Rice to be pictured in best light by Campanile

By WILLIAM HANEY
Thresher Reporter

The 1967 Campanile will take an optimistic outlook toward the University, according to editor Jenny McCravey. "This is a fun, exciting place to be, and we will try to look at it from all sides—students, faculty, buildings, events."

Not Critical

It will emphasize the academic side of life at Rice, and will try to present the faculty as they are seen every day by the students, not simply in formal group portraits.

The events of the year will be recalled primarily through pictures, and copy will be designed to inform rather than to criticize, said Editor McCravey, adding that she believes criticism is not the function of a yearbook.

This year's Campanile will have 336 pages, including 10 pages in full color. It will, for the first time since 1963, include all the campus honor societies.

Reasonable Charges

The book will be a standard 9x12 shape, and is designed by fifth-year architect Tom Bean. Ron Green wrote the introductory copy. The staff helping put the book together includes 11 people, mostly freshmen and sophomores.

Responding to criticism of the Campanile for charging for individual and organization pictures, Miss McCravey said she had written to other school yearbooks to find out their financial procedures, and had concluded that Campanile policies were "neither unusual nor unreasonable."

At TCU and Arkansas the yearbooks are supported in part by student fees and are distributed free to all students, as at Rice. At Texas Tech the yearbook is supported by voluntary subscription, at $7.50 per person.

The Campanile is supported by a $5 compulsory tax levied on all undergraduates. The actual cost of the book, however, is about $8 a copy. Copies are sold at cost to persons not paying the blanket tax fee.

Other revenue, making up the additional $3.50 cost per copy, is derived from advertising and the charges made to individuals and some student organizations for coverage in the book.

Advertising revenue totals about $4,000, at a cost of $120 per page. Campanile rates are higher than at the other schools, and the volume of advertising revenue apparently cannot be expanded significantly.

Rates charged by the Campanile for individual pictures are, on the whole, lower than those at other schools.

In comparison with the Campanile's fee of $2.50 for individual pictures, Arkansas charges $2, while TCU charges $1.50 for everyone except seniors and graduate students, who must pay $2.50. Tech's individual pictures are free.

The charge for individual pictures is mainly a revenue device. Of the $2.50 students pay for a picture, only $1.25 is needed to actually produce the picture in the book. The other $1.25 is contributed to general revenue and is used for production of the rest of the book.

Thus the students who pay for their pictures are in effect subsidizing other parts of the book. The same applies to the fees charged to organizations for pages covering their activities. Since the money is needed for general revenue for the book the only way to eliminate the charges is to decrease the quality or size of the book, or increase the blanket tax charge to the actual cost of the book.

Editor McCravey said fees for individual and group pictures were necessary in order "to continue to publish a yearbook in the manner to which Rice students have become accustomed."