I. Introduction:

The Public Relations Committee, 1968-69, based on action introduced in 1968:

A. Combined membership representing faculty, practising PR professionals, and students, strove to be a more coordinate body;

B. Studied relevant public relations matters holding the greatest priority for UWM.

II. Committee Discussion.

The Committee met seven times in the interval June, 1968 - March, 1969, and considered:

A. The program of Experimental Studies in Higher Education with Dr. Ernest Spaights;

B. Commercial television's interpretation of UWM by Channel Six in a meeting by members Santa and Hill with Mr. Roger LeGrand;

C. Student involvement in decisions and activities affecting the University's public image (i.e., student advisory groups, USC, etc.);

D. Role of the UWM Magazine in its exemplary contributions -- reaching alumni, faculty, and community audiences;

E. The function of the Office of High School Relations in establishing and maintaining contact with potential UWM---by viewing and criticizing the excellent tape/slide set prepared for statewide audiences;

F. Various audiences identified:

a) Internal: students, faculty, alumni, potential new students, parents, Central Administration, "sister institutions" (within/without Wisconsin) Legislature, CCHE, Regents. (It was noted that the UWM community alone constituted a considerable audience, with 19,181 individuals daily involved in UWM's campus activities).

b) External: business, industry, civic opinion leaders, news media, donors and supporters, high school administrators and counselors, service organizations, and the general public.
G. University Relations' efforts to reach specific audiences through concerted campaigns and contacts (alumni affairs; Channel Four's documentary "Town and Gown: A Marriage of Convenience"; Speakers' Bureau; News Service major inputs; etc.)

H. Role of Station WUWM in providing general cultural FM broadcast service to the community at large, with innovative efforts through programs such as: "Student and Faculty Speak"; "Rapport Afro-America"; programs produced on campus for Radio Stations WEMP, WAWA, WRIT, and Channel 18.

I. Ancillary audiences, such as those reached by "possible neighborhood nights", "improved contacts with campus service personnel, etc.

J. Administrative planning for improvement of public relations efforts:

a) Need for centralized authority to coordinate all campus public relations efforts, with budget and personnel to serve known needs;

b) and, recognition of the Chancellor's Task Force on public relations under the chairmanship of C. W. Banta, charged with bringing priorities and budget to UWM Administration for action.

THE UWM PUBLIC RELATIONS COMMITTEE URGES COMPLETE SUPPORT OF A CENTRALIZED AUTHORITY FOR PUBLIC RELATIONS EFFORTS BY THE UNIVERSITY, WITH BUDGET SUPPORT AND PERSONNEL ADEQUATE TO SERVE UWM'S EXPANDING NEEDS TO MORE EFFECTIVELY EXPLAIN AND EXPLORE THE IMPACT OF THE UNIVERSITY ON ITS VARIOUS COMMUNITIES. THE COMMITTEE SUGGESTS THAT "REGROUPING" OF EXISTING PERSONNEL/BUDGETS MIGHT IN PART MEET THIS NEED WITHOUT SIGNIFICANT ADDITIONAL EXPENDITURES.

1968-69 Public Relations Committee

J. Andrzewski, Student
R. Hill, Chmn.
J. Holzhauer
R. John
M. Johnson
W. Kimball, Student
H. Summ

Ex-Officio Members:
C. Banta
D. Carstenson
T. LaTour
B. Wolff
S. Weber

UWM FAC. DOC. NO. 514, MAY 8, 1969