ANNUAL REPORT OF THE PUBLIC RELATIONS COMMITTEE

I. Activities during the 1957-58 academic year. The Committee set up a speakers bureau with the News Service Office by sending out announcements to approximately 1000 Milwaukee metropolitan area organizations and by distributing questionnaires to faculty members to determine their willingness to speak. Result of the questionnaire: 105 UW-M faculty members are registered in speakers' subject file in the News Office. 42 requests for speakers have been received and lists of names have been supplied to organizations calling for them.

II. The Committee makes the following recommendations to appropriate administrative officials of the University:

A. That serious consideration be given to establishing continuous phone service until 8:30 p.m. each day of the week except Friday, and that in the interest of better service a revaluation be made.

B. That there be established in Milwaukee a branch office of the Alumni Records Office and/or the Wisconsin Alumni Association staffed perhaps on a part-time basis by an individual who will work closely with all interested parties. (This recommendation is in support of section V, item D of UW-M Faculty Document 35, 4/15/58, p. 3.)

C. That all lounges, rest rooms, rooms which are available to the public be kept in sanitary condition, including equipment necessary for clean and convenient lounges; that faculty, when participating in outside activities, notify the News Service so that proper acknowledgment can be given to the press; that an attempt be made to have UW-M participate in as many community activities as possible (maintaining high standards) and to have press recognition of this.

D. That in order to complete the existing duplicating services, the UW-M purchase a multilith typewriter with various sizes of type in order to expedite the preparation and dissemination of printed material.

E. That a director of public relations be appointed to be responsible for official publications, coordination and dissemination of public information, and group contacts; and that this assistant be given adequate personnel and facilities to carry out the duties assigned to him.

PUBLIC RELATIONS COMMITTEE:

P. Anderson
W. Breese, Chairman
M. Bayley, ex-officio
R. Briskay
M. Johnson
D. Meredith