

PASTING THE mastersheet for "The Highlander", Editor-in-chief Judy von-Rosen gets assistance from Associate Editor Dave Phillips and Advertising Manager Marge Oberon. Four to six mastersheets, one for each page, are prepared for each issue.

### Initiates Eleven

Birmingham high school varsity club membership increased to 63 recently when the club took in 11 new members after a short initiation period.

New members are Greg Ruddy, Jim Fry, Wayne Geggie, Dave Griffith, Bill O'Neal, Tom Fontaine, Bob Benson, Dick Keier, Jim MacDonald, Bob Emde, Bob York, John Groves and Gary Schack.

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STORIES FOR the Highlander are "set" with IBM electric typewriters by head IBM operator Jane Lindley (left) and Sylvia Kordenbrock, who is also associate editor.

## SCHOOL NEWS

• BIRMINGHAM  
• BLOOMFIELD HILLS  
• CRANBROOK

• TROY  
• SOUTHFIELD  
• KINGSWOOD

### BHS Highlander Staff Publishes Model Paper

The staff of "The Highlander" recently announced that all advertising space is sold out for this year's issues of the Birmingham high school paper.

When a publication's advertising campaign is successful, that means advertisers consider it an excellent paper that is well read, and therefore ads will bring results.

Further proof of the top calibre of the off-set newspaper published by Miss Vida B. McGiffin's Journalism 2 and 3 students lies in the fact that it prints 2200 copies every two weeks, while school enrollment lists only 1822 students.

**THE HIGHLANDER 'STAFF'** headed by editor-in-chief Judy von-Rosen, gets well-rounded journalistic experience by handling writing, headline setting, page make-up, photography and even IBM machine printing of the paper.

Even the single "slip sheets" come from the offset press in print shop classes of instructor Joseph Duris. Double sheets of the 11½ x 17½ inch paper are farmed out. Ads are set by print shop students.

Journalism instructor McGiffin has long been an exponent of the Highlander's offset printing process, to which she says more and more school publications are turning.

**"USE OF PHOTO-OFFSET"** gives the students more opportunity to participate in production, enables them to use all the photographs they want, and is usually cheaper than other processes," Miss McGiffin explains.

BHS students using the process type all stories for "The Highlander" on IBM electric machines. They take their own photographs, and paste the glossy prints, stories, headlines and ads on a mastersheet. The mastersheet is photographed by an outside organization. Then, if it is to be handled as a "sheet" boys in the school's print shop, insert the negative into a Col-light exposure frame which bakes its image onto an aluminum press plate.

MISS MCGIFFIN credits the success of the school's up-to-date newspaper to the interest of Birmingham School Superintendent Dwight B. Ireland.

"Without Dr. Ireland," said Miss McGiffin, "there just wouldn't be any paper, for we wouldn't have the equipment with which to make it possible."

Included with the modern equipment are the young journalists' disposal are two darkrooms. Highlander photographers Tom Hal-

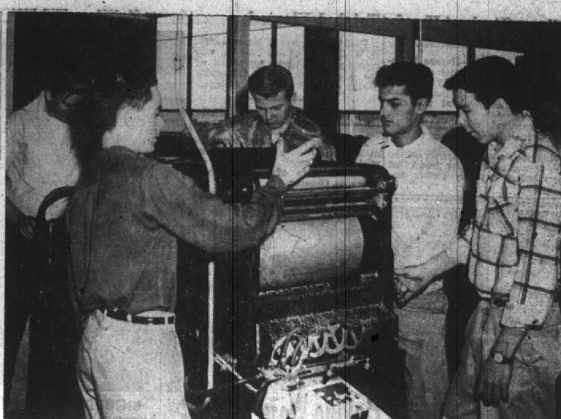
sted, Bob Omtvedt and Frank Mabley develop their own pictures.

**THEY USE AN enlarger** which was a joint purchase of Birmingham high school publications staffs and the Student Congress several years ago. Four cameras belong to "The Highlander", three of them a gift from Argus Camera company, the fourth a top-rate Rollei-

Karin Martin, production manager, operates "the headliner", a box-like machine installed in a darkroom. As Karin dials the letters, the headliner records them on film. After Karin develops the film strips, they are ready to be pasted with the stories.

Karin and her co-workers publish the paper on their own time, outside of regular school hours.

Other Highlander staffers are Barbara Shinnick and Kitten James, feature editors; Dick McHugh and Hank Burdick, sports; and Don Weir, music.



HIGHLANDER sheets roll from the print shop's offset press, with aid of Bob Lamb (left), Lee Freel, John Wrobel, Ron Zaino and Gary St. Jean. Students pictured are members of one of five printing classes at the high school.

WYNFRED WAGER is business manager, Betty Milligan handles advertising along with Marge Oberon, and Don Weir and Dick Sneed are circulation managers. Art staff consists of Bob Sauer and Ted Schaefer.

The work of present and past Birmingham high school Highlander staffs has created nationwide interest among school publication authorities. Though she leaves the paper's entire management to the staff, last summer Miss McGiffin discussed the offset newspaper at a meeting of the Columbia press association sponsored by Columbia university.

It's obvious the members enjoy ed hearing about the paper. They've invited Miss McGiffin to write an article on the subject for publication in their journal!



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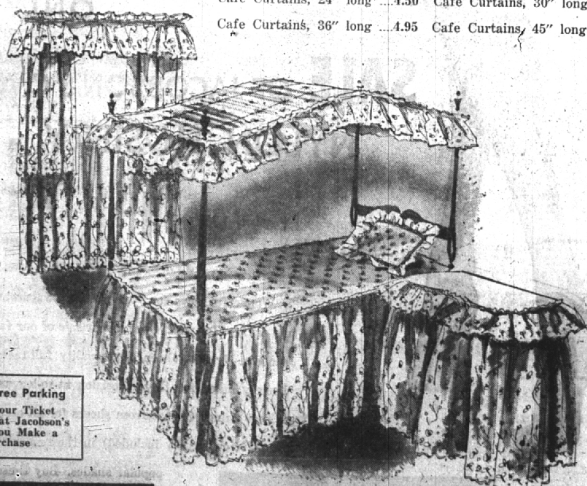
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