

1975-1976: The Record

In the last 1974-1975 issue of THE LANCE those of us who had assumed control on the paper two and a half months earlier described the actions we had taken to stabilize the paper's chaotic financial status and to win back our all-but-lost reader audience. We made several cautious promises at that time as well about what we wanted to accomplish in the coming year.

Now that year is ending, and the subject of the last editorial of the 1975-1976 year is, once again, an account to the readers of our stewardship in our first full year of management.

When the current leadership of THE LANCE assumed direction of the paper's affairs, we set a number of goals to be accomplished by the end of the 1975-1976 year. These are the goals we set, and what we did about them:

1. TO RAISE THE LANCE'S OPERATING BUDGET ABOVE THE \$5000 MARK. Our 1974-1975 budget totalled \$3300, of which \$2280 came from the Student Association and \$920 from advertising revenues. Thanks to the vision of the outgoing Cabinet and Senate, THE LANCE's appropriation for this year was raised to \$3200, to which we were able to add \$2000 in advertising and other revenues for a total budget of approximately \$5200. This enabled us to print four more issues and fifty more pages than we did last year, thus greatly broadening our potential for coverage of events in the St. Andrews community.

2. TO SHOW A PROFIT. We were able to reduce an expected deficit of \$800 to \$148 by the end of the 1975 school year. This year we expect to show a profit of somewhere between \$100 to \$150.

3. TO PUBLISH EVERY WEEK. Skipped weeks were all too common last year. Except for the weeks following holidays (in which half the week was in the holiday and there was not enough time to get out an issue) and this coming week-in which our publication date falls the first day of exams-we have published every week this year and have been late with an issue only once. We revived the discontinued practice of publishing during Winter Term, and began the publishing year on September 4, 1975, the earliest issue in ten years.

4. TO SET UP AN EFFECTIVE STAFF RECRUITING SYSTEM. Prior to the current leadership's accession there was no organized effort to recruit staff members. Since then we have instituted a mail recruiting program. It was begun in the summer of 1975 when the names of all the freshmen due to enter St. An-

draws in the fall who had backgrounds in writing, newspaper, or yearbook work, advertising and photography were collected and listed by the Registrar's Office. Each one was contacted by letter by the editor about joining THE LANCE in the fall. A followup letter went to all who responded; these people are contacted in person during orientation. This past summer's effort generated thirty-three names, of which sixteen replied and eight joined the staff in the fall.

Because the staff has grown we are better able to distribute the work load to coincide with staff members' class schedules and work load. This has reduced attrition greatly. From a staff of six last spring we have fluctuated between twenty and thirty this year, with the current total standing at 25.

5. TO WIN BACK OUR READERS. With the extra space our extra dollars provided we were able to provide more stories on the subjects than in the past, stories in all parts of the St. Andrews community. With our expanded photographic staff and the establishment of a photographic coordinator's position to better utilize our available talent, we have been able to supplement our news and feature stories with photos and special photo sections which, combining the printed word and the visual appeal of the pictures in a carefully designed format, makes for an interesting and often beautiful product. Examples of this include the two page section on Marion Cannon in the fall, the Japanese Festival of a few weeks ago, and the Faces of St. Andrews section in this issue. Our November 9 issue, which carried a full page blow-up of the celebrated BIG PICTURE, was gone-all 1000 copies-within a few hours after publication. This January we featured reports and photos from a St. Andrews group studying in Greece.

6. TO BE AN ACTIVE INFLUENCE AT ST. ANDREWS AND THE AREA. To be content to fill the passive role of reporter of events alone is to invite stagnation and the "you read it last in THE LANCE" remarks that plagued the paper last year. We have tried to make THE LANCE maker as well as reporter of news and reestablished weekly editorials on campus topics, a feature that had languished in the previous year. When you cut through all the vilification THE LANCE has endured this spring, the personal abuse members of the staff have been unjustly subjected to in print and in verbal confrontations brought about by those who felt sides were being taken in the Smith tenure case, and demands that the editor trim and snip at his conscience to fit this year's fashions it cannot be denied that THE LANCE's coverage of the case and reproduction of as many of the pertinent

documents as we could secure-coverage that if compiled would completely fill a twelve page issue of the paper-enabled the St. Andrews community to deal with the issues raised in a far more informed and judicious manner than would have been otherwise possible. This coverage, the most extensive in the history of THE LANCE, is indicative of the current leadership's commitment to active and constructive involvement in, as well as the accurate reporting of, the vital issues of the day.

Another area of involvement in campus life by THE LANCE has been that of cooperation with other organizations in a number of areas. We are pleased to have been able to contribute a half the cost of harpist Elizabeth Roth's performance here last fall, and \$50.00 this spring to help the Black Student Union bring Arthur Hall and the Afro-American Dance Ensemble at St. Andrews two weeks ago. We have run weekly advertisements for and reviews of College Union Board films, and there have been similar notices for events sponsored by WSAP.

We established "This Week," our front page calendar, to provide a handy weekly summary of activities at St. Andrews. We established free classified advertising as a service to our readers. We have made advertising available to college organizations at half our regular rates. We have expanded coverage of events in Laurinburg and Scotland County. Members of the staff are also involved as volunteers in the production of a monthly newsletter for the Exploring Division of the Boy Scouts, running from Laurinburg to Wilmington.

We have expanded the circulation of THE LANCE in Laurinburg. We have sent it weekly to the College's Trustees, and, starting this spring, to all students approved for entry in this fall's freshman class. We are now discussing avenues of cooperation between THE LANCE and the Freshman Orientation Committee.



Dr. Douglas Hix
...to be installed

7. TO REVIVE A LAGGING SPORTS DEPARTMENT. Assistant Editor Mick Meisel, who unfortunately graduates this year, deserves all the credit for the strength of that vital department this year, for he built it himself into what it is now, the largest single department of THE LANCE in terms of personnel.

These seven goals we set for ourselves a year ago. These seven goals we have met, and hope that you, the readers, are pleased with the result.

With this issue we begin preparations for next year. Among the features you can

look forward to (assuming our funding level is not reduced) are a twenty page Fifteenth Anniversary Issue in late September full of the best of a decade and a half of St. Andrews people and events, and a story and photo report by Lin Thompson, who will be a congressional intern this summer, on Washington, D.C. and the Congress in the summer of the Bicentennial and a presidential election, not to mention a host of other surprises we aren't ready to tell you about yet. See you in the fall!!!

Letters . . .

The Annual Thanks List

To the reader:

As I did last year, I want to briefly take note of and express my thanks to a number of people who have been of special assistance to me and to THE LANCE over the 1975-76 year.

Michael Greene became Managing Editor in February after running the whole operation during my absence Winter Term, and has distinguished himself in that capacity.

Doug Mshet signed on in December as Layout Editor and was always able to find time on Wednesdays to help put the paper together.

Mick Meisel, as is noted elsewhere on this page, rebuilt the sports department this year. He is a good writer and a good friend and I am sorry to see him graduate this year.

Bill Wilmot, who was Sports Editor from 1973-1974, has been an invaluable source of advice in matters both within and without the newspaper business. Bill is almost always right and most of the times I have disagreed with him it has been to my disadvantage ("Should I run for vice-president, Bill?" "No."). Bill will be off to the University of Virginia Law School this fall and will undoubtedly distinguish himself there as he has here.

President A. P. Perkinson has put up with my frequent encroachments upon his time and patience since about five minutes after the was presented to the college community last spring. He has always

been open and honest with with me, which has made for many good news stories.

Dr. William Loftus has been THE LANCE's advisor for two years now even though a year and a half of the time mean coping with me and the gnawing annoyance that comes from the knowledge that the desk in my office is bigger than the desk in his. He has been a constant help and source of advice to me, particularly in the more difficult times this year has brought along.

Nanci Boggs singlehandedly handled our mail circulation which, when we started sending THE LANCE to the admitted freshmen as well as our own list, jumped to about 300 copies a week.

Rowe Campbell, my roommate, kept THE LANCE's books in order and kept me from spending us into a sea of red ink with my fondness for expensive eight and twelve page issues.

Tom Sweeney, Mary Jo McCall and Gloria Stanley of the News Bureau have helped out in more ways than I can recount here.

The staff of The Laurinburg Exchange put up with all manner of outrageous demands that arose from screw-ups on our part.

That's all.
Sincerely,
L. T. Thompson
Editor, THE LANCE

SA Invited To Former Prof's Installation

To The St. Andrews Student Association:

The Session, the congregation and Pastor-Elect, Douglas Wiley Hix, of Laurinburg Presbyterian Church, cordially invite you to unite with them in the Ser-

vice of Installation on Sunday, May 16, 1976 at eight in the evening.

If you are unable to join us in the service, we ask your presence in prayer.

Reception immediately following in the Fellowship Hall.