

Newspaper Must Reflect C.C. Vitality, Lee Says

"When most people move to a new place one of the first things they do is to grab a local paper," Al Lee says. "That newspaper tells a lot about the life and vitality of the community."

"Capitol Campus is a young and exciting community. Your newspaper needs to capture and communicate that vitality."

Lee, the new assistant professor of print media in Humanities and C.C.

Reader advisor, stresses reflecting and serving readers.

"If every issue of your paper doesn't speak directly to you—if it doesn't inform, entertain and stir you, then you should complain. Write letters to the editor. Join the newspaper yourself and change it."

Lee, who describes himself as "three weeks a teacher and 15 years a journalist," has served many audiences. He has authored a dozen mass-market books, written for 40 major magazines, and is former Editor of "American Youth Magazine," and Department Editor for "Better Homes & Gardens." He also has served as communications consultant to General Motors, Hilton Hotels, Bendix and others.

The school newspaper, according to Lee, needs far more participation and coverage of business and engineering life on campus to be truly responsive to its real audience.

"Business and engineering students ought to be involved," Lee says, "not just for the good of the paper and the school, but because it will help their careers."

Lee says his corporate experience has shown him that in every field, the better jobs and faster promotions come to those who are good communicators.

"Your school paper," he says, "is a tremendous chance to sharpen communications skills or learn grass-roots advertising or just to get a feel for media. And if the paper really represents your community, it can be an exciting place."



Photo by Pat Wenger

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