

'77 Oregana finally off the presses



Oregana Editor Rick Taylor

Photo by Keith Allen

By ADRIENNE COULTER HALL
For the Emerald

After a year's delay, the 1977 Oregana yearbook is off the presses and ready to read. The book can be picked up in the Oregana office in Room M-111 of the EMU.

"The reason we're a year late is because I was trying new ways of doing things to help future yearbook staff," says Jerril Nilson, editor-in-chief of the 1977 yearbook. "Unfortunately, none of them worked."

"It's not popular here to buy a yearbook," Nilson continues. "It only seems to benefit the people who work on it; they get good experience. If Rick's (Taylor) book isn't successful, we probably won't have a yearbook anymore. If I had to do it again, I wouldn't. The things that happened left a sour taste in my mouth," she adds.

The Oregana staff, which began the year with five editorial assistants and 50 aides, dwindled down to one — Nilson — by August, 1978, when the book was finished.

"During spring term we ended up with two people writing the book, Cindy Nei and me. With Cindy finishing school and me working full time, we got even

further behind. Cindy left and it was just me for half a year," Nilson says.

Mano Scott, one of the three photographers for the 1977 book, attributes the reduction in staff to general apathy.

"There was no immediate reward - no pay and no credit. The only satisfaction we could get was from seeing our photos printed and having our names in the front of the book. Toward the end of the year, with the nice weather, people bailed out to get their classes settled."

Mark Stewart, also a photo editor for the yearbook, agrees that there was no motivation for the staffers.

"Then position of editor-in-chief was paid a stipend of \$90 a month. Everyone else was totally volunteer. I started with 16 to 18 photographers under me and ended up with about four or five. Everyone was excited fall term, but with the beginning of winter term, things went downhill."

Costs were another reason for the book's tardiness. "We had to pay off the debts of the previous yearbook and so we had no money for our own book," Nilson says.

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'78-'79 yearbook on schedule

The problems that plagued the 1977 Oregana will be overcome in this year's edition, according to 1979 editor Rick Taylor.

"The 1978-79 Oregana yearbook will be ready at the usual time next September," says Taylor. "The book should flow and be ready to send to the printer in June."

The Oregana will be 144 pages ahead of last year's yearbook by the end of fall term because the photographs of dorm residents, Greeks, seniors, University organizations and academic offices will be finished by Christmas, according to Taylor.

Previously, the staff took the pictures during spring term to take advantage of the nice weather. "But it was harder to get everyone together for the picture by the time spring term came," Taylor says. "This decreased sales because people aren't going to buy a yearbook if their picture isn't in it," he adds.

The staff is also saving itself a lot of work by letting the University associations and academic schools write their own articles on

their activities for the year.

The Oregana will contain more sports than last year. "We're writing about the football season game by game and keeping better records this year," he says. The staff will also give more attention to club sports. "They are played more than team sports. Therefore, they should and will receive more coverage than last year," Taylor says. Regarding sports captions, Taylor adds, "The words will not be rah-rah. They will capture the flavor of the sport."

Other improvements for the coming year include more attention to music performed by University students, and a week-by-week account of the events of the year.

Taylor estimates the cost of producing the '78-'79 yearbook at more than \$20,000. The money is received by subscriptions and advertisements sold. The yearbook receives no funds from the Incidental Fee Committee (IFC). Taylor says, \$4 of every student's incidental fees involuntarily goes to the Oregon Daily Emerald, which does serve a lot of students,

but the Oregana serves at least ten percent of the student body and receives no money."

Doug Benson, chairer of the IFC, says that depending on the stability of the yearbook, "I see no reason why they don't submit a budget this January. It's worth it to the students and to the ASUO committee."

Fifteen people comprise the '78-'79 staff. Until this year, only the editor was a paid position. "Now we are able to pay the business manager, layout editor, photo editor and copy editor," Taylor says. The editor gets a stipend of \$50 per month. The other paid positions receive \$10 per month. "We could use more people in every facet of the staff," Taylor says.

Until Sunday, the Oregana will cost \$9 a book. From October 23 until January 4, the price per book will be \$10. Thereafter, it will sell for \$11.

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