

Campus Echo Rated 'All-American' Newspaper For First Semester Of 1963-64 College Year

Associated Collegiate Press

ALL-AMERICAN NEWSPAPER CRITICAL SERVICE



The Campus Echo

In recognition of its merit is awarded

All-American Honor Rating

in the Seventieth National Newspaper Critical Service of the Associated Collegiate Press at the University of Minnesota, School of Journalism, this Twentieth day of April, 1964.

Approved by

Director

-Dr. Massie's Approves Two Demands-

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by Wednesday, April 22, 1964 by 10:00 A.M."

The Congress stated further, "if some satisfactory action has not been taken to redress these grievances by the stipulated time, we shall be forced to take direct action necessary to the alleviation of these grievances."

Student Government President James Ferguson and SG Vice-President Fulton Hayes signed the petition.

In a letter to Ferguson and Hayes, President Samuel P. Massie presented background information on the cafeteria's relationship with the state and the students, then said:

"It is apparent from the foregoing discussion that the issuance of voucher tickets is not

practical at this time and this request cannot therefore, be granted.

"The institution, as all organizations do, needs a place for faculty, guests, etc. When the newer facility is available, the students will have no seating problem. In the meanwhile, the Cafeteria Director comments 'that only on rare occasions do we have a problem seating undergraduates. When this occurs, all facilities are open to them.' Therefore, at this time, the present arrangement remains.

"The request for the extension of the breakfast hour from 6:30-8:30 A.M. is granted with the following stipulation:

"The hot breakfast is served from 6:30-7:30 A.M. and the students enter through the door facing the bowl. For students who want to sleep late, or who do not have an 8 o'clock class, a breakfast consisting of pastries and coffee, or milk will be available from 7:30-8:30 A.M. These students will enter the door facing the President's home. It is not practical to have hot food for the entire time with our present facilities and be

ready for an early lunch.

"The request for extension of the lunch hour is granted for the 11:00 A.M. beginning. (April 27, 1964). However, at this time it does not appear necessary for the 1:30 P.M. closing as most students are through by 1:00 P.M. Hence, the luncheon hour is now from 11:00 A.M. to 1:15 P.M.

"It is not practical to change the evening meal which now goes from 4:30-6:15 P.M. However, students will be permitted to smoke during this meal. It is not practical to grant smoking permission for the first two meals at this time."

The Congress accepted Dr. Massie's grants unanimously.

-Math-Science Day-

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has the ability to change the pattern of things, even life itself.

"We need more people who can do research and development," he continued. "The scientist traditionally worked alone, unknown by the society about him. This has changed. Beginning about the turn of the century, industry and government began to use the knowledge and formulations of scientists in the promotion of mechanical and engineering enterprises. This has increased from decade to decade."

In commenting on the requirements for national growth and progress, he said, "The key is manpower—qualified trained people. There is no substitute for training. The future of any country," he stated, "will depend upon the degree to which research and scientific development can be carried on."

Dr. C. Elwood Boulware, professor of mathematics at NCC, presided at the event.

The CAMPUS ECHO has been awarded an "All-American Honor Rating" in recognition of its outstanding work as a bi-weekly newspaper during the first semester of 1963-64 by the Associated Collegiate Press All-American Newspaper Critical Service.

This marks the first time in seven years that the ECHO has won the highest award given by the ACP. Overall, the ECHO has copped the award four times; the others coming in 1955-56-57. In other years the ECHO has won "First Class Honor Ratings" except for last year when the newspaper dropped to "Second Class."

The bi-weekly or twice monthly Echo received the minimum 34,000 points to be classed "All-American", and was considered, "Outstanding" in almost every respect," by judge R.E. Kobak.

The judge said further that the Echo was, "A sound, workmanlike job by an extremely capable talented staff." He finally urged the staff to, "Keep up the good work."

ACP Critical Service judges are professional newspaper men and women and persons with extensive backgrounds in publications work. Every one is a college graduate, with the majority holding degrees from schools of journalism.

According to the guidebook or scorebook-manual sent to the Echo, this paper was analyzed and rated in its own classification. It was judged in comparison with those product by other colleges of approximately simi-

-Seek Aid-

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nurses, artists, and legal advisers to work on a wide range of programs, including freedom schools, community centers, voter registration, and research projects.

The NCC members are asking individuals as well as institutions for contributions in any amount. According to their release:

\$5 will supply school materials for one day-student for the entire summer.

\$25 will pay the utility bills for one Freedom School for the summer.

\$50 will buy office material for one voter registration field office.

\$100 will buy materials for home nursing and baby care class for one community Center.

\$125 will buy one tape recorder for a Freedom School.

\$400 will provide scholarship money for one Southern Negro college student, enabling him to return to school after working in Mississippi for the summer.

\$2000 will rent and remodel a building for one Community Center.

\$3000 will buy one used bus for transporting vote workers and registrants.

Individuals, groups and institutions wishing to contribute financially or become an applicant are asked to write:

NCC-SNCC
Box 596
North Carolina College at Durham
Durham, North Carolina

The group also plans to raise funds by selling SNCC buttons, Freedom Songbooks and "We Shall Overcome" albums; and by holding freedom rallies and giving benefits.

The Mississippi Project will start in early June and last for ten weeks.

lar enrollment, by similar method of publication, and with the same frequency of issue per semester.

The rating the Echo received is intended to show how it compares with other papers in its own classification throughout the nation.

ACP has certain basic standards for coverage, writing and physical properties which must be met to earn honors.

The Echo received 710 points for coverage. The breakdown was:

160, very good, for news sources; 200, excellent, for balance; 180, between very good and excellent, for treatment of copy; and 170, between very good and excellent, for creativeness. This paper receive 1,340 points for content. The breakdown: 200, excellent, for news stories. Judge Kobak commented, "Outstanding work!"

150, excellent, for style; 170, between very good and excellent, for leads; 120, very good, for features; 140, between very good and excellent, for copyreading; 180, between very good and excellent, for editorials; 110, between good and very good, for editorial page features; 120, very good, for sports coverage; and 150, excellent, for sports writing.

In physical properties, the Echo received 1,350 points; 200, excellent, for front page make-up. "Dec. 6 — Excellent in every respect," said judge Kobak.

100, excellent, for nameplate, running head, and masthead; 150, excellent, for editorial page make-up; 150, excellent, for sports display; 150, excellent, for inside news pages; 180, between very good and excellent, for headlines; 150, excellent, for headline schedule; 80, very good, for typography; 90, between very good and excellent, for printing; and 100, excellent, for pictures and captions.

The 3,400 points were enough to win the "All-American Rating" for the Echo. This rating represents a "Superior" rating and is reserved for the top publications.

First Class honor rating is comparable to "Excellent", and First Class publications may be justly proud of their achievement.

Second Class honor rating is given the majority of entries in the ACV Critical Service, which have been judged a "Good" to "Very Good" and indicates that those newspapers are doing a good job in a workmanlike manner.

Third Class honor rating represents "Fair" to "Good" publications, with some major weaknesses evident. No honor rating is given to Fourth Class publications.

-Letter-

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can be obtained by a college or university publication.

There had been some criticism of the newspaper staff by many students because of (1) lateness in circulation of the paper (2) out-spoken attitude of editor and (3) lack of cooperation between "Echo staff and student organizations."

On the other hand, the staff contends that the student body is apathetic, and unaware of the many problems that beset the publication of The Campus Echo. The Echo staff has been unable to meet the bi-monthly deadline because few students volunteer their services as copy a readers, typists and reporters. As a result, most of the work done during the first semester was done by the editor and the advisor. With all of these things considered, one wonders how the "All-American" was obtained." The answer apparently lies in the abilities of the editor and advisor.

Though the papers were late last semester and few students participated in publishing the paper, the fact remains that the "Campus Echo" for the first semester was the best we've had in six years.

Charles T. McNeil
Graduate Student

-Win Awards-

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hibit at the UNC College Union and will remain there until May 4. From May 6-27 the exhibition will be at the Downtown Gallery in Durham.

Other NCC art majors who had work accepted for the exhibition are Leola Young, Greensboro, a conte crayon drawing; James Newton, Millville, N. J., two ink drawings; John Mitchell, Smithfield, one piece of sculpture; and David Williams, Philadelphia, Pa., one ink drawing.

Instructors in sculpture and drawing at NCC are Edward Wilson, chairman of the Department of Art, and John Gordon, instructor of art.

The annual competition, which is open to all art students in colleges and universities in North Carolina, was judged by Mrs. Adelyn Breeskin, director of the Washington Gallery of Modern Art, Washington, D. C.