

President Young reflects on *The Pendulum*



President Fred Young in 1975

Photo Courtesy of Phi Psi Cli

by Mary Kelli Bridges

Since 1974, *The Pendulum* has had a "seriousness" and "wholesomeness" in its purpose, the col-

lege president said.

Elon College President Fred Young had been at the college for two years when the first adviser,

Mary Ellen Priestley approached him with an "industrious" plan.

The college had 2,175 students and offered 26 majors, compared to about 3,400 students and 41 majors in 1994. What the college didn't have was a newspaper.

There was a "history of a good college newspaper" called the *Maroon & Gold*, Young said. However, when the newspaper folded the few attempts at forming another newspaper failed.

Priestley told Young about her plan for a communications department, a media board and a newspaper. Though all Priestley's visions weren't immediately implemented, *The Pendulum* was first published Oct. 14, 1974.

"The Student Government (Association) and I both saw the importance of the newspaper being independent," Young said. So the Media Board was established to insure responsibility and protect the freedom of the press, Young said.

Young said though none of the issues of 1974 stand out in his mind,

Priestley's hard work couldn't be forgotten.

Young said he remembered *The Pendulum* staff trying to get another piece of equipment and Priestley, their adviser, "would work and work and work."

Over the years, *The Pendulum* has become more professional with the addition of the communication department, Young said.

"*The Pendulum* is my primary source of news," Young said.

The Pendulum was at one time influenced heavily by the SGA and was the "voice piece of the student government," but times have changed, Young said.

The Pendulum is "more independent and much more aggressive in seeking the news and reporting," Young said.

From the start, the staff of *The Pendulum* has always been objective and "student reporters behave like professional reporters who just want the news," Young said.

A look at technology

by Rob Mancuso

You can never have enough technology. That one statement can pretty much sum up the dilemma *The Pendulum* has faced for the last 20 years.

When the paper was started all the staff used was one typewriter and one art table, and that wasn't enough. Twenty years later we have seven Macintoshes and two laser printers and that still isn't enough.

With technology constantly changing and when a purchase becomes outdated within two months after buying it, it's almost impossible to keep up with anything "state-of-the-art."

For example, this year we started scanning in our photographs so we can place, size, and crop all of them right in our desktop publishing software. We thought that was as "state-of-the-art" as you can get. But, now technology allows you to scan a picture in from a negative, which cuts darkroom in half.

The days of cutting and pasting are gone thanks to desktop publishing software like PageMaker. Before computer pagination, we would print the story, wax it, and place it on the page. The computers were used primarily as entry terminals for stories.

Now, after moving all of the sections over to PageMaker, the computers are constantly tied up. We have four section editors fighting for only two computers that are capable of running the desktop publishing software.

After realizing that typewriters weren't working, Mary Ellen Priestley approached the school and asked for \$500 to purchase a Compugraphic photo-typesetter. The school thought \$500 was an outrageous price and declined the request. Some things never change. We now purchase \$1,500 Macintosh computers and the school thinks the price is outrageous.

Back in '74

Comm. Board Names Editors, FM Manager

by Ray Mason

The Board of Student Communications has named three students to top managerial positions. New co-editors of the college newspaper are Patsy Lynch and Debbie Cochran. Bob Hurst, Jr. is to be manager of the proposed campus radio station.

The new radio station will be a non-commercial educational FM station with a five to seven-mile radius depending on terrain and the height of the antenna. The station tentatively will be located in the Harper Center with a ten-watt transmitter.

Hurst stated that the purpose of the station is to inform, entertain and promote educational programs geared to Elon College but of interest to the community. The major objective of the station is to help

break the communication barrier on campus. The staff is composed of approximately fifty-five people, consisting of a station manager, directors of news, music and programming, and disc jockeys.

The Student Government Association funded station is governed by the Federal Communications Commission. Due to the paperwork involved in establishing a radio station, WELN does not plan to operate until the spring semester when final approval comes from Washington.

Hurst said that the station will operate from noon to midnight with straight music. There will be public service announcements, interviews and news of interest to the students. WELN will be located between 88.1 and 92.1 on the FM dial.



Photo Courtesy of Archives
Communications professor Gerald Gibson sitting in on WELN.

-Priestley-

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Priestley said that even though she helped the staff with the production of the paper, she didn't act as a censor.

"I saw all copy," she said. "It was all right with me to argue against faculty. I wanted them to learn that it was a newspaper, not a press release organ."

The small staff started in a room in Long Student Center with one typewriter, one art table, a T-square and a place to keep typing paper, Priestley said.

"I wanted to get a computer for the staff," she said. "It was a Compugraphic for about \$500, but the college wouldn't allow it. It was too much money. The school thought I was asking for too much."

Not only did a newspaper come from the ideas of Cochran, Lynch and Priestley, but the basis of the communications department was started that year.

"(The college) came to me and said make a class out of it (*The Pendulum*), Priestley said. "We started with two classes: one did news and the other was a 'grab bag'

with features and editorials."

"I taught English, that's what I was hired to do, but it was very exciting to work with students and see such an interest and development in journalism," Priestley said.

"I enjoyed it very much," she said. "Sometimes the students were there (at the newspaper office) til midnight working and I told them that was part of the fun of it. They got involved and didn't stop until it was done."

It's good to know, some things never change.

1974 - 1994

- ✓ Fred Young: president—president
- ✓ Gerald Francis: assistant professor of mathematics—provost.
- ✓ Jo. W. Williams: associate professor of education—vice president of development.
- ✓ George Troxler: associate professor of history—director of cultural events, professor of history.
- ✓ Alan White: associate professor of physical education—athletic director.
- ✓ Jerry Tolley: assistant professor of physical education, tennis coach, special assistant dean of students—mayor of the Town of Elon College.