Annual Report of the Public Relations Committee, 1959-60

ACTIVITIES:

A. The Committee heard a report by the Director of the UW-M New Service regarding the plans, accomplishments, and problems of that agency. It was agreed that a prime function of this Committee should be to assist the University News Service in achieving its objectives and to support requested additions to staff and facilities.

B. Consideration was given to a proposal to establish a Milwaukee Metropolitan Area - University of Wisconsin - Milwaukee Coordinating Committee to consider mutual problems as they arise. Such a committee has proved successful in resolving problems in university-community relations on the Madison Campus and it could prove valuable here.

C. Consideration was given to the problem of responsibility for extending hospitality to visitors from foreign lands and other official visitors. The Public Relations Committee recommends that the News Service be informed of "newsworthy" visitors; that the procedure for reception of visiting dignitaries be left to the discretion of the Provost; that a means be found to reimburse faculty and staff members for expenditures in connection with such visits; and that the activity be considered an appropriate use for a university vehicle and a driver, if necessary, should be provided.

PUBLIC RELATIONS COMMITTEE:
L. Blum, Chairman
E. Bonow
R. John
J. Leer
P. Mahon
G. Richard