

Yackety Yack

Embattled for survival, striving for excellence

The Yackety Yack has been abandoned and revived, cherished for its memories and burned for its faults, but it has survived since its uncertain history began in 1880.

Carolina's yearbook, originally called The Hellenian, embarked on a tradition of innovation and thus of controversy from its creation. At the time, only four Southern colleges published annuals. The first volume was launched with chivalrous spirit which led to criticism and lack of support.

Last year, three graduate students burned their copies of the Yack in protest against what they called taxation without representation. Destroying the yearbook was said to be symbolic action showing the dissatisfaction with decision-making policies of the University.

The 1971 copy of the Yack has met with similar complaints from graduate students who feel that their place in the university is not being properly represented.

More Yacks went up in flames this year. Black

students were dissatisfied with the radical change in format which they said did not include the black members of the campus except in athletics.

A major controversy began in October of last year when Student Body President Tom Bello asked that \$25,000 be taken from the Yack budget and put into various other areas. Yack Editor Joe Mitchiner said the reallocation would virtually destroy the yearbook and began making preparations for an independent Yack. Meanwhile, the Publications Board set up public hearings concerning the possibility of putting the Yack on a subscription basis.

This phase of the funding dilemma ended abruptly when Student Government found itself unable to change the contract agreement made earlier to fund the Yack as in previous years.

Controversy raged again in December. Student Government reacted harshly to a letter sent by Mitchiner to parents of seniors asking for patron solicitations. SG claimed the letter referred to a

budget cut which never took place. Mitchiner denied it.

The very existence of the Yackety Yack came under fire that year and resulted in a major overhaul of the funding system. This year's editor, Dave Collins, will for the first time be working on a subscription basis.

In 1890 the eleven Greek Letter Fraternity chapters then existent at UNC banded together to publish The Hellenian. Its salutatory announced that "of course, like all other young editors we are proud of our achievement, and justly so, we think. We have encountered all the difficulties incident to issuing the first number of such a publication."

Their labors produced a volume consisting of 120 pages and roughly half the size of the modern annual. Fraternities naturally received the most attention, but they couldn't forget the "Whist and Chess Club," "Bicycle Club," or the "Poker Club."

Despite the cold reception given the first issue, a second issue came out in 1891 announcing that

"The Hellenian is no longer an experiment, but a permanently established publication."

For the first decade, The Hellenian had poor support, spiritually and financially. Seldom if ever did the business managers break even. However, The Tar Heel encouragingly wrote that the 1893 yearbook "promises to be the best yet."

After eight Hellenians it became evident that 125 fraternity men couldn't put out a representative publication. The annual faced its first major crisis and emerged in 1901 as the Yackety Yack, published by the fraternities and the two literary societies. The foreword promised "an effort has been made to make it representative of the whole University. Good or bad, we give it to you with the hope that it may be the beginning of a permanent University Annual."

Through the years the Yackety Yack struggled with financial troubles, but only during World War II did it suspend publication of the 1918 issue. As early in its history as 1909 the Yack received

national recognition being surpassed only by the Navy yearbook.

Constant innovation changed the format. The number of co-eds grew from three in 1903 to grace the pages in "Vanity Fair" and later "Beauties." Students and the Publication Board took over the Yack and became a vital part of creation and controversy.

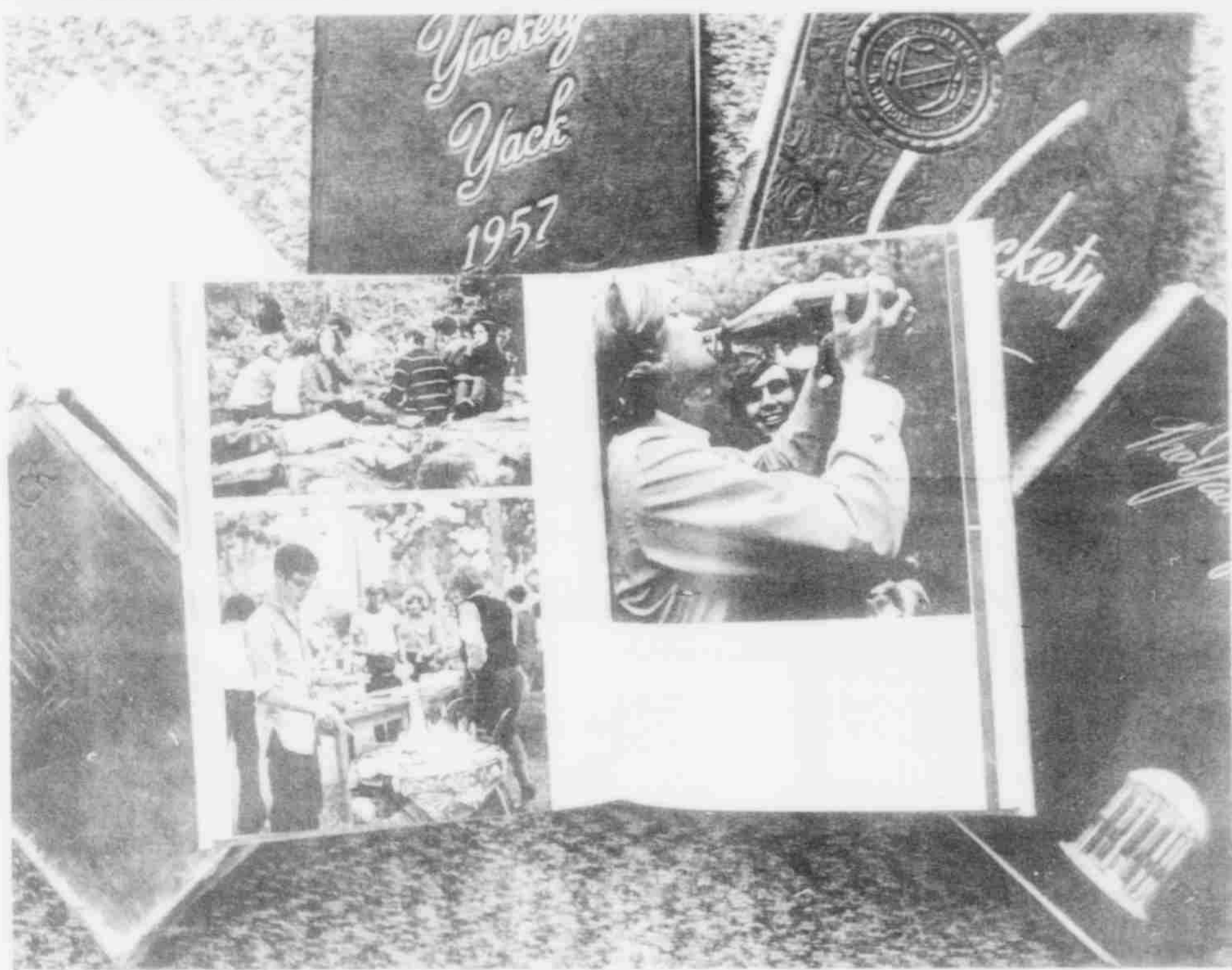
Samuel Clement Schultz, however, remains a mystery. He appears in the 1957 Yack as a senior, but is actually a figment of Duke University's practical joking. A Duke student slipped into the yearbook with a fictitious name, chucking all the way.

The Yackety Yack has a tradition of change. The editor of 1910 said it this way:

"We have done our best and we hope that the sympathetic readers of this book will appreciate our efforts where appreciation is due, and be lenient with us for any of our little oversights and shortcomings."

Insight

The Daily Tar Heel



Yearbook's creation takes year of care

A Yackety Yack's creation is far from a simple abracadabra enterprise, according to confident, amicable Dave Collins, editor of the 1972 yearbook.

It is a decidedly intricate, complicated achievement for the editor and his staff, involving both extraordinary preplanning within a precise timetable and creative consideration of problems ranging from financial support to artistic styling, from subscription drives to layout, and from photography to publishers' deadlines.

For Collins and his crew - who will initiate a subscription drive and have portraits made in November; take these and all other pictures made and index them; fix them to proper layouts; meet publishers' deadlines in March, April, and May; and check the proofs before Yack dispersal in the fall of 1972 - the job will be more involved than usual, since theirs is the first yearbook to be funded on a subscription basis.

It was the first problem Collins considered when the Publications Board appointed him as editor last semester.

"That was probably the foremost thought in my mind when I first realized that I was going to be editor. I felt that we could put the book together if we had the money, but I was really worried about the subscriptions, because there seemed to be some student apathy nationwide toward yearbooks."

Facing the problem head-on, Collins employed major members of his staff prior to the summer - Glenn Thompson, associate editor; Scott Arnold, business manager; and Tom Schnabel, head photographer - to handle the financial squeeze as well as to begin discussing the book's form, style, and content.

While the planned summer subscription drive proved ineffective, careful budgeting (\$10,000 from Student Government, income from selling space in the book, and rebate from the portrait photographers) and cautious planning revealed that if subscription drives in September of this year and early second semester could produce 5,000 subscriptions, the financial goal would be reached.

Meanwhile, Collins set aside the financial problems so that he and his staff could consider the book's artistic styling and complete the list of 39 specifications to be sent by the Publications Board to selected publishers for their bids.

Before the summer, "I planned, and it was included in the specifications, that I would have two different volumes. In the first one I plan to have a complete, free-flowing, all color photo essay. I want it to be all color because it has never been done before, and because we do have such an excellent photographer."

"And I want to cover events and scenes that I think will stand out in the minds of the students - things that they can relate to, afterwards - not giving sectionalized emphasis to any

one particular part, like no set section of pages for football or fraternities - just an intermingled photo essay that tries to catch the overall view."

For his second book, Collins has decided to make a functional, useful volume, including the individual portraits as well as all the different organizations on campus.

"I want it to be a book that a student can find out about people, about groups, clubs, organizations, honoraries, etc. - as functional as possible with a very complete index."

Thus creativity and functional reference cross-cross in the yearbook's concept, but even this straightforward statement of purpose by Collins brings complications which must be ironed out before publication next spring and summer.

Story by
Bruce Mann and Kitty Arney

Photos by Leslie Todd

For example, the photo essay has inherent problems that must be recognized.

"It's hard to relate a group of pictures together, which this photo essay intends to do. There are so many different aspects of campus life you have to include. So there has to be a line of thought that can go through all these pictures to make them meaningful."

"So we have decided on the major concepts or major areas that we think we have to cover in Volume I and we have just developed a train of thought which we feel can progress from one concept to another smoothly."

This, of course, leads to other problems and leaves a tremendous amount of responsibility to the layout editor.

"You can have good pictures," says Collins. "But if the layout doesn't really set them up so you can see them, especially dealing with color like we are. Then they'll be lost. So the layout is extremely important."

Considerations of layout, cover choice, publication - much lies ahead for Dave Collins and his staff of troubleshooters before this solid, creative conception becomes a 1972 reality.

Plans are still delicately tentative, student response is uncertain, and budgetary responsibilities weigh heavily, but despite the complicated problems, the staff's ambition is mighty.

"I want the '72 Yackety Yack to be a technically beautiful book," announces sandy-haired Dave Collins, "a work of art which captures the quintessence of UNC."

Hopefully, we waited

First, we wait in line for our Yackety Yacks. We sense the air of discovery as the crowd increases, and as we push, clutch our IDs, and slowly move forward, we yack with neighbors. What will this year's book really be like?

We reach the front, display our credentials, and grasp the mystery volume. Will our picture be good?

Finally, clear of the multitude, we take time to leaf through the work, and we form our first fleeting impression of the Yackety Yack.



Anticipation...



Acceptance...



Appraisal