I. Activities during the 1958-59 academic year:

A. The Public Relations Committee circulated a questionnaire to determine the need for a central mailing facility for the University. The information indicated that for greater efficiency, a central location of all mailing lists should be established. The information that was obtained was then turned over to the committee studying the problem and no further action was taken.

B. The Public Relations Committee, in order to establish a better working relationship with the students and to better describe the University to the community, took an active part in cooperating and supporting the button campaign in order to buy uniforms for our band. This action was felt to be a necessity in order to strengthen internal as well as external relations.

C. The Faculty Public Relations Committee, in cooperation with the Student Public Relations Council, sponsored a coffee hour after the Stevens Point basketball game for all of the legislators.

D. The Public Relations Committee planned and executed a legislators' visitation day which included a tour of the Kenwood and Downtown Campuses as well as a social hour. The attendance of the legislators indicated only a mild interest in the University activities as only 27% of the number appeared.

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

A. In keeping with the recommendations of previous years as well as the recommendations of the Committee of 30, we would like to recommend that a Public Relations Director be appointed to be responsible for the coordination and dissemination of public information and group and personal contacts.

B. We would recommend that UW--M purchase a Verityper with various sizes of type in order to expedite the preparation and dissemination of printed material.

C. We would recommend that to expedite the flow of advertising literature from the University, a central addressing office be established.

PUBLIC RELATIONS COMMITTEE:

P. Anderson
M. Bayley
L. Blum
W. Breese
R. Briskey (Chairman)
H. Summ