

# remembering when . . .

The 1940s exemplified progress in the newspaper itself. In 1941, the name of the paper became *The Daily Collegian*, publishing Tuesday through Saturday.

The expanded publication schedule allowed for a wider range of coverage, eventually including more state, national and international news. When the Japanese bombed Pearl Harbor, however, the *Collegian's* coverage was headed by a message from University President Hetzel stating what effect the bombing would have on the University.

Few events in Penn State history have evoked the kind of coverage presented when Hetzel died suddenly on Oct. 3, 1947. On that day, the *Collegian* printed a special afternoon edition.

In years to come, the pages of the paper asked the college community questions about State College bars denying service to black students (first in 1947), rules defining appropriate dress for women students (1948) and visitation rules forbidding women—who were still required to live on campus—from visiting men living in downtown apartments (1968).

A growing number of students and student organizations were the focus of many articles as well. In 1969, the Douglas Association (later to become the Black Student Union) protested the atmosphere for Blacks on campus, lending credence to the idea that history repeats itself. And 1971 Gov. Milton J. Shapiro appointed Student Government President Benson Lichtig the first student member of Penn State's Board of Trustees.

It was not until the 1970s that some of the features most familiar to today's readers came into being. Bylines (the lines that identify who wrote the article) were not widely used until the 1970s. "Personals" did not appear in the classified section until 1974. And Police Log was not a regular feature until 1977.

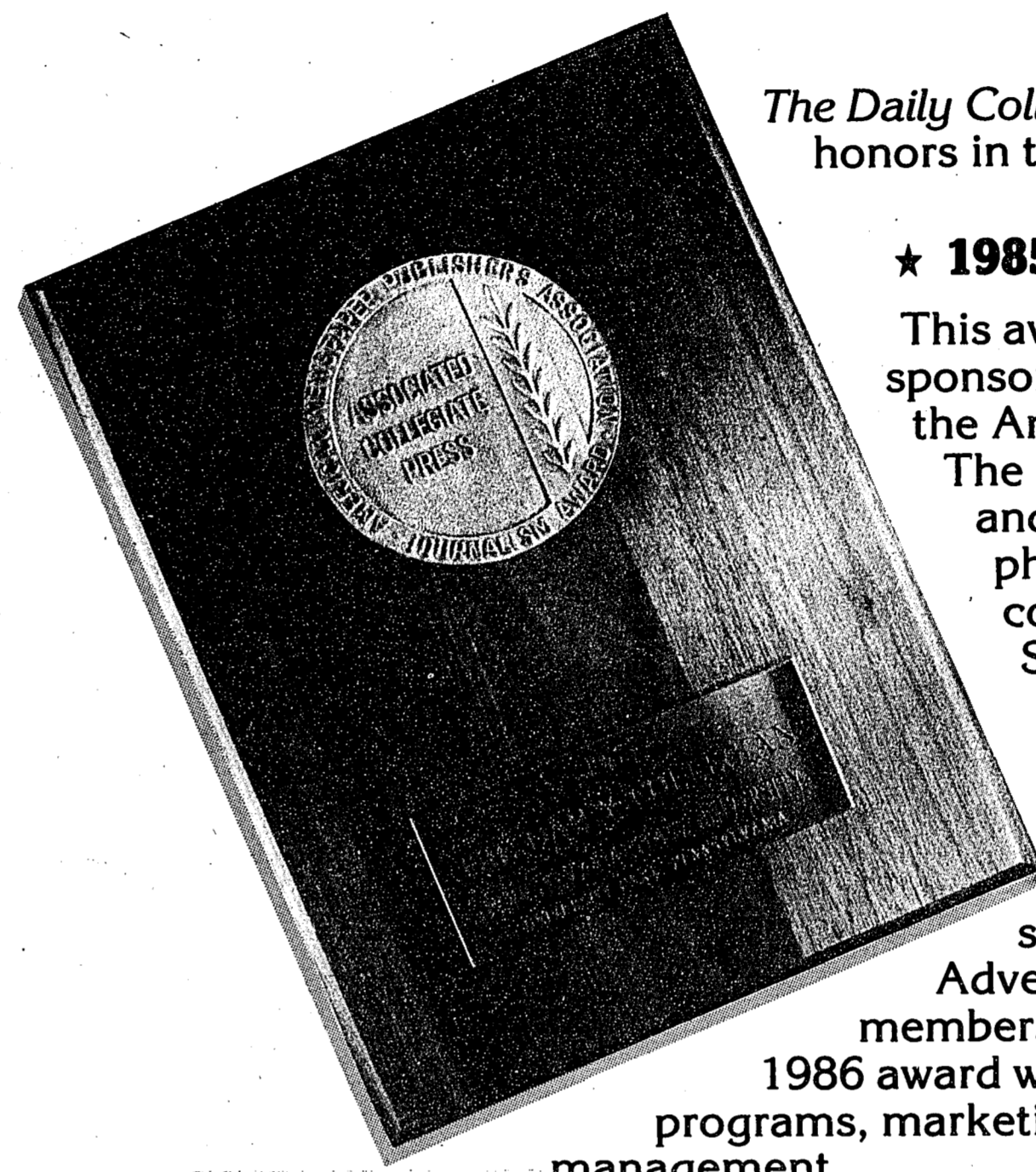
Of course, landmark occasions have made headlines in *The Daily Collegian* throughout the years. For instance, in 1953, Penn State College became the Pennsylvania State University and in 1955 the University celebrated its centennial.

More recently, the front pages have heralded a national championship for the Nittany Lions Jan. 3, 1983, and the arrival of University President Bryce Jordan July 1, 1983.

Without a doubt, *The Daily Collegian* and the University have shared a colorful past. Members of the staff plan to share more accounts of that history with readers. During the next 12 months, the paper will periodically feature more reproductions of vintage articles, headlines and advertisements in celebration of 100 years of newspapers at Penn State.

# We're No. 1 (again).

When you picked up your copy of *The Daily Collegian* today, you picked up one of the very best college newspapers in the country.



*The Daily Collegian* has been recognized nationally with top honors in two major competitions.

### ★ 1985 Pacemaker Award for excellence in journalism

This award, announced in November 1985, is sponsored jointly by Associated Collegiate Press and the American Newspaper Publisher's Association. The Pacemaker Award is based on news content and coverage, opinion content, graphics, photography and editing. More than 500 college newspapers entered the competition. Six Pacemakers were awarded for 1985.

### ★ 1986 Trendsetter Award for excellence in business and advertising

This award, announced in April 1986, is sponsored by College Newspaper Business and Advertising Managers (CNBAM). Out of 160 CNBAM members, only one Trendsetter is named each year. The 1986 award was based on *The Daily Collegian's* training programs, marketing and sales efforts, and effective overall management.

(In 1982 *The Daily Collegian* received the Mark of Excellence Award sponsored by Sigma Delta Chi, The Society of Professional Journalists. In 1980 we won our first Trendsetter Award.)

We are pleased to be honored by our peers in the college newspaper industry, but our search for quality doesn't end at an awards ceremony.

For us, each issue is a product of the teamwork of 300 staff members in 21 departments working around the clock. Each publication day we work together to bring you the very best newspaper we can produce.

Many people have contributed to our success, and we would like to thank you.

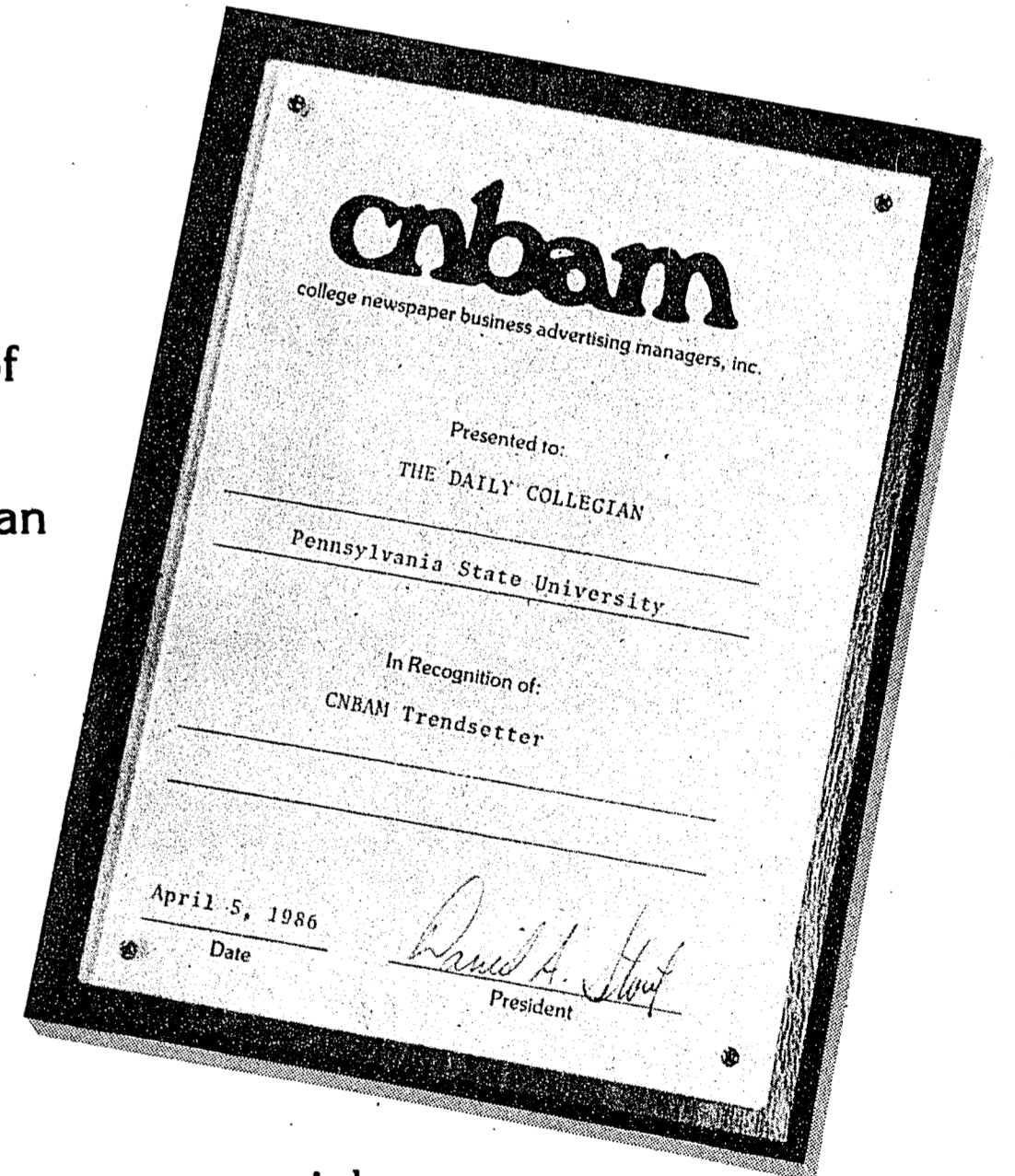
■ To the people of The Pennsylvania State University. You provide an atmosphere that allows excellence to flourish.

■ To the faculty and staff of the Penn State School of Communications. Your interest and encouragement are much appreciated.

■ To the Collegian alumni. We have inherited from you a special tradition of quality and dedication. We will strive to continue to honor that tradition.

■ To our readers and our advertisers, who provide the reason and the means for our endeavors. We hope you enjoy reading your copy of today's issue.

the daily **Collegian**  
Penn State's morning newspaper



## Readers: The story behind the stories

John Spence and Christine Metzger took to the streets to find out what the Penn State community thinks about *The Daily Collegian*. Here are the questions they asked and the responses they got.

- Who do you think the *Collegian* is operated by?**
- "I think it is run by a student union of some type." — Chi Jiang (State College resident)
  - "The students of FSU with funding from the University." — Deborah Darwin (sophomore-agricultural science)
  - "It's an independent organization, a business that is run by the students." — Rob Grotch (sophomore-quantitative business analysis)
- Actually, *The Daily Collegian* is part of Collegian Inc., which is a separate corporation not affiliated with the University. Our funding comes from advertising, circulation and additional production revenue.
- The *Collegian* is run on a day-to-day basis by a staff of students and professionals and is governed by a Board of Directors, which meets several times a year.

- Where is the *Collegian* office located?**
- We asked 21 people this question. Fewer than half of them knew the answer. We're not in the HUB and we're not downtown. We're on the first floor of Carnegie Building, Room 126, in what used to be the library.
- What do you think is wrong with the *Collegian*?**
- "I never gave it much thought. It's a lot better than the *Centre Daily Times*." — Joe Kufera (graduate assistant-statistics)
  - ". . . The quality of the writers varies from year to year but that's to be expected." — Bob Poorman (a University maintenance supervisor)
  - "There are too many ads and not enough world news." — Pam Barbon (junior-marketing)
  - ". . . needs more state and national news." — Mike Boley (senior-computer science)
  - ". . . not enough on Greek activities." — Wenda Mowery (junior-hotel restaurant and institutional management)
  - "Nothing. I think it's very good." — Thomas Bernard (associate professor-administration of justice)

## The Daily Collegian

FOR A BETTER PENN STATE  
STATE COLLEGE, PA., TUESDAY MORNING, FEBRUARY 22, 1985

### University 100 Today

Strauss to Dedicate Atom Reactor Today  
Ceremonies For Chapel Set Today  
2nd Century Starts On Bright Outlook

## The Daily Collegian

FOR A BETTER PENN STATE  
UNIVERSITY PARK, PA., MONDAY MORNING, APRIL 26, 1986

### 2,000 Students Attend Protest Rally

Student Leaders, Simes Speak Out

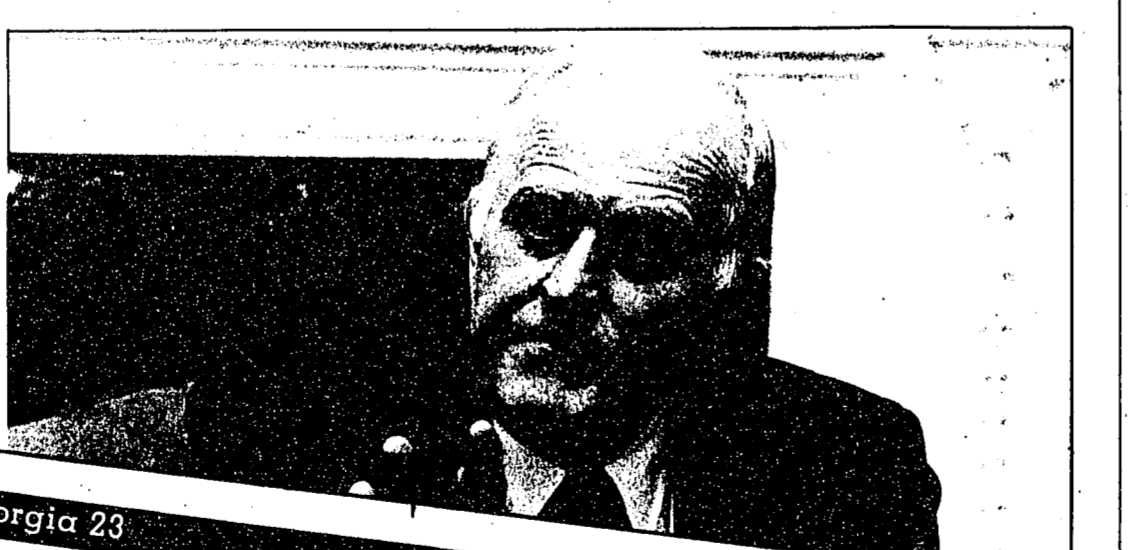
# the daily Collegian

Friday, July 1, 1983  
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Published by students of The Pennsylvania State University

## New president in office today; University community looks on

By PHIL GUTIS  
Collegian Staff Writer

The University enters a new era today. With an eight-month transition period completed, Penn State's 14th president, Bryce Jordan, takes office today — what he will do is a matter of questions waiting to be seen.



"I do look to the possibility of reorganizing some of the recruiting efforts at the University and also some of the support mechanisms that help minority students acclimate themselves and take full advantage of what Penn State has to offer," he said.

Jordan's ideas in this area may also come from previous experience he has had in the field of student services. From 1968 to 1970, Jordan served as vice president for student affairs of UT at Austin.

He said that job involved

# It's official: We're No. 1

Jordan met with several Michigan State University's vice president for development, several times during his almost monthly orientation visits to the University.