I. Special Assignment from Administrative Committee

The Public Relations Committee received its mission last September at its first meeting of the school year. A letter from Provost Klotsche and the Administrative Committee directed that an intensive study of organized public relations at the University of Wisconsin - Milwaukee be undertaken and that long-range proposals for carrying out an effective program be made.

II. Activities of the Committee

The Committee held six meetings in which it interviewed public relation specialists within and outside the university. It met with the University Board of Visitors. It studied various publications dealing with public relations at universities and colleges. The Committee sent Chairman, Arnold Jones and Secretary, George Richard to visit Wayne State University in Detroit to investigate and report upon the role played by organized public relations at that urban institution (which bears many similarities to UW-M.) This trip was financed by a grant from private sources.

III. Observations

The Public Relations Committee has found this study most interesting and illuminating. Its main concern has been the necessity of clarifying our image as a fast-growing urban university to its various publics. These publics would include the faculty and students as well as the parents, alumni, industrialists, and the community in general.

It has been shown in other similar university situations that the support that accrues from any public relations efforts fully justifies its existence.

IV. Recommendations to the Administrative Committee

Since this study stems from a request from Provost Klotsche and the Administrative Committee, a more detailed analysis has been reported to them with complete observations and proposals for a functioning public relations structure. This consisted of proposed goals and activities as detailed in accompanying Appendix A built into an interrelated structure showing needed personnel together with their functions.

These recommendations are being studied and considered by the Provost and the Administrative Committee for further action.

V. Recommendations for Faculty Action

A subsequent proposal of the Public Relations Committee needs faculty action. This deals with the restructuring of the Public Relations Committee to include a better representation from the entire UW-M campus.
The Committee proposes for faculty approval that the following membership be adopted:

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Initial Term of Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member from College of Letters and Science</td>
<td>3 years</td>
</tr>
<tr>
<td>1 member from School of Education</td>
<td>3 years</td>
</tr>
<tr>
<td>1 member from the Division of Engineering</td>
<td>3 years</td>
</tr>
<tr>
<td>1 member from the Division of Commerce</td>
<td>2 years</td>
</tr>
<tr>
<td>1 member from the Department of Journalism</td>
<td>2 years</td>
</tr>
<tr>
<td>1 member from the Extension Division</td>
<td>1 year</td>
</tr>
<tr>
<td>1 Alumni representative (appointed by the Provost)</td>
<td>1 year only</td>
</tr>
<tr>
<td>1 Student representative from USG</td>
<td>1 year only</td>
</tr>
<tr>
<td>Director of Department of Public Information (ex-officio)</td>
<td></td>
</tr>
</tbody>
</table>

Each of the above administrative agencies will select its own representative either by appointment or by ballot as it may determine. Committee service should be for three years and staggered to insure continuity of planning and development.

The student representative, however, would only serve for one year. When the term of membership expires in any one of the above administrative agencies, the new member would be selected from that agency.

PUBLIC RELATIONS COMMITTEE

Garold Bartness
Arnold Jones (Chairman)
Wesley Matson
Dorothy Meredith
Genevieve Meyer
George Richard (ex-officio)
APPENDIX A

UW-M PUBLIC RELATIONS: PROPOSED GOALS AND ACTIVITIES

SPECIFIC CONCERNS

- Public Support to Ensure Private Funds & Public Funds:
  - Capital Gifts Campaigns
  - Annual Giving (Alumni)
  - Special Projects
  - Newsletters
  - Estate Planning
  - "Friends" Groups
  - SPEAKERS BUREAU
  - Social Contact with community leaders
  - Legislative Liaison

- Faculty & Staff Understanding
  - Social get-togethers
  - Consultation on news
  - Participation in administrative meetings
  - Participation in faculty committees
  - Faculty newsletter

- Alumnae Understanding
  - Direct cultivation of leaders
  - Reunions, general & dept.
  - Coordinating departmental orgs.
  - Alumnae Clubs
  - Communications

- Recognition by others in Higher Education
  - News to professional journals
  - Hospitality for guests of UW-M
  - Scholarly Periodicals
  - Proceedings & papers

- Parent Understanding
  - Parents' Day
  - News releases to parents of students mentioned
  - Parents' newsletter
  - Social functions

- Student Understanding
  - Consultation on news releases, promotion of student events
  - Service on student publications boards
  - Talks to student groups on their stake in good public relations
  - Working with senior class officers

- Good Relations with Mass Media
  - News release preparation
  - Personal contact with persons in press media
  - Maintain relations with Radio & TV

- Effective Presentation of Visual Materials Designed for Public Consumption
  - Promotional Literature
  - Promotional Exhibits
  - Catalogue and Bulletin Editorial Service
  - Faculty-Staff-Student Directories
  - Programs for Campus Events
  - Periodicals (alumni, general)
  - Conference Proceedings, Papers
  - Visual Aids for Television, Faculty Speakers

- Areas of General Concern But Outside Area of Direct Responsibility
  - Relations with educational radio & television
  - Public Service Broadcasting
  - Institutes & Conferences
  - Recruiting students of top quality
  - Planning public ceremonies (e.g., Commencement)
  - Promotion of campus cultural events
  - Community service of P.R. organized staff
  - Faculty participation in community affairs
  - Providing information to public via telephone and personal inquiry
  - Internal communication-University of Wisconsin agencies and boards
  - Placement of graduates

OVERALL OBJECTIVE: GAINING & HOLDING PUBLIC UNDERSTANDING & CONFIDENCE