

The Missouri-Nebraska. . .

game was one of the biggest ever at Ol' Mizzou—both in terms of crowd, a record 68,170 and the 13-12 win by the Tigers. Tom Marshall of the Kansas City Star caught the spirit of the occasion:

"They came, on and on, in campers, big and small; in compacts with one or two people; in medium and luxury motor cars, with parties of four, five, six, all testifying to spirit, loyalty, leisure time, stocks, bonds, debentures and the world of \$5 wheat and \$2 hamburgers and the holding of a glass in the hand at 10:30 a.m. . . .

"In Faurot Field, where the colors of nature and man combined, the spirit that is the collegiate world was bordered with music of the bands. . . . The University of Missouri and the University of Nebraska, indeed, enjoyed another of their finest hours Saturday. These things are measured in something besides won-lost records. The exhibition was worthy of being called the collegiate game at its best—color, atmosphere, excitement, bone-rattling hits, attacks and counter-attacks and a special climax. It was a happening representative of the society that created it."

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everything you always wanted to ask about students... but were afraid to know

By SUE HALE

One of the fastest ways to span the generation gap is to pick up a student newspaper. Did you know, for example, that Goat's Head Soup is not a gourmet dish but a new rock album, or that according to a survey conducted by a political science professor, freshmen students at UMC are more lenient about the possibility of Presidential involvement in Watergate than the general public?

Today's students are still interested in the "basics," too. In Mizzou's student newspaper, *The Maneater*, references to dormitory food, the best place to go for a beer after class, and the high price of football tickets can be found scattered among articles criticizing the administration, reviews of the latest Campus flicks, and a two-page special report on the pros and cons of recognizing Gay Lib.

Although faculty and administrators might not agree with positions taken by *The Maneater*, they do generally agree that it is a responsible and fairly professional publication. "I feel that *The Maneater* does a good job of reporting the issues," Chancellor Herbert Schooling says. "I sometimes take exception to their editorial position, but I must admit that no matter how much Ray Hartmann disagrees with us, he makes the effort to present the administration's point of view.

"I think it is important for the University to have a student publication to provide a forum of communication between the students and the administration. Although I think it is impossible for a paper to represent the views of the entire student body, *The Maneater* does reflect the opinions of many students. It also gives students an opportunity to discuss issues which are important to them and on occasion to take out after the administration."

Editorials criticizing administrators, Curators and faculty are very much a part of the student newspaper. Editor Ray Hartmann, a senior in the School of Journalism feels *The Maneater* is more aggressive than ever in this area. The paper has criticized the administration for attempts to charge fees for services provided at the Student Health Clinic (the plan was stalled by legal opinions that the fees would violate Phase IV wage-price freeze guidelines) and Marching Mizzou's participation in the St. Louis Veiled Prophet Parade (Black band members boycotted the parade calling it a "racist activity." Attendance was optional for all band members).

Maneater editorials have also been critical of the Board of Curators for their defense of Curator William Billings. (Hartmann feels Billings stands in violation of state laws pertaining to Curator's attendance and residency status. Billings did resign on October 17, citing the pressure of his judicial responsibilities.) Hartmann also has criticized the Board for failing to open committee meetings to the public, as did many newspapers and other media. (The Board subsequently opened their committee meetings. See story on page 27.)



Maneater staffers frequently spend 60 or more hours a week putting out the Tuesday and Friday editions of the paper. For them the *Maneater* comes first, before classes or dates. The offices on the third floor of Read Hall are especially crowded just before deadline.

Roy Fisher, dean of the School of Journalism and chairman of an inter-campus Committee on Student Publications, believes that although the University may at times need to be tolerant of student publications, it does not have to apologize for the general content of *The Maneater*. "*The Maneater* is quite responsible and professional compared to other student publications, and the staff works extremely hard to render the student body a considerable service," he says.

This year the paper has reported on such diverse topics as a student blood drive, a space shortage at the library, an intercampus faculty proposal for transferring credit within the University's four-campus system, the problems of funding women's sports, and an international cooking class which featured Nkatse-Nkwan (peanut soup). The paper also printed the results of a Missouri Students Association survey comparing gasoline prices in Columbia.

Campus sports are covered extensively with 20 to 25 percent of each issue devoted to athletics. The paper also provides students with a classified ad section, complete TV listings, a calendar of up-coming campus events and a "My Bitch" column where students let off steam and vent their frustrations. Complaints run the gamut from "AWS getting two scholarships for women. Why don't they give one to some deserving male, like Bobby Riggs" to "A calculus hourly scheduled the day after my birthday."

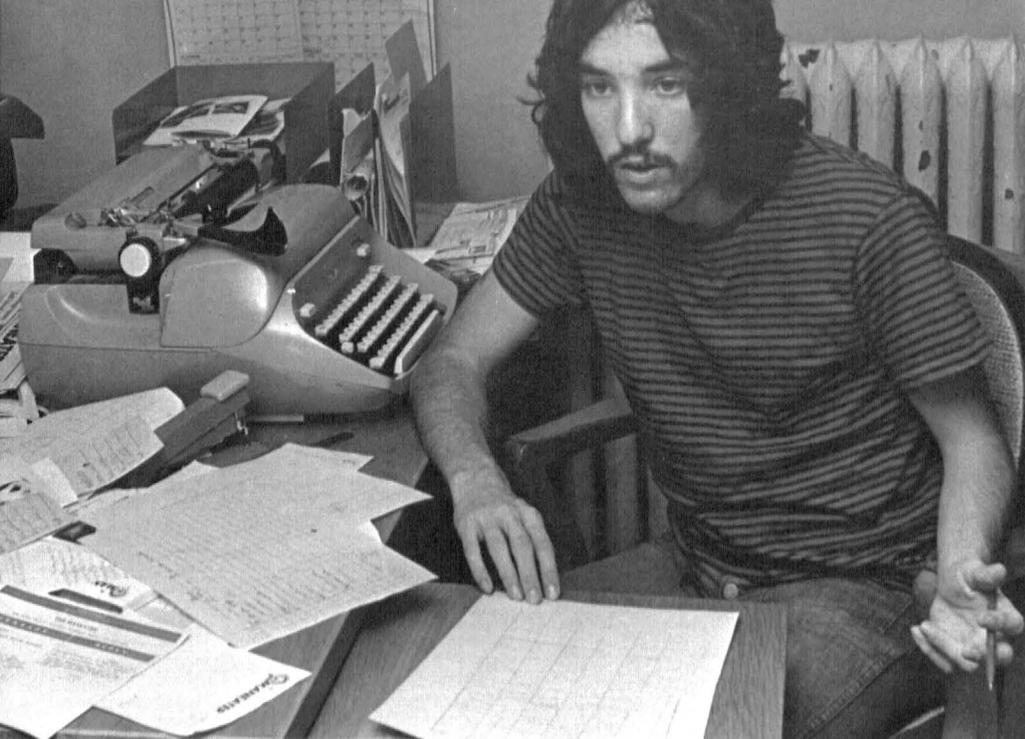
Dedicated *Maneater* staffers spend an average of 60 hours a week (in addition to attending classes) in

getting out the 16 to 24-page paper every Tuesday and Friday. "*The Maneater* office isn't our second home, it's our first home, Mary Poole, a sophomore pre-journalism major and *Maneater* state editor says. "It's a way of life. You'll be sitting up here in Read Hall working on the paper and all of a sudden you'll realize you just missed all your classes."

Year after year, *The Maneater* has been awarded citations for general excellence. This year, the paper was rated All American by the Associated Collegiate Press. The ACP awarded the rating based on *Maneater* issues from the 1973 spring semester, and cited "fine, lay-it-on-the-line editorial writing" and "well-written features" as the reasons for the award.

But Hartmann puts more emphasis on student response and appreciation than awards from journalism associations. If student appreciation can be measured by demand, *The Maneater* should rate high. The 13,000 copies of the paper which are distributed free at more than 20 Campus buildings are grabbed up almost as soon as the stacks of newsprint hit the floors, and *The Maneater* business office is constantly deluged with requests for more papers. Hartmann is quick to admit, though, that more students probably read the "Doctor's Bag" than read his editorials.

The "Doctor's Bag" is a nationally syndicated, sexually oriented, question-and-answer column that appears in a number of student newspapers. ("Is the accidental ingestion of contraceptive foam hazardous to my health?" represents a typical query.) Managing Editor Tony Roberts, a junior in the School of Journalism, refers to the column as the student's answer to Ann Landers. But although the column enjoys a high readership among students, it also generates many complaints.



A recent survey pointed out that editorial independence is the rule rather than the exception with student publications. At Mizzou, Editor Ray Hartmann makes the decisions about content.



"Doctor's Bag" is the student equivalent of Ann Landers and Dear Abby.

"I probably receive more complaints about the "Doctor's Bag" than any other item published in *The Maneater*," Chancellor Schooling says. Complaints also have been received concerning *The Maneater's* occasional use of four-letter words. Yet, despite the criticism, which often comes from alumni and parents, no specific censorship measures are taken, although the criticisms are called to the attention of the editor. "The University is legally the publisher of *The Maneater*, but it cannot control the editorial content of the paper," Jackson Wright, University counsel, says. "The courts have been quite clear on this point. There has never been a court test of *The Maneater*, but there are numerous cases involving other student publications."

A study on the campus press published by the American Association of State Colleges and Universities has also stressed press freedom for student publications. "A college or university is supposed to be dedicated to the concepts of freedom, and this surely should include freedom of the press. With such freedom comes, of course, irresponsibility as well as responsibility."

The Maneater is not entirely independent, however. It is governed to some extent by a Student Publication Committee, which plays much the same role as a board of directors of a private firm. The committee of faculty and students selects the editor and business manager of the paper through student petitioning. It also approves staff salaries, new equipment, and the general financial policy. "Although we are responsible for the general editorial direction of the paper, we try to stay out of the day-to-day operation as

much as possible," Dr. John Ferguson, professor of counseling and personnel services and chairman of the committee, says. "Our primary concern is that the paper remain financially solvent."

"*The Maneater* started going into debt in 1967 and suffered substantial losses of more than \$20,000," Jeff Gluck, a junior in the College of Administration and Public Affairs and *Maneater* business manager, says. "Even when we were selling the paper, advertising accounted for 85 percent of our income. But our circulation dropped and our advertisers left us." By last year, though, *The Maneater* had made a \$4,000 profit, and advertising now occupies 40 to 45 percent of the paper. Dr. Ray Lansford, professor of finance and *The Maneater* faculty financial advisor credits much of the success of the turnaround to Gluck and Hartmann.

But the problem of the four-letter words and other uses of language which are offensive to many alumni, parents and administrators may not be solved as readily. In the first place, language is constantly changing and what is considered in bad taste today is often quite acceptable tomorrow. "Student publications are constantly in violation of contemporary social standards," Fisher says. "My generation asserted its independence with off-color jokes and risque stories in the campus humor magazines. Challenging the morals of older generations just seems to be part of the growing up process." □