

Chapter 6

Writing and Editing Copy

ONE OF THE most frequently neglected phases of yearbook production is writing effective, interesting copy. Adequate copy, well-written and carefully edited, is an essential element in the school annual. Though yearbook authorities do not all agree on the quantity of copy necessary, they generally agree that the yearbook which fails in its treatment of copy does not successfully fulfill its obligations to the reader.

Adequate Copy Helps To Tell the Story

Adequate copy in the yearbook is a relative term. At one extreme are the advocates of much copy including essays, short stories, poems and other literary efforts. At the other extreme are those who say "let the pictures tell the story with a little copy here and there to fill in the holes."

As is generally the case in most controversies, the truth can be found midway between the extremes. An examination of yearbooks with All-American ratings shows liberal use of both copy and illustrations. Pictures alone cannot tell the complete story. Photos fail to answer the reader's questions about who participated, when and where the event took place and the interesting sidelights that appeared. Similarly, copy alone does not tell the story as vividly and effectively as a combination of pictures and type.

Several years ago when interest in picture magazines and the candid camera zoomed to an all-time high, some yearbook editors experimented with having practically no copy.

However, they discovered that by eliminating copy from the annual they also eliminated much of its effectiveness. Through the use of photographs alone they were able to present only a sample of the activities of the school year.

Once the editor realizes the importance of effectively handling copy in the yearbook, he must consider the different types of copy which appear on the page and determine a style for each. Before any copy is written, the editor should develop a style sheet for uniformity in capitalization, punctuation and usage. An example of the style sheet is shown in the appendix of this book.

Five Different Types of Copy

What are the different types of copy which usually go into the school annual? In general, copy means all forms of written material that are used in building the book. Actually, copy may be broken down into five categories including (1) Body copy (2) Headlines (3) Cutlines (4) Identifications (5) Breakers or subheads. Each of these forms has a separate function and a definite job to perform in building the annual.

Body copy may be defined as the actual text of the book. It is the copy spread throughout the book recording the events of the school year which could not be recorded by the camera. It is the story of school organizations, the sports activities and other events which take place during the year.

Styles of body copy vary with different yearbooks, but in all cases the basic rules of good writing apply. Body copy therefore ought to be interesting and informative. It should be lively and colorful and contain specific details and good organization of facts. The copy is a success if a disinterested observer can pick up the annual, look at the pictures, read the copy and receive a clear picture of all the school's activities.

Headlines also occupy a position of importance. Their value in giving the yearbook personality and individuality cannot be over-emphasized. The primary function of the headline is to attract the reader and motivate him to read the body copy and look at the pictures. The yearbook page can be compared to a store with the headline serving as the show window advertising the contents of the page. Secondary functions of the headings are to complete the page layout and aid in making the book more attractive.

Cutlines, which are the lines of copy appearing above, below or alongside pictures and illustrations, serve a dual purpose. They interpret the action in a photograph, and often they name persons whose identities would be otherwise lost. In too many cases, yearbook editors neglect the writing of lively informative cutlines. A trite, meaningless caption or cutline all too easily can spoil the effectiveness of an excellent illustration.

Identifications of group photographs and panels are an essential part of the yearbook. Their function is simple—to identify accurately and completely every person appearing in the pictures. Their importance is greater than many editors realize. The yearbook may be of All-American quality to most readers, but to the person whose name is omitted or spelled incorrectly in the picture identification, the book is a failure.

Breakers or subheads are perhaps the least important form of copy appearing in the yearbook. However, they serve a valuable purpose in breaking up the gray effect produced by large blocks of body copy. Inserted here and there, they add to the attractiveness of the page makeup, make the copy look more interesting and contribute to easier reading.

Planning and Writing Effective Copy

Good yearbook copy cannot be written and utilized effectively unless plans are carefully made in advance. Before a single line of copy for the book is completed, the editor should decide upon a style, determine the amount and kinds of copy needed and select the staff members who can best do the job. Layouts and page plans ought to be complete before any copy is written. Type sizes and styles must also be selected so copywriters can determine the number of lines needed to fill the allotted space.

To avoid misunderstandings among the staff and to prevent the preparation of copy not consistent with the style adopted for the yearbook, it is a good plan to have one page of the yearbook made up and proofed early before much copy is written. Figure 6.1 is an example of a sample page which shows the styles and sizes of type selected for headlines, body copy, identifications, cutlines and subheads. A proof of the sample page should be given to each copy writer. He can use the sample as a guide for typing his copy as nearly like the approved style as possible.

For example, a staff member writing identifications would look at Figure 6.1 and notice:

1. The organization's name is set in bold-faced capital letters. The boldface would be marked on the copy in pencil by the printer or the editor.
2. This is followed by a dash and "TOP ROW" (not "last row" or "back row") set in regular capital letters, with a colon separating the row number and the names.
3. Both the first and last names are used, and a period is placed at the end of each row.

The typed copy would look like this:

1954 OUTDOOR TRACK SQUAD--TOP ROW:
Coach Ward Haylett, Charles Zicke-
foose, Roderick Clarahan, Marvin
Chiles, Thomas Wesselowski, Donald
Hart, Dale Gigstad, Darl Michel,
asst. coach Bernard (Bus) Mertes and
freshman coach Gerald Shadwick.
SECOND ROW: Allen Muecke, Jerry
Sartorius, Jack Railsback, Mike
Cornett, Martin Tibbetts, Paul



1954 OUTDOOR TRACK SQUAD — TOP ROW: Coach Ward Haylett, Charles Zickefoose, Roderick Clarahan, Marvin Chiles, Thomas Wesselowski, Donald Hart, Dale Gigstad, Darl Michel, asst. coach Bernard (Bus) Mertes and freshman coach Gerald Shadwick. SECOND ROW: Allen Muecke, Jerry Sartorius, Jack Railsback, Mike Cornett, Martin Tibbetts, Paul Miller Jr. and Gene Youngstedt. BOTTOM ROW: Jerry Mershon, Dane Bruster, Raymond Russell, Jerry Rowe, Glen Taplin, Chester Wasson, Donald Roberts and James Loomis.

Trackmen Fifth in Conference

★ With a young squad and the loss of a great star and point-getter, Thane Baker, track coach Ward Haylett might well have expected to have a "rebuilding year" in the 1954 outdoor track season.

Despite the inexperience of the track squad and the loss of Baker, Haylett improved his record of the previous year. Finishing fifth in the Big Seven conference meet, the track team chalked up one more victory in dual competition than it attained during the 1953 season, winning two and losing two.

The most satisfying meet of the year was the Iowa State dual at Ames. That meet marked the first outdoor win of the season for the Wildcats and also kept a winning record of 26 years standing unbroken.

Varsity records broken

Two Wildcat varsity records were broken in the Iowa State meet by Cat trackmen. This feat kept intact Haylett's record of having a new varsity

record established every season at K-State.

Junior sprinter Jerry Mershon, who ran in the shadow of Thane Baker, showed signs of filling his shoes during the 1954 season.

Mershon set one new meet record in his first dual competition of the season against Missouri as he ran the 220-yard dash in 21.0 seconds to break the meet record. During the meet, he also tied Baker's mark of 9.8 seconds in the 100-yard dash.

Cats place third

For the first outdoor competition of the 1954 season, Haylett split his forces sending part of the squad to the Colorado Indoor Invitational at Boulder and the rest of the members to the Oklahoma A & M Relays.

Haylett later called it a good week end because the Wildcat thinclads placed third in the Oklahoma A & M meet and several trackmen won individual honors at the Colorado Invitational.

1954 DUAL MEETS

K-STATE	OPPONENT
58	Missouri 78
53	Kansas 78
66 $\frac{2}{3}$	Iowa State 64 $\frac{1}{3}$
70	Nebraska 61

Coach Ward Haylett, in his 27th year on K-State's staff, is world-famed as assistant coach of the 1948 U.S. Olympic team, and head coach of the U.S. teams touring Europe, Japan and the Pan-American games.



FIGURE 6.1. The sample page should show an example of each kind of copy that is to appear in the book. This page shows the style to be used in identifications and cutlines. It also indicates that headlines are to be centered and subheads are set flush left. Each copy writer should be given a sample page before he starts writing copy, so he will know exactly how to type his copy.

Miller Jr. and Gene Youngstedt.
 BOTTOM ROW: Jerry Mershon, Dane
 Bruster, Raymond Russell, Jerry
 Rowe, Glen Taplin, Chester Wasson,
 Donald Roberts and James Loomis.

The same care can be used in typing the body copy, cutlines, headlines and subheads. Some printers specializing in yearbooks have sample pages showing all the styles and type faces available in their shops for headlines, cutlines, body copy, etc. This is particularly necessary if the book is to be set on a vari-type machine which limits the type faces and sizes available. However, if an actual page from the annual is not set and proofed in advance of copy typing, a clear and definite understanding must be had by the staff and the printer if copy is to be properly prepared.

The printer and the editor must have copies of the sample page so the editor can edit all copy to conform to the adopted style and the superintendent of the composing room can give proper instructions to the men who set the type and make up the pages. Using sample pages will save time and money, eliminate misunderstandings and insure a uniform style in the finished book.

Giving the Yearbook a Personality

The editor should strive to give the yearbook a personality or originality all its own. Production of good copy through careful planning is one of the most effective methods of giving a book the desired individuality. Ideas are among the most precious ingredients of a yearbook. The editor cannot be expected to develop an entire set of ideas for the book alone; he must rely on other members of the staff to aid him.

While originality must come primarily from the ideas of the staff members, there are a number of sources which may lead to the birth of a new idea for the yearbook. Staff members, particularly the editor, can study other yearbooks, magazines, promotion pieces, books and other printed materials. These sources should be studied, not with the plan of copying someone else's idea, but with the objective of finding a lead from which a new and original idea may be built.

Give Detailed Instructions to Copy Writers

It is a wise move for the yearbook editor to meet with his staff writers at the earliest opportunity. He can explain the general theme, style and plan of the book to the entire group of copy writers, then discuss the various sections of the book in detail with the individual writers who will produce the copy for them.

In explaining the job he expects a copy writer to do, the editor must not leave out even the most insignificant details. If the writer has a full understanding of what is expected, he is much more likely to do a careful job of writing to fit the specifications. If the responsibilities and limitations of his work have not been explained, it may be difficult for him to visualize how and where his contribution will fit into the giant puzzle of yearbook production. The editor may deliver an inspiring general speech on the responsibilities of the copy writer, but if he leaves out the mechanical details of writing the copy, his effort has been wasted. The amount of copy needed, facts desired, sources of information and methods of typing and spacing are all important considerations. Unless the writer understands the mechanical specifications of his job, he may become lost in a tangle of mistakes.

Writers should start getting their assignments to the editorial desk as early as possible in the production schedule. Such a procedure allows time for careful editorial handling of all copy and provides an opportunity to have material rewritten if necessary. Copy that is handed to the editor early can be meticulously checked for accuracy of facts and figures. Accuracy in the annual needs strong emphasis. The fact that the yearbook is meant to be a lasting record of the school year makes accuracy doubly important. Facts in copy should be checked with the best authorities, then double-checked. People enjoy seeing their names in print, but they dislike errors in their personal titles, schools, classes, etc.

It is a wise move for the editor to lay a foundation of staff loyalty by beginning at the very first to give credit for work well done. Recognition of good work through by-lines or just a pat on the back and a complimentary

remark will go a long way in maintaining the enthusiasm of the staff members.

In general, body copy for the yearbook can be placed under four headings. These include organizations and activities, administration, sports and the senior or album section. Underclassmen are sometimes included in the album section. Each of these divisions deserves special copy treatment.

Copy for Organizations

What might be included in the story of an organization? First, the copy should record the year's activities, accomplishments and perhaps the purpose of the organization. Names of officers, advisers and outstanding members also should be included when possible. The copy should be long enough to present the necessary information but short enough to hold the reader's interest. Colorful, descriptive statements are desirable, but they should keep in character with the general tone of the book.

An important part of writing copy is knowing where to get the correct information. In the case of an organization, the writer should contact the adviser, the president or some of the leading members. Similar sources are available for all types of yearbook copy. Be careful to select the best source for accuracy.

Suppose, for example, the editor of the organizations and activities section of a high school annual wants to write copy for the high school band. Where does he begin?

First he should think through the problem and determine what he expects to do; then he is ready to contact the director of the band. From the director he can get such information as when and where the band performed, what contests it won, who the officers were, who the soloists were and any other material he thinks interesting. From this the writer must sort important facts and assemble an effective piece of copy such as:

Wearing flashy new scarlet and gold uniforms, the 48-member Southwest High Marching Band gave top performances at each of the home football games this year. Marching maneuvers and novelty pieces also were presented at Halltown and Circleville in co-operation with the high school bands there.

A special pep band provided music for the home basketball games. Precision formations on the basket-

ball court during half-times drew praise from the crowds.

Directed by Otto Bergman, the Southwest band presented the fifth annual concert April 20. Regular meetings were held throughout the year. Officers for the 1955-56 band were Phil Benning, president; Alfred Hanson, secretary; Joe Kent, treasurer; Henry Hall, student conductor; and Ralph Alton, drum major.

The write-up of the Student Council, published in the 1955 *Highlander*, Highland Park High School, Topeka, Kansas, gives a good picture of the year's activities:

"Through these portals pass the students of today and the teachers of tomorrow." This is the motto that members of the Student Council chose as the motto of the school. The council also established a committee to welcome all new students and guests to the school. Other activities of this elected body were to arrange for assemblies, sponsor school elections, some varsities, the Blue and Silver Formal and to set up the yearly calendar.

Membership of the council consists of nine Executive Board members and representatives from each homeroom, elected each fall. The purpose of the organization is to further the best interests of school activities, to promote good citizenship, to advise the administration as to the wishes of the student body, to better relations between students and faculty and to charter new clubs.

Mrs. Pauline Matoush is sponsor and Bob Pulford is president.

It often is difficult to find something interesting to write about general and departmental clubs, but the 1955 *Coloradan*, University of Colorado, Boulder, Colo., demonstrates it can be done:

The American Society of Civil Engineers represents most of the "transit toters" and "drawing board strugglers" seen around campus. Once every two weeks these aspiring civil engineers meet to compare notes and to hear outstanding speakers from the field of civil engineering. The organization, which prides itself on having over 100 members, is devoted to broadening the students' knowledge of the civil engineering profession.

The activities of the ASCE have included many memorable events, such as preparing the skit for the Engineers' Smoker and the planning of their annual picnic. Also among the fall events was a field trip to Reservoir No. 22. ASCE took first place for its display entitled "Engineering Through the Ages" in the departmental display competition during Engineers' Day.

At a dinner the 1954 Ketchum award for the outstanding senior student in civil engineering was given to William Petry and Edward Stevenson, who tied for the honor.

Mr. Leo Novak was the sponsor of this group of future bridge-builders, and Tom Hirtle was the hustling president.

Writing Copy About the Administration

Copy for the administration section depends on accurate facts. Information needed to write about a new building, or the number of students in each class or personal information about a faculty member can be obtained from the proper administrator. Facts used in the copy can be checked with the same source after it is written.

Although the administration section should contain numbers, dates and other factual information, the copy still can be interesting. With a little thought, such facts can be skillfully woven into the copy. Note the following examples.

Students at Central High returned to classes this year with more eagerness than usual. The new million-dollar building took some of the pain out of leaving behind a summer of relaxation, swimming and tennis. Sprightly colors decorated each room, and 925 new desks, each with a tilting top and a comfortable backrest, made it easier to listen to teachers.

There was something new for everyone. The Vocational Agriculture boys had a completely new shop, fully equipped with new tools. The Home Ec girls found new electric stoves, refrigerators and all-metal cabinets. A sound-proof room kept the clatter out of the hallways near the typing class, and science classes found a larger and better laboratory. Best of all, perhaps, was the auditorium, which made it possible for the entire school to attend an assembly together.

Even while classes got underway, workmen added the finishing touches to the new gymnasium on the west side of the building, and by the time Central played its first basketball game, 3,500 fans had seats for the game, the largest crowd at a round-ball game in the school's history.

Here is the story about a new building from the 1955 *Ibis*, University of Miami, Coral Gables, Florida:

A living monument to the University of Miami's first president, the million dollar Ashe Memorial Administration Building was occupied for the first time last fall.

Named in honor of the late Dr. Bowman Foster Ashe, who died in 1952, the seven-story structure contains 107 offices for 236 faculty members. Conference rooms are also located on each floor.

Now under construction is a two-story wing which eventually will house all University administration and business offices. The only hindrance to completion of this project is a shortage of available funds.

When completed, the building will occupy 72,632 square feet of space.

The 1955 *Royal Purple*, Kansas State College, Manhattan, Kansas, had this to say about its School of Agriculture:

Student and staff members, led by Dean Arthur D. Weber, continued to bring honors and international recognition to the K-State School of Agriculture during 1954-1955.

In its 92 years of instruction, the Ag School has made itself known and added its contributions in national and international scopes.

This year Dr. Weber was named chairman of the committee on organization and policy of the American Association of Land-Grant Colleges and Universities. The committee establishes policies of the 53 American land-grant experiment stations on request from the U. S. Congress. It also acts as an adviser on national agricultural legislation.

Extracurricular activities in any school are valuable, but are especially so in the Ag School. Many activities carried on outside of class may even extend to after-graduation days.

Noteworthy examples of this are the judging teams. This year three K-State judging teams in poultry, dairy products and livestock won first ratings in the nation. The teams won this recognition at the Chicago International, the Atlantic City Exposition and the Kansas City American Royal, respectively.

Writing Effective Sports Copy

The yearbook sports editor must combine the thousands of words which have been written about the school's teams during the year into a compact summary of the season. In a few paragraphs, the sports writer has to present a resumé along with interesting highlights and sidelights typical of sports news. For each sport, he must have the season's record, the team's accomplishments, something about the coaches and perhaps a one- or two-sentence summary of each game. *More important than most yearbook sports editors realize is the record of the scores of all games.* As the years go by, it often turns out that the school annual is the only reliable record of past contests.

Be sure the facts are accurate. Newspaper files of the period when the contests were played may provide most of the information necessary. It is wise to confirm this material and get added subject matter from the coach of the team. Remember in sports coverage that write-ups age more gracefully and are better appreciated in later years if they are

unbiased, fair-minded and sportsmanlike in character.

Here is an example of the type of sports copy acceptable in school annuals:

After a sluggish start, the Sheldon High basketball team fought back to end the 1955 season with 16 wins and 8 losses. The Bobcats were mired in the cellar of the Central Conference early in the year as they lost five straight games, but they found the victory spark in the sixth contest and ran up a string of 11 consecutive wins. Sheldon finished in second place in the Central loop behind the state champion Rockville Hornets.

Eight lettermen and five squadmen formed the team that opened the season with successive losses to Kingsport, Rockville, Maldoon, Shelby, and Providence. Even in defeat, the aggressive Bobcat squad showed promise of better days.

Facing the Kingston Bears in the sixth game of the season, the Bobcats came to life with a thrilling 35 — 33 overtime win at Kingston. The victory spark was fanned into flame as the 'Cats rolled over Loyola, Jackson, Wilson and Morganville in rapid succession on the home court. Taking to the road for three more games, Sheldon kept its winning streak intact with exciting one-point wins over Jackson and Miltonvale and a lopsided 56 — 32 surprise victory over league-leading Rockville. Three more foes, Wilson, Loyola and Axton, fell before the sharpshooting Bobcats before Rockville snapped the 11-game string with a 45 — 39 triumph on the Rockville court . . .

An interesting summary of the football season is presented by the *1955 Spirit*, Ames High School, Ames, Iowa:

The Little Cyclones this year won the Central Iowa Conference football title with a record of six wins, one loss and one tie. This was the sixteenth championship for Ames since 1928.

Since Coach Kenny Wells has been at Ames High, the Little Cyclones have captured 10 CIC championships in 14 years, six of them in the last seven seasons. As head coach for 14 years, Wells' record to date is 88 won, 17 lost, and six tied.

The Ames squad this year scored a total of 191 points, while holding opponents to 73. During the last three games of the season the Little Cyclones racked up 108 points while holding their opponents, Grinnell, Fort Dodge and Boone to only 9.

The lone Ames High defeat came at the hands of West Waterloo, which snapped Ames' undefeated season. After this defeat, many observers agreed that the Little Cyclones came back and played some of the best football every played by an Ames High squad.

Captain Terry Rust led the scoring attack with ten touchdowns and an extra point for a total of 61. Jack Wolf, Ed Mezvinsky and Larry Spear followed with 45, 25 and 24, respectively.

On October 28 the members of the football squad were guests at a supper given by the Hi-Y and a fire-side at Lynn Fuhrer lodge. Ken Wells, football coach, was in charge of the fireside which has been held annually since 1935. Each year it is held just before the Boone game. At the fireside, Terry Rust was chosen captain for the season.

The story of the track team often is neglected because the meets are held late in the spring. The *1954 Indian*, Shawnee-Mission High School, Merriam, Kansas, did not let this handicap stop them:

COMBINING depth and spirit, head coach Bob Karnes fielded a squad of talent-laden Indian thin-clads. As the season progressed S-M was recognized as having one of the finest track teams in the state.

By a display of versatility, the Redmen ran over the Trojans of Topeka by a 86-46 score in the first meet of the campaign. Although this was the initial contest, the Indians turned in a seasoned performance.

Wyandotte was next to fall under the churning feet of the 'Tribe as they lost 91 to 39. Shawnee-Mission, with Larry Youngblood capturing the 100 and 220-yard dashes and also the broad jump, won twelve of the sixteen events.

The Ottawa Relays gave the cindermen an early chance to meet state-wide opposition. But this did not hinder the tracksters as they swept their second straight class AA title defeating second-place Wichita East by 18 points. Jim McHenry turned in a top-notch performance for the Warriors as he ran a near record-breaking, 4:38.8 mile. Also Tom Jones placed first in the discus and javelin.

In addition to the mine-run copy that gives a clear and factual report of the year's activities, there is a place in yearbooks for copy that sparkles and copy of a semi-literary nature to give emphasis to an important happening and endow the book with a soul. Writing that stirs the emotions of the reader can be used effectively in the opening section, the chapter beginnings or to emphasize some accomplishment of unusual importance to the school. It should be used sparingly, however, or it will lose its effectiveness.

Writing of this type may be likened to the climax of a play. The audience must be prepared step by step for the high comedy, tragedy or heroics in order to appreciate them. In the examples to follow, an effort is made to set the scene for the reader.

The Centennial Wolverine, Michigan State University, East Lansing, Michigan, does a superb job of telling the history of 100 years

at its school. One of the high points is a color painting of Beaumont Tower, captioned — “MSC: On the eminence where State’s College hall was built a century ago to open a new era in education, Beaumont Tower stands in 1955 as a symbol of the will and ideals of the men who brought higher education to the common man.”

On the next page appears a picture of former President Robert Sidey Shaw and the following headline and copy:

From the past: Principles For the future: Vision

Beaumont Tower rose on the hill in the heart of Michigan State’s circle in 1928, significant of the past in marking the site of old College Hall, significant of the future in reminding that the ideals of the College would not be forgotten.

Enrollment had risen to 3,800 and the campus had spread across the Red Cedar, but greater days were yet to come as State evolved into one of the world’s great universities under the influence of two events of world importance — the 1929-37 depression and its public works programs, and the 1939-45 World War II with its tremendous utilization of Land Grant college resources and attendant upsurge in enrollment.

Two great figures stood at the head of Michigan State in this period: Robert Sidey Shaw and John Alfred Hannah.

The mortar was still wet in Kedzie Chemistry, the Library, and Demonstration Hall when Shaw ascended to the presidency in 1928. The world was in the grip of inflation and everybody was prosperous — except the farmer.

The economic collapse of 1929 plunged Shaw and State into circumstances almost no one had foreseen. But if people couldn’t work — there were no jobs — they could study.

Sometimes the editor of a yearbook may want to emphasize the outstanding record of a student or faculty member. The person to be honored must have made an important contribution that is recognized by almost everyone at the school. The yearbook is usually dedicated to the individual selected, but it can be done in other ways.

The 1954 *Royal Purple* demonstrates one of the methods. The school had been in the football doldrums for 15 years, when a young athlete, unheralded and unsung, came to Kansas State. He was from a high school so small that he had played only six-man football. It was a steep hill to climb, but during

his senior year, he contributed more than any one man to help record six wins, three losses and one tie, the best season in 19 years.

The editor prepared the copy about his hero with care. No special page was reserved, but on the seventh page of the football section the athlete’s picture appears along with three other lettermen and an action picture of a football game. The action picture is captioned: “It was a high spiraling kick — Joe caught on the twenty, cut out for 80 yards, and scored his second TD against CU.”

Then in dramatic fashion, the editor used the space reserved for text copy to print the following eulogy about a man who put a school back in the football headlines:

JOE MAKES GOOD

VERYL (JOE) SWITZER ended his senior season at Kansas State by doing just about everything a football player can do.

He led the Big Seven conference in punt returns and was third in the nation in that department. Joe also tied for second place scoring honors in the conference.

The AP and UP selected Joe for their first all-conference teams. The midwest chapter of the Football Writers Association of America elected him the Outstanding Back of the Midwest.

Climaxing his collegiate career, Joe crashed over for two touchdowns and led the West all-stars to a 31-7 victory in the Shrine game.

Sometimes the editor wants to interpret the moods, hopes and aspirations of the students at his school. *The 1955 Ibis*, University of Miami, presents several pages of pictures of students studying, playing and preparing themselves for competition and contests of many kinds. One page of dramatic interest has only two large pictures and a small amount of copy. The picture at the top of the page shows a young lady practicing at the piano with hundreds of empty seats in the background, and only one seat occupied by a man. At the left side of the page is a picture of the entwined hands of two young lovers. The only copy on the page is:

Only a lonely echo and a single admirer, but that’s how it usually is at the beginning . . . only determination and a hope of greatness . . . only a dream and the courage to wait for its realization. Time will, perhaps, bring the crowds and the applause. Now there is only work, and waiting for tomorrow.

There are other dreams just as important. You find them in the shadows when night approaches. The pressure of academics is muted by a gentle touch and a faint whisper. Sometimes the touch is enough and has a tender eloquence that tells the story of young love.

Record Accomplishments of Seniors

In many annuals, senior write-ups consist of nothing more than a presumably humorous comment about each person. When done in this style, the books fail to record really important material. It is wise to consider that in later years, a concise record of the accomplishments of each senior is far more valuable than a quip which soon loses its meaning. In many cases too, it is difficult to write something humorous and completely fair. A record of the activities of each senior may be compiled and presented in an efficient and effective manner. Perhaps the best way of gathering the information is to see that each senior turns in a record of his accomplishments on cards provided for the purpose.

Here are a number of ways in which the material can be presented:

RANK, JACK M. Kansas City
MECHANICAL ENGINEERING
Delta Sigma Phi; Alpha Phi Omega; A.S.M.E.;
K-State Players; Intramurals.

RAMSEY, HAROLD A. Uniontown
Dairy Production
Farm House; Alpha Zeta; Ag Association, pres. 4;
Dairy Club; Collegiate 4-H; Westminster Foundation; Ag Council; Freshman Phi Kappa Phi Recognition.

George Addy

Student Council; Torch Club; Honor Society; Classical Club; DCT; Wheel Club, Vice President; AVA-Library.

WOLF, JOHN DAVID

Basketball; Football; Hi-Y, Vice President; Home-room Vice President; Track; Varsity Club.

LASCH, RICHARD E.: Miami Shores, Fla.; B.S. in Zoology.

BAGLEY, KATHLEEN — Spanish Club 51-52; Boosters 53-55; Library Club 52-55, Vice President 53-54, President 54-55; Who's Who 54-55.

MILLER, EUGENE F. — *Mechanical Engineering*: Kappa Mu Epsilon. **MILLER, ROBERT B.** — *Eureka, Vei-*

erinary Medicine: Acacia Pres.; Jr. AVMA; Young Republicans; Intramurals. **MISAK, DALE E.** — Freeport, *Physical Education*: Tau Kappa Epsilon; Phi Epsilon Kappa; Varsity Gymnastics; FTA; Intramurals.

The last example was used next to a panel in which each student was identified by a separate line of type.

Writing Headlines With a Punch

Although it is difficult to establish classifications that will include all headlines, four types are used most in yearbooks. They include: (1) Feature or Magazine Headlines, (2) News Headlines, (3) Label Headlines and (4) Combination Headlines.

The feature or magazine headline is used widely and is recommended by many yearbook authorities. It is a type that offers an opportunity for originality, cleverness and the use of catchy phrases. Good examples are to be found in many of the leading national magazines.

The news style of yearbook headline is merely an adoption of the newspaper headlines one sees everyday. In the yearbook the news head is more general in nature and does not refer to events of immediate or spot importance. Many annuals use the news head exclusively, and some use it to supplement other headlines.

The label headline is perhaps the easiest to write and is the least effective. It is generally agreed that headlines should be drawn from the copy and that they ought to tell the reader something. The label head fails to accomplish this purpose, for it simply tags the page. However, it is not necessary that label heads be banned from the annual. In cases where pages are crowded, a label consisting of the organization's name is possibly justified. Attractive display will offset much of the ineffectiveness of label heads, but with too many labels, the book loses some of its personality.

Combination headlines merely combine two of the three types of headlines mentioned. They may involve the use of a label head and a news head or a label head and a feature head. News heads and feature heads are seldom used together.

Short Headlines Are Effective

Length of headlines is not particularly important where readability and space limitations are not involved. A three- or four-word head, written and displayed so that it packs a punch, is among the most effective that can be produced. However, in many cases space is a limiting factor, and the character count of the headline must be carefully checked. Heads are better too short than too long because white space is an effective means of drawing attention to type. The character count, which is merely the number of letters and spaces in the headline, is the best method of checking length. A count can be made from a sample headline set up by the printer, and a maximum and minimum count set for headline lengths.

Selection of proper type faces to be used in headings will often do much to increase the effectiveness of the written word. In any case, the editor should be guided by the fact that his most important consideration is readability. No matter how impressive the type may look, it fails the reader if it is not easily readable. Headlines using all capital letters generally are less readable than those using capitals and lower case.

The headline writer, usually the editor of the yearbook, cannot depend entirely upon his own ingenuity for new ideas. He must search out other sources to add to his own original material. Many of the conventional magazines and newspapers offer excellent source material for examples of good headlines. It is a good idea to keep a scrapbook of headline ideas rather than to depend on memory to recall something seen a long time ago. With a backlog of material for reference, much of the drudgery of headline writing can be avoided, and more effective headlines will result.

In most cases, the annual will be more attractive if the same type face is used in all headlines throughout the book. Sometimes it may be advisable to select a different type face for one or two sections of the book.

In general, the same style of headline, whether news, feature, label or combination should be uniform for each section or chapter

of the annual. There is some justification for changing the kind of headline in certain sections of the yearbook such as the class or organizations sections where space is limited and there is not room for a regular headline.

Examples of each of the four recognized styles of headlines set in different type faces and sizes are shown on pages 98-100.

Writing Cutlines

In many yearbooks, editors have adopted a sort of half-hearted attitude toward the writing of cutlines. This is a mistake, for the cutline is as much an essential part of the book as the cover or the pictures. A look into any of the successful picture magazines of today reveals the importance attached to captions and cutlines. Each is carefully written and edited to exact specifications.

For most purposes, cutlines should be brief, accurate, captivating and informative. Silly meaningless phrases such as "Oh you kid" or "Up in the Air" are better left out. In their place, specific identifying cutlines can be written.

Observance of a few standard rules will help provide good cutlines for the yearbook:

1. The cutline must be written to fill an allotted space.
2. It must be placed near the cut.
3. It should be in uniform style of writing and type.
4. One should accompany each picture.
5. Cutlines can often blend names and identifications into an interesting statement.
6. Cutlines should be in type smaller than that used for the body copy.

Examples of a few well-written cutlines set in typical styles are shown below:

COACH BILL LUFLER has a record of 90 victories contrasted to one defeat and a tie at UM. He calls the 1955 tennis squad his best.

MUSCLES TIGHTEN along the firing line as 'Cats and Sooners wait tensely while Alan Langton lofts a charity shot goalward.

VICTORS AND VANQUISHED head for the showers after Central win over Phillips. Although the contest was a preseason game, "Crackerbox" Nichols Gymnasium was filled to the rafters.

HUSTLING Bill Jones (8) demonstrates why he was unanimous choice for the all-star team as he leaps high to tip one in for the Wildcats.

FEATURE HEADLINES

While Hubby Studies, Wife Joins Organizations

Night Students Learn to Earn

Debaters Talk Way to Championship

. . . and the line was 5,385 long

readin' and writin' again head the list

The Night of Nights---The Senior Prom

"We the People . . ."

"The Play's the Thing"

"Hit the High Notes"

"Pomp and Circumstance"

A Dark Two Hours Spent With Oklahoma

The End and The Beginning—Diplomas

Today's Ag Students Fill Tomorrow's Bread Basket

Fall, Fun and Football Go Hand in Hand

NEWS HEADLINES

**Queen Contest Opens
Homecoming Activities**

**382 Awarded Diplomas
at Mid-Year Ceremonies**

*Cat Gridders Compile
Best Mark in 20 Years*

**First Class of Nurses
To Graduate in 1956**

*Engineers Advertise
Open House on TV*

**Dean's Dinner Honors
Outstanding Law Grads**

*Symphony Orchestra
Ends 28th Season*

LABEL HEADS

Homecoming, 1955

Queen Evelyn

Football

Board of Trustees

Our Superintendent

Junior Executive Council

Radio Club

COMBINATION HEADLINES

Delta Iota

Moves Into New Home

school of dentistry

WHOLESALE TOOTH PULLING

A BIG PARADE

Started Homecoming Celebrations

(Continued from page 97)

They might not have to sing for their dinner, but the Alpha Chi's sang for the second-place sorority trophy that songleader Ida True holds.

As supervisor of the School of Arts and Sciences, Dean Rodney W. Babcock spends much time co-ordinating the work of the 22 departments, to better prepare students for their careers. He retires this year after being dean for 25 years.

Easy To Follow Identifications

A routine but essential phase of copy writing for the yearbook is the assembling of picture identifications. Although identifications are among the most important elements of the annual, many editors resort to a haphazard manner of handling them. The fact that writing identifications requires a minimum of writing skill offers little incentive to the good writer and often results in neglect of this important task.

In compiling identifications for group pictures, it is well to use both first and last names wherever possible. When groups are unusually large, first names may be eliminated to cut down on the size of the identification. By all means make certain that names are correctly spelled and under no circumstances let John Jones' name appear under Bill Brown's picture. To do an accurate job of compiling and correcting identifications, work should be started early in the year. Material should be taken from identification sheets, typed and carefully checked.

Readers will be aided in finding people in group pictures if a careful and consistent job of arranging the identification is done. Name the rows within a group picture to prevent confusion. For example, it is better to say top row, instead of row one. Individuals in group pictures are always identified from left to right, so it is unnecessary in most cases to include "from left to right" in the cutline.

A few examples of writing and displaying identifications are shown below:

A group picture with three rows:

SKYWOOD HALL—*Back row:* Mrs. Neil Swanson, Beverly Briles, Virginia Briles, Helen Cazier. *Second row:* Reeve Hansen, Freda Tubach, Helen McDonall, Lola Bush. *Front row:* Joyce Haselwood, Laura Shelor, Doris Cline, Louise Barnes.

GERMAN CLUB—*Bottom Row:* JoAnne Walsh, Martha Kastner, Mary Elizabeth Taylor, Wanda Wright. *Second Row:* Mrs. Suzanna Underwood, sponsor; Rose

Baier, Danny Retz, Theodore Slack, Kaye Noble. **Top Row:** Mary Bruder, Nancy McCormack, Ronald Lacey, William Klopp, Marilyn Hawkins.

A panel of individual photographs:

BLUE KEY—*Top Row:* Kenneth Bell, Arthur Cotts, Jim Davis, Jack Dean, Norville Gish, Dick Gorman, Jim Gretzinger. *Bottom Row:* Ward Haylett, Robert Heline, Jack Roth, Ralph Salisbury, Dean Schowengerdt, John Woolsey.

GRADUATE WOMEN'S HOUSE—*Top Row:* Mrs. Lillian B. Fuller, Marion E. Barnes, Grace M. Cables. **SECOND ROW:** Joan E. Carroll, Mary J. Freeburg, Lorraine E. Galle. **BOTTOM ROW:** Mary F. Hodgson, Hazel E. Parry, Margaret J. Watkins.

A group gathered around a table:

WHO'S WHOOT STAFF—Enid Keiswetter, special features; Laberta Kugler, county page editor; Tennyson Collins, photographer; Don Jacobson, business manager; Dale Johnson, sales manager; Marlys Waln, assistant editor; Maridell Byler, artist; Dale Apel, editor-in-chief; Stanley Wood, collegiate 4-H editor.

SENIOR CLASS OFFICERS—Robert Tointon, president; Betty Brammell, secretary; Jerry Friesen, treasurer; Howard Hill, Jr., vice-president.

Identification of a single person in a photograph:

TIRELESS EDITOR Ralph Salisbury was never long separated from his copy and picture cluttered desk in the Orange and Black office. Supervising the tedious job of assembling the 448-page annual besides taking many of the pictures and editing copy, took most of Ralph's time.

A familiar face to all intramural participants is that of director Frank Myers, who has been at Central High 29 years.

Writing Breakers or Subheads

Breakers or subheads will best serve their function if they are carefully written in a style similar to that used by good magazines and newspapers. In short, they should be written from the copy, and they should tell the reader something. Labels are no better as subheads than they are in top headlines.

Generally, the breaker is set in a blacker and sometimes slightly larger type face than the body copy and is surrounded by white space for emphasis. To accomplish this, the breaker must be short so that it can be indented on either end.

Breakers are not needed unless there is a lot of copy. If the copy is not long enough to warrant at least two breakers, there probably should be none at all.

A recent trend among newspapers might be used by yearbooks, too. Instead of writing separate subhead lines, many newspapers have the first three or four words of every fourth or fifth paragraph set in bold face type.

Copyreading Marks

One of the routine tasks of the editorial staff of the annual is marking corrections on copy. The conventional copyreading marks should be applied for they are a universal language spoken by both printer and journalist.

Shown in the appendix of this book are the copyreading or editing marks and their applications. A severely marked piece of copy such as the example shown should not be sent to the printer, but ought to be retyped to eliminate confusion from overlapping marks.

Of course if the typing is to be reproduced by the offset process, the final copy must be typed exactly as it is to be printed. Copyread-

ing marks cannot be made on final copy that is to be photographed and reproduced in the yearbook.

Proofreading Marks

When proofs of the copy are returned to the editorial desk by the printer, they must be checked carefully for typesetting errors. As in the case of copyreading marks, the conventional proofreading marks should be used. Proofs are marked with the symbols shown in the appendix of this book, then are returned to the printer for corrections.

One rule the staff should keep in mind is that proofreading is not the place to make changes in the copy. Proofreading is intended to correct errors made when the type was set. Changes in copy should be made before it is sent to the printer. Most printers charge extra for changes made in the copy after the type has been set.