OSU Plans To Go Greek
With Spring’s Yearbook
As ‘Makio’ Replacement

By Carol Ann Lease

A new yearbook will be published this spring at Ohio State University to replace the Makio which went out of business last spring, two years short of its 100th anniversary.

The new yearbook is to cater to the Greek community -- fraternities and sororities with Greek-letter names.

"Makio" is a Japanese word meaning "magic mirror." The name of the new book is being kept secret.

"I THINK IT will be a little bit more exciting to see the cover and the name all at once," explained co-editor Jim Curphrey, a junior in marketing from Toledo.

The Makio sold fewer and fewer books each year until it was losing too much money to stay in business.

Curphrey said students buy yearbooks to see themselves and their friends, and with more than 55,000 students at OSU they just didn’t see enough of their friends in the Makio to buy it.

In contrast, “the Greek community is about 4,000 people. It’s almost like a high school,” said Curphrey who worked on his high school yearbook at Toledo DeVibiss.

JAMES TRAINER, business manager for student organizators, said the Makio sold about 680 books last year but had to sell 1,800 to 2,000 to break even.

The staff did not sell advertising and had not for quite a few years because there were not enough people working on it to sell ads and work production, too, Trainer said.

He agreed with Curphrey that “the campus is too large. People don’t know enough people” to support a university-wide yearbook.

But he claimed one problem also was the fraternities and sororities, themselves.

"THE GREEK support of the Makio went downhill from 1972 on," Trainer said. "Without the Greek support, it was hard to get the rest of the campus interested."

Curphrey said his staff of about 30 has sold 800 copies at $8 each and $3,000 of advertising which will be in the book. The price is $10 each for the remaining 200 copies, and the yearbook is to be published June 1, the last week of spring quarter.

"We'll sell out when it comes out," Curphrey predicted. Production expenses will include $9,000 to Josten’s American Yearbook Co. in Nashville, Tenn.

Curphrey, whose OSU alumnus father suggested he start the book, is president of Phi Delta Theta fraternity. His co-editor is JoAnn Turnquist, a senior in economics from Chicago and a member of Kappa Kappa Gamma sorority.

THE 9- BY 12- INCH book will contain 168 pages with a 16-page supplement on spring quarter activities to be added later.

The yearbook company will run off several thousand extra of the first 16 pages which fraternities and sororities are to give to prospective members next fall, during Rush Week, to explain Greek life.

The next 50 pages are candid shots of sorority and fraternity life, Curphrey said.

Curphrey said any profits will go towards putting out next year’s annual.

MANY OF THE pictures used this year came from the fraternities and sororities involved, and he expects the book to improve as students see what some groups have done and interest grows.

He commended his advertising managers — Julie Jenkins of 3924 Lyon Dr., a senior in business, and Virginia Hinton of 2527 Andover Rd., both Upper Arlington, a senior in child development, both members of Kappa Kappa Gamma sorority — and his production managers — Sue Heiner, an Alpha Phi and junior in nursing from Piqua, Ohio, and Kathy Bowman, a member of Pi Beta Phi sorority, and junior in criminology from Dayton.

The yearbook may be ordered through the Office of Greek Affairs in the Ohio Union.

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Greeks get yearbook

A new all-greek yearbook will be available for purchase on June 1, according to the chairman of the project, James Curphrey, a Phi Delta Theta fraternity member.

Curphrey, a junior from Toledo, said the publication will take the place of the Ohio State Makio, which was discontinued last year. The Makio became a problem to publish due to a lack of interest, which Curphrey attributes to the large size of the university.

"An all-greek publication has a smaller audience," he said, adding that most people are willing to buy a yearbook that they can identify with or contains their picture.

A staff of 30 members, headed by Curphrey and Kappa Kappa Gamma member JoAnn Turnquist, a senior from Chicago, has been working on the 60-page publication since September.

The name and cover of the publication will not be released until it comes out, said Curphrey.

The chairman said plans to make the yearbook and all-campus publication will depend on the direction the new yearbook takes. He feels the campus may be too big to be covered in a single annual.

The price of the yearbook will be $10.

-- Jane Silleck
February 5, 1981

Attn: OSU Library
Gifts and Exchange Dept.

The 1980-81 ENCORE staff would like to give you a complimentary copy of the 1979-80 ENCORE. The ENCORE is a yearly book representing the Greek system at the Ohio State University. The ENCORE was started two years ago, and hopefully, with the support of the University and the Greek system, it will be carried on as a tradition.

The staff is beginning production on this year's book. We would appreciate any comments dealing with last year's book or any new ideas for this year's ENCORE.

Thank you,

Eileen Basinger

Mike Hatherill
1980-81 Editors

The Encore
The Ohio State University
Ohio Union
1739 N. High St.
Ccl., Oh. 43210
Rcom 314
January 27, 1983

Dear Mr. Livingston,

As editor of The Encore, I would like to present you with this complimentary copy of our 1982 book. The Encore is the yearbook of the Greek System here at OSU.

Our yearbook is staffed entirely with members of OSU's sororities and fraternities, who volunteer their time so that our Greek System may have a permanent record of our time at Ohio State.

I hope that you enjoy looking at our yearbook, and if you have any questions or comments, please feel free to call me.

Sincerely,

Andrea Cronig
Andrea Cronig, Editor
The Encore

OSU Greek System Yearbook
317 Ohio Union
1739 North High Street
Columbus, Ohio 43210

The 1983-34 Encore staff is proud to present this yearbook to you for last year's staff.

Thanks for your continued support of the only greek yearbook in the United States--OSU's Encore. We pledge to once again produce another fine yearbook, and many more for years to come.

Sincerely,

Tracey L. Hanlin
Editor

Robin Yoho
Business Manager

Teresa Devitt
Promotions Manager

J. J. Alter
Advertising Manager

Alison Levey
Assistant Editor

Jim Bonvissuto
Sales Manager

Laurie Gair
Production Manager

Susan Pugh
Photography Manager
New Greek magazine replaces the ‘Encore’

By Stephanie Reiber
Lantern staff writer

A new quarterly magazine covering sorority and fraternity events will be published Nov. 21 to help improve communication between the Greek system and the student body.

“Our goal is to unite the university,” said Debbie Shade, editor-in-chief. “No matter what sector a student may affiliate himself with, we want to improve upon the student’s awareness of the various functions that the different organizations within the Greek system can offer.”

This magazine is the first of its kind, said Leslie Youngflesh, President of the Women’s Panhellenic Association (WPA). The Association is the governing body of sororities on campus.

The magazine follows the demise of the Greek yearbook called the ‘Encore.’

“We feel that the Encore and this new magazine are completely different. Unlike the Encore, this new magazine will include feature stories, photographs, informational stories, and controversial issues,” Shade said.

“The Encore was strictly pages containing reproduced, poor-quality photographs,” she said.

“There weren’t any articles. And with the low level of photography, people just weren’t interested in it.”

In order to avoid the photography problems the Encore had, the magazine’s photography staff plans to take pictures that can be reproduced more clearly.

“We don’t want anyone to get bored while reading this magazine and I feel quality pictures are the key. A photograph can make or break a story,” Beth Slavson, assistant photography manager, said.

Encore was canceled because of a lack of funds, profits and success said Emily Perl, advisor for the new magazine.

Youngflesh said Inter-Fraternity Council and WPA created the concept for the new magazine. Members of these organizations interviewed applicants for the manager positions last spring.

“We want to make a go of it. We needed something in the Greek system to communicate to the rest of the university as to what really goes on within the community,” she said. “It’s also a nice way to commend a chapter for outstanding service and accomplishments.”