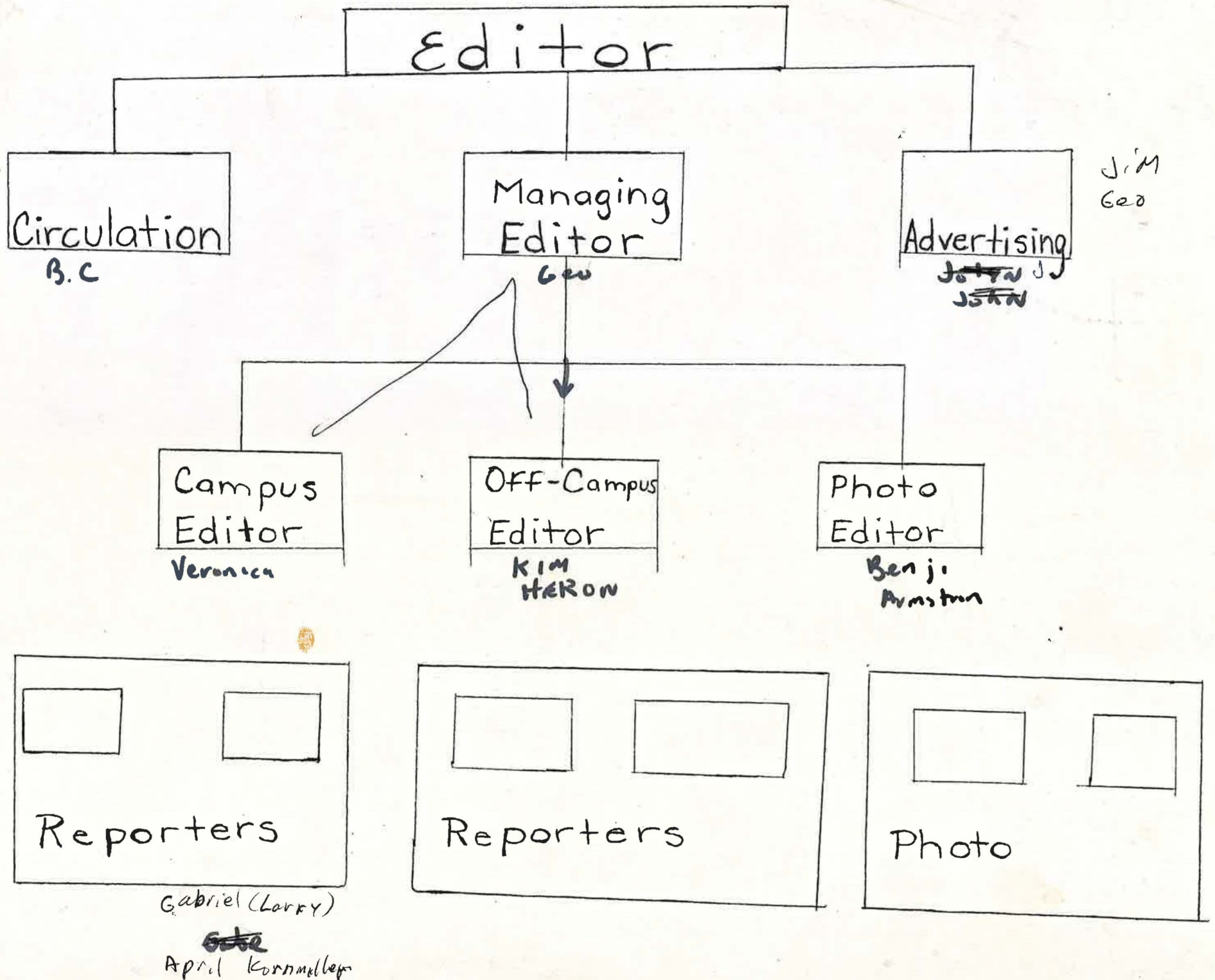


Grapevine Journal Collection

Office Files

Organization of the Grapevine Journal

FOLDER 71  
BOX 2638  
COLLECTION V.A. 12.7.3



Winters

Kay

Veronica

Geo.

Kim Hixon

DEBRA

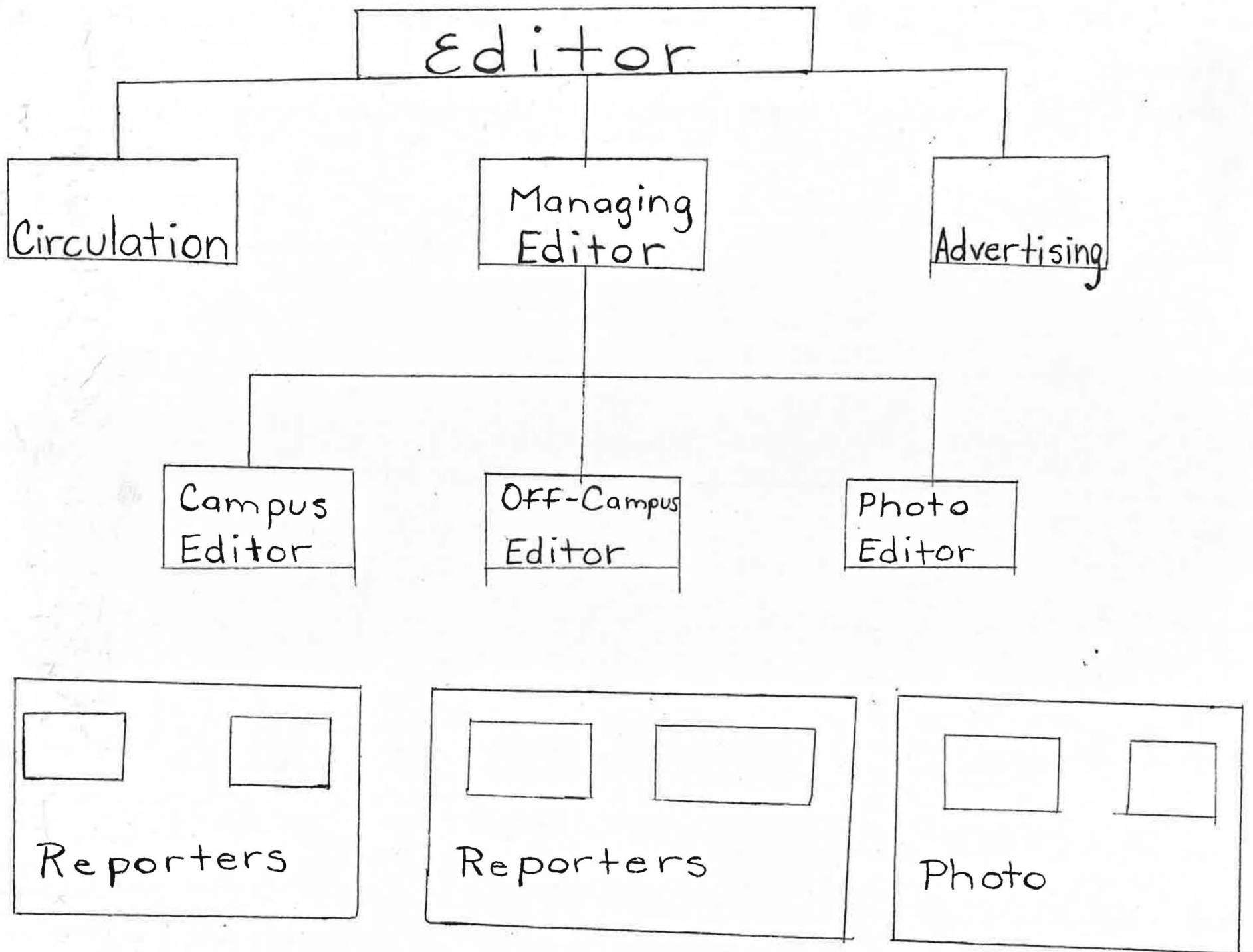
JIM

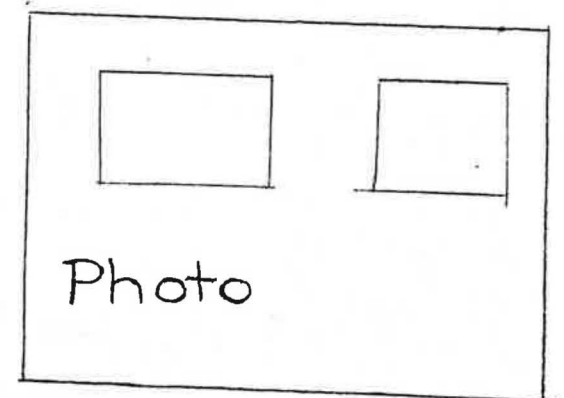
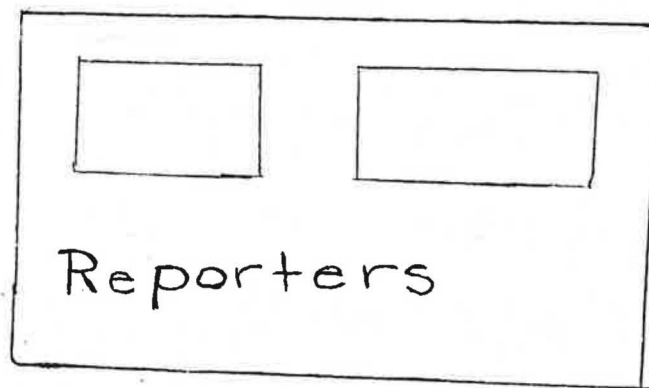
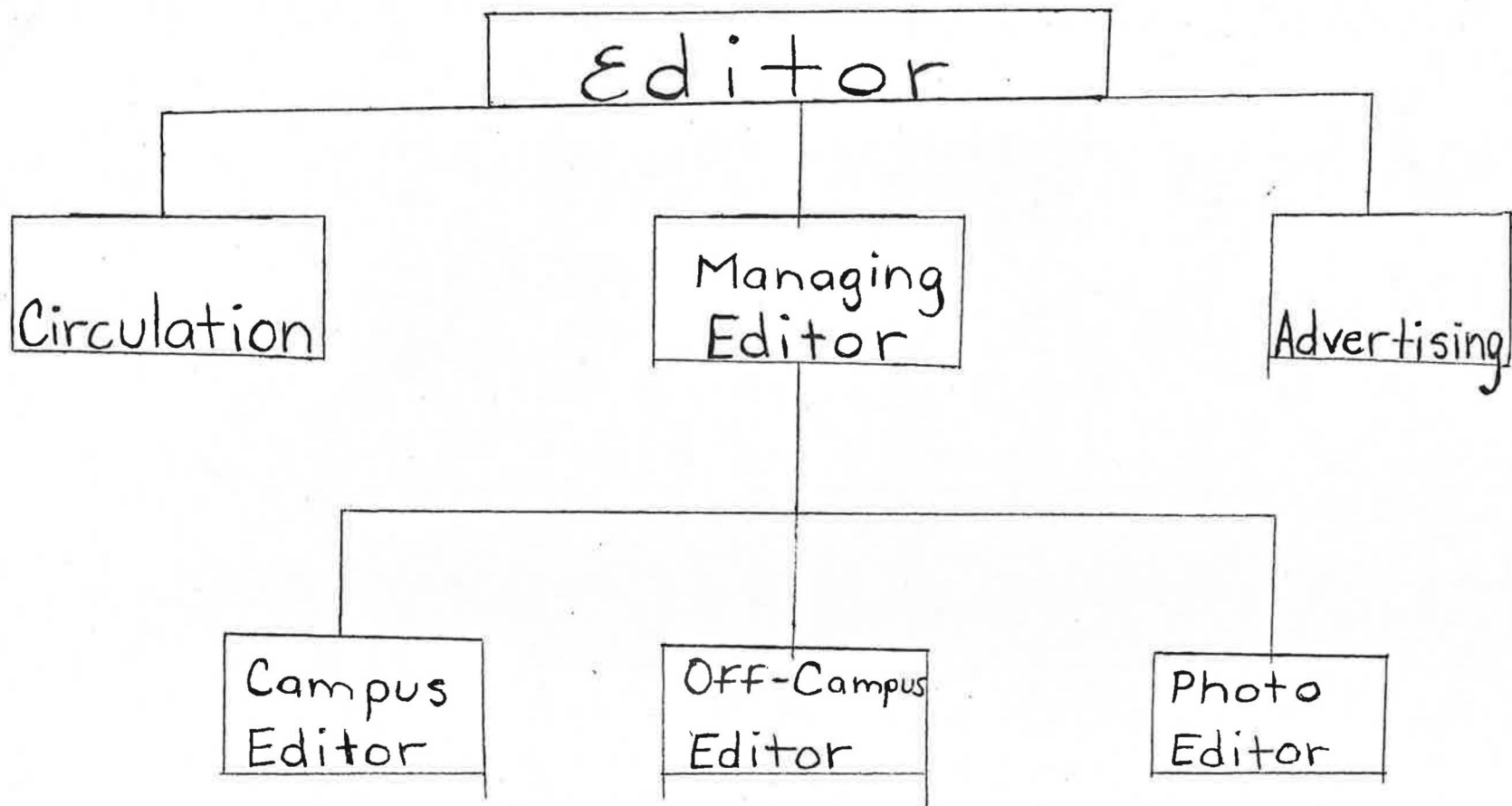
MARVA

B.C

Wm.

Gerald Hudson 8580 Nor Hlms







# Editor

## Managing Editor

Public Relations  
Direction & overall Development of the Paper  
Evaluations  
Approval of Editorial Page  
Budget

## Photo Edit

## Adv Edit

## Sports

## Staff

## Distribution

## Distribution Staff

## On Campus Staff

## Off Campus Staff

## Sports Staff

## Adv Staff

Insure Physical Production of the Entire Paper. Determine Deadlines with On/Off Editors.

To Identify Problem in publication and bring them to the attention of Editor

also responsible for wine services and maintenance & development of high school/LEC writers model cities

if he or she cannot correct them himself.

To work closely with the On and Off Campus Editor in areas of recruitment. To maintain working relationships with advertising and photo departments. To supervise physical production - paste-ups. To help Editor in planning of staff functions as workshops, cold meat luncheons.

Staff positions are training positions not ends in themselves. Staff members who are not making this kind of progress will be placed under review of ME/E to determine whether or not they will be demoted. Staff members must meet all assignments handed out by editors and should

be developing at least 50% of their own material by terms end

\* It is assumed that the advertising department will assume much of the technical work involved with public relations when their department is sufficiently enlarged

as a preparation for editorial position

2. to attempt sales of programs

3. to maintain advertising clientel

4. to order surveys (to be completed by distribution)

5. to create promotional materials as determined by adv/Editor in chief

at present the sole function of the advertising department is to turn over advertising revenue. however with enlargement this will shift to

1. development of advertising campaigns for potential advertisers

to meet the photography needs of all departments for a given issue. To assume a goal of as complete photo coverage of the campus as possible

builds a photofile of material

### Editor

1. Overall workings of the paper.
2. Direction and Development of Programs.
3. All Public Relations
4. Approval of Editorial Page.
5. Budget management.

### Managing Editor

1. To Assume responsibility for the physical production of a quality paper in line with print deadlines established by ~~six~~ printing contracts.
2. To manage copy--see that it is set and returned and pasted--to oversee the paste-up operation.
3. To Edit the editorial page and divide all other pages to be done among off, on, sports editors ect. and to help them especially in layout.
4. To identify problems in productions and bring them to the attention of the editor.
5. To maintain working relationships with the advertising and photo departments.
6. To help the Editor in PR functions.
7. To work closely with On and Off Campus editors in controlling content and meeting deadlines.

#### On and Off Campus Editors

1. Are responsible to cover their areas to the best of their abilities.
2. Are responsible for having sufficient copy to cover their respective pages
3. Are responsible for the development of multi-part series in their areas.
4. Are responsible for the paste-up of their assigned pages.
5. Responsible for development and recruitment of writers in their area.--Off Campus editor will be crucial in development of off campus reporters who live in the Lansing community itself --especially LCC and high school kids.

#### Distribution Manager

1. To plan with the Editor and Managing Editor the distribution routes and quantities and to maintain the mailing lists.
2. To carry out the distribution and mailing lists,
3. To carry out surveys and compile them as ordered by other departments.

#### Photo Edit

1. To meet the photography needs of all departments involved with the paper.
2. To establish procedures by which the photos can be taken ordered by respective departments.
3. To develop photography skills among black students.
4. To establish dark room facilities and maintain the



4. To establish darkroom facilities and maintain them.
5. To be accountable for all photography equipment.
6. To begin a photo file and a backlog of candid shots.

Advertising Edit

1. To turn over advertising revenue.
2. To develop advertising campaigns for potential advertisers.
3. To sell such programs.
4. To order surveys--to be carried out by the distribution department.
5. To create promotional materials in conjunction with the Editor.

## Editorial

The editorial department sets the foundation of the paper. No amount of enthusiasm from the advertising department can make up for an editorially weak paper.

The editorial department has two responsibilities at this time, to formalize a functional structure for the editorial staff, and to broaden the base of writers used, especially among freshmen and sophomores so they will be able to assume higher positions with their increasing skills.

The following personnel will be needed to maintain and expand the editorial department:

2 staff writers	\$10 per week
1 on-campus Editor	20 " "
1 off-campus Editor	20 " "
1 Managing Editor	25 " "
1 Library Researcher	10 " "

\$15 per issue for transportation costs and free-lance writers' fees.

\$250 for reference materials (dictionaries, thesauruses, grammar texts, almanacs, etc.) and magazine subscriptions for three years.  
One year \$150.

One year total	\$4,010.00
Three year total	\$11,830.00

## Printing Costs

The Grapevine Journal plans to be a bi-weekly paper in the coming year. This means 19 copies in 1973.

The base size of the paper will be 16 pages. Contingent on the Journal staff doing key-line paste-

ups, but Willstaff doing key-line paste-ups on the advertising, this cost will be approximately \$800.00 per issue or \$15, 200.00 per year.  
\$45,600.00 for three years.

Spot color (one color used on four pages) will be used at least three times per year plus the welcome week, in the magazine section.

Spot color costs \$40 per issue or \$160 per year or \$480.00 for the next three year period.

Projected year cost	\$1600.00
Projected 3 year cost	\$4800.00

#### Keyline Paste-up Costs

In order to economize, the Grapevine Journal will do the key-line paste-ups in our own offices. This will save the Journal approximately \$3000.00 per year.

Costs involved will consist of the following:

Chemical Supplies for	
Headliner	\$180 per year
A Waxer	\$300 per three years
Paste-up Sheets	\$65 per three years
Tapes, Pencils, Rulers,	
Razor Blades, etc.	\$100 per year
One Year Total	\$645.00*
Three Year Total	\$1205.00*

\* Contingent on no bonuses for staff workers on paste-up duty.