

Nov. 18, 1921

AGGIE HERALD

"WE ARE BOOSTERS OF THE WONDER STATE"
Vol. 1 JONESBORO, ARKANSAS, November 18, 1921 No. 1

COURTNEY EDWARDS
EDITOR-IN-CHIEF

The Aggie Herald was never printed on campus. It was distributed to area print shops to the highest bidder. But that didn't stop students from reading it. The first issue of the paper asked students to support it by paying a yearly subscription fee of 75 cents. The second page stated a pa-

per giving as much news as the Aggie Herald should have "at least 500 or more subscribers." While The Herald follows the standard 6-column broadsheet layout today, the first edition of the Aggie Herald had five columns. Now, broadsheet newspapers typically have six to nine columns in the U.S. and tabloid sized publications have five.

Jan. 18, 1967

The Herald Of Arkansas State University

Vol. XLI JANUARY 18, 1967 SPECIAL EDITION

ALEX CLARK
LIFE EDITOR

The Herald reported on an exciting change at the beginning of 1967 - Arkansas State College became Arkansas State University. ASU System President Carl Reng fought since the 1950s to establish A-State as a public university. The Herald ran its first edition as The Herald of Arkansas State University on Jan. 18, 1967. This special edition ran the day after A-State was granted university status. The edition ran a new flag featuring two horns with banners reading

"ASU" across them, and its official new title: The Herald of Arkansas State University. The top of the page featured the headline "ASU A REALITY" in large, bold letters. "Eight years of waiting culminated in the realization of a dream - Arkansas State University," Roy Ockert Jr., a former Editor-in-Chief of The Herald, wrote. The front page featured stories and photos capturing the historic moment for the university. Before the winter break of that academic year, The Herald warned its readers of what was likely its last edition as the State College Herald.

Jan. 30, 2008



Newspaper and mascot graphics by Mihye Walker | Graphic Designer

LILY CABIBI-WILKIN
OPINION EDITOR

A-State originally had the Indian mascot Jumping Joe. In the early 2000s, A-State changed this mascot to the Red Wolf. Overlapping them was Red, a spirit character. In late 2007, the possible mascots submitted by students were narrowed down to 12, including the Diamonds, the Express,

the Mustangs, the Red Storm, the Ridge Raiders, the Thunderbirds, the Red Dragons, the Ridge Runners, the Black Wolves, the Mallards, the A's and the Red Wolves. By early 2008, the list was narrowed down to the A-Train, the Ridge Riders and the Red Wolves. On Jan. 30, 2008, the Red Wolf was voted as the official mascot of A-State by the mascot committee.

For more on the mascot change, see page 2B

2013



THE HERALD GRAPHICS COURTESY OF PRADEEP MISHRA

JONATHAN SCHAUFLE
NEWS EDITOR

The Herald used to be printed on the traditional newsprint paper some publications still use today. However, in fall 2013, The Herald switched the type of paper it is printed on, and now prints on a 70-pound offset paper that resembles regu-

lar paper compared to newsprint. The old printing machine became outdated and took up unnecessary space. The new Heidelberg SX 74 Sheetfed Offset printer that is used now opened the publication up to a much better quality paper by allowing four tone color on all pages.

For more content from The Herald, visit theherald.home.blog.

Oct. 24, 1933

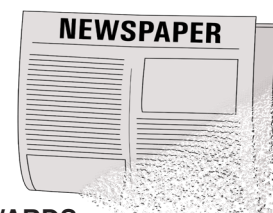
State College Herald

COURTNEY EDWARDS
EDITOR-IN-CHIEF

In 1929, Dr. L.W. "Tex" Plunkett, the first permanent sponsor of The Herald, established a press lub. Plunkett wanted to cultivate an appreciation for journalism at the University. By 1932, the press club had gathered enough interest to warrant a change in design and format. The Aggie Herald became the State College Herald. Known as First District Agricultural and Mechanical College

since 1925, the college became Arkansas State College in 1933. The paper grew from five columns to eight. Just one year after the change, the college established a certifiable program in journalism and printing. Oct. 24, 1933, the paper was printed on campus for the first time. After that, it was produced by the journalism class instructed by Plunkett, with volunteer contributions from the press club.

Oct. 8, 1948



COURTNEY EDWARDS
EDITOR-IN-CHIEF

During World War II, the State College Herald struggled with a paper shortage and decline in staffing. Many newspapers in the U.S. were restricted to about 50-60% of their pre-war size. After the war ended in 1945, the 16 million soldiers who served decreased to less than 550,000 by 1948. Due to increased Cold War tensions, President Harry S. Truman instituted a military draft with a proclamation calling for nearly 10 million men to register for military service.

Before Congress reformed the draft in 1971, a man could qualify for a student deferment if he could show he was a full-time student making satisfactory progress. On Oct. 8, 1948, an article with the headline, "Feel a Draft?" was published in the State College Herald. Buford Thompson recommended those who were eligible for the draft to stay in school, stating, "it is possible that the draft may stop before the end of the year if its results are satisfactory." Over 20,000 men were inducted in 1948 compared to under 10,000 inducted in 1949.

The School of Media & Journalism congratulates The Herald on "informing the campus and community" for 100 years!

1921-2021

Here's to The Herald continuing to be the definitive draft of history for the campus and community over the next century.