

By RICK FISHER

To most students, the BRUNSWICKAN is a newspaper that appears every Friday morning. It is more student oriented than the local dailies, and most of the work on the newspaper is done by the students themselves. Very few students, however, give much thought to what goes on in the BRUNSWICKAN office and around campus to produce the BRUNSWICKAN.

Briefly, that is what this article is all about.

The BRUNSWICKAN appears every Friday throughout the academic term although production is stopped shortly before the completion of each term so the staffers may study for their exams. During this time, if something extra newsworthy occurs, a special edition is put out. An example is the recent special edition concerning the nomination of J. M. Anderson for the presidency of UNB.

To produce the BRUNSWICKAN, people are needed. The people who put the paper out each week are best described as a team of volunteers; each member can do most of the work that needs to be done to produce the paper. Each staffer has one specific job to do, but all pitch in and help the others when they have completed their work.

Many of the staffers will never fully understand why they work so hard on the newspaper. Several years ago, a BRUNSWICKAN staff member had to do an assignment for a sociology course; he studied the social interaction within the paper. This study gave some insight into the group that produces the BRUNSWICKAN.

The production of any newspaper requires the division of responsibilities. The BRUNSWICKAN has departments similar to those on other newspapers; news and sports are the backbone.

The news department is the largest and the news stories take up the greatest amount of space in the paper. Most of the news is old in the sense that it happens several days before it appears in the BRUNSWICKAN. The list of news stories is posted on the bulletin board by the news editor on Thursday night, a week before the layout of the next paper is completed. Some of the events will have already occurred, whereas others will take place in the few days following.

The Students Representative Council meetings are an example. The council meets on Monday night and the minutes as well as a report on the meeting, appear in the BRUNSWICKAN on Friday. The Senate meetings, on Tuesday, are usually reported in the paper the same week.

News writers take a look at the list and choose a story or two. They then go about researching and writing the story. The story is then passed in to the News Editor for corrections and improvements.

Sometimes the News Editor has to help new reporters develop journalistic style, as it is somewhat different from the writing to which they are accustomed. Most staffers pick this up quickly as it is not difficult.

Lack of staff and staff turnover sometimes present a problem; if there were more staff members, more items could be covered. Some writers develop specialties in certain areas, but then develop new interests. Others must pick up where they left off.

The BRUNSWICKAN;

how we

make it

work

The local news coverage is supplemented by the coverage that the Canadian University Press supplies to this office. This CUP coverage is intended to be oriented towards students. It is supplied to member papers across Canada and keeps the newspapers informed about the activities of their fellow students. The national stories are datelined as such: name of place (CUP).

The sports section is perhaps the most read section in the campus newspaper. Sports is easier to cover than news as most of the events are scheduled - all that has to be done is find someone to cover the event and write the story. Most of the coverage is done by people who have experience in sports and enjoy covering the events. When there is a lack of staff, the coverage is done by team members themselves.

The photography department is the one that sees to it that the paper consists of more than just print. The department takes photos for all the other departments of the paper. Photos for news and feature stories are not difficult to take; sports photos, however, are more difficult as the photographer must have a camera which will enable him to get just the right action shot.

Once the photos are taken, they are examined in order to determine which is the best for the subject in question. They are then reprinted to fit the space allocated for them.

The features department is the department for which this article is being written. Feature writing is done in more depth than news writing, with more time being required for research and writing. Generally, at least one feature is done each week. The features are usually laid out in the centre section of the paper with special pictures and layout design.

The literary department encompasses all the creative arts. This section has reviews of music, plays, and films. Poetry and short stories are submitted for publication. In short, this department attempts to foster creativity on campus.

The advertising department is responsible for all advertising sales and the design and layout of the ad copy. Rates for this newspaper are \$1.75 per column inch or \$100 for a full page. The advertising is generally sold on Monday and Tuesday and the ads are made up on Wednesday and Thursday evenings.

Without the advertising, the newspaper would cost the student union considerably more to produce. Revenues from this department amount to more than \$10,000 per academic year, whereas the operating budget is approximately \$22,000.

All of these departments described above are brought together by the editorial board. This board is comprised of the department editors, the managing editor, the advertising manager, and the editor-in-chief. The board meets weekly and confers daily during the production of the paper.

The board makes many decisions when it holds its weekly meeting. It first looks at the previous week's paper and examines it for both good and bad points, in an effort to make improvements.

The editorial board will decide what colour if any will be used in the next newspaper. It makes decisions on possible editorials and features. Layout of important pages including the front page is discussed.

In short, the board guides, directs, and supervises all the activities of the BRUNSWICKAN.

When material for the BRUNSWICKAN has been written and edited, it is given to the typist to be typeset. The machine that does the work has most peculiar talents - the material comes out "justified", or in columns which are straight on both sides. The words are spaced in such a way that each line is the same length.

Once the newspaper copy has been typeset and all the other material is ready, it has to be pasted onto sheets in which it is to appear in the newspaper.

First, however, "dummy" sheets are filled out by the department editors in order to determine how the material should be pasted up. This shows how much space is required and gives an indication as to what the paper will look like. Once the "dummy" layout has been completed, the material is pasted up on corresponding layout sheets.

Layout and paste-up is a complex job which commences on Wednesday and is completed early Thursday afternoon. Anything can go wrong and it invariably does. If you are up early Thursday morning laying out the BRUNSWICKAN, just about anything can be funny, even a disaster.

On Thursday, the little details are taken care of and mistakes corrected.

Now the paper is ready to be printed. The printing is done in Moncton, so the layout sheets are trucked off at two or three in the afternoon and arrive around six.

Once the layout sheets get to Moncton they are photographed full-size and the negatives developed. These negatives are transferred to sensitized aluminum sheets by a special light process. The aluminum sheets themselves are then developed with an emulsion.

Following this, the sheets are placed in a printing press unit and move in a circular motion. They will pick up ink in the developed areas of the sheet and transfer it to the newsprint that becomes the BRUNSWICKAN.

The papers are then bound up and trucked back to Fredericton early Friday morning. They are distributed all around campus so that they will be available to all students.

The people who read it closest are the BRUNSWICKAN staffers themselves, for each has put a lot of work into the final product. Once it is examined closely, it is filed away for future reference. The staff then gets on with the production of next week's paper.

Usually the staff feels that although last week's BRUNSWICKAN was good next week's will be even better; efforts are then put together towards that end.