Thursday VooDoo: the end of the line

Editor's note: Mark James was News Editor of The Tech from 1971 to 1978.

Thursday gets most to staff фонлоре. That headline appeared in The Tech on February 12, February 12, 1977, that is. The article behind it said that the Undergraduate Financial Board would let the paper live until March 24. Finboard member John Koenig '78 later said that his advisor felt that "when the virtuous, financially and journalistically, are weighed, shanahan fails to justify its existence."

Their seldom shrank and usually grew

Doubtless many staff members there have spent a great deal of time with Kavazanjian. But others have found the paper a valuable alternative to The Tech. Either way, it did survive. So did its debt, which rose from about $3,000 in 1973 to about $7,000 in 1978.

Like the national debt, the Tech's shortfall from lingering profits and attempts at being a '70s style publication was being, and would remain, a problem. As such, so began to see a bit of emphasis. This emphasis continued in The Tech, which appeared on March 24, 1977.

Then, the ASG, the Associated Press, Newsweek, and other national media jumped on the story after a chagrined MIT administration lashed out and published the results with explicit comments and zero-tolerance policies. The Tech's duties were focused on the MIT administration, and the newspaper's staff was not a happy one.

In contrast, Maryann Helferty '82, the Tech's first female editor, was chagrined. She had worked on the paper since its founding in 1973, and had helped to shape its identity. She had been at the center of many controversies over the years, and had been instrumental in bringing the newspaper to the attention of the nation.

But all of that was about to change. The Tech's debt had grown, and its circulation was in the red.

The Tech, the Undergraduate Financial Board, and the MIT administration were all interested in finding a way to save the paper. The board, chaired by John Koenig '78, was looking for a way to keep the paper alive.

The Tech's debt was a problem, and the board was looking for a way to deal with it. The board was also interested in finding a way to increase the paper's circulation and to increase its financial independence.

The board was looking at a number of options, including the possibility of selling the paper to a private entity.

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