UWM PUBLIC RELATIONS COMMITTEE

ANNUAL REPORT 1969-70

In December, 1969, the Committee was notified of the appointment of Assistant Chancellor Lynn Eley as coordinator of the University Relations. On request of the Committee, Dr. Eley and Gerald Peters were named to serve with the Committee.

Among issues discussed throughout the year were:

1) The need for coordination of UWM legislative liaison;

2) The increased requirement of contact with other institutions in the UW system;

3) Broadened contact by UWM with the Association of Commerce and comparable community organizations;

4) Concern for planning for use of the enlarged Union and the new dormitory as sites for regional or national meetings;

5) Future role of the Kenwood Conference Center as a university relations resource;

6) The possibility of campus "open houses" to better acquaint UWM's neighbors (and/or alumni, parents) with the activities of the University; and,

7) UWM's posture on the "universal school" concept proposed by the Governor's Commission on Education.

The Committee met several times with the School of Fine Arts Committee on Performing Organizations. That group's concern was for the public relations' values of the many UWM performing organizations' invitations to appear off-campus, with no support provided, and with no centralized UWM source for detailing information, scheduling or booking.

1969-1970 Public Relations Committee

Linda Berget, Student  Ex-Officio Members
Irene Bozak
Edward Cody, Student
Jean Dorheim
Lynn Eley
Ruane Hill, Chairman
Leo Muskatove
Helmut Summ

Vince Allison
Donn Haglund
Gerald Peters
Bruno Wolff