

INTRO UP AND UNDER

Hi, everybody. Read any good yearbooks lately? For that matter, have you heard any good yearbooks lately? Or watched any yearbooks lately? It used to be that yearbooks were, well...books. You know...photos and words printed on pages between hard covers. That's still true, of course. But yearbooks are much more these days. Some can be heard on your stereo. We'll hear a yearbook later in the program. And some you can watch on your home television set.

Today we'll be talking with a couple of college yearbook editors. They are Peter Bilello and Neil Hurley. Peter is editor in chief and Neil is managing editor of Specula, the yearbook published for undergraduate students at the State University of New York at Stony Brook.

Peter, will I be able to listen to your yearbook?

INTERVIEW BILELLO AND HURLEY:

-- Is yearbook journalism, history, entertainment?

-- How do you decide contents?

-- Envision today's readers, or those years from now?

-- Discuss photo and printing contracts

-- Off-beat printed forms:

\* supplement after graduation

\* book in a box

\* recording (STEVE MILLER; PLAY DEMO)

-- Videotape yearbooks

14:00

We'll take a break and return in a moment for some more discussion about yearbooks. Stay with us, please.

BRIDGE MUSIC UP AND UNDER

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BRIDGE MUSIC UP AND UNDER

Hi. I'm Al Oickle. I'm at the State University of New York at Stony Brook with two college yearbook editors, Peter Bilello and Neil Hurley. We've been talking about yearbooks in some of their offbeat forms. But when it comes right down to it, isn't it true that some people want a "real" book that brings prestige to their coffee table?

INTERVIEW BILELLO AND HURLEY:

- Contents as reflection of campus life
- Difficulties of fair representation: faculty, staff, grounds, social and recreational life
- Fair balance between academics and other campus life
- Providing adequate representation through staff
- Training as a duty of the publisher; faculty
- Financing: entire student body vs purchasers
- Distribution formula: high cost-low volume vs. low cost-high volume - or a middle ground
- What lies ahead: - Computers on line to printer  
- Stereo/video for all

29:00

OUTRO