ANNUAL REPORT OF THE PUBLIC RELATIONS COMMITTEE, 1966-67

In its meetings during the academic year, 1966-67, the Public Relations Committee was concerned primarily with the discussion and determination of its major roles and functions.

The Committee decided that, in view of the numerous faculty committees and administrative agencies with functions which influence or pertain to the public relations of UWM, the Public Relations Committee itself can best serve as a review board of public relations problems and activities. It can best perform as a consultative, rather than as an operative faculty unit.

In order to carry out this function more efficiently, the Committee attempted to define the various groups within and outside the University which constitute the various "publics" of UWM and to delineate those individuals, groups, committees, or agencies most closely related to each. The possibility of consulting occasionally with such units was discussed at length, but no official action was taken.

The Committee decided, in view of the above, that it would not attempt to meet on a regularized schedule, but rather an ad hoc basis for purposes of consultation and review; it noted that this function would be particularly relevant as support for and as supplementary to the activities of the Director of Alumni Relations.

PUBLIC RELATIONS COMMITTEE

R. P. Anderson
I. Antin
C. Baumann, Chairman
R. Hill
G. Meyer
T. LaTour, ex-officio
G. Peters, ex-officio