

Editor Tells Success Story

By JOHN H. JENNRICH
DTH Staffwriter

"We newspaper men are no longer writing for an audience with the intellectual level of a 12-year-old."

Mark Ethridge, editor of Newsday and one of the nation's top newspapermen, said Friday night in a speech in Howell Hall that he is concerned with writing for a society "in the midst of a sociological revolution."

Newsday, which is published at Garden City, Long Island, N. Y., is the fourth largest daily in the New York area.

The tabloid has the eighth largest circulation of all evening newspapers published in the United States.

Despite its size, Newsday is primarily a local newspaper for the 2.4 million people of Nassau and Suffolk counties of Long Island.

Ethridge has 202 men in the city room alone. It's a "young, vigorous, fighting" staff which has won 25 major awards, including the Pulitzer Prize, since the newspaper started in 1940.

Ethridge said there are four secrets to successfully editing a suburban paper. "First, find out who the people are and what they're interested in. Second, cater to their interests with high-class features," he said.

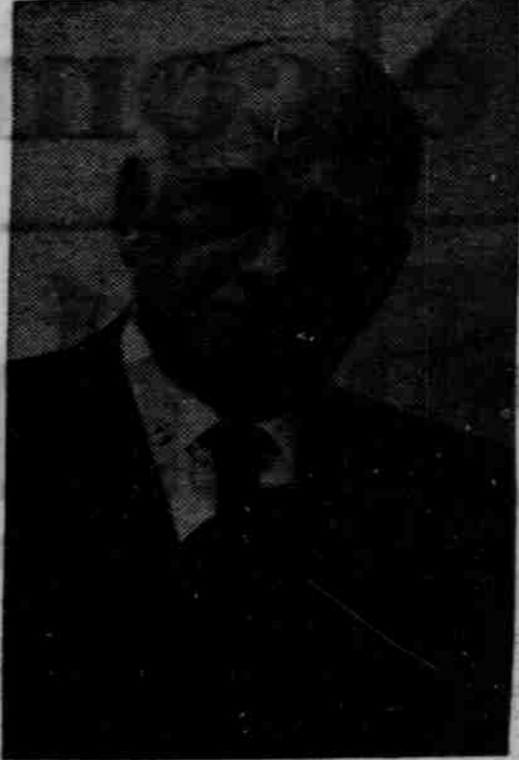
"Third, and most important, give them news content. And fourth, get the best staff you possibly can."

Ethridge has found that his readership is composed of young couples fleeing the high-rise apartments of Brooklyn and Queens. The average age of the head of the household is 39. They are purse-conscious people who want better schools for their children.

He said women prefer, in this order—columns on health, food, a column entitled "Why Grow Old?" and "The Ann Landers type column." He said the last choice "surprises and shocks me."

Men and women have the same top three sports favorites—swimming, bowling and fishing, he said.

Ethridge said he had trouble getting a good conservative columnist. Buckley and Lawrence were "tied up elsewhere," so he hired James Jackson Kilpatrick of Richmond, Va. Ethridge said Kilpatrick, who is now syndicat-



MARK ETHRIDGE
—Photo by Ernest Robl

ed in 64 papers, is the "best writer of all the conservatives."

He said he is currently looking for a liberal columnist because "most of the liberals are tired."

Ethridge, who has had 55 years of newspaper experience, plans to retire "for the third time" in September. He and his wife will live in Chapel Hill.

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91 Orientation Women Named

Chairman of the Women's Orientation Council, Kathy Cauble, announced this week that the following 91 women had been chosen as orientation counselors for the fall semester:

Tay Ashford, Bobbie Jean Baily, Mary Elizabeth Barker, Nancy Barret, Susan Becton, Terrell Boyl and Maria Brownett.

Also Sandra Burden, Susanne Burwell, Kathy Cannon, Toni Cline, Jean Cooley, Buff Cox, Ernestine Craig and Dinah Daniel.

Also, Bonnie Davis, Mariam Dorsey, Jan Dulin, Margaret Eason, Margaret Ann Edmundson, July Fleming, Chris Garden and Amelia Gibson.

Also Ann Guyer, Valerie Gwynne, Keitha Hampton, Betsy Harnden, Judy Howerton, Ann Jamieson, Julia Jordan and Lorraine Hatcher.

Also Mary Susan Kirk, Scottie Liipfert, Robin Link, Susan Lollar, Jean Marshall, Nancy Mayer, Nancy McCracken and Susan McEnally.

Also Charlotte Milstead, Frances Mock, Susan Moore,

Betsy Ross Morris, Nancy Jean Morris, Barrie Muilenburg, Carol Myers and Janice Newton.

Also Liz Niewenhuis, Betty O'Bryan, Sue Oldam, Betty Pat Parson, Shirley Patterson, Carol Payne, Janet Price and Jean Reinhardt.

Also Connie Roberts, Pat Robertson, Patrice Rumley, Marian Ruth, Shirley Ryland, Carole Sandlin, Pamela Anne Scott and Winborne Shaffer.

Also Susan Singleton, Carole Southerland, Mary Stallings, Gail Stevenson, Mary Rebecca Story, Jan Stout, Tammy Tasker and Bet Taylor.

Also Ginger Tucker, Honey Volkwein, Libby Waite, Mariane Wall, Susie Warren, Martha Weeks, Jean Winborne and Linda Wyatt.

Women counselors for foreign students will be:

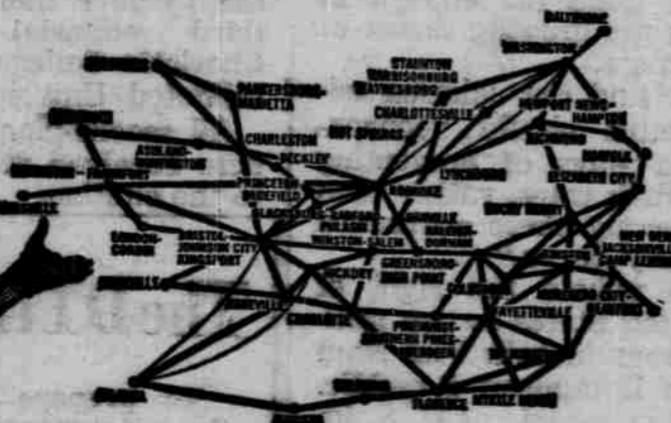
Mary Elizabeth MacKesson, Louisa Wilson, Judith Lackey, Betty Hudgins, Sylvia Wall, Joan Woodworth, Dasha Morgan and Martha Temple.

Also Sarah Lee Overton, Jane Russel and Eva Lee Blain.

SPECIAL LEGISLATIVE SESSION IS CALLED

A special session of Student Legislature has been called for 7:30 p.m. Tuesday, fourth floor, New East.

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