Editor solos publication

By Michael Sivillo

She takes the pictures.
She does the layout and design.
She does the interviewing and writes all the stories.
She is the only employee of The Buckeye, a campus publication.

She is Patricia B. Miller, publication specialist and editor of The Buckeye, an eight-page magazine that serves all classified civil service employees at Ohio State. The Buckeye has a circulation of almost 10,000.

MILLER STARTED with The Buckeye in March 1972 as a student. She graduated from Ohio State in June 1972 with a B.A. in journalism and became editor of The Buckeye in August 1973.

"After I started," she said, "I had grandiose ideas to change The Buckeye, but it would be more to my benefit than theirs."

"If I changed it, it would because of a whim, not because the people (readers) want it."

NEVERTHELESS, Miller is responsible for three major changes in The Buckeye's format:

• She switched from five colors to two to reduce printing costs.
• She switched from a Polaroid automatic to a 35 mm camera to improve the picture quality.
• She switched from a rough paper to a smoother, lighter, less expensive paper to improve the quality of the pictures.

THE BUCKEYE was started in 1967, because of the unionization activities of the Ohio State civil service employees, according to a report by Robert E. Walsh, then director of employee relations.

"The purpose of the publication (The Buckeye) will be to enhance employee morale, to report personal news items of employee activity and to report safety news, personnel news and a calendar of interesting events," the report said.

Miller said her persona purpose behind the Buckeye is "trying to communicate to the employees what they should know."

BECAUSE OF the University's budget problems, The Buckeye will continue to be a one-woman production starring Miller, who claims that working alone makes her work harder.

"When you publish something and it's good, they let you know," she said. "And that makes the job worthwhile."

Miller also helps produce pamphlets and brochures for the faculty. In 1976 she won an award of merit from the International Association of Business Communicators for writing a pamphlet on faculty benefits.

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Buckeye Publication to be Halted

In order to reduce operating expenses of the Office of Personnel Services and to meet revised funding levels, this issue of the Buckeye is the last issue to be published.

Questions which would normally have been addressed to the Buckeye should be addressed to the Office of Communications Services at Room 102 Administration Building, 190 North Oval Mall, or by telephone at 422-2711