Faculty Club house rules set; dues structure under study

House rules have been approved and a dues structure is being developed for the University's new Faculty Club building. The building, on Forrest Road, is expected to be partially open by June 1. The house rules, covering membership, guest privileges, charging privileges and use of all facilities, will soon be printed and distributed to the club's some 1,000 members, according to President Walter Hodgson, professor of music.

Hodgson said the club's directors plan to establish and announce soon a monthly dues charge for the club's members.

MOST MEMBERS of the Faculty Club want the new facility to provide a good dining room where they can take visitors and guests and meet with colleagues, according to results of a survey conducted by Frank Senger, professor and chairman of journalism.

The survey generated responses from 262 members, Senger reported.

About 70 per cent of the respondents emphasized the need for a good dining facility. And about the same percentage said the club should continue to have its weekly Tuesday luncheon series.

Although such activities as an investment club, a travel club, a quarter club and a bridge club were favored by many respondents, a number of persons indicated that they preferred to keep the club's activities unstructured.

Students as journalists

The State News: Toward professionalism

On any given day the Michigan State News reaches from 72 to 96 per cent of all students, faculty and staff members at MSU, according to surveys taken by faculty in the University's advertising department. At least 80 per cent of the students in the surveys read no other daily newspaper consistently.

No other student newspaper in the Big Ten — and few, if any, in the country — can match this readership.

The State News is, General Manager Louis Berman says, the biggest college newspaper in the country in terms of general budget, number of pages, amount of news carried and advertising.

Its circulation stands at 40,000; the paper is distributed to all on-campus buildings, married housing and to multiple dwellings off campus (where 10 or more students reside), including religious, Greek and apartment buildings.

Yet it seems fair to assume that relatively few people on this campus, other than those directly involved, know much about how the State News arrives into their hands.

MECHANICALLY, the procedure for local or campus news goes something like this:

1. Story idea — from an editor, probably the campus editor, or phoned in by someone who becomes a news source, or initiated by a student reporter, possibly from a reporter's beat, which he checks routinely every day.

2. Interview or research. 

3. Copy is written and submitted to the campus editor. Daily deadline time is usually 2 - 5 p.m.

4. Campus editor reads and edits copy, watching for style and factual accuracy and thoroughness.

5. If no revision by the reporter is necessary, the copy goes to the lay-out editor for placement in the paper, or to the managing editor if it is to go on the front page.

6. Copy desk again edits the copy in terms of syntax, grammar and spelling, and writes a headline for it.

7. Copy is set at Willstaff, Inc., in East Lansing, and made up according to the lay-out editor's dummy sheets. Copy usually arrives by 7 p.m., the camera-ready pages are completed by about 10 p.m.

8. Camera-ready pages are trucked to Greenville, where plates are made, and the 40,000 copies are printed overnight at the plant of The Greenville Daily News, with whom the State News has a printing contract.

9. At about 5:30 a.m. the 40,000 copies arrive at the Student Services Building offices, and are picked up by the 15 students who distribute them by about 7:30 a.m.

THE EDITORIAL staff of the State News includes:

The editor-in-chief (Jim Crate), with overall responsibility for the paper; 

Managing editor (Norm Sager), responsible for general newsroom operations, such as lay-out, copy desk and payroll, and who handles the wire services and the front page; 

Crate (George Bollard), who works with beat and general assignment reporters and is responsible for, as Crate puts it, "bringing in the news."

SN advisory board, page 3

Editorial editor (Ken Krell), who, Crate says, "spends a great deal of time thinking about editorial direction for the State News;" he works with a staff of three editorial writers.

Feature editor (Debbie Fitch), who is responsible for in-depth or investigative reporting and special tabloids, such as fashion, ski and Farmer's Week specials.

These five editors comprise the editorial board.

Jeff Elliott, sports editor, works with his own staff of writers on the State News sports pages.

George Bollard works with a staff of about 30, including general assignment and beat reporters. Major beats are:

- Administration, student government, State Legislature, off campus/East Lansing, faculty and staff. Its meetings are open to the public.

- Other beats are: library, museum, union, residence halls and religion.

The State News staff is one of the highest paid among student newspapers, Crate says, and the paper is one of few which pays its entire staff.

A core staff of 68 students is paid, ranging from $50 a week for the paper-salaried to $100 a week for interns. Norm Sager, managing editor, points out that at least 25 people on the payroll receive more than the editor of the Michigan Daily, the University of Michigan student newspaper.

The remainder of the staff is a peripheral group, including journalism students working on publishing requirements or persons who hope to gain staff positions. This is a varied group with a high turnover rate.

The intern program involves 10 to 15 students picked by the editorial board from applications. These students, or those assigned on a rotating basis to the major desks — editorial, sports, feature — for one or two weeks each. After a term they may specialize; most go to the campus editor.

Berman serves as a general overseer of the newspaper's operations, or, as defined in the Academic Freedom Report, he is responsible for financial affairs of the paper and serves as a professional consultant for the editor-in-chief.

"Technically," he says, "I would be a publisher if this were a commercial daily, if I had authority over the news department. But I say he does not have that authority because of the freedom report."

Campus Editor Bollard says Berman (Continued on page 2)

NVC meets tonight

The second in a series of discussions sponsored by the New University Conference will be held at 7:30 tonight in Room 32 Union.

Gustor Pfaff, film production supervisor in the Instructional Media Center, will discuss "The Man's Media — is it responsive to people?"

The New University Conference is a group of radical graduate students, faculty and staff. Its meetings are open to the public.
The State News ...

(Continued from page 1)

A STUDENT newspaper is a peculiar institution. On the one hand, the students involved try to put out a professional paper—in terms of style, coverage and content. But on the other hand, they are students, with whatever pressures and problems that status might involve, and their work on the State News is by and large a learning experience.

"You strive for professionalism," says MSU editor-in-chief Jim Cramer in 1967-68 and now public information officer for the Michigan Commission on Law Enforcement and Criminal Justice. "You try to give a true and accurate presentation of news stories, to give both sides of an issue. But the untruthful and accurate, as possible," Spaniolo said. "It's difficult, he said, because as full-time students, State News staff members have little time to give to the paper, and there is no way of life, even though it becomes so for some people.

Current editor-in-chief Jim Cramer says he expects his staff "to work and not act like newspaper people. I expect professional writing ability, objectivity and integrity."

Crate outlined much of his philosophy for the State News in the 1966 Welcomes Week edition, in which he said: "Of immediate importance to me is the overriding need to completely remove the newspaper from the realm of student activities...

"The State News is not a laboratory toy or extra-credit activity with which he tinkers on the environment. Neither is toy or extra-credit activity with which he becon:cs: t... the overriding need to completely...

"THE STATE News has been for quite some time, the business; it thus strikes me as being patently absurd to perpetuate the... that it is a part-time 'student activity."

MSU does not interfere with the editors and writers and pays them for regular work."

"The professional... of the... 'A STUDENT newspaper is a professional paper... the same as... to report news of... responsibility to serve all the people in the University community as... a student environment. The State News..."
Advisory board picks editors, acts as mediator in disputes

The State News advertising department, Louis Berman, State News general manager, says, is undoubtedly the finest in the country.

The 20 student salesmen sell more than twice as much advertising as any other student newspaper; they have no competition, equally with professionals; and last year they were responsible for bringing in over half a million dollars in advertising revenue, he says, although State News advertising rates are the highest of any college paper.

And, as Frank Senger, chairman of the school of journalism, says: "Advertisers are not philanthropists. "We don't go out looking for donations," advertising manager Bill Castanier says. "We sell a product."

The salesmen are given with information about readership and spending habits of their audience, conducted often by the university advertising department and funded by the State News.

Information like: State News readership - about 50,000 people; $119 million annually spent by students in the Lansing area for retail goods; $46 million spent each year by students in East Lansing.

The 20 salesman - or account executives - are trained to become complete marketing men, Castanier said, and work on an incentive basis, ranging from 5 to 10 percent (commissions). There is competition, he says, minus any back-stabbing.

While they are independent of the university advertising department, the State News advertising staff does recruit their salesmen, and Castanier thinks more is learned on the job than in class.

I would trade my sheepskin gained for four years of college for my State News experience," he says. We deal daily with real problems with merchants and thus gain expertise.

Salesmen handle up to 30 accounts each. They contact the advertiser, decide on a sales promotion, handle copyrighting and arrangements for photography or art - work, insertion of the ad, and any other business details.

Making a market to the freedom report which would make the advisory board responsible to "insure that the new editor - in - chief function in accordance with his promises to the advisory board upon which his selection is based. Failure to so function, in the opinion of a two-thirds majority of the advisory board, (would be) sufficient cause for the removal and removal of an editor - in - chief."

- BEVERLY TVEITCHELL

SN advertising department is rated one of nation's best

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AUP to hear tenure proceedings report

The AAUP COUNCIL is proposing three recommendations for action by the Faculty Senate. These recommendations include a resolution submitted, if passed, to the Academic Council and the Academic Senate.

The recommendations are:

- That the University tenure rules be amended to state explicitly that a faculty member may not be transferred to non-tenure status during or immediately after an appointment under the tenure system.

- That the Faculty Bylaws be amended to provide that decisions of the Faculty Senate Tenure Committee be subject to interpretation of tenure rules and in the context of cases involving alleged deviation for academic problems, and to a slight degree, with personal adjustments that might contribute to academic problems.

- The project in the Briggs College is 12 peer group members selected for their competence in particular areas and for their abilities to help their peers.

- “If a student meets with difficulties in a particular course and does not wish to wait until his next class to get answers to his questions, he can go to a peer group member and get immediate help,” said Marilyn Wendland, assistant professor and director of the project. “Thus, his motivation is maintained.”

- While it is primarily the responsibility of a student to seek his own help, Miss Wendland points out, attempts are made to identify and help those who need assistance.

- A few students visit peer group members regularly, for as many as only once or twice a year, and others never seek help, she says. “The important thing that the majority of students in Briggs College know the program exists.”

- PEER GROUP members usually help fellow students having problems in specific courses, Miss Wendland says. But they also help people who are not taking the academic problems, and, to a slight degree, with personal adjustments that might contribute to academic problems.

- The project is intended to facilitate, not substitute for, student-professor communication, she says.

- “Students are often hesitant to approach faculty members because they feel their problems are too elementary,” Miss Wendland explains. “This is usually not the case, though, and discussing the problem with another student probably helps them recognize this.”

- The Peer Group Learning Project was created last year by Frederic B. Dutton, dean of the College of Engineering, and Richard Lint, associate professor in the Counseling Center. It was then supported by a grant from the Danforth and Henry Dreyfus Foundation, and is now financed by the college.

- Although no comprehensive evaluation has yet been made of the Briggs College effort, the results are very favorable, according to Miss Wendland.

- “It has been demonstrated that both the helper and the learner benefit from the interaction,” she says.

- “Students in the peer group are eager to do more than they are now. Their only dissatisfaction is that they are not as helpful as they would like to be.”

Engineers meet

Four MSU engineering professors will describe their research at the 1970 National Engineers Week activities, which begin Wednesday (Feb. 25) to commemorate National Engineers Week. The activities will conclude with the Engineers’ Convocation and annual banquet in Kellogg Center.


- Ticket information is available by calling 355-3526.