

Recording of: Becky Beauchamp 3/14/96  
North Wind Editor: '75-'77  
Interview by: Nancy Bland

NB: Maybe we could begin with the structure of the newspaper and do you remember the way it was set up and the way it was structured by 1976, was working well then?

BB: My memory is that it was financed primarily through the student activity fee. We would go to the student finance committee with a proposal and then we also had advertising revenue's. During the time I was there I had, I was involved from 1975 and through my graduation in 1977, so it was just about two years, I was a news editor for a short time then as managing editor and then my senior year I was the editor and chief. When I first started, I might be mixing up your questions, we were located in Lee Hall gallery, a little corner cubby hole in Lee Hall gallery, and it was just, I remember at the time it was one of the many things I was doing I didn't have much of a ? about it all, but I became more enthusiastic as I went along, we were in this little cubby hole in Lee Hall gallery and then the year in 75-76 we moved into the University Center, not where it is now, but in an office that is now part of the new cafeteria, that is set up there, when you came up those stairs, a really nice office there and we moved in there that was really something to be in such nice quarters. We had a board, I think it was called "Board of Student Publications" that basically we answered to ahm and then there was an editor in chief, business manager and ads manager, the three of us. I believe the business manager and editor in chief was hired by the Board of Student Publications I might be, I know the Editor in Chief was, I believe that they also hired the business manager, which is now strikes me as a little strange, I know they hired the ad manager too I don't remember. During that time we were really aggressive and ad sales really were booming, I think that students had a lot more disposable income in those years and local merchants were eager to tap into it and we really were aggressive about ad sales. So the revenue's in my memory was really pretty good. It wasn't, I think by the time I was managing editor it wasn't such a hand to mouth operation we weren't rich by any means, but I don't remember money ever being a really huge issue for us. So that the other ads manager and the managing editor were paid. And they actually had a salary when they were hired, it wasn't a lot but it you know, we had a lot of fun doing it. And I think we were at least started paying reporters by the column and I think the ad's, we had one ads manager and salesman and they worked on commission and they did okay. So it seemed like it was pretty, for the time you know it was really pretty good.

I know the Editor in chief had hired me as the News editor and I was really green and I didn't know what I was doing, then I became the managing editor but then the editor had to apply to



the Board of student Publications and there was an interview process and screening process, and that kind of thing. I remember having a couple of competitors for the job. Ahm and the 2 editors before me had been women. I remember distinctly during this interview process, I don't even remember who was there, that is funny I don't remember who interviewed me I think it was a combination of students and others. But being asked if I thought it was a problem that if I would be hired that three years in a row the editor was a women and I remember responding, "I can't help it if women are much more qualified" and gave a laugh. Then there was a challenge about it, because one of the applicants thought he wasn't given due process or something. And I had to go back, they were going to hire me, but than I had to go back for a second interview. Because someone had disputed it another applicant, and I had to go for another interview, I was really annoyed that I had to go back for a second interview and I got the job.

NB: Any special people that stand out in your mind, that were associated with the paper or you people that came to work or?

BB: It was a gross time when I was there, my memory when I was is that it we went from this little enterprise that just involved a handful of students to becoming a more established ahm more established paper on a campus. During my years as editor, Dr. Jerry Raite was hired as a professor for Journalism and to be the advisor to the paper. Prior to that ahm Dr. Tom Hruska, from the English department, was our advisor and I remember him fondly from that time, because during that time he really challenged us to do our best. He went well beyond the call of duty in working with us and really challenged us to take it seriously and to make it the best product that we could make it. And so I think of him ahm. I remember Bob SKoogen who what the editor of the Marquette Mining Journal at that time, I think played an advisory roll of some kind. I remember Bob being around in my early years and he hung a sign, we had a little news room when we moved into the University Center, we actually had a nice little news room, and he hung up a sign in it one day, it said "A mistake not corrected is another mistake." which has been one of my motto's since then. so those were two really key people at the time.

NB: During the 70's anything happening in Marquette or in the world, was that a time when people kind of removed themselves from that 60's thing of worldly happenings? Do you remember a relationship there?

BB: Well, a couple of things stick out in my mind. The politics on campus I remember being as pretty tense. The University issues and the student issues. The University issues were very much the debate about the proper roll for Northern. The football team was really good at that time, they had won the NCAA division III national championship, it was a really big



deal. But I am as much of an anti football person as you can imagine. But I realize what that meant in terms of pride for University. Because Northern at the time had something of a inferiority complex. Were up here in the U.P and it was a Liberal Arts school with a hell of a phy ed program. You know and a lot of emphasis on sports. I think during Dr. Jamrich's tenure he was rally looking at establishing things that would bring notoriety to Northern. There was a lot of debate about strengthening the academic core of the University that many people thought that wasn't any where near where it should of been. So I remember the grand debate on campus being should we be engaged in all these efforts that bring external interest to the University and growing the peripheral aspects of the University or should we be focusing on bringing academic excellence in a few key areas. And that was a constant debate that went on. I think the reception that the football team got, that incredible interest in them had a lot to do with the pride that it brought to many people on campus, because, hey were good at something. That was really an interesting debate, I remember writing my final editorial on was kind of my review of the University. Just a few years ago a staff personnel told me he still had it on his bulletin board.

NB: I think I have it.

BB: Oh really, He told me it was still an accurate description of the issues. Facing the campus. That was one thing then there was the student government. I don't know what student government is like on campus, I haven't followed it at all. but at the time, it was a few years removed from the really active student movements on campus's around the country mostly associated with the opposition of the Viet Nam war. But I think there were those people who wanted that dynamic atmosphere. And there was still a student empowerment kinds of issues. And we had a student government that really felt, many of the people involved in it, really felt it should of been the newspaper, the student newspaper and the student government against the university. And I for one thought most of the people involved in the student government were really very silly. And that so many issues they had on there plate were just kind of frivolous.

NB: Almost as if they were still looking for issues.

BB: Yes, like a desperate need there. And I remember that writing the editorial or two that was critical and there was really sort of a tense rivalry between myself and the president of the student government because the were in sense that the student paper would not, in my view they wanted us to be there mouthpiece, rather than a truly an independent paper that offered editorial view of what was happening on campus.

NB: That is very interesting.



BB: I think I wrote that "Emperor has no Clothes" kind of editorial. so it was not endearing at all. Another issue I remember that related to the newspaper. I remember sitting in Norm Hefke's office just whinnying one day. Whinnying it was just terrible, when I think about it now, I am surprised Norm is so nice to. But I remember telling him, this University has to decide if it is going to have resources for it's student newspaper. They said were here without a journalism program, this is when we were trying to get one established, and trying to teach an assortment of students how to write news copy, ahm trying to almost trying to pull a newspaper out of the air when remarkably few resources and little University support for it. And that was always my view, we can't continue to produce a newspaper with little support. And I know that he was sympathetic to that there ? to that. But we you know it was a small handful of students who did it, before the journalism program really got going, it was really very difficult.' The paper came out on Thursday and the year I was editor we decided we would have more quality control if we did the typesetting and paste up the page's ourselves. The paper was very composed ahm with a typeset and the mock up pages composed at the Mining Journal and printed at the mining journal which meant that our copy had to be at the Mining Journal at Tuesday afternoon. They were typeset and then on Wednesday afternoon we would go down into a union shop with the guys who actually took the slick copy and cut it and pasted it. We weren't allowed to touch anything we could joel them into fixing things or try a variety of approaches but we had no quality control over it. And I can remember standing there and saying gee is that line straight, you know it was just it was a shirk ? it was good experience.

NB: I was going to say, it was wonderful experience.

BB: It was, but it meant that our deadline was a good two full days before our paper came out. being a weekly paper it made it look stale. We were working with guy's that had no real incentive to try to do a good job on what this thing would look like. So we decided to lease typesetting equipment have the composition of this paper done and technology has improved ten fold since then, now reporters sit right at computers and the typesetting is done there, ahm before we would have to, reporters would have to bring there copies and then and it would have to be retyped on a coded typewriter and then that would go to the Mining Journal to actually be typed into the typesetter and then the copy would come out and we would have to proof it, try to beg people to making corrections and then it would be cut and paste down there. So we went to purchasing, or leasing equipment which broke down every four and half minuets. Every four and half minuets, so here is this group of kids, you know like 20-21 years old taking a full time role at school, working another job, taking an internship and I was the editor of this paper and we were trying to typeset this paper, so I would go in every Wednesday



morning about 6 o'clock and I would come out at, our deadline was 7 o'clock Thursday at the Mining Journal Thursday morning to get the camel pages ready to them they would have it printed by 11, so I would go on Wednesday morning at 6 o'clock and usually be in there Thursday morning in time to take the pages to the Mining Journal and then I would go home and shower and eat and go back and I actually delivered the papers. Forgotten about that, I delivered the paper too. So go back at 11 throw them in my car and run around campus and deliver them. It was insane. But we had a lot of pride in it that we were really growing, yet advertising room was going up and it was a product that I think that a group of students who worked on it had a much higher feeling of ownership with it then. It was terrible because we had the typesetter was the key person and we would keep her up all night, I think we had five of them quit that year, because we would be standing there waiting for copy and this poor dear in the middle of the night would be trying to type set it, it was insane. It was

NB: I don't know how you survived.

BB: I was so sick when I graduated, my parents had a party for me and I laid on the couch and watched everybody party for me. I was sick all that summer.

NB: Burned out

BB: Yes, yes, but again you know, I think a lot of people get to that age where they have never had that kind of ownership of anything you.

NB: and pride.

BB: and pride it was kind of like you kids can't do that, and we are just going to do it.

NB: Have you ever seen any the ? that goes on at the paper, anything there in later years?

BB: No, I had a little bit of contact with the editor who followed me, I walked through the office maybe twice since then. I am sure it is a little different place. I hope it is.

The only that comes to mind that I can think of is computer now. You know everything is just the computers and combining technology is changing and is really unreal, when I go out, I have no real experience in that. But we had ahm wild wednesday nights, we would be waiting for these typeset copies, and we would have to actually cut these strips and run them through this machine that put a gum backed on the back of them and you take an exacto knife and cut them and paste them on the pages, it is a real skill because it is very hard to tell if the lines are straight and to get everything, we were learning a lot about layout and composition of the paper and

meeting deadlines and working under pressure and all those kinds of things which were probably more important than we were getting in the class room.

NB: Thank you very much, this is really going to help.

BB: I hope so.