveal that mentoring relationships are particularly beneficial for journalism students because mentors provide encouragement and coaching to protégés.

Jonathan Cohen (2002) explained that journalism programs are fertile for mentoring relationships, and he included students, faculty members and graduate students among good candidates to serve as mentors to newer students, guiding students toward careers in journalism and other writing fields like advertising and public relations. The millennial needs to be convinced that journalism is not a set of vocational skills but civic participation. Cohen describes mentoring as a way to develop active and engaged learning among students.

Cohen says millennials are prime candidates for successful mentoring. In "New Directions for Teaching," published in *Academic Search* in 2001, Cohen stated they are curious and willing to share information, they do well with mentors and require face time or time talking one on one. And they respond more favorably to those who act as coaches rather than bosses, while valuing collaboration and gathering input before making changes.

Several other educational theories support the idea of mentoring in journalism:

- Attribution theory, which applies to how people perceive the cause of events to make causal inferences, can be related to working on a university publication and the mentor/protégé relationships that form in journalism. Harold Kelley noted nearly 20 years ago that these explanations take place in everyday life when people ask themselves questions about success on an exam, being selected for a job or doing well on a project.
- An important assumption of the theory of how experiential learning relates to success and failure is that people also will interpret their environment in a way that preserves their positive self-image.

Bernard Weiner noted in "Human Motivation: Metaphors, Theories, and Research," published in 1992, that the tendency is to attribute success and failure to factors that make them feel good about themselves. He illustrated how the theory relates to education by breaking it down to four factors: ability, task difficulty, effort and luck. Based on Weiner's research, advisers should help students establish a solid belief they are competent

and that occasional imperfections are not a result of attribution failure. As mentors help journalism students to gain skills and the ability to do well, the students become confident that they can handle tasks by putting forth effort and by having a little luck.

The interviews for my dissertation focused on effective journalism educational experiences. Many of the participants, whose first names were published, shared the opinion the main reason they studied journalism at all was that a faculty adviser "encouraged them to get involved" and continued to coach and mentor them. Several participants explained they never would have improved as a journalistic writer if a mentor had not sat down with them and explained their errors in a supportive and constructive manner.

Here are some of their views on their experiences:

- Kristine, a journalism major at a private university in Southern California, worked as a copy editor and designer for the university newspaper. After she graduated and returned home to Ohio she faced an unstable job market. "A local newspaper advertised a reporter position, and ... my published clips from working on my university newspaper helped me to land the job. My biggest problem when I began working for the university newspaper was Associated Press style. At first, I fought the Associated Press style guide but as my adviser worked, coached and mentored me I began to view AP style as valid." Cook said.
- Marty, who attended a public university and wrote for the university newspaper, described a meeting he had with a student editor. "This meeting provided me an opportunity to learn more than I ever did before. He went over the story in great detail and asked me about my sources, angle and the structure of the story"
- Tammy, who attended a private university, explained how mentoring from a professor helped. "I got involved with the newspaper because one professor took me to the side and said that I was a good writer — his encouragement got me to really begin writing. Our professors are our friends as well as our professors. We all respected them. They had us over to their homes for dinner and we got to know their families. When they worked with us like this we decided to work with the newer students in the same way. We all really valued mentoring," Tammy said.

The mentor relationships described by the participants evolved partly because of the interpersonal communication that took place. While this face-to-face communication often was enhanced with social media interactions, the participants indicated that they seemed to learn more by talking with supervisors and understanding the requirements of the publication. Many indicated that it was the only way they improved in the area of writing.

When a mentor tells a student, "You are a good writer," or "This is how you can get the job," students listen and show appreciation. As the mentor/protégé relationship develops, the mentors get to know the students well enough to see their work ethic and consequently may recommend the student for employment. When a mentor shows they care, students are more receptive and learn more.

# Establishing a Culture of Mentoring

Millennial students yearn for feedback, and the faculty adviser and student editors can meet that demand by establishing a culture of mentoring. Here are some guidelines:

- **Mentoring activities.** When structured as a part of the newspaper production course requirements, tied to class points and work evaluations, mentoring activities provide an incentive for students to focus on mentoring. Focusing on improving mentoring will benefit the team in many ways. Set aside 10 to 15 minutes in each class meeting or after the editorial meeting so the students can work in mentor groups.
- **Mentor your students and editors.** Research on education and leadership indicates that modeling the behaviors and activities you would like to see is an effective way to encourage student journalists to replicate the same behaviors. "Role models are the unsung heroes of personal leadership development, regularly cited by leaders as sources of confidence, motivation, and inspiration yet never quite getting the credit they deserve from researchers," said Judith White of Tuck at Dartmouth University.

When advisers take the time to listen and to show they care; student editors respond favorably. When they show a caring, coaching supportive leadership style, the student editors are motivated to do the same thing. Setting aside the time for mentoring and emphasizing the importance of this activity underscores the value of the act of mentoring.

- **Create or Update Your Publication Manual.** A publication manual should include more than policies and procedures. Style guides, mission statement, frequently asked questions and conflict resolution procedures should be included in the manual. A section on mentoring and the importance of creating a culture of mentoring is imperative.
- **Bonding experiences.** A retreat or a training day for editors that includes several fun bonding activities to build a team atmosphere. Meet for pizza, pancakes or yogurt and have fun together. The friendly relationships established early on will help to maintain a good working atmosphere when things become tense with deadlines and publication pressures.
- **Open Door/Social Media.** Establish office hours and encourage students to stop in for advice, editing and encouragement, and encourage student editors to do the same so that newer staff members can meet with them for help with articles. Make the newsroom an inviting location and encourage the staff members to work there. Keep in touch through social media and comment appropriately on students' accomplishments.
- **Rewards/incentives.** Offer rewards and incentives for the best articles, the most articles printed, the best section of the paper. Encouragement goes along way—remember to praise the little and big things that students do. An award ceremony at the end of the year provides the perfect opportunity to praise students for doing well.



## Mary Ann Pearson, Ed.D

is the director of the Journalism Program at California Baptist University. She has spent more than 20 years pursuing excellence in the fields of education, leadership, literacy and journalism/public relations. Her passions have taken her from teaching in a high-needs elementary school and working with the Hispanic Family Literacy Program to serving at an orphanage in Russia. She has served as the faculty adviser for the award-winning *Banner* newspaper and "The Angelos" yearbook, and she has worked as a freelance writer. Her scholarly research conducted phenomenological research on the essence of effective journalism instruction.

# 'Potter' Page Keeps Readers Spellbound

by Dan Reimold

The best parts of recasting a *Daily News* page? Smuggling 'muggles' into a headline, says designer, and seeing papers disappear from racks.

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**“With seven books, eight movies, a theme park and millions of fans,” a piece published last fall in *The Ball State Daily News* began, “‘Harry Potter’ has sprouted from a simple idea to a \$15 billion franchise.”**

**It also inspired a temporary campus newspaper reinvention.**

**A** late November issue of Ball State University’s student paper was refashioned into *The Daily Prophet* in honor of the newspaper of record in the land J.K. Rowling built.

The *Ball State Daily News* version of the Prophet featured articles about muggle living, recaps of Quidditch matches and a confession from a BSU student about the “unforgivable movie sin” of not seeing all the “Harry Potter” films. A separate faux teaser on the front page promised additional “breaking news updates about Azkaban breakouts [and] He-Who-Must-Not-Be-Named’s whereabouts.”

“It was like I was in Harry Potter’s wizarding world,” said *Daily News* chief designer Jen Minutillo, “even if it was just for a day.”

Minutillo, a senior secondary English education major earning an additional license in journalism, spearheaded the creation of the special issue. “I wasn’t going to do a sort-of attempt at replicating this paper because I know fans put so much stock in J.K. Rowling’s attention to detail in her books,” she said. “It was either go big or go home.”

The result: a big, interactive success that went viral on Ball State’s campus and online. Along with the Potter-themed content, Minutillo and her team put together a design that truly embodied

the original Prophet’s look, including the famous shifting vertical-horizontal layout. And, most impressive, the front page (online at least) was interactive – sporting a video report and a pair of photo slideshows accessible with a simple point-and-click.

“As a fan of the movies and books myself, I thought it sounded like a great idea,” said *Daily News* editor in chief Aly Brumback. “I talked to the *Daily News* adviser John Strauss to see what he thought, and he said it sounded like a really fun idea. .... [Minutillo] is a fantastic designer, so I knew it would turn out great. .... This is probably my favorite issue of my semester as editor in chief. It definitely exceeded expectations.”

Minutillo explains how she created the *Prophet*.

**Q: How did your version of *The Daily Prophet* first take shape?**

Minutillo: Two weekends before the “Deathly Hallows” movie premiere, roughly 15 to 20 *Daily News* staff members got together at my apartment for a 16-hour “Harry Potter” movie marathon. About halfway through the movies, sort of jokingly but mostly seriously, I suggested to Aly Brumback that we turn A1 into the *Daily Prophet* on the day of the midnight premiere.

I knew that in the heat of the moment everyone would love the idea, but it I was afraid when I really pushed it that it would somehow get derailed. Fortunately, that didn’t happen. Ultimately, there really never was any big grand plan. I knew – judging by my own level of obsession – that other students would immediately recognize the *Daily Prophet* nameplate, and it was the best way to play off the excitement of the day.

**Q: What were the toughest parts of bringing the issue to life?**

The biggest challenge in the design process itself was figuring out how to replicate the nameplate without it looking like a really bad attempt at using the pen tool. It didn’t take long for me to figure out that whoever designed the paper for the movie created his own font, so it was impossible to find one already on my computer that really matched.

So, the challenge was one, trying to find an image with a high-enough resolution for me to be able to accurately hand-draw the letters; and two, actually doing the drawing. I drew and re-drew the nameplate several times before I came up with something I thought did the original nameplate justice. I spent a lot of time on this because I knew that would be the first thing people noticed about the page.

The second challenge came on the actual production day. Somewhere along the line, it was never communicated to the advertising department that we wanted the front page to be open with no ads. So when I sat down to transfer my work to the newsroom’s computer, opened up the page and saw a giant bright red ad on the front, I had a major freak-out,

**MEMBER SINCE 1858 VOL. 88, ISSUE 52**  
**THE DAILY NEWS**  
**THURSDAY, NOV 18, 2010 | THE BALL STATE DAILY NEWS | BSUDAILYNEWS.COM**

**MUGGLE LIVING** (GENERAL ADVICE) | **FOOTBALL** (BALL STATE LOOKING TO AVOID BLOODER AT SATURDAY'S GAME) (CHAMP) (INSIDE)

**WEATHER OUTLOOK**  
**TODAY**  
 High: 47, Low: 32  
 partly sunny  
**TOMORROW**  
 High: 56, Low: 39  
 sunny

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**EXCLUSIVE** **BSU HORCRUXES DOMINATE PURDUE TEAM IN NOVEMBER QUIDDITCH MATCH**  
 ONLINE PAGE 5  
 NEVER BEFORE SEEN VIDEO AND PHOTOS FROM THE LAST MATCH | INTERVIEW WITH BALL STATE'S BIGGEST HARRY POTTER FAN

**MUGGLES PACK THEATERS TO SEE THE CHOSEN ONE**  
 Photos courtesy of Raphael and Photos  
 The movie's success has led to a surge in the popularity of the franchise, with fans flocking to theaters to see the latest installment in the series. The film's opening weekend was a record for the franchise, and it is expected to continue to dominate the box office for several weeks. The movie's success has also led to a surge in the popularity of the franchise, with fans flocking to theaters to see the latest installment in the series.

**QUIDDITCH: FROM THE BOOKS TO BALL STATE**  
 Photos courtesy of Raphael and Photos  
 The sport of Quidditch has become a popular pastime for many students at Ball State. The game is a combination of soccer, basketball, and American football. It is played on a field and involves two teams of seven players each. The game is fast-paced and exciting, and it has become a major part of the school's sports culture.

**Emily Clay - staff reporter**  
**W**ith seven books, eight movies, a theme park and millions of fans, "Harry Potter" has spawned a simple idea to a \$1.5 billion franchise in a 13-year span. The seventh and final book was released in 2007, and the movies are wrapping up with "Harry Potter and the Deathly Hallows: Part 1" opening in theaters Friday.  
 "Harry Potter and the Deathly Hallows" follows Harry, Ron and Hermione as they travel the country looking for the horcruxes, dark magical objects that contain fragments of Voldemort's soul, making him nearly invulnerable. The trio is aided as they flee in terror from the perfidious Death Eaters and encounter dangerous magic. The readers reveal intense battles between Voldemort and Harry, fights between Harry and Ron, and comical relief when Harry is shown dressed in women's clothing.  
 AMC Showplace 7 and Showplace 12 in Muncie have sold out their midnight premieres.

**Full Report** page 5

**A WORD FROM THE HEADMASTER**  
 "One of our gops at the Paradise tournament almost got expelled. The problem was getting 14 legitimate brooms from Alkaban, even with the 30 percent discount for being part of the VISA, [it] is \$370."  
 Harold Loefgren, co-founder and co-president of The Ball State Hoopies

**I must not tell lies: Potter novice**  
 Student returns for second journey to the wizarding world  
 I confess. According to some I have committed an unforgivable crime. I have not seen all of the "Harry Potter" movies. I know, I know, how could I! The truth of the matter is I never got interested in the "Harry Potter" series as everyone else my age did. It is difficult growing up in a world where Harry might suppose and being the only one who isn't into it, especially when your entire one of the biggest "Harry Potter" trends around it up

**99 PROBLEMS BUT A SWITCH AIN'T ONE**  
 Tease, Tease - feature editor  
 M... The switch is a magical device that allows the user to change the color of their hair. It is a popular item among wizards and witches, and it is often used to change the color of one's hair to match their mood or the occasion. The switch is a powerful tool, and it is often used to change the color of one's hair to match their mood or the occasion.

**ZONKOS**  
 Essential wizarding equipment for the mischievous student and burrowing beaver!  
 92 West Street, Muncie, IN

**BALL STATE FOOTBALL**  
 NOV 20 @ NOON SENIOR DAY  
 VS. NORTHERN ILLINOIS

**WOMEN'S BASKETBALL**  
 NOV 20 @ 6 PM - PROTECT THE NEST!  
 VS. EVANSVILLE

The parody front page *The Ball State Daily News* created to celebrate the release of “Harry Potter and the Deathly Hallows”

raging moment. I had already done the entire layout before the production night, so I had to quickly figure out how I was going to move up all the content without it looking smooshed or forced. After accepting that there was no chance we could move the ad, I just started playing around with the design to make it fit like we needed it to. It all worked itself out.

**Q: How did your team embed the videos and photo slideshows into the front page online?**

The video and photo slideshows were actually the work of design editor David Downham and graphics editor Mark Townsend. After I finished the page, they took the InDesign file and used some of InDesign's basic interactivity/Flash features to embed the click-through slideshow in the photo frames that were already on the page. The video was put together by videographer Tamaya Greenlee, and David and Mark embedded it in the same way as the photos. Although I'm not certain on the technical specifics, I believe everything they used to put the .swf file together was available in InDesignCSS under the "interactive" panel.

**Q: What is your favorite part of your Prophet?**

My favorite part of the layout is the package headline, "Muggles Pack Theater to See the Chosen One." I was so happy I found a font in our library that was very similar to the [Daily Prophet] font, and the fact that I was able to get "muggles" huge on the front just made me laugh and smile. I knew as soon as people saw the paper — even if they didn't immediately recognize the Daily Prophet nameplate — they would make the Harry Potter connection to "muggles."

On the whole though, I just really loved all the little details that went into it, from picking fonts that mimicked those in the real paper to adding the little details like "He-Who-Must-Not-Be-Named's whereabouts" and our Twitter breaking news promo. I wanted it to seem as real as possible while still keeping our readers [and] advertisers happy, so I think those details were like the cherry on the sundae.

**Q: What was the response on campus?**

People went wild over the paper! I grabbed a couple extra copies for myself, but when

other students in my classes saw me looking at the paper they all asked if they could have a copy or if I knew where to find more. Usually, the Art and Journalism Building gets the most traffic during the day because of its location on campus, but rarely are all the copies of the paper taken by the end of the day. Other Daily News staff members told me every copy of the paper in that building was gone by about 2 p.m. that day, and the stacks in many other buildings where the paper was delivered were gone, too. Aside from that, I got a ton of Facebook and Twitter messages from friends, and some strangers, telling me they loved the [front] page.

**Q: What is your personal level of "Harry Potter" obsession?**

Surprisingly, I'm a bit new to the wizarding world of Harry Potter. I refused to watch the movies or read the books growing up because I was one of those kids who never wanted to do what everyone else was doing. It wasn't until this summer that my boyfriend forced me to watch the movies. I became obsessed almost instantaneously. I read all the books between July and [November] and I'm eager to start re-reading them all. I wore my Daily Prophet T-shirt and Gryffindor scarf to the movie premiere. I also watched all the movies at least two to three times each in the week before the premiere. I tried to justify that über-nerdiness by saying I was doing research for the A1 page. I would watch the movies on my laptop and pause on spots where TDP was shown so I could study the layout.

**Q: Were there advantages to working on the Prophet at a student publication?**

I took advantage of the opportunity and the freedom working for a college publication has because I knew this would probably never be possible at a professional publication. I had friends who are working professionally now message me throughout the day, saying they were so jealous [and] that they'd never be able to do something like that anymore. It made me really contemplate the mentality professional publications have right now. I saw people reading our paper who would normally never read it. Maybe it's some of this spontaneity and sheer fun that professional publications need to keep readers from ditching the print product and going online.





## 5 Tips for Advisers & Students Mulling a Special Issue of Their Own

- 1) **Make the special, well, special.** It's time to start fresh, and think beyond an annual holiday or traditional campus event. Special issues generally have grown stale, delivering satire on April Fools' Day, guides to college life during freshmen orientation and glimpses into a school's past on homecoming weekend Piggyback instead atop a cultural trend, an in-the-moment school scandal – or even a mega-movie premiere.
- 2) **Timing is everything, in planning and execution.** *The Daily Prophet* issue worked because it fed off the excitement of the latest “Potter” movie premiere. It also worked because *Daily News* staff gave itself enough time to conceptualize and carry out the vision – even without a grand plan behind it all. The lesson: Brainstorm early – even a semester in advance – about events, calendar dates or passion projects that you want to turn into full-blown issues. Put a team in place to make it happen, and establish deadlines for the development of the section.
- 3) **Content is just the start.** Along with running related stories, you must ensure a special issue's overall aura embodies the topic or event serving as its inspiration. The issue's layout, fonts, photos, masthead and more must pitch in. Utilize multimedia extras and your website as additional core parts of the issue.
- 4) **Go all in.** Not everyone is a “Harry Potter” fan or will understand all the Quidditch references, but the *Daily News* staff rightfully decided that if it was going to commit to the concept, it would commit fully. Don't worry about a special issue being too niche or geeky. Readers in the know will appreciate the 100-percent effort. The clueless readers will ask their friends what it all means.
- 5) **Just do it.** Even with the most talented, impassioned staff, a special issue will never be perfect. There will never be enough time to flesh out all ideas. And breaking news inevitably will interfere at the wrong moment. Embrace the flaws and chaos and simply soldier on. As Minutillo said, “Go big or go home.”



### Daniel Reimold

advises *The Minaret*, the campus weekly newspaper at the University of Tampa, where he is an assistant professor of journalism. He maintains a daily blog, College Media Matters ([collegemediamatters.com](http://collegemediamatters.com)), which is affiliated with the Associated Collegiate Press. A leading expert on the student sex column movement, his book, *Sex and the University: Celebrity, Controversy, and a Student Journalism Revolution*, was published in September 2010.

# Cover to Cover

## ‘Sex’ text a revealing tale

For journalists captivated by the image of reporters as heroes of democracy, the notion of writing a column about sex seems unimportant, maybe even a bit tawdry.

Today, the sex column is a staple in hundreds of college newspapers across the country, a phenomenon that mystifies some reporters even as they dutifully defend their right to publish.

by Pat Lauro

### **Sex and the University: Celebrity, Controversy, and a Student Journalism Revolution**

Daniel Reimold

Rutgers University Press, September 2010

248 pages

**Buy it here:** [http://rutgerspress.rutgers.edu/acatalog/Sex\\_and\\_the\\_University.html](http://rutgerspress.rutgers.edu/acatalog/Sex_and_the_University.html)

In *Sex and the University: Celebrity, Controversy & a Student Journalism Revolution*, author Daniel Reimold uses old-fashioned reporting as well as scholarly research to shed light on this decades-old trend. The book documents the rise of the college newspaper sex column since the late 1990s, sparked largely by HBO’s “Sex & the City” series about fictional sex columnist Carrie Bradshaw (a.k.a. Sarah Jessica Parker), who is a fictionalization of Candace Bushnell, the real-life 1990s New York City sex columnist.

If you agree the campus newspaper is a reflection of the community it covers, the first thing the book does is wake you up to the notion that the sexual revolution isn’t something that happened in the 1960s. It’s happening right now. Some 50 years after the introduction of the birth control pill, these columns illustrate just how far the sexual revolution has come on college campuses. For context, think Tom Wolfe’s *I Am Charlotte Simmons*. Still unclear? Don’t worry; you won’t need to use your imagination: it’s all there in black and white. The book meticulously documents sex columns that cover a broad array of explicit topics from important health information about sexually transmitted diseases to detailed and graphic essays about sexual acts. Nothing seems off limits in these columns, which at least for me fell into the category of TMI, too much information. The book says hundreds of college sex columns exist in campus newspapers, but there are thousands of colleges in North America and I had never seen one.

However, as the author rightly notes, the college sex column should not come as a surprise. They’re being written by a generation of students who were raised in a sexualized world of easily accessible Internet pornography and X-rated cable TV. Consider that some of their earliest news memories are probably not of assassinations of great leaders or invasions of foreign lands, but of President Clinton and the national discussion surrounding Monica Lewinsky’s infamous blue dress. No wonder college columnists openly discuss their own and others’ sexual behaviors in a surprisingly blunt and detached manner. In other words, forget the ‘60s. It’s the kids of the “aughts” who really are letting it all hang out.

The columnists are fascinating, with their frank and open conversation of sex, as direct as a Miss Manners column explaining which fork to use at a formal dinner. In fact, the students have their own sex lexicon, which Reimold has compiled and cleverly dubbed the first “student sexicon” produced in a book. Let’s just say the words and definitions are not for the demure. But the book’s message is clear: Today’s generation of college students is not only unembarrassed about sex, it views it as a birthright, not to mention an important bodily function that requires attention. “Sex is Sex is Sex,” the book states, quoting a 2006 *Daily Campus* column at University of Connecticut. “Around these parts, love and emotion have little to do with a 2 a.m. rendezvous...you don’t even have to like the person.”

The writer — an assistant professor of journalism and campus newspaper adviser at the University of Tampa — is at his best when reporting from the trenches. Reimold interviewed literally hundreds of current and former columnists and editors in a Herculean effort to cover all the bases fairly. Consequently, he gives voice to the

college students who discuss the columns seriously and express a desire to report about previously taboo subjects.

The book is especially revealing in describing attitudes toward sex among college women, which seem to be roughly the same as those of college men on the proverbial hunt. "Orgasm," the book quotes Robin Cooper's 2005 column "Girls Just Wanna Have Fun," published in the SUNY New Paltz Oracle. "All the liquor, beer, pressed powder, perfume....adds up to that one final goal. Orgasm," she wrote. On this point alone, the book will serve as an important reference for anyone researching human sexual behavior on campus, a sort of informal Masters and Johnson of the college set, circa 2005.

Further underscoring the revolution, Reimold reports that female sex columnists are far from shunned for their ribaldry. Instead, they are instant celebrities on campus and in the general media, where the advent of sex columns had its own 15 minutes of fame in media outlets from *The New York Times* to *Cosmopolitan*. Meghan Bainum, a sex columnist for the *Daily Kansan*, was swept up in it all, culminating in 2002 all-expenses paid trip to Chicago to pose for *Playboy*. A whole chapter is devoted to former student sex columnist Natalie Krinsky, named the "Carrie Bradshaw of Ivy League." Krinsky, whose column appeared in the *Yale Daily News*, became a widely quoted source in the mass media and her work ultimately led to a novel, *Chloe Does Yale*, which chronicles the adventures of a college sex columnist. Krinsky went on to work as a screenwriter in Los Angeles.

The Krinsky story, however, is countered by less happy one. Apparently for women, writing a sex column can have later ramifications in the real world. With your past just a Google click away for employers, reporting on sex as a beat raises issues that the young women did not foresee during their freewheeling college years. One young woman so regretted her column that she went to the extreme of actually changing her name, the book reports

The less popular trend of sex magazines on campus that feature not only long-form articles but photo layouts of naked co-eds is also discussed. Showing their youthful naïveté, the college men interviewed expressed frustration that when the mass media covered the new magazine on campus, it paid attention not to the journalism but to the nude women. Certainly, that was Hugh Hefner's lament, too. Besides the reportage, one editor was proud that the photo layouts showed naked women in real light, without airbrushing or touch-ups. Apparently some even had cellulite! Oh, how far we've come.

While journalism is the form by which the current sex revolution is documented, the book clearly has research application in other disciplines,

from public health to sociology to women's studies. This is not to say it hasn't had an effect on college journalism. The book details how the sex column has tested universities' commitment to the First Amendment. Reimold devotes a chapter to the clashes on college campuses and the lack of wisdom on the part of shocked administrators who, as at Wagner College in Staten Island, N.Y., found the publicity about their crackdown on a sex column much worse than the coverage on the sex column itself.

While not necessarily a textbook choice, the book is a must-read for anyone who writes or edits a sex column on campus, or who plans to do so. It also serves as a good primer for college media advisers in general, if only to clue them into what their students are doing after hours. Generation Aught didn't invent sex, but it sure seems to be more preoccupied with it.

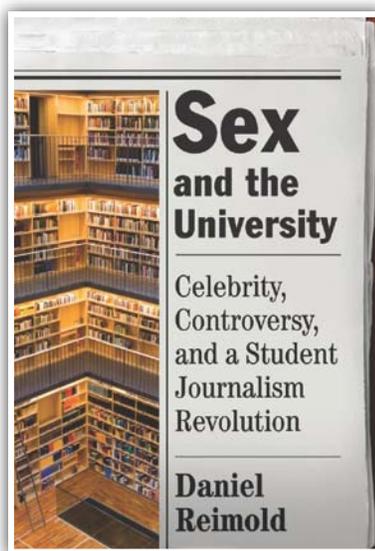
Then again, maybe it's just because it's out in the open now.

The writer covers a lot of ground, including the roots of the sex column dating back to the early 20th century. Such a text understandably cannot lend itself to deep interpretation. Still, considering that sex columns on campus owe something to the women's movement, the book seems to neglect the feminist viewpoint of the sex column other than one passage that quotes the author of "Female Chauvinist Pigs" who decries women's sexual lifestyles not as empowering but as "confirmation of (women's) long-held status as playthings."

Sometimes, the author's meticulous reporting could use a dose of skepticism. While the book tells of women who bemoan the lack of romance today, it does not question columnists who report on today's alcohol-infused, hook-up culture without any objectivity. The columnists easily could cite any number of articles about the downside of hook-ups, especially for women. A Google Scholar search, for instance, turned up several articles.

And the book opens the door to a plethora of issues for further scholarly study. From a journalistic view, for instance, the sex columnists do not purport to be sex experts and do not seem to seek expert comment. The book notes that advice columnists as far back as Ann Landers have done the same thing. Expert opinion can't hurt and might give columns a new dimension.

Overall, however, *Sex and the University* is an important tome because it documents a phenomenon that has not been given much serious attention other than what the author cites as the sometimes voyeuristic media coverage by the commercial press. Certainly, it's not your typical academic tome. It is original, provocative and controversial. In fact, like the sex columns themselves, *Sex and the University* is the kind of book you will find yourself either loving or hating. One thing is certain, though, you will not put it down.



## Pat Winters Lauro

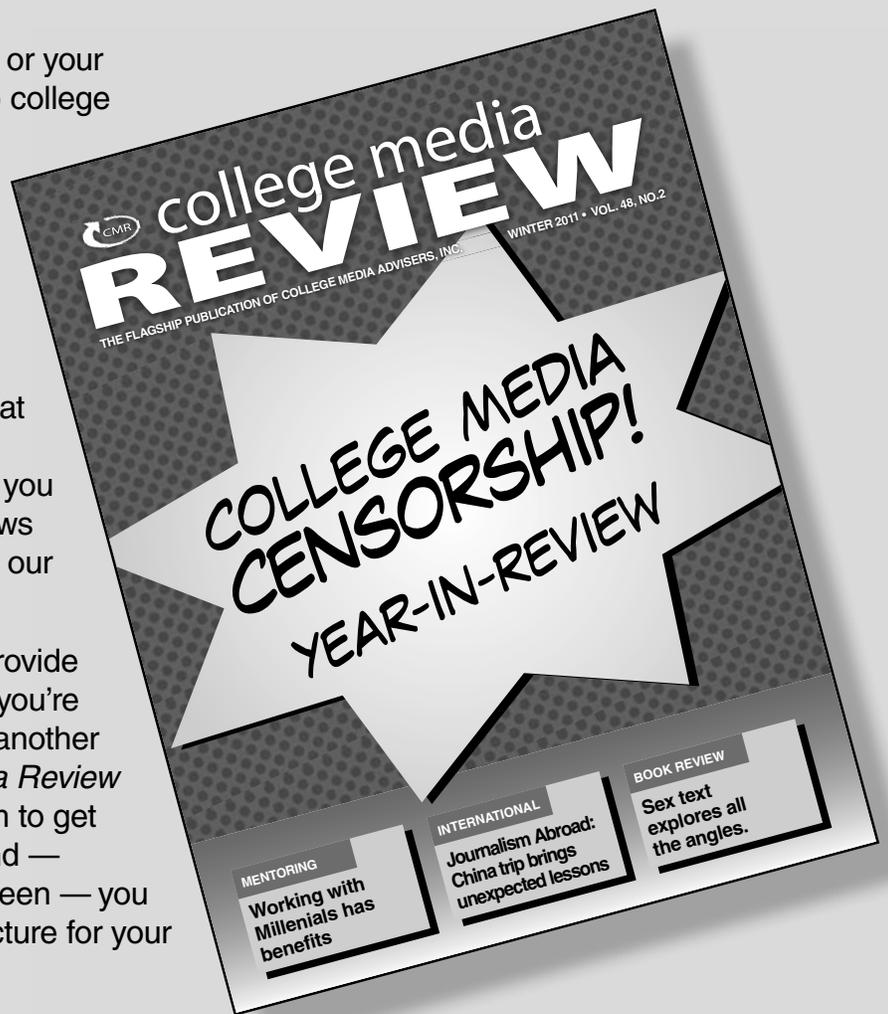
is an assistant professor of journalism at Kean University, where she advises *The Tower* newspaper. She is a former staff writer with *New York Daily News* and has been a regular contributor to the business section of *The New York Times*.

# College Media Review wants you.

This past year, *CMR* contributions from you or your colleagues have examined how well (or not) college journalism and publication programs match up when it comes to teaching news media convergence, illustrated how your reporters can produce multimedia content even with limited resources, shown how those mobile journalism talents prime them for community journalism jobs, and offered some quick and simple market surveying that can strengthen improve the quality of your news organizations. *CMR* has also brought you scholarly research, features and book reviews that provide additional understanding about our workplace and our profession.

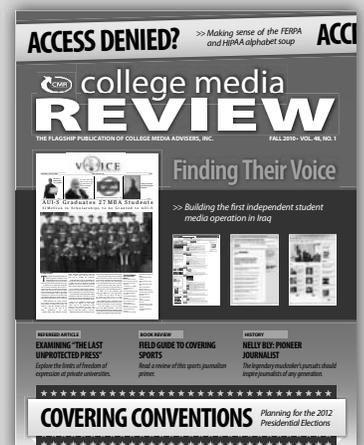
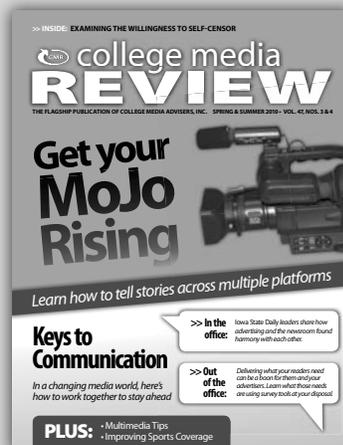
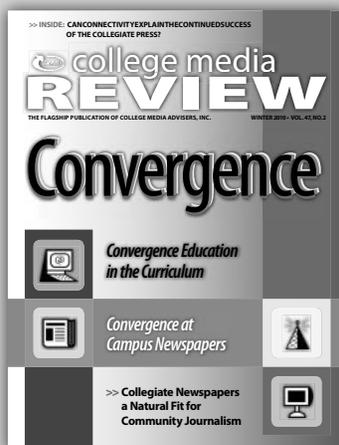
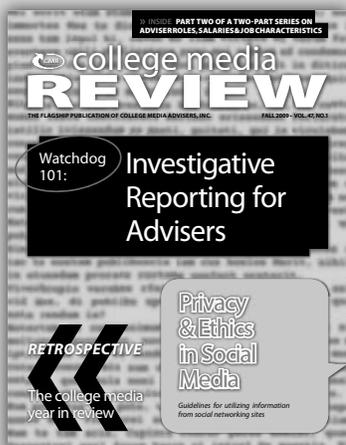
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*College Media Review*, the flagship journal of College Media Advisers, Inc., is the leading academic journal on advising collegiate media, both print and electronic.

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## MISSION

- It educates and informs advisers on how to teach, advise and produce collegiate media.
- Its refereed section quantifies trends, documents theories, identifies characteristics and disseminates research and information for and about collegiate media and advising.
- Its non-refereed section offers essential information on all facets of collegiate media advising - teaching, training, recruiting, diversifying, motivating and challenging students to media excellence.

## GUIDELINES

- Our audience is primarily faculty and staff engaged in college media advising. Content is tightly focused to the concerns of college media.
- Length limit is 5,000 words.
- **Style:** Text for non-refereed articles follows Associated Press style; text for refereed manuscripts follows Chicago style.
- **Art:** Black-and-white and/or color photography or graphics may be submitted in digital format. Art files (particularly charts and graphs) may be embedded in the text of an article for placement but should be submitted as additional stand-alone files. Please provide credit/copyright information for all art submitted.

## NON-REFEREED SECTION:

- *College Media Review* will consider articles for publication; a query is suggested. *CMR* prints first-time material, unless the material has been specifically requested from another publication.
- *CMR* seeks authoritative articles rather than anecdotal.
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- Each manuscript should be submitted as an attachment to Associate Editor Lillian Lodge Kopenhaver (kopenhav@fiu.edu). Manuscripts should be submitted in MS Word format and double-spaced in 12-point Times Roman. Refereed articles that are rejected may be resubmitted for the non-refereed section of *CMR* and will be considered if appropriate.
- Contributing writers will be notified within 90 days in most cases. Once an article is published, the author will receive two complimentary copies of that issue by first class mail, prior to regular second-class mailings. *College Media Review* will gladly comply with any requests for verification letters confirming acceptance of an article.





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