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MICHIGAN UNIVERSITY, 1919-2002**

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THE HISTORY OF STUDENT JOURNALISM
AT NORTHERN MICHIGAN UNIVERSITY, 1919-2002

By

Kristy Basolo

THESIS

Submitted to
Northern Michigan University
In partial fulfillment of the requirements
For the degree of

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College of Graduate Studies

2008

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Abstract

Print media has long been considered the original watchdog of both the public at large and those in power. While newspaper independence has always been and continues to be a struggle, Northern Michigan University student newspaper staffs throughout almost a century of existence continued to fight to be free from administrative control. They also exceeded expectations by winning awards, tackling technological changes and spurring the University dialogue.

This thesis explores trends in student journalism at Northern Michigan University, including challenges with technological advances, leadership and student apathy, as well as the student-versus-administration war over the idea of an independent student press. It also considers the alternative print media outlets in the university community that sprung up along the way.

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Dedication

For Teresa

ACKNOWLEDGEMENTS

Thanks go first and foremost to my original thesis adviser, Teresa Hunt, who unfortunately never got to see this project completed. Without her inspiration, I would not have pursued or tackled such a fitting topic for my project.

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My gratitude to past editors and staff members for sharing their college memories, sometimes in great detail, as well as to NMU's first journalism professor, Gerald "Doc" Waite, who inspired many potential journalists to strive for strong ethics and sound writing in their college careers and beyond.

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Symbols and Abbreviations

The following abbreviations will be used when citing the publications discussed in this manuscript, followed by the volume and issue number or year:

CR..... *Campus Review*

NMUP..... *Northern Michigan University Press*

NN..... *Northern News*

NN-R..... *Northern News-Review*

NW..... *The North Wind*

In addition, minutes from *The North Wind* Board of Directors will be designated by “Minutes” and the date of the meeting at which the minutes were taken.

Introduction

Student journalism has played an integral role in the history and molding of Northern Michigan University as we know it today. Not only are newspapers one of the few tangible items left to document the past, but they often have had a hand in creating change. Often, the newspaper coverage of key events served a dual purpose: to document the happenings and to spur discussion and debate over a greater issue. Student newspapers and student journalism evolved, not surprisingly, as the university expanded; on occasion, the university transformed because of student journalism itself. In either case, the student newspaper provided a much-needed forum for the students' voices to be heard.

To fully understand the purpose and the significant role *The North Wind*,¹ the current student newspaper, has played in the Northern Michigan University community since its inception in 1972, we must first look to the past and comprehend how the independent² student newspaper—in “an arrangement superior to many at campuses around the country”—came about (Waite “N. wind”). After exploring its history, it is helpful to examine alternative newspapers and publications on campus that came and went throughout the years, which gives greater understanding to the plight of the university's main publication to remain in print and journalistically sound through all

¹ *The North Wind* is the proper title of the student newspaper which has served NMU since 1972. It will appear in all italics as a proper title name throughout this text unless in quotations from documented material, in which case it will appear as it did in those sources. Currently, *The North Wind* prefers to be cited with only the word “wind” italicized.

² There are many different uses of “independent” throughout this thesis, and we must keep in mind the differences. Independent in this case suggests only editorial independence from the university. The newspaper has always been financially dependent on the university, although it has received its funding in different ways. While NMU student publications before *The North Wind* claimed to be independent, they served heavy-handed administrative advisers, and frequently were censored by the university. This disagreement about the nature of the editorial content of the newspaper is eventually what led to the termination of the general fund which supported the student publication until 1972.

eras. Topics reported on by the publication, as well as news made by the publication will offer insight. This thesis will study the relationship between the student newspaper and the university community and administration, and the impact they had on each other throughout the years.

Student Press: The Early Years (1919-1968)

Northern Michigan University began as a teacher's college in 1899. At that time, NMU had not yet achieved university status, nor did it have a newspaper. Even with the creation of its first publication, the school was still was not served by an investigative reporting-type media outlet the way we think of newspapers as today. The students eventually would decide they needed a hand in documenting the events and history of the campus community and would begin getting involved with the newspaper's production, which was first handled by faculty and staff. It was clear that the students wanted to become the primary voice of the university, but it was unclear how the evolution would take place from an administrative publication to a student-run newspaper. With the dawn of the '60s and anti-war sentiment, students began to find their own voice—a voice that the administration would soon grow tired of hearing.

The first newspaper to serve NMU, the then-Northern State Normal School³ was the *Northern Normal News*; the first issue hit the stands January 15, 1919, twenty years after the school was opened in 1899 (Magnaghi 291). The newspaper came out twice a month, and was the responsibility of adviser Earle M. Parker and librarian Lydia M. Olson, who also edited the alumni news (Hilton 66). The *News* showcased columns of

³ Northern State Normal School originally served only 32 students with six faculty members and a 22-acre campus.

jokes, original poetry, commentary on social events and cartoons. Upper Michigan's weather was a particularly popular topic (Hilton 66). The only photographs included were yearbook-style file portraits of school staff members or distinguished visitors.

With the change in the college's name to Northern State Teacher's College in 1927 came a change in its student publication's name to *Northern College News*. The first issue of the *Northern College News* was distributed to students on September 20, 1927; "The purpose of the paper to serve the school to the best of its ability [sic]." The newspaper presented news of the institution and announced events and also "served to advertise the college, since it had a large extramural circulation," (Magnaghi 295). Students were responsible for its publication, and it was published bi-weekly except during August and September (Magnaghi 295).

The first journalism course, EN301, was offered through the Language and Literature Department, beginning in 1935 (Magnaghi 240). This class existed without any introductory journalism course to prepare students for a 300-level experience. However; the bulletin called it "a course dealing with the elements of journalistic practice. Membership on the staff of the college newspaper is required, and staff meetings are held in lieu of class sessions. One semester hour of credit is granted for successful work on the staff of the paper for one semester. A total of not more than three semester hours in journalism may be presented toward graduation," (1). Thus, the course was a workshop class, and all learning was strictly hands-on. Those credits could not be applied toward a major or a minor because journalism was not considered a subject matter that could be a teachable minor,⁴ nor would it have any merit for future teacher.

⁴ A "teachable minor" is a minor program paired with a teaching degree that an educational institute deems appropriate for a candidate to learn that may eventually be applicable in a classroom setting.

When Northern State Teacher's College became Northern Michigan College of Education in 1942, the student newspaper's name remained the same (Magnaghi 291). But in 1955, the college changed its name to Northern Michigan College, and likewise, the newspaper changed to the *Northern News* (Magnaghi 291). The first issue with its new name came out September 30, 1955. It was in a large broadsheet format and usually ran less than twelve pages in length. The paper contained advertisements, announcements and simple coverage of sporting events and other goings-on at the university, such as building dedications, hirings and curriculum changes.

The college became Northern Michigan University in 1963, and the *Northern News* continued to serve the student body.⁵ The change from college to university meant many curricular changes, including the addition of journalism classes. Beginning in the 1963-64 school year, a four-class core of journalism classes was added; however, the courses in journalism still could not be counted toward a major or minor in English. The classes included EN200, "Journalism Survey," EN211 "Newswriting and Reporting I," EN212 "Newswriting and Reporting II" and EN504 "Supervising High School Publications", with the stipulation that the "lab for Newswriting and Reporting I and II will be the Northern News," (Bulletin 1). This core was soon pared down to two classes in 1966, and they were changed to EN206 "Journalism Survey" and EN207 "Journalism Management," and were still not able to be counted toward a major or a minor (Bulletin 5). This arrangement would continue until the hiring of English professor Gerald Waite, who had professional journalism experience, in 1976.

⁵ In 1963, Northern Michigan University was granted university status and an autonomous Board of Control.

In 1967, *Northern News* staff was producing a consistent product, even receiving awards for excellence. “For the second straight semester, Northern Michigan University’s student newspaper ‘The Northern News’ has been awarded a “first class” rating by the Associated Collegiate Press,” an article in the April 7, 1967 *Northern News* stated. In the fall of that year, the newspaper kept up its critical, yet journalistically sound, coverage of university events. One such example was with its articles on the widely-debated McClellan Controversy.⁶ Appropriately, the newspaper took a stance on all political issues and administrative choices only on its editorial pages, saving the news section for balanced and objective coverage of the issues at hand (NN 10.13.67).

Controversy with the President: News Turns Administrative Heads (1968-1972)

While the newspaper had survived throughout the years with only minor confrontations with the administration, this was largely because in the early years the paper took more of a newsletter approach—little research and no investigation—than a truly journalistic one. Rarely were administrative choices questioned in the early newspaper, and if they were, it was done tactfully on the editorial pages where those opinions belonged. As with the rest of the country, the political turmoil of the 1960s provided a backdrop for it being acceptable, and even favorable, for citizens to question

⁶ The McClellan Controversy centered around Dr. Robert McClellan, a history professor who began teaching at NMU in the mid-1960s. As part of a class project, McClellan had his students get involved in a home condemnation project that opposed NMU’s 1966 Doxiades Plan to buy land to expand campus. NMU President Edgar Harden asked the Board of Control not to reappoint McClellan because of this stance against the university. There were pickets, marches, class boycotts and resolutions passed by the students and faculty supporting McClellan’s academic freedom, and eventually an out-of-court settlement was announced and McClellan remained on NMU’s staff until he retired in the early 1990s. *The Mining Journal*, which had employees on the Board of Control, openly opposed the faculty and students.

the authority and choices of their leaders—and the student journalists who worked for NMU’s newspaper were no exception.

In 1968, NMU’s eighth president, John X. Jamrich, was hired and the *laissez faire* situation for the student press slowly began to change. Upon his arrival, the *Northern News* was in the midst of being swept up in the energy of the ’60s and ’70s. The students were covering local and national controversies and questioning administrative choices with charged opinion and editorial pieces; the Vietnam war, civil rights and women’s issues were frequent topics of choice. Protests were also prevalent throughout the campus and community, and activism was more popular. “The rise of student demonstrations on NMU’s campus began in the late 1960s, but it was less frequent and violent than on other campuses,” (Magnaghi 113). Students protested everything from what they felt to be the wrongful termination of a professor to the Vietnam War. “During the Vietnam Moratorium on October 15, 1969, protest took place on campus which included a flag-burning incident,” (Magnaghi 114). “Throughout the war, speeches and protest marches were held on campus.” Many sit-ins and vigils were also held by students to show their stance on national and local issues.

Coverage of the new president also was professional and comprehensive, tackling the subject and the man from many angles. The student newspaper ran articles for months after the hire was made, delving into new aspects of Jamrich that provided students, faculty and staff with more information about what kind of president he would be. Articles examined a variety of topics and tried to speculate about how the new president would serve Northern and its students, faculty and staff. The students continued to revisit controversial topics during this time, sometimes taking an anti-

administration stance, but they did it with such a journalistically sound approach that few people complained.

While the *Northern News* had done a fair job of reporting on these acts of civil disobedience in the early- and mid-'60s, its standards and professionalism seemed to waiver after the Winter 1968 semester. While the newspaper had comprehensively covered the hiring of Jamrich, these good will acts did not continue. Coverage suddenly became lazy and one-sided, and often times every article in an issue read like a gossip column. The students would print unsigned commentary on local rumors and grapevine talk. What ultimately led to the trend toward reckless journalism remains unclear, but what transpired was without question unsettling for the new university president. Often, the superficial quality of the news coverage didn't accurately portray the seriousness of the issues going on.

Coverage seemed to improve briefly with the new editor in chief, Lowell Easley, who was chosen to lead the staff in the Winter 1969 semester. Easley's leadership ability was quickly put to the test. On December 17, 1969, a sit-in was held when about seventy black students took over the Dean of Students' office for 19 hours (Magnaghi 114). An estimated \$395 worth of damage was done to the office, and Vice President for Student Affairs Allan Niemi was threatened and held captive for thirty minutes⁷. Jamrich was refused entry into the office. The newspaper staff provided thorough coverage of all aspects of the sit-in, including follow-up coverage of the trials for more than twenty

⁷ The sit-in took place in reaction to the All-University Student Judiciary's vote to suspend a Black student for two semesters for alleged dormitory misconduct. The student, Charles Griffis, a 33-year-old senior from Grand Rapids, was accused of having a woman in his Spooner Hall dorm room, which was in violation of University regulations. Griffis was acquitted after an appeal to the University Student-Faculty Judiciary, which took place during the sit-in. It is interesting to note that Griffis was a *Northern News* photographer.

individuals charged with crimes related to the instance⁸. During the hearings and trials, the University was labeled “racist” by some students and the newspaper reported on it, providing coverage in a fair and objective fashion (NN 2.13.70). The staff even followed the controversial Robert McClellan’s involvement in the hearings.

The issue at hand was whether or not Jamrich had ordered the students out of the office, “It’s easy for Dr. Jamrich to say (as he did in Dr. Kafer’s letter), that he did not want the blacks to remain in the office. But, unfortunately for the administration, it’s the impression given at the time of the ‘fact’ that is important in a court of law...” The student journalists’ editorial commentary was very pointed, and even declared Jamrich to be a liar. “If sophistication is to be the order of the day within the legal structures of Northern Michigan University, the administration had better learn to deal with such sophistication. In the University tribunal, as in the court of law, one would do well to remember that the burden of proof is on the accuser, not the accused,” (NN 2.13.70). Eventually, most of the charges were dropped for lack of sufficient evidence, and in the end, Jamrich, in consultation with the faculty and staff, moved to dismiss the remaining charges against students (Magnaghi 115).

Eventually, the excitement of the sit-in blew over. Editor-in-chief Easley graduated and moved on, and there was a decline in the quality of the *Northern News*, which now was rarely journalistically sound. Opinion pieces were solicited from students at large, and the only stipulation was that they had to be “typed and double-

⁸ Dean of Students Lowell Kafer charged students with one of three actions: illegally occupying the Office of Dean of Students after 5 p.m., being present during the time of property damage and property loss, or being in a position of leadership and present during the time when a university official was detained.

spaced, with 54 characters across a page,” (NN 5.5.72). Documentation of investigation done on article topics was rare, and the staff regularly noted in editorials that they were overworked and used this as an excuse for the sometimes shoddy journalism. The opinions expressed in the publication, however, certainly turned some heads. Heated banter between the university administration and the newspaper staff was not uncommon, and the students often seemed to have the last say with the ink on the page.

Even though the administration and the news staff disagreed on the role of a university newspaper, documentation indicates there was at least a working relationship and respect between the two factions until a personal loss triggered a more serious debate. In 1971, the newspaper’s associate editor was killed in a car accident while driving in a state car owned by NMU. “According to witnesses and investigating officers, [Michael J.] Swiderek was approaching Marquette when he passed a car and, when he turned right to return to the outside lane, hit the shoulder of the road. His car came back on the pavement, turned sideways and started to slide. The station wagon then went out of control, struck the guardrail on the right side of the road and crashed into the overpass, top first. Swiderek was pronounced dead on arrival,” (NN 5.7.71). Swiderek was a 19-year-old sophomore at the time of his death.

This single event widened the rift between Jamrich and the newspaper staff. A scathing editorial was published on May 7, 1971—the issue after the editor’s death was publicized. A subsequent staff editorial expressed a concern that the state car Swiderek was driving was not kept to safe driving standards by the university. “The great task which lies before us now is to somehow insure that another tragedy like this one does not occur again,” the staff wrote (NN 5.7.71). In the editorial, the staff also printed a note to

editor-in-chief Charles R. Brunell from Butch Sapp⁹, a previous editor in chief and current NMU student, which said “I am not saying that Mike Swiderek was not responsible for the accident in which he died. I am saying that, having driven the automobile that was wrecked (you having driven that rattle trap, too), it is altogether possible that a maintenance problem could have contributed to the accident.” The students went on to call on Jamrich to “launch a full-scale investigation into the condition of every remaining car in our state car fleet,” as the car in question was the fifth one belonging to NMU’s fleet that had been totaled that year (NN 5.7.71).

Aside from a set of front-page, lines-only¹⁰ photos located above the nameplate—curiously enough taken by the paper’s adviser—there was absolutely no follow-up on the Swiderek wrongful death accusations. The photos were of the guardrail near the spot where Swiderek went off the road, and the photo spread was entitled “Guard rail protection?” (NN 5.14.71) The piece was placed above the nameplate on the front page of that issue.

After this coverage, the newspaper staff seemed to forget the incident. While there is no concrete evidence that the administration stepped in and censored coverage of the editor’s death, to drop such an issue so easily was unlike this staff. After this exchange, the administration’s reins on editorial content seemed to become tighter over the next few months¹¹. On September 17, 1971, the staff warned readers that some

⁹ Duane David Sapp, also known as “Butch,” was a student at Northern Michigan University from 1965 through 1971, and graduated in Dec. 1971. He was a outdoors writer/reporter for the *News* staff in the fall of 1971.

¹⁰ A lines-only photo is a stand-alone illustration that exists with its own headline and photo caption and does not exist as part of a story or story package.

¹¹ Other anti-administration topics continued, such as the proclamation that the university’s plan to create a domed stadium would never fly. In a front-page article entitled “STUDENTS VOTE ‘NO’ ON STUDY, DOME DOOMED,” the paper reported that students voted 1,516 to 486 that the mini-dome construction idea be dropped, stating that “apparently there are more pressing needs for consideration,” (NN 5.7.71).

changes were being made to the *News* in an excerpt under the staff editorial titled “Changing NEWS.” The piece read, “As Editors, we are happily committed to, and currently experimenting with, new plans and formats. We pledge that the Northern News will approach events and ideas with truthful, intelligent, exciting, and meaningful newspaper style.” While this promise to themselves was needed, the motivation behind it remains a mystery.

The *Northern News* did become more journalistically sound, if only temporarily. Coverage of the highly controversial Kaye Hall preservation effort¹² in March of 1972 was balanced and appeared to be well received. The staff had learned to confine its commentary to the editorial pages, if only for the time being. But unfortunately its improvements did not appease the administration. During this time, the paper was printed at Globe Printing in Ishpeming, and it seems even the printers were sometimes caught in the middle of this feud. On many occasions, the typesetter at Globe would have the front page of the paper ready to roll off the presses, only to have an NMU administrator call and veto the printing of a particular article (NN 4.21.72). Editorials were often found on the front page, sensationalizing some controversial topic with the staff’s opinion, rather than conventional news coverage.

But an article in the April 14, 1972 issue of the *Northern News* seemed to be a final straw in the controversy between the administration and the newspaper staff, and perhaps raised it to an irreconcilable level. The article in question, “Faculty vs.

¹² Kaye Hall, named after the second NMU president, John B. Kaye, was the center of campus for years. In the mid-1950s, when campus began to expand westward, the hall became irrelevant. Whether or not the hall could be renovated and preserved caused huge controversy across campus in the late '60s. Alumni, in particular, fought to keep the hall intact, but demolition began on August 1, 1972 and continued into 1973.

Administration: The Fred Harris Hearing,”¹³ was printed on the front page, beginning with an adviser’s note, which read, “The printing of this article is contrary to the policies and procedures adopted by the faculty and approved by the Academic Senate and the Board of Control.” The article, written by managing editor Joyce Wheeler, was lengthy and cited no sources for the information it contained. On the editorial page of the same issue, an editorial decreed the newspaper’s stance on the subject and raised legitimate questions.

In the April 21, 1972 issue, Managing Editor Joyce Wheeler wrote a column titled “Editorially Free..?” In that piece, she attributed the delay in distribution of the previous issue on “the misuse of ambiguous administrative ‘policy.’ ” She ended the column with, “Dear Advisor, please remember that your efforts towards the editing of my article, your ‘Advisor’s Note’ and the method by which it was placed in the paper, without my knowledge or without a vote by the Board of Publications; all of this is a direct violation of *Northern News* policy,” (NN 4.21.72). The adviser at the time was Earl McIntyre, Director of Communications¹⁴ (NN 4.21.72). The article next to it, “Why The Tardiness,” also pointed a finger at the adviser and administrative policy. Interestingly, the editorial page of every issue of the paper displayed this *Northern News* policy: “The *Northern News* is a free and editorially independent newspaper. Editorials express the unanimous opinion of the Editorial Board, unless otherwise indicated. Final responsibility

¹³ Fred Harris was a management and marketing professor who faced termination from the University because he did not have his Ph.D. Because he had five years of competent service to the University, many students and faculty members disagreed with NMU’s decision to fire him. The American Association of University Professors got involved, as well as Dr. McClellan.

¹⁴ The student newspaper was still largely a tool of the administration, despite the students’ desire to be independent. Because of this, the Communications Office was in charge of the publication, making the Director of Communications the logical choice for newspaper adviser.

for all news and editorial content rests with the editor-in-chief,” (NN 4.21.72). Clearly, the newspaper was far from independent, although the students wanted free rein.

During this period, criticism of the newspaper was rampant, so much so that editor in chief Greg Bell printed an article was titled “Accuracy, Accuracy,” and it seemed to answer some questions that had been raised about the publication.:

This newspaper, alliterally termed the *Northern News*, is operated much differently than, let’s say the *Mining Journal*.

The majority of news within this weekly publication is a result of input. Most of its contents comes to us by individuals who have something to say. Because of this, the News staff has been accused of slanted and prejudiced articles. We are understaffed and, at times, because of deadline purposes, all sides to an issue can’t be presented.

Last week, Earl McIntyre, Director of Communications, called me from the printer and asked permission for the placing of “Kaye Remodeling Too Costly,” Jamrich’s statement concerning Kaye Hall, in that week’s edition. Fine, the information had not been available to us.

However, I have been told that the three rules of a newspaper are “Accuracy, Accuracy, Accuracy”. I believe this in lieu of factual reporting. Yet, facts are not always substantial. One man’s facts may be another man’s mythology. Therefore, facts need honest backing to the best possible knowledge of the writer, reporter or the editorial staff. I urge the writer, for I do not know who it is, of “Kaye Remodeling Too Costly” to honestly substantiate the facts presented in that article.

Bell then cites the newspaper's phone number, encouraging the author to call. The idea that the editor would print an article by an unknown author is a prime example of what shoddy journalism was being practiced at that time. On the same page, Wheeler attempts a similar defense for criticism of the newspaper as being partisan (NN 5.5.72).

Problems continued to resurface between the administration and the newspaper staff, and monies from the general fund for the *Northern News* were discontinued after the Winter 1972 semester (Hefke 4). The newspaper had previously received funding directly from NMU's budget. "President John X. Jamrich had found student editors of that earlier publication unfriendly, in his view, but the need for some student publication was evident" (Waite "N. wind"). At this time, the student activity fee (SAF) was proposed, "one of its few goals being to fund *The North Wind*" (Waite "N. wind"). The SAF was created as a fee paid by the students directly for support of student programming, including the newspaper and bringing entertainment to the university. The last issue of the *Northern News* was printed June 30, 1972. Student opinion was all but absent in this issue; it was short and covered only non-controversial topics. The administration had spoken.

During the summer, there was no longer an outlet for information as the paper ceased publication, and the administration published one issue of the *Northern Michigan University Press* to get the pertinent news out to students. The issue hit the stands on August 4, 1972 and was little more than a newsletter in newspaper format (NMUP 8.4.72). Campus events, press releases and general notices were printed in this publication, with absolutely no commentary or opinion pieces present. No students were involved in this publication.

Throughout these years, the *Northern News* had taken a stance on many of the topics that students still feel strongly about today. Editorials and opinion columns covered voting advocacy, the effectiveness of student government, women's liberation and other basic rights. Sports columnists published their "Courtside Commentary" and "Monday Morning Quarterback" pieces. None of this would change with the creation of a new student publication, *The North Wind*. What would change was the administration's heavy hand on editorial content—sometimes even to the point of writing their own articles.

***The North Wind* is Born, but Issues Remain (1972-1983)**

The students continued to fight for an independent press in 1972, and found alternate means to fund their endeavor. The administration had pulled funding from the student newspaper, *The Northern News*, as well as a concert and lecture series, and alternative funding was sought. The students' focus turned to the Student Activity Fee and the possibility of its use was supported by the student government. Working together, the student body created a situation that would give themselves the freedom they desired, but not only with the student press.

An August 1, 1972 memo outlined the framework for the publication—following the Board of Control's June 3 vote to make it an independent student publication. The proposed publication policy spoke to Jamrich's frequent gripe: "The student newspaper shall establish and maintain an attitude of serious news reporting and shall be a service to all people and organizations of the Northern Michigan University." The memo also detailed the make-up of the publication's board of directors, as well as the duties of the

major student employees—editor in chief, business manager and advertising and circulation manager. It also set up advisory positions to oversee both technical and general aspects of the publication.

On September 14, 1972, the first issue of *The North Wind* was printed with student Greg Bell as the editor in chief, but no faculty adviser listed on the masthead. The masthead billed it “Northern’s first free and editorially independent student newspaper...final responsibility for all news and editorial content rests with the Editor-in-Chief,” (NW 1, 1). This first truly editorially independent issue was funded by the new Student Activity Fee.¹⁵

The paper was an eight-page semi-tabloid format (11.5 inches by 17 inches) and the front page of the first edition displayed a large photo of students holding money over the headline “Facts on the five \$\$\$ fee fuss,” (NW 1, 1). Editorial content was primarily opinion pieces, with little to no cited sources included. Advertisements ranged from Burger Chef and McDonald’s food ads to Sound Center’s sale ad for turntables and headphones.

This newspaper was much like the *Northern News* in many ways; however there was one major difference, and the first issue’s front-page article made that difference clear. That article discussed the change in the Student Activity Fee from fifty cents to five dollars (NW 1, 1). “Northern has just done what Michigan State University did nearly twelve years ago by moving the *State News* to a student-owned and operated

¹⁵ The Student Activity Fee was increased from fifty cents to five dollars a student in 1972, largely to fund an independent student newspaper, but also so students had control of which concerts and speakers they wanted to visit campus. This change was the result of a decision by the administration to discontinue funding for the Lecture-Concert Series and the Northern News in the spring of 1972. Since this change, all student organizations have had to request funding from ASNMU to put on organizational events and services to benefit the student body.

function. For the first time in NMU history, students have the full and final responsibility in the cultural concerts they will watch, the choice of noted speakers they desire to hear and in the issues they wish to print,” (NW 1, 1).

“Under the leadership of Norm Hefke, Dean of Student Affairs, the new paper was established with a supervisory board to insulate the paper somewhat (from the administration) and to assure its quality, as well as to oversee funding,” (Waite “N. wind”). “The founders of *The North Wind* sought administrative assistance of various kinds from the Dean of Students and his staff,” (Hefke 4). This included membership on the Board of Publications and book keeping help for payroll and supply and equipment purchases; the budget was just \$33,898 during the 1971-72 academic year (Hefke 4).

The first newspaper office was located on the second floor in the Don H. Bottom University Center; it shared offices with a separate publication, the student yearbook. The paper was printed by the *Action Shopper* in Marquette.

While much changed in the eyes of the student journalists who felt liberated by the split from the university, many things remained the same. Like in *The Northern News*, the former managing editor Joyce Wheeler’s words were still found on the editorial page in the first issue of *The North Wind*. And old topics did not die with the *Northern News*; Wheeler’s column, titled “Whatever Happened to...,” told of how Professor Fred Harris had been fired over the summer, “when most student, teachers, and staff were away and could not interfere.” Also in this first issue, a “Philosophia,” as the staff titled it, said:

This, *The North Wind*, is a fresh publication to the Northern Michigan Campus and we do not profess to be an organ for anyone else’s voice but our

own. This newspaper is what we, as members of this entire University campus, make of it and we, as staff members, contribute to it.

As this swaddling-clothed publication developes (sic), many labels will be attached to its name—liberal, conservative, radical, it may be called the administration’s paper, the student’s paper, the faculty’s paper, the staff’s paper – whatever. We do not much believe in labels. They have a tendency of getting in the way of facts.

We do, however, believe in the individual, that all of us have the capacity for wisdom, decency and faith in himself and fellow beings.

Labels will be used, but, only as a source of identifications, not as a source of prejudicial discrimination. The North Wind’s only enemy, our enemy is ignorance. After all Northern has much to say about itself and to itself. Only by opening ourselves objectively can we say anything of value.

At approximately the same time, the university started publishing the *Campus Review*¹⁶, with the first issue coming out in November 1972. The publication was a broadsheet newspaper put out monthly by the communications office to take the place of the student newspaper, which the administration no longer controlled. The *Campus Review* contained no opinion pieces or editorial comment; it was simply a vehicle by which the administration publicized itself and its events without the meddling of student opinions. The publication’s masthead contained this description of its function: “The

¹⁶ The *Campus Review* became the *Northern News-Review* in January 1978; the same concept as the earlier paper, however it claimed to be “a consolidation of the Northern News (1919-72), and the Campus Review (1972-77),” (Jan NN-R 1978). James L. Carter was the editor, and the masthead below his name claimed, “The Northern News-Review published news items and information about the University, its programs, faculty, staff and student, and is distributed free of charge.” The *Northern News-Review* was published until 1987.

Campus Review is published periodically and includes news items and information about Northern Michigan University, its programs, its faculty and staff. Persons wishing to submit items for publication may direct them to the University news bureau,” (CR 12.72). The publication averaged about ten pages. Occasionally it was printed during the summer months, serving much the same purpose as editions of *The North Wind* put out during summer student orientation do today—to introduce new and potential students to the campus and the community at large.

With the beginning of *The North Wind* came the re-creation of the Board of Publications. The board was set up to act as publisher for the paper, with students, faculty members, administrators and community journalists involved as members. In the beginning, much like today, finding quality students to fill the student at-large positions on the board was difficult. But the board was created anyway, largely due to the tenacity of Bell. The newspaper’s first year was a success. The quality still had not returned to that of the 1967 *Northern News*—which was served by a far more journalistically sound and professional newspaper staff—but strides were being made toward improvement with every issue. One difficulty the newspaper’s staff had to face in this transitional time was finding qualified leadership. While there were many talented writers and English professors around, few had actual newspaper journalism experience.

NMU professor Thomas Hruska, an early *North Wind* adviser, remembers this trying time: “I never felt so out of character. I had never worked on a newspaper and had never taught journalism classes, so I had a real lack of reasonable authority for that adviser position. I muddled through a couple of years, until I finished my dissertation in ’75, when I vowed to henceforth never teach journalism again,” (Hruska).

Hruska taught the two journalism courses and was the unofficial adviser to the student paper from 1974-75 (Letts). He recalled the struggle in those first years of independence between the students and the administration, “Jamrich wanted for *The North Wind* to be seen as a house organ. *The North Wind* had to fight from the beginning to be student operated.” While the battle was ongoing, the students continued to make improvements in attempt to obtain some editorial credibility, instead of being viewed as a politically slanted newspaper. The idea of keeping an independent student newspaper “brought the staff together much like a family” (Hruska). The adviser was no stranger to picking up students from local watering holes and dragging them out of parties that had gone awry to keep the paper functioning as they had a “great deal of difficulty keeping staff writers. It was a wonder on a repeated basis that we ever made it to print” (Hruska).

Early on, printing was also a concern, as was strengthening and solidifying other aspects of the business side of the paper. In 1975, the staff tested different advertising strategies, such as a paid calendar of events for potential advertisers to list their off-campus events. An October 1975 memo from editor in chief Janice “J.J.” Jackman, to the Board of Publications made an interesting proposal for the future of *The North Wind*: “Paul Mattson from Industrial Technology has shown interest in seeing the NORTH WIND printed on campus by students and has volunteered to serve as faculty advisor for the graphics and photographic aspects of the paper ... I have written letters to Dean Hefke, Chief Lyons, and Jeff Watts concerning the withholding of student names in disciplinary actions and concerning the open/closed policies of student committees.” The board never revisited this topic, however.

Hruska said during his final semesters as adviser, the problems eventually became mostly in-house; “things with Jamrich settled down during those years.” By 1975, Jamrich was more pleased with the student press’s coverage and fairness: “Dr. Jamrich sent a letter congratulating the NORTH WIND on its progress and quality. We returned a letter thanking him for acknowledging our efforts,” (Jackman). Later that year, the paper continued to expand and make technological advances with the purchase of an IBM Selectric II (Minutes 10.13.75). At about this time, curricular changes were made to improve the practical value of a number of journalism courses. “At that time, Dr. Thomas Hruska, assistant professor of English, was NMU’s only instructor of journalism,” (Magnaghi 240). During the 1975-76 school year, Hruska taught the journalism courses again, but this time *The North Wind* selected him as its official adviser. Hruska was on sabbatical the following year. In the April 2, 1976 issue, the staff printed a special thanks to Hruska, saying “In helping the North WIND become a better paper he has taught us all something about ourselves, and made us better people” (NW 4.2.76).

While curricular changes were made to improve student journalists working for the paper, calls were also made in 1975 to Eastern Michigan University, Western Michigan University, Grand Valley State and Saginaw Valley State University to get examples of bylaws and board of publications policies so *The North Wind*’s board could improve on its performance as well. The newspaper editors and board members involved in the publication took steps to ensure they were following an ethical standard and a level of professionalism commensurate with their current structure of management and policy.

Hruska recalls making visits to other university campus newspapers to find out how they were running their publications.

The North Wind continued to expand its coverage to broader community issues and to try new things during those first few years. The staff flirted with the idea of a literary supplement, something the newspaper has done off and on over the years, even as recently as 2002. “The literary supplement YIELDING was intended for publication in the December 11 issue also ... has been postponed until January,” (Jackman). This supplement was designed to replace *The Driftwood*, the student literary publication that had its funding pulled during the previous year (NW 9.18.75).

The North Wind was growing, and the English Department and university weren't sure what to do with it. While the newspaper was still partially controlled by the administration who appointed the Board of Directors members, actual guidance in the ways of the journalism world was needed. Soon, it was apparent that it would be helpful to have a journalism-trained professional to guide these young writers. This person was Gerald Waite. “The English Department finally realized that someone with real EXPERIENCE might know what he was doing. And we were fortunate enough to lure Gerry to our campus” (Hyslop).

In the fall of 1976, journalist Waite¹⁷ was hired by the English Department specifically to offer courses in a new journalism minor that was being created and to advise *The North Wind* (Waite “N. wind”). The addition of this faculty member meant great changes for journalism at NMU, and steady improvements in the newspaper's

¹⁷ Gerald Waite, known as “Doc” to his students, was loved and admired by NMU's student journalists during the years that he taught at NMU. He was known for pushing even the most talented students to improve, and for his drive to uphold the newspaper's independence from administrative control.

quality. Waite came to NMU from Slippery Rock State College in Pennsylvania where he had also taught journalism courses within the English Department and advised its weekly student newspaper, *The Rocket* (Waite “N. wind”). He had journalism experience that included work on a small Indiana daily—the *Mishawaka Times*, now defunct—and the *Milwaukee Sentinel*. Waite would remain as adviser until the spring of 1995 and the only journalism professor until his retirement in 2001. Waite’s practical experience in the field added another dimension to the position of newspaper adviser, and his guidance to the board of directors proved invaluable.

The new adviser served as a catalyst for change and improvement. One of the first improvements the board began to work on was to find a more suitable office space for the growing staff. In the August 30, 1977 issue of *The North Wind*, an article details the newspaper’s first office move. “The North Wind offices, previously located on the second floor of the University Center near the cafeteria entrance, moved this summer. They have been relocated on the same floor, across from the Continuing Education offices.” The staff vacated a cramped office it shared with the student yearbook, which was a completely separate publication (Waite “Few more”).

The new office did not fulfill the staff’s needs. Photographers were now being hired to better support the expanding paper, and they needed space to work in as well. Previously, photographs were mainly obtained through press outlets and the university communications department. In late November 1977, *The North Wind* and the University drafted a lease for the rental of the newspaper’s University Center office from September 1, 1977 through April 30, 1980. The use or construction of darkroom facilities was still an issue later that year, as detailed in a memorandum to Editor in Chief Robin O’Grady

from Dean of Students Lowell Kafer dated December 21, 1977. While NMU had a low bid to build *The North Wind* its own darkroom, the idea of sharing facilities with the Art Department was on the table. “We will be building a darkroom as a part of your office facilities as soon as a location with some permanence can be determined. Hopefully such a determination can be made within 6 to 8 months, but certainly no longer than one year from now,” (Kafer).

In the midst of the difficult process of moving, a letter to the editor that was printed caused a rift between the *Mining Journal* and *The North Wind*. The *Mining Journal* was then owned by Panax Corporation,¹⁸ which had butted heads with the student press before over situations such as the McClellan Controversy (Magnaghi 273). This time “McGoff’s Contradictions Raise Questions,” an editorial in the October 13, 1977 issue of *The North Wind*, was the cause of the problem. The editorial questioned practices and statements made by Panax president John McGoff after he received nationwide criticism when he ordered two U.P. editors to run erroneous stories on the front page of their respective newspapers. “Obviously there is a discrepancy between testimonies,” the editorial said. “Obviously a hearing is needed to end the volleying of accusations and denials. Obviously someone is lying.” *The North Wind*’s editor in chief at the time, Robin O’Grady, filled the board in on the trouble at a November meeting, “Robin reported that Panax Corp (James R. Whelan¹⁹) has written a letter to request a retraction of an editorial in a past North Wind issue. Discussion followed and a letter will be printed in the North Wind without any retraction or disclaimers and also Robin will be writing a letter to J.R. Whelan,” (Minutes 11.3.77).

¹⁸ Panax Corporation owned the *Mining Journal* from the late ’60s through the mid-’80s.

¹⁹ James Whelan was the vice-president and editorial director of Panax at that time.

A meeting on February 2, 1979 saw Jamrich and the staff butting heads again. The topic was two pieces that appeared in the February 1, 1979 issue of the newspaper—“Conflict Case Decided” by Matt Beer and an editorial, “Two Wrongs Don’t Make a Right” by Robin Stevens. In a memo from Paul L. Strom, off-campus North Wind board representative to ASNMU president Mike Frye, he wrote “Dr. Jamrich opened by stating that both articles were, ‘improper, distorted and incorrect.’ That the correct facts were known by the North Wind prior to the story, and these facts were not revealed specifically in print...Dr. Jamrich went on to state the articles represented ‘irresponsible journalism.’ He felt the story amounted to a ‘lie.’” (Strom). According to Jamrich, the article and editorial indicated that NMU used “coersive tactics and extortion when accepting the \$2,545 pay back offer of administrator Robert Fisher.” Jamrich contented that this was not true, and that the Board of Control was now considered options of action against the newspaper—“‘Totally severing’ the North Wind from Northern Michigan University is a concrete possibility.” The memo noted that Jamrich felt the University would be open to public criticism if action was not taken in this matter. Beer presented a defense, but Jamrich stood firm. “Jamrich said the slanted articles attempt to defraud the University are improper, distorted, and incorrect, and represent irresponsibly journalism.” Jamrich eventually cooled off, and focused more on the separation of liability between the publication and the university. Waite was charged with finding out how other schools in that situation afford liability insurance (Minutes 2.19.79).

After that crisis was dealt with, the focus shifted back to moving to new offices. The 1977 University Center office lease was voided in the fall of 1979, when the staff

decided to move its headquarters into Lee Hall, presumably to be closer to the Art Department darkroom facilities for its photographers. A September 12, 1979 memo from R.M. Fisher to Edwards gave the details of the almost \$6,000 rental fee for one year of office space use in Lee Hall (Fisher). A lease was eventually signed to secure that basement office space through August 31, 1981. The staff found this a favorable move, according to then-adviser Waite: "...we liked this for three reasons: one, the door was open 24 hours a day; two, the rent was cheaper, and three, our floor space was increased and we had access to an office across the hall for the business manager, and another within the newsroom for the editor" (Waite, "Few more").

Through all of this, the staff kept its focus on putting out a newspaper. In the meantime, technology was still changing, and *The North Wind* was not immune to the trends of the professional trade. Typesetting machines were continually being fixed and upgraded and new purchases were being made. Sometimes the machinery would malfunction in the midst of deadline chaos, and the staff would end up putting the finishing touches on the paper down at the Action Shopper's headquarters on Washington Street (Ryan-O'Day "Re: more thesis questions").

During this time, board chairman and English professor Thomas Hyslop proposed printing an orientation edition of *The North Wind*, to hit the stands during the summer and remain through all orientation sessions so incoming students could be informed of campus events and also exposed to the newspaper itself (Minutes 3.26.79). The minutes of a board meeting noted that "Dr. Hyslop will check to see if it is possible to set up a two credit course for intersession (sic) with the responsibility of putting this issue together." While there is no evidence that such a course was developed, it marked the

beginning of the concept of a journalism practicum course, which was designed to give students credit for working at the newspaper.

Through these years, the staff had developed a relationship with local journalist Pat Ryan-O'Day. She owned the Action Shopper, where *The North Wind* was first printed, from 1972 to 1973. "But as the years went by, whenever they had typesetting problems or other questions, I was the one they called on regularly. I had learned to troubleshoot Compugraphic equipment and I was closer than their technical support," (Ryan-O'Day "Re: more thesis questions"). On several occasions, the staff finished its paper in the Action Shopper office when typesetting equipment would not cooperate. "They would work all night, and lock up when they left," O'Day said.

Quirky typesetting machines were not the only technological issues *The North Wind* staff faced in those years. The continuing issue of availability of photographic equipment was also troublesome. In Fall 1979, use of the Art Department darkroom facilities was formalized by a memo from Art and Design Department Head Michael Cinelli to Assistant Provost Glenn Stevens and Editor in Chief Suzanne Edwards. Assistant Art Department Professor Dennis Staffne and Cinelli developed criteria for a three-year usage of the Art Department's photography darkroom by *North Wind* photographers (Cinelli).

Also that semester, a rift surfaced between the Student Finance Committee²⁰, and *The North Wind*. In an October 9, 1979 memo from Edwards to the SFC and the Associated Students of Northern Michigan University²¹, Edwards noted that the SFC was

²⁰ The Student Finance Committee, otherwise known as the SFC, is the entity that allocates funding for student groups out of the Student Activity Fee.

²¹ The Associated Students of Northern Michigan University, or ASNMU, is the name of the student government organization.

trying to decrease *The North Wind*'s circulation by 1,000 copies and eliminate three of its phones, and she was contesting it. Essentially, the SFC was concerned that student funds were being misspent by the newspaper. The matter ended up going before ASNMU Governing Board and it decided not to send *The North Wind* budget back to the SFC for rehearing on a 6-4-2 vote.

While tension came and went between the newspaper, ASNMU and the SFC, a similar situation was brewing between the paper and the president of the university it served. The war between Jamrich and the student newspaper certainly didn't end with the creation of the Student Activity Fee and *The North Wind* in 1972. Almost ten years later, a memo from Dean Norman E. Hefke, the chairperson of the ad hoc committee formed to study *The North Wind*'s independence, stated that "Jamrich and the NMU Board of Control at the April 25, 1980 Board meeting, requested that a study be undertaken to assess 'the feasibility of making the North Wind legally and financially independent...' from Northern Michigan University," (Hefke 1). In this report, Hefke details three types of situations student newspapers can have in the United States: university controlled and supported; university advised and supported; and completely independent. At this time, the report cites *The North Wind* as falling under the second category, "although the North Wind is in fact less financially dependent than most," (Hefke 2). During this battle, Jamrich and the administration still were concerned about the issue of liability. Because of the situation with the student activity fee funding, the university was liable if someone decided to sue the newspaper for libel (NW 2.19.81).

Hefke's memo ultimately suggested that "it is not feasible to make the paper truly independent at this time. The primary obstacle to complete independence is the absence

of sufficient advertising potential in the Marquette area to sustain the operation,” (Hefke 11). This answer did not satisfy Jamrich, and in a January 14, 1981 memo, he states “let me say quite candidly that I am not satisfied with the report,” indicating that the core issue was not the student newspaper’s ability to stand on its own financially. Jamrich wanted the question “how to establish the North Wind as an independent paper” to be answered; “the matter of funding is the second step in that process,” (Jamrich 1). Jamrich resolved that more discussion was “required so that we have a clear resolution to this question,” (Jamrich 2).

Also responding to Hefke’s memo was *North Wind* Board of Directors Chairman Steven Hoalt. He cites a list of conclusions the Board of Directors reached regarding the memo; one such conclusion is the “financial independence of the North Wind could damage the Journalism [program],” (Hoalt). He also noted that no complaints from students or faculty regarding the lack of financial independence from NMU had been filed. The Board passed a resolution to conclude that “financial independence of the North Wind from Northern Michigan University is not feasible and that further action on the subject is not necessary,” (Hoalt). The Board approved the motion, 7-0, with one abstention. ASNMU president Mark E. Strong also wrote a letter in support of *The North Wind*’s current financial situation with the university.

The North Wind had grown and evolved throughout the first ten years, and soon became quite a task for student journalist and adviser alike. By 1981, Waite realized he was “burning the candle at both ends” by teaching full time and acting as adviser. During his first five years, he had created the internship program, which offered credits to journalism students for taking internships over the summer at area newspapers, and the

current two-credit Journalism Practicum course (Waite “Advising, etc”). While he was clearly a perfect match for the position and enjoyed his work, he was quickly tiring of the impossible schedule. “Still, in talking at conferences with other advisers around the country, I learned that virtually all did the advising as part of regularly assigned duties, and so I was emboldened to appeal for the same release time²² arrangement and relieve a really burdensome schedule,” (Waite “Advising, etc.”). A preliminary draft of recommendations of changes in the advising system cited that the editorial adviser was paid \$48 weekly out of the newspaper’s budget, and that released time, something that other university’s student press advisers enjoyed, did not presently exist. “With the measured sympathy of our good dean, Donald Heikkinen, I was able to work out a deal that provided some relief, though it was entirely satisfactory,” (Waite “Advising, etc.”).

By 1982, the newspaper had established a level of professionalism. Production goals were being set, editorial positions were being created around staff talents and new technology was emerging (Boyd). The editor in chief, Mary J. Boyd, told the board that she was rallying for the staff to get the paper to press by midnight on Wednesday, a feat that editors still struggle with today. A big part of the struggle was getting the technology to co-operate.

That fall, *The North Wind* staff published an editorial, “Search procedures questioned,” that raised questions about the selection process for the next NMU president (NW 10.7.82). In the piece, the students questioned the process as being one “open” to the public, specifically questioning the procedure by which eight of the twelve members

²² Release time is granted so a professor does not have to teach a full load of courses so that he or she can use that time to advise or participate in another curriculum-related activity. Today, the North Wind adviser receives a course release in both the fall and winter semesters to attend all staff meetings, be present on production night and facilitates EN307—the journalism practicum.

of the panel where chosen—appointed by the chairwoman of the board at the time. This topic was already raised by a Feb. 12, 1981 editorial “Board Closes Eyes to Open Meetings,” which criticized the Board of Control for doing all its discussion in private meetings, only to come to the open meetings for voting purposes so that no outsiders would know the real issues at hand. Not only were both editorial stances bold, the topic was one that would resurface and prove to be lucrative for NMU journalism students of the future.

The Post-Jamrich Era: Student Press Survives the '80s (1983-1990)

In an April 1983 editorial, the newspaper staff bid farewell to President Jamrich. In the editorial, the staff was frank, and refused to skirt the controversy that had surrounded Jamrich during his fifteen years at the helm of Northern Michigan University. “But not all is sweetness and light although some of our troubles have been beyond his control. One glaring sore spot which stands out is the relationship between the faculty and the administration, which is a serious strain on the university.” At the same time, the editorial pointed out the inevitable position any administrator is put in, where “criticism is inevitable for a person who has any kind of decision making responsibility.” It ended with sincere well wishes for the president and his wife (NW 4.21.83).

While Jamrich had given *The North Wind* hard times over the years, without his intervention, this independent student newspaper may never have existed in the state it does today, which is a very positive arrangement for the students who run it. While this certainly was not Jamrich’s intent at the time, the old adage “be careful what you ask for” certainly applies. With its independence—regardless of how real it was—the newspaper

staff took *The North Wind* to new heights in publication and business standards. By 1984, *The North Wind* budget had reached an impressive \$90,000 (NW 10.25.84).

The staff was confident in its journalistic abilities through this time, and did not shy away from controversy, large or small. One important journalistic move came with the controversy over the John P. McGoff Distinguished Lecture Series. McGoff²³, president of Panax Corporation, which owned the *Mining Journal* at that time, had questionable business interests in South Africa. Student journalists were appalled, and published an editorial in Oct. 4, 1984 stating that *The North Wind* would dissociate from this lecture series. *The North Wind* Board of Directors shot down the editorial staff's plea to ban advertisements of this lecture series, but the staff upheld its disdain for the situation, and made it very public on the pages of the publication.

In addition to taking on political giants, the paper was publishing editorials correcting readers on journalistic terms—the difference between an editorial, column and news article (NW 2.7.85)—and also delving into journalistic philosophy. In an April 4, 1985 editorial, “Objective yet fair,” the students used an interesting tactic to let readers know what was really going on behind the scenes of a current controversy. “Objectivity is not always fair. By presenting both sides of a story, a writer is being fair. When reporting what (director of Black Student Services Gregory) Davenport tells us, we are being objective, but it is not necessarily fair, if both sides cannot be heard from.” The newspaper presented this information because a personnel matter between Davenport and Norm Hefke had apparently gotten dirty, and Hefke could not comment because it was a

²³ McGoff had a South African connection, and many people believed an old *Mining Journal* press was sent to South Africa and used to print a comic book that showed black people as half human, half animal. He was very involved in the apartheid structure and philosophy and was close with some of the leading white South African politicians.

personnel matter; this made the situation very one-sided to the outsider reading the coverage. The staff and readers were clearly not comfortable with this, despite the fact that the administrator was getting the raw end of the deal, and found an ethical resolution to attempt to bring equality to the matter.

The '80s continued to bring a wave of strong journalism, with the students drawing attention to many important issues, such as the problems with asbestos on campus, faculty evaluations and funding for the library, all issues that still exist today.

Success of the '90s: Student Newspaper Honored for Excellence

In the early '90s, *The North Wind* Board of Directors made some important decisions to approve money for purchase of expensive technological advances. Compared to the 8-inch-by-8-inch screens that were being used for layout and design, the new large monitors, fast network and powerful Macintosh computers were a vast improvement (Stieber "Re: The North Wind).

Also during this time, some important relationships were formed—many with a journalist's most important source—the police. "In the early '90s, we had a good relationship with NMU Public Safety. It showed in our coverage," (Stieber "Re: The North Wind). Important topics that the newspaper covered during this time included the resignation of NMU's ninth president, James Appleberry. "During that time, William Vandament took over as interim president, and the newspaper questioned the 'fake search' the university conducted, only to name Vandament as president in the end," (Stieber "Re: The North Wind"). Often the staff had easy access to publishable details of

crimes, and cooperation from Public Safety to tackle more in-depth safety issues and crime trends.

In 1991, the Division I NMU Wildcat hockey team won a national championship title and the campus and newspaper also wrestled with “campus diversity, or lack of it,” budget cuts and tuition hikes (Stieber “Re: The North Wind”). Construction of the Superior Dome and the closure of the nearby K.I. Sawyer Air Force Base were also splashed across the headlines. While the students supported this controversial move by the federal government, the base closing in 1995 cut enrollment by about 1,000 students. It took almost a decade for the University to replaced those students by increasing out-of-state enrollment.

The North Wind offices moved from Lee Hall to their current location in Room 2310 in the University Center in July 1994 (Wazelewski). This move allowed for a more professional environment, expanded workspace and easier access to the Wildcat Den food the staff needed to burn the midnight oil and get the paper to bed. The next few years called for intense dedication, as the newspaper worked to keep other university factions honest, following the stories of the impeachment of the ASNMU president, controversy with the student radio station, WUPX, and the TLC initiative to mandate students to have university-issued laptops.

In 1995, former Editor in Chief Paul Stieber began co-advising with Waite. The Board of Directors was still essentially serving the same function it had back in 1972. “The board does NOT generally discuss content, unless we really screw up, and certainly does not approve editorial directions, although it could of course replace the top executives if it felt either was not serving the community well,” (Waite “Advising, etc.”).

Also in 1995, up-to-date technology was sparse for production of the newspaper. A sneakernet²⁴ was in place using Macintosh computers with a primitive printing server. Problems plagued the staff with file loss and printing difficulty, but it worked through the challenges, and kept improving the quality of their product, which would eventually be recognized.

In 1996, Waite stepped down as adviser of the paper. "...Aside from feeling I'd put in enough years at the job, was that a new dean decided to pull the released time and keep me in the classroom with a full load. He thought I should stay on and donate my services as adviser, but I was upset about the idea and the way it was worked out, with little advice from me, and I was fortunately able to refuse," (Waite "Advising, etc"). At this time, graduate students began filling in the advising spot.

Also in 1996, the first *North Wind* style guide²⁵ was started by editor in chief-elect Mike Murray. After his summer internship with the Minneapolis Star-Tribune, he saw how valuable an internal stylebook could be, and continued to work on the project with managing editor Andy Dietderich until its completion and Murray's graduation three semesters later. New entries have been made continually by editors in chief after Murray. The style guide was another step this award-winning staff took toward streamlining its weekly production process, allowing for more timely coverage of important events.

One such event involved the new presidential search in 1996 and the Open Meetings Act. "During the search to replace Vandament as university president, the search committee held interviews in the Detroit area. The press was excluded from the

²⁴ A sneakernet is a term that describes a transfer of electronic information, especially computer files, by physically carrying removable media such as floppy disks CDs or the like from one computer to another.

²⁵ Style guides or style manuals outline standards for design and writing for a specific publication. They include best usage, spelling choices, grammar, punctuation and more to unify a publication's look and feel.

interviews, and the [Detroit Free Press] sued, arguing that in the latter stages of such a search, the public needed to be present,” (Waite “Old news”). This violation of the Open Meetings Act was upheld in a court of law, and fines were assessed. “The university had to pay the paper the money, which then was promptly donated for an endowed scholarship for students involved in journalism,” (Waite “Old news”). The result was the *Detroit Free Press* First Amendment Scholarship, which boasts a \$1,000 annual award to one or more students who are *North Wind* staffers. “This one fluctuates depending on investment performance of the principle amount donated by the Free Press,” (McCommons).

About a year later, another journalism scholarship came out of the blue, benefiting students involved in journalism as well. The Michigan Press Association called then-adviser Gerald Waite and asked if the university had a program in journalism. Waite explained that the university had a reputable minor in the field. “They came back to tell us that their board had decided to award a scholarship to one of our journalism students annually. All we had to do was follow simple steps to select a deserving candidate,” (Waite “Old news”). Thus, the annual \$1,000 Michigan Press Association Scholarship was brought to NMU. Other Michigan universities offer this scholarship each year as well.

The North Wind Online first began in 1997, under the watchful eyes of Murray and Dietderich. The Web site was primitive at first, with Dietderich and copy editor Lucas Sponsler conspiring with technology guru and student Todd Small in the basement of the LRC to get the edition online every Friday. While it didn’t always work properly or look aesthetically pleasing, it served as a basis for what could be another lucrative

investment for the thriving newspaper. Also in 1997, *The North Wind* won its first staff award, taking third place for best newspaper in the four-year nondaily category at the Associated Collegiate Press's Best of the Midwest Convention in Minneapolis. There were 17 entries in the category. After that, the awards continued to pile in, honoring the seasoned staff for their hard work and dedication to the publication, a testament to Waite's diligent tutelage. In 1998, Eric Bradley and Murray both won individual recognition for Best News or Features Story at the ACP's convention in Milwaukee.

In 1999, the newspaper took first place in the category for four-year college newspapers, enrollment greater than 5,000 at that same convention held in Minneapolis, under the leadership of editor in chief Kristy Basolo. Not long after, the staff was awarded the 1999 Michigan Bell Award for "comprehensive 12-month coverage" of the TLC initiative. The *North Wind's* coverage of the laptop program was awarded again in Spring 1999, when the paper received the American Scholastic Press Association award for "Outstanding Service to the Community." The staff also received a first-place overall designation from the American Scholastic Press Association.

While winning awards didn't seem to be a challenge to the staff, what they were about to face with a technology switch would be. After Basolo graduated in May 1999, her fight against changing programs, keeping Pagemaker as the primary page-layout software, went with her. The incoming editor in chief embraced the improved technology of QuarkXpress, and was determined to make the switch to completely electronic preparation for printing. The days of paste-up journalism were over for *The North Wind* staff, and a simple CD replaced the cumbersome pages that would normally be presented at the *Mining Journal* in the wee hours of every Thursday morning.

The new staff wasted no time; the orientation issue published in the summer of 1999 was the first paginated issue of *The North Wind*, put out by editor in chief Lucas Sponsler. While Sponsler concedes to many technical difficulties with the transition, it clearly was worthwhile for the staff to abandon the paste-up method. “The biggest challenges of becoming paginated were faced by the ads people,” (Sponsler “So fresh...”). “It didn’t take long to make adjustments to our editorial layout system. Creating new page templates was time consuming for a few of the pages; however, when this was done it corresponded with a design change for the paper, so it would have been done anyway. Teaching editors to use QuarkXPress was a headache sometimes, but that’s not unique to instituting the pagination process. If anything, it reduced the learning curve, as we didn’t have to teach some of the paste-up skills.” This change meant that the finalization of pages was no longer the responsibility of the desk editors, it was now left in the hands of the editor in chief as he or she transferred the pages into one final document. “In spite of the benefits of pagination, I think newer editors lost an understanding of some of the fundamentals of good layout, as we no longer had to size and crop photos, and paste-up became a thing of the past,” (Sponsler “So fresh...”).

The New Millennium: Technological Advances Improve Newspaper (2000-2002)

While the University and students continued to struggle with the TLC initiative, and how it should be properly implemented, *The North Wind* had computer issues of its own. Aside from the changing technology in the journalism industry, members of the staff had planted the seed that a Web site was an important addition to ensure the newspaper’s future success. While staffers over the previous few years had made

attempts at starting a site, time constraints and lack of viable software made for an inconsistent product. Finally, Russ Langkawel, a computer science major, was hired to take over the online edition in the Winter 2000 semester. His expertise proved to be exactly what the floundering Web site needed, and he quickly was named Online Editor. Some improvements were made, however the staff still had not adjusted to the idea of extra work for the Web site.

Nathan Pelton took over the Web site in the Fall of 2000. He was just a senior at Marquette Senior High School, taking enough credits at NMU to be a staff member when he was hired. Pelton wasn't given much to work with. "When I arrived, all I had was a zip disk labeled 'Oh shit, I'm fired.' It contained very little. It had a basic layout that I improved upon and am still using today," (Pelton "RE: thesis"). With Pelton's enthusiasm and encouragement, the business staff began contemplating the use of the Web site for additional ad revenue. In 2001, *The North Wind* got its own domain name, www.thenorthwind.org, one which was separate from the university to make this money-making venture more of a possibility²⁶.

As new technology continued to challenge the staff members, they worked to prepare something special for their outgoing leader. In the early fall of 2000, Murray and Stieber collaborated on the beginnings of a Gerald Waite North Wind Scholarship, a surprise tribute to Waite, to be presented at his retirement (Stieber "Re: additional question"). The duo went to the alumni office and got a partial list of old *North Wind* employees, and began compiling a list of additions on their own.

²⁶ The site previously had been tied to the www.nmu.edu server, thus putting the administration in the position of gaining revenue from ad sales.

“We drafted an appeal that was mailed to all of them, and Mike tried to work the *Mining Journal* and, I think, the *Milwaukee Journal-Sentinel* for contributions as well. We also mailed to English department faculty, the Catholic diocese of Marquette, Pat O’Day of the *Marquette Monthly*, and just about anyone else that we could think of. We needed to raise \$10,000 to fully endow a scholarship or at least \$5,000 to be considered ‘official’ by Northern’s development office, which would then assist us in our efforts,” (Stieber “Re: additional question”). The campaign raised about \$2,500, and, in May 2002, Waite and the financial aid office settled on some terms to distribute the money that was raised (Stieber “Re: additional question”). Today, a \$400 scholarship is given out to a *North Wind* employee, with preference to journalism minors every year.

During this time, new English Department head James Schiffer identified a problem with the current advising situation for the newspaper—continuity. In addition, he felt the position should have the respect brought by at least an assistant professor. “I felt pretty strongly that this was too important to leave to a grad student” (Schiffer). Schiffer brought his concerns to dean of students Edward Niemi and vice president of student affairs William Bernard and garnered support. The end result was paying an equivalent of an adjunct professor or higher to be the adviser of the newspaper. Schiffer feels this led to more consistency in the paper, which was the goal. From then on, course release was given to a professor to teach the journalism practicum class and advise the student newspaper (Schiffer).

In May 2002, the decision to use full color on certain pages of *The North Wind* each week was considered when Chris Mosier became editor in chief. An art major, Mosier had dealt with preparing color spreads for printing and was familiar with the challenges

the staff could encounter with computer programs when working with full color photos and layouts. “I felt confident I could make the transition to color a smooth one because I had the knowledge to train my staff and the experience to troubleshoot any possible problems. I was hired as editor in chief with this transition in mind,” (Mosier). “In the year prior...*The North Wind* had only two issues with full color. The only time we ran full color front and back was if we sold a full color ad on the back page, which would allow us to use the color on the front page without spending extra money. From my experience in selling ads at *The North Wind*, I knew it was very difficult to sell a full color back page ad.”

As an act of good faith, the *Mining Journal* donated the cost of full color for the staff’s last issue in the Winter 2002 semester. The difference in appearance was noticed campus-wide, and Mosier decided if she would become editor in chief, she would push for full color, (Mosier). “I proposed the change to the board of directors, along with the increase in paper size from a small tabloid to a full tab. The board gave me permission to request bids from printers in the area to see the estimated cost of the size change and full color each week,” (Mosier). Mosier’s request included full tabloid size, full color front, and back and center spreads each week. Compatibility with *The North Wind*’s computer system, electronic delivery of information and Wednesday night delivery of information, with Thursday morning distribution of papers was also requested. Brian Zinser and the NMU Marketing Department edited the bid and added statements to ensure it was a legally sound document. Bids were sent to printers in the U.P. and Northern Wisconsin, including the *Mining Journal* in Marquette, and printers in Escanaba, Sault Ste. Marie,

Ironwood and Green Bay. The *Mining Journal* was the only printer to respond by the deadline date, and *The North Wind* signed a contract with it (Mosier).

To offset the cost of printing, the ad rates needed to be raised. The rate adjustment was about a five-percent increase from the year before, which was consistent with increases in previous years. The ad sizes also were modified because of the size increase. With the improvements made to the paper, advertising did not decrease with the price increase. The first full-color issue published with the larger size was in Fall 2002. As with any change, Mosier said the transition was not without turmoil. “The major challenge in switching to full color was setting up the templates for printing. Each page had to be redesigned on the computer and then checked with the *Mining Journal* to make sure the print margins and fonts printed correctly,” (Mosier). In addition, the photo staff had to be trained to make color adjustments to the photographs to coincide with the *Mining Journal*’s production levels. “This was a struggle for the first semester, but improved as we learned how the *Mining Journal*’s press ran. We implemented the full use of digital photography (with the exception of sports photos), so we worked on figuring out both the process and the printing at the same time,” (Mosier).

The award-winning trend of the '90s continued into the new century. In 2000, *The North Wind* took second place in the four-year college newspapers with enrollment greater than 5,000 at the ACP convention, again held in Minneapolis. They also won second place for specialty publications. The March 14, 2002 issue announced that *The North Wind* won first place for best single-page design and second place for the best special coverage issue, which was the hockey season preview insert. Then-Managing Editor Mosier won first place in review writing for her review of “Stillmatic,” by Nas.

Editor in Chief Travis Margoni won first place in news writing for his story, “NMU students arrested,” and also won honorable mention in editorial writing for an editorial titled “Holm’s resignation was unavoidable.” These five awards brought *The North Wind*’s total to 18.

Alternate/Alternative Student Publications

While *The North Wind* was building on its success, it was not without competition. Many alternative publications sprung up over the years at Northern Michigan University, and not all were student run. It seems that over time, sheer investigative reporting could not always unearth the underlying sentiment and happenings that went on behind the scenes. Police records and testimony of administrators and faculty could not always reveal what students and faculty wanted to be exposed about the university. Special interest groups also could not always find themselves in the limelight. From this came the genre of not-quite-newspaper, which had publications that resurfaced repeatedly over the years. The common thread between all these publications was opinion pieces; sarcasm and biting wit were also no stranger to these pages.

Northern News and *The North Wind* always seemed to have rival publications. A direct relationship emerged between the quality of the mainstream campus newspaper and the content of the alternate publications. When the main newspaper was solid journalistically and reported the facts, students and faculty needed some other way to display their opinion and disdain with the administration. In this way, specialty publications were very self-serving for the editors and contributors.

Students Search for *Peace*

The first alternative student newspaper on record at NMU was entitled *Peace*. The only issue remaining in the university archives is No. 5, which came out on April 22, 1969. It was in broadsheet newspaper format, and cost 10 cents per copy. The publication contained no advertisements, and its masthead stated that, “ ‘Peace’ is Northern’s only student owned, student operated newspaper. ‘Peace’ is a weekly publication of zaca²⁷.” This issue had an ad-type announcement that contained the following banter:

Support President Jamrich Parade Cancelled: Michael Shapiro has informed “Peace” that the Support President Jamrich Parade, which was to be the major attraction of the UP with Decency Day has been cancelled due to a total lack of response (Peace).

The publication had a staff of about ten, including three faculty members, Barry Wood, Bill Cooper and Joe Sittler. The issue also contained a continuation of a column by student Jerry Farber, titled “Student as Nigger.” Overall, the publication had a largely anti-war sentiment, as apparent from its title, but it didn’t adhere strictly to that theme with its content. It is hard to classify it as a newspaper when no traditional journalistic reporting was present.

***Free Press* Graces University**

In 1971, another alternate press sprung up, publishing its first issue on March 18 at a cost of 15 cents to its readers. This publication, the *University Free Press*, seemed to fill the void that was left when *Peace* stopped printing. The newspaper was a strangely

formatted broadsheet, which was folded in half twice, with the outside cover running horizontally, opposite from the inside pages. The cover of the first issue had an illustration with the words “Freedom has been suppressed so long that many no longer care about anything...save revenge.”

There were no ads in this publication, although it offered to print free classified ads for students. While this publication seemed to be less serious than *Peace*, containing a series of columns and other humorous content such as “Little Richard’s corner,” it had a political edge. The paper’s masthead contained a solicitation to students, “The University Press invites all who wish to better our world to send their efforts to the paper. We hope that all attempts to save the world be done graciously and with good humor. It is the policy of the paper to focus opinion so that situations are illuminated and people are not victimized.”

It is interesting to note that the paper was published from Room 157 in Hunt Hall. By the time the third issue of publication came out, it contained about a half dozen ads. It seemed to be taking a more serious tone, even including a little more journalistically sound content such as the front page article, “400,000 Americans March on Washington; Hunt Hall Council Sends 13 Delegates.”

News Highlights Diversity in *Black and White*

In the fall of 1972, shortly after *The North Wind* was born, former *Northern News* managing editor Joyce Wheeler went out on a limb and founded her own newspaper, despite still writing for *The North Wind*. Her new creation, *Black and White Bi-Monthly*,

²⁷ There is no information available as to what “zaca” was other than some type of student organization.

was a registered NMU student organization and published 3,000 copies with help from the Student Activity Fee, with the first on Oct. 31, 1972. “The newspaper was created by Mr. Jack O’Day of Marquette, Michigan” (Action Shopper). As suggested by its title, *Black and White* served the minority populations at NMU, but not exclusively. It contained an Indian Affairs column, a prison column, an Africa column and a U.S. Foreign Affairs column in every issue. But it also had space specifically reserved for coverage of film and theatre, local news and other worthy items. It seemed to fill in coverage in areas *The North Wind* lacked the space to cover.

Welcome to the first issue of the “Black and White Bi-Monthly” NMU campus newspaper. It’s (sic) staff and contributors have worked hard to provide you with a much needed alternative to the printed media now functioning as educational and informational organs within the NMU community. We hope that you benefit from the contents of this month’s issue and we look forward to bringing you three more issues ... two in the month of November and an issue in December before the end of this first semester.

This news organ is designed to recap current happenings at the international, national, state and local levels and is very much prone to analyze and editorialize on implications. The “Black and White Bi-Monthly” also offers several notable columns, reviews the arts and sports and presents you with a centerfold created by Alvin C. Wheeler, a former NMU student who is now a professional artist. Many other worthy contributions by students, faculty, staff and other persons will be made. If you yourself would like to put something in to print, please do not hesitate to contact us...

The letter also mentioned that after the fourth issue of the paper, ASNMU would solicit student opinion on the *Black and White* and *The North Wind*. “Since the financial base of these news organs is a portion of the five dollar Student Activity Fee, student opinions will affect the dispersion of student money to both of these newspapers for the second semester.” The paper was published for a year before funding was cut (Ryan-O’Day “Re: thesis question”).

***Broadsheet* Provides Daring News Alternative**

In 1977, the next alternative publication, entitled simply *Broadsheet*, was put out by a group called the Tuesday Committee and had a staff of about 10 students. The format was highly unusual, being a huge, one-sided poster-like sheet, which measured about 20 inches wide and 30 inches high. There were no advertisements in this publication.

The content was similar to other alternative publications on NMU’s campus, although perhaps more daring. Headlines often contained “hidden” profanity, including “Phor the Phuck of it!” A “Turkey of the Week Award” was given out to random faculty and administrators who had, in the student editors’ eyes, done something deplorable; the accompanying photo displayed a hand-drawn turkey with the offender’s mug shot pasted on it. Each issue also had a John X. Jamrich Fan Club logo on it. While the content was humorous, the writing was grammatically challenged. The anti-*North Wind* sentiment was prevalent, as displayed by “Special thanks goes to Doug Cole for blowing off the Ill Wind and coming down to where the real action is,” (*Broadsheet* 3.1.77). It is unclear

how long the publication lasted, but it appears to have run for several years, judging by the volume numbers.

Students Seek *The...TRUTH*

The...TRUTH, or in its formal title, *The Complete, Unadulterated, Unabridged, All-American, Unbiased, Wholesome, Honest to Goodness, Plain and Simple TRUTH*, was an 8.5-by-11, four- to eight-page publication that was created in 1988 by Project E*L*F*²⁸, a student group on campus. The publication, following the format of the nationally popular *The Onion*, was a fictional and satirical rendition of current news events. It had a photocopied look to it.

Project E*L*F* was founded before *The...Truth* came about. The exact date of creation is unclear, but Paul Olson, founder of *The...Truth* recalls early projects. “I don’t know exactly when but I remember one of our first projects was putting up posters that said ‘BOB FOR CONGRESS’ That was funny because both of the candidates for Congress were named Bob...” (Olson “Re: The...Truth.”). Eric Lucas was as ‘in charge’ as anyone ever got (not very) primarily because he did most of the work in pasting up and that sort of thing until April 1992 (Olson “Re: The...Truth.”).

After less than a year of being on the stands, the Student Finance Committee announced that funding for the publication was to be temporarily suspended in September of 1989. The suspension came from complaints about the cover story of the most recent

²⁸ Erisian Liberation Flank’s name was calculated, according to a founding member. The acronym referred to a highly controversial project that stirred controversy in the Upper Peninsula in the ’80s. The real Project ELF was a government defense communications project in the late ’70s and early ’80s that proposed construction of a underground submarine communication system in the U.P. or expansion of the present facility at Clam Lake, Wis. The estimated total cost of the system was \$500 million in 1981. Project ELF would send the launch signal to submerged submarines carrying nuclear tipped missiles. The buried antenna would be capable of sending extremely low-frequency radio waves that penetrate seawater.

issue at the time, which trivialized the death of a student who was electrocuted after climbing a utility pole on September 4, 1989. The chairman of the SFC went on record in *The North Wind* as saying “I’ll do anything in my power to stop funding of ‘The Truth’ with SFC funds,” (NW 9.14.89). The next week, *The North Wind* reported that the funding had been voted down permanently by the SFC, 4-2 (NW 9.21.89).

Controversy went on about whether or not this was a censorship issue, or simply a choice to better spend student funds. In an appeal letter from Project E*L*F* to the ASNMU Governing Board, the member wrote “We also feel that the Student Finance Committee, and Mr. Roberts in particular, has shown a clear bias against the Erisian Liberation Flank. The S. F. C. routinely funds programs that may prove to be offensive to many students, but are nonetheless successful. A perfect example is that of Gonzo Films, many of which are sexually explicit and are advertised with the ‘guarantee that everyone who comes and watches the film will be offended,’ ” (Truth letter).

Despite the controversy—and the love/hate relationship that went on between the student government, administration and Project E*L*F* staff throughout the years—the publication went on, and has resurfaced even in the late ’90s. “I called myself ‘Interim Editor’ for Fall 1992 through spring of 1994...During the whole run, however, there were several of us who would take turns writing and laying out individual pages or whole issues—which is why the look is so wildly inconsistent. There was no editorial ‘leadership.’ Anyone who got a page together got to run it. Not that there wasn’t some arm twisting and shouting down of ideas, but for the most part it was pure anarchy,” (Olson “Re: The...Truth.”).

***Nishnawbe News* Brings Notoriety to NMU**

Developed for and by the Native American population at Northern Michigan University, *Nishnawbe News* was first issued in June 1971. Local writer Jim Carter served as adviser for the publication. *Nishnawbe News* was one of three major Native American publications in the country and was highly respected in the United States and Canada (Magnaghi 293). Despite a vigorous campaign to save the publication, budget cuts in the early '80s put an end to the success of the newspaper. "At the time, there was some hope of developing a quarterly, but this never happened," (Magnaghi 293).

Conclusion

Many publications have come and gone at Northern Michigan University, but only *The North Wind* remains. Today, a nine-member board acts as publisher for *The North Wind*. Five students, two faculty members, one administrator and one community journalist make key decisions to help the newspaper uphold its excellence. While the Board of Directors rarely involves itself with editorial content, it still maintains the balance and financially and technologically stable work environment for student journalists to thrive in. A dedicated professor advises the newspaper, but there is no administrative control to this independent publication.

Definite patterns emerged in the editorial content throughout the years, proving that some things never change. The students routinely come back to the issue of student apathy, renovation decisions, keeping other student organizations in check and butting heads with the administration. In the November 1, 2007 issue's editorial, the staff made it clear that the challenges remain the same, as does the focus of the publication:

We've preached and preached. We've whined, begged and pleaded.

But, discouraging as it is, apathy is still a problem on campus and NMU students just don't care.

Despite a growing number of students involved with the Superior Edge program and several small groups of students promoting different causes, our university is largely in favor of nothing other than themselves.

So, what should *The North Wind* do? Fill our pages with international and national news, in the hopes of keeping students educated on "the big issues?" Pick up the Associated Press Wire Service and provide even less student-generated content? There's always the option of using this space for dead-horse kicking, providing you, the students, with a parent-like editorial scolding you about how you should be involved and why you should care. But why should *The North Wind* have to take on this role?

As a campus newspaper, *The North Wind* provides detailed information on campus events, the issues that affect students directly and a variety of viewpoints and entertainment articles.

What we can't provide is in-depth coverage of the Iraq war, because, well, we simply don't have that kind of a budget. But what we have done is provided the political coverage that matters most to students—annual ASNMU and national election inserts.

And despite extensively covering ASNMU elections and their obvious importance to the NMU student body, the voter turnout is almost always pitiful. In general, students just don't care about politics, even if it directly affects them.

But still, each week, *The North Wind* is striving to put out the best possible product.

The functions of a college press include serving the economic system, entertaining, informing, serving as a university watchdog and influencing. Even in the last role, the media's position is limited in what it can and can't do. While *The North Wind* can influence its readers through careful selection of story ideas, it has to stop short of ramming down students' throats the fact that they should wake up and become informed about the world they live in. We can't force you to have a vested interest in the university, we can only suggest it, and challenge you.

So here it is: We challenge you, the NMU student body, to contribute to our university, and when you choose to do so, you will have a friend in *The North Wind*.

Student life and student journalism comes full circle. Despite the frustration that can be generated by both, the function of student publications still remains an important part not only of the lives of the journalists, but of the student readers as well.

“The North Wind was a learning laboratory for us as we developed as students, writers, thinkers, and managers. What remains so remarkable to me is that we ... were allowed to produce a newspaper! What a great responsibility. It's a somewhat incredible prospect if you think about it. I learned much in my classes at NMU, but at the North Wind I had the most fun and learned the best way: while working and learning with others,” (Stieber “Re: The North Wind”).

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Kristy Basolo. 18 Feb. 2003.

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Waite, Gerald. "Old news." E-mail to Kristy Basolo. 14 Feb. 2003.

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Appendix A: Newspaper Editors

Northern News editors in chief

- Jim Fuller, *unknown*
- Doug Moreau, *unknown*
- Dee Meyers, *unknown*
- Tom Schwalbach, *unknown*
- Orton Melchoir, *unknown*
- Kathleen Hogan, *unknown*
- Sandra Neimeyer, *unknown*
- Katherine Anderson, *unknown*
- Jane Piirto, *unknown*
- Donna Gustafson, *unknown*
- James Almy, *Winter 1967*
- Ruth LaVoy, *unknown*
- Jeffrey R Jurmu, *Fall 1967, Winter 1968, Fall 1968*
- Lowell Easley, *Winter 1969, Fall 1969*
- Charles Brunell, *unknown*
- Ric Wanetik, *Fall 1971*
- David S. Haynes, *Fall 1972*
- Greg Bell, *Winter 1972*

North Wind editors in chief

- Greg Bell, *Fall 1972*
- Don McLennan, *Winter 1973, Fall 1973*
- Darlene Alonzo, *Winter 1974*
- Larry Sullivan, *Summer 1974*
- Pam Jansson, *Fall 1974, Winter 1975*
- J.J. Jackman, *Fall 1975, Winter 1976*
- Becky Beauchamp, *Fall 1976, Winter 1977*
- Robin O'Grady, *Fall 1977, Winter 1978*
- Robin Stephens, *Fall 1978, Winter 1979*

- Suzanne Edwards, *Fall 1979, Winter 1980*
- Kenneth Altine, *Fall 1980, Winter 1981*
- Becky Allen, *Fall 1981 (12 weeks)*
- Ken Silfven, *Fall 1981*
- Mary Boyd, *Winter 1982, Fall 1982, Winter 1983*
- Todd Dickard, *Fall 1983*
- Paul Meyer, *Winter 1984*
- Patti Samar, *Fall 1984, Winter 1985*
- Ron Fonger, *Fall 1985, Winter 1986*
- Dave Gill, *Fall 1986, Winter 1987*
- James Lyons, *Fall 1987, Winter 1988*
- Cheryl Peterson, *Fall 1988, Winter 1989*
- Rebecca Ennis, *Fall 1989, Winter 1990*
- Ann Gonyea, *Fall 1990, Winter 1991*
- Shana Hubbs, *Fall 1991, Winter 1992*
- Paul Stieber, *Fall 1992, Winter 1993*
- Joe Hall, *Fall 1993, Winter 1994*
- Bob Hendrickson, *Fall 1994, Winter 1995*
- Amy Goodrich, *Fall 1995, Winter 1996*
- Michael Murray, *Fall 1996, Winter 1997, Fall 1997*
- Kristy Basolo, *Winter 1998, Fall 1998, Winter 1999*
- Lucas Sponsler, *Fall 1999, Winter 2000, Fall 2000*
- Travis Margoni, *Winter 2001, Fall 2001, Winter 2002*
- Chris Mosier, *Fall 2002, Winter 2003*
- Rob Hamilton, *Fall 2003, Winter 2004, Fall 2004, Winter 2005*
- Michael Grabowski, *Fall 2005*
- Kim Hoyum, *Winter 2006, Fall 2006*
- Valerie West, *Winter 2007*
- Curt Kemp, *Fall 2007 to present*

Appendix B: *North Wind* Faculty Advisers

Faculty advisers since *The North Wind*'s beginning in 1972:

- Mining Journal employee Robert Skuggen, *unknown*
- English Professor Thomas Hyslop, *unknown*
- English Professor Thomas Hruska, *Fall 1974 to Winter 1976*
- Journalism Professor Gerald Waite, *Fall 1976 to Winter 1996*
- English Graduate Student Paul Stieber, *co-editor, Winter 1996*
- English Graduate Student Michael Fitzgibbon-Rhea, *Fall 1996, Winter 1998*
- English Graduate Student Michael McQuade, *Fall 1998, Winter 1999*
- English Graduate Student Vincent Reusch, *Fall 1999, Winter 2000*
- English Graduate Student Kristy Basolo, *Fall 2000, Winter 2001*
- Journalism Professor James McCommons, *Fall 2001 to Winter 2005*
- Journalism Professor Catherine Terwilliger, *Fall 2005 to present*

Appendix C: *North Wind* Awards

- In 1997, the paper won third place for best newspaper in the four-year non-daily category at the Associated Collegiate Press' (ACP) Best of the Midwest Convention in Minneapolis.
- In 1997, *The North Wind* received an outstanding sports coverage award from American Scholastic Press Association.
- In 1997, staff received an award from American Scholastic Press Association for general excellence.
- In 1998, *The North Wind* received an outstanding sports coverage award from American Scholastic Press Association.
- In 1998, staff received an award from American Scholastic Press Association for general excellence.
- In 1998, Eric Bradley won individual recognition for Best News or Features Story at the ACP's convention in Milwaukee.
- In 1998, Mike Murray won individual recognition for Best News or Features Story at the ACP's convention in Milwaukee.
- In 1999, the newspaper took first place in four-year college newspapers, enrollment greater than 5,000 at that same convention held in Minneapolis.
- In 1999, the staff won a Michigan Bell Award/TLC initiative for comprehensive 12-month coverage.
- In 1999, the staff won American Scholastic Press Association "Outstanding Service to the Community" for laptop coverage.

- In 1999, the staff won a American Scholastic Press Association First Place Overall Designation.
- In 2000, *The North Wind* took second place in the four-year college newspapers with enrollment greater than 5,000 at the ACP convention, again held in Minneapolis.
- In 2000, *The North Wind* took second place for specialty publications at the ACP convention, again held in Minneapolis.
- In 2000, staff received the American Scholastic Press Association First Place Overall Designation.
- In 2001, *The North Wind* received a first-place designation from the American Scholastic Press Association.
- In 2002, the staff won first place for best single page design at the ACP Best of the Midwest convention, held in Minneapolis.
- In 2002, the sports staff won second place for the best special coverage issue (Oct. 18 hockey preview insert) at the ACP Best of the Midwest conventional, held in Minneapolis.
- In 2002, Managing Editor Chris Mosier won first place in review writing for her Jan. 31 review of “Stillmatic,” by Nas at the ACP Best of the Midwest conventional, held in Minneapolis.
- In 2002, Editor in Chief Travis Margoni won first place in newswriting for his Feb. 28 story “NMU students arrested.” He also received honorable mention in editorial writing for the Jan. 17 editorial, “Holm’s resignation was unavoidable” at the ACP Best of the Midwest conventional, held in Minneapolis.