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UW news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Linda Weimer
JNS

Release: **Immediately**

4/13/83 sjs

CONTACT: Linda Weimer (608) 263-3296

WEIMER NAMED EDITOR OF UNIVERSITY NEWS SERVICE

MADISON--Linda L. Weimer, 36, has been named editor-in-chief of University News Service at University of Wisconsin-Madison.

Weimer, assistant director and communications coordinator of the Sea Grant Institute at UW-Madison since 1974, will succeed John F. Newman, who retired in March after 23 years as head of the university's media information service.

A communications director of the Sea Grant Institute, Weimer has been responsible for media relations as well as publication of technical, advisory and public information reports and news releases on Sea Grant activities. She also was co-developer of "Earthwatch," a daily two-minute radio program on the environment aired on more than 90 Midwest radio stations.

As Sea Grant's assistant director, she has been part of a management team administering the institute's \$3 million annual program. The Sea Grant Institute is a federally- and state-funded program concentrating on research, education and public service related to the Great Lakes.

Weimer received her bachelor's degree in biology from Cedar Crest College in Allentown, Pa., and her master's in zoology at UW-Madison. She has served as assistant editor of the University-Industry Research science writing program at UW-Madison, and worked as a free-lance Madison correspondent for the Milwaukee Sentinel. She will begin at the News Service May 23.

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note

8/19/82 uns

*AP
Forbes
UNS*

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

NOTE TO EDITORS AND NEWS DIRECTORS:

University News Service will use its Broadcast News Service line (608-263-4576) as a press and broadcast advisory service on registration activity each morning during registration week, Aug. 23-27.

From about 8 a.m. until the day's audio stories go on the line about 10 or 11 a.m., a short advisory will highlight a calendar of the day's normally scheduled events plus any special activities we've discovered. Broadcast service stories also are expected to cover aspects of registration week, including updates on registration figures.

Editors and news directors interested in registration week feature or sidebar material are encouraged to call University News Service (608 -262-3571) for ideas we've been gathering on story, photo and visual possibilities.

-- University News Service

University News Service

19 Bascom Hall
500 Lincoln Drive
Madison, Wisconsin 53706



July 30, 1982

Steve Schumacher UWS

EDITORS:

Are these annual Back-To-School Packet stories on target for your needs? We'll do a better job for you next year if you'll send us your comments. Thanks for your help.

--Steve Schumacher
(608) 262-8289

RETURN TO: University News Service
19 Bascom Hall
500 Lincoln Drive
Madison, WI 53706

<u>STORIES</u>	<u>USED</u>	<u>DIDN'T USE</u>	<u>COMMENTS</u>
Enrollment increase	_____	_____	_____
Dormitory food service	_____	_____	_____
Dorm surveys	_____	_____	_____
Learning disabled students	_____	_____	_____
Briefs	_____	_____	_____

What is your usual copy deadline for back-to-school issue? _____

Other comments on relevance, length, subject matter, or other stories you might be interested in using? _____

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note

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

*John
Sayers
UN*

August 3, 1982

Dear Editor:

The next time you need a comment from a Quotable Expert, the enclosed roster may be helpful.

Names and phone numbers for a variety of faculty specialists at the University of Wisconsin-Madison are clustered according to their campus department.

The listing was compiled by Mary Langenfeld, University News Service librarian, (608) 262-8280. She'll be glad to help you contact these or other sources.

The directory does not cover all faculty areas. Here are public information office contacts in two other major fields:

Agriculture and Life Sciences: Jerry McGee, (608) 262-0111/262-1461
Center for Health Sciences: Priscilla Arsove, (608) 263-5561

--Jack Newman
Editor-in-Chief (608) 262-6843
Joe Sayers
Managing Editor (608) 262-8290

UW news

J. J. Services
UW

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release:

4/30/82

EDITORS:

Following is a list of University of Wisconsin-Madison faculty members and students contacted by University News Service who have a special interest or expertise in Argentina or Great Britain. They might be able to provide some insight into the Falklands crisis. All have expressed a willingness to be contacted by news media regarding their views.

Simon Collier, history--Visiting professor from University of Essex, Birmingham, England. Teaches courses in Latin American history, special expertise on Argentina and Chile. Has already done a number of interviews. Office phone: (608) 263-8931. Home: 233-0801.

Arnold Strickon, anthropology--Special expertise on Anglo-Argentine community, that group of English families who live in Argentina. Insight also into Argentinian school system. Office: 262-5956/262-2866. Home: 238-7352.

Tico Braun, Ibero-American studies, PhD candidate--Heads Latin American student organization, prepared to talk about Argentine motivations in particular. Office: 262-1869/262-2811. Home: 251-2953.

Donald E. Thompson, anthropology--Academic area is Bolivia and Peru, but his father raised in Argentina and he still has British relatives there. Willing to talk about them. Office: 262-2868. Home: 238-9951.

David Tarr, political science--Has knowledge of military aspects of Great Britain in particular. Office: 263-1990.

Dr. V. Craig Jordan, oncology--A former British army reserve officer, claims a solid knowledge of British army, navy and air force capabilities. Office: 263-9076.

Robert Aubey, international business--Will discuss Argentinian economic problems in general and how they tie in with the Falklands. Office: 263-1169.

Warren Bilkey, business--Also willing to discuss political/economic aspects of the dispute. Office: 263-3645. Home: 271-4788.

Robert E. Baldwin, economics--Knowledge of possible effects of European Common Market economic boycott on Argentine economy. Office: 263-7397/263-3876. Home: 233-8445.

Gordon Baldwin, law--Has extensive diplomatic experience, will talk about legal and diplomatic implications, especially the role of U.S. diplomacy. Office: 263-2077.

Add one--experts

Joseph R. Thome, law--Will discuss Argentine human rights policies. Office: 262-1603. Home: 256-5920.

John T. McNelly, journalism--Expertise in international journalism, willing to talk about news coverage of the crisis. Says reporting the Argentine side seems particularly difficult because of military hostility toward reporters. Office: 263-2928. Home: 233-0346.

Carlos Steinhauser, graduate student, social work--Grew up in Argentina with the idea that islands belonged to Argentina. Says Argentine people feel so strongly about the issue that present civil-military coalition in Argentina could fall to harder-line government if takeover fails. Home: 233-2738.

Elisabeth Diaz-Herrera, graduate student, business--Native of Argentina, with Anglo-Argentine background: her mother was English. Can describe mood of the people. Home: 271-9454.

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note

From: University of Wisconsin-Madison / University News Service, 115 Science Hall, Madison, Wisconsin 53706 / Telephone: 608/262-3571
TO: New News Service Personnel

FROM: Mary Langenfeld, Librarian

The News Service Library is a service for you. It is a repository of information on all facets of the Madison campus. It subscribes to 6 dailies and 1 weekly, preparing a daily news summary on the Madison campus, UW System and higher education in general. All clippings appearing in WI. weeklies and dailies re: the Madison campus are sent to the Library by the WI. Newspaper Assoc. and are then distributed accordingly.

There are narrative files on most faculty, all departments, programs, research, buildings, student activities (including WSA), scholarship programs, UW-Madison ratings, Faculty Senate and Bd. of Regent actions, etc. The material consists of news releases, news clippings, and vitae.

A UW-Madison experts list has been compiled by the Library--for your use.

There are picture files--on faculty, buildings and various campus scenes.

The Library is replenished with your help. Please make a conscious effort to have updated biog material on faculty from the depts. on your beat. There are biog forms available for distribution.

RULES: Please do not replace the files. Place on top of respective file cabinet. I know the alphabet better than you. When using file, replace material chronologically.

UW-MADISON NEWS SERVICE QUESTIONNAIRE!

Handwritten signature: J. Dennis

Our local items (hometown news) department has developed a more sophisticated computer program which lets us send you graduation, dean's list and similar stories involving students from your entire circulation area. Could you please, therefore, use this sheet to tell us what ZIP Codes or communities you serve. If you would like us to split the list by area desks or bureaus, please indicate that.

NEWSPAPER NAME: _____

ZIP COES (or communities) SERVED BY--

THE CITY DESK (if you use another name, please indicate):

_____ DESK/BUREAU -- if you want us to split the list (include addresses if different than the main office)

_____ DESK/BUREAU

_____ DESK/BUREAU

_____ DESK/BUREAU

Add one--questionnaire

If you will tell us your news preferences, we will have a clearer idea of what materials to send you from UW-Madison News Service. Please mark your first preference, second preference, etc.

- Administrative matters (enrollments, fees, budget, personnel)
- Art, music and drama
- Brief local item about student from your area (honors, graduation, etc.)
- Business, economics and consumerism
- Education
- Faculty viewpoints
- Feature story/picture on student from your area
- Medical
- Photo of UW-Madison campus, person or event
- Science and engineering

PLEASE CHECK special sections or pages for which material is needed:

- Back-to-school
- Christmas shopping
- Others not mentioned above; please explain: _____
- _____
- _____

COMMENTS AND SUGGESTIONS on material you receive from UW-Madison News Service:

(Name and title) _____

(City and newspaper) _____

FOR YOUR CONVENIENCE IN RETURNING QUESTIONNAIRE, ADDRESSED ENVELOPE IS ENCLOSED

UW news

*John
Services
UN*

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

10/10/79 mml/jmn/vlw

UW-MADISON NEWS BRIEFS

CONTACT: Mary Langenfeld (608) 262-8280

NEW TELEPHONE NUMBER ANNOUNCED FOR AUDIO DATELINES

MADISON--Audio Datelines is changing its telephone address. Starting Oct. 15, the tape recording can be reached at 258-8680.

Begun in 1973, Audio Datelines is a daily tape recording listing University of Wisconsin-Madison events, movie schedules and campus news. It is coordinated and recorded by Mary Langenfeld, University News Service librarian.

Technical problems prompted the need for a number outside the University's central telephone system, Langenfeld said.

- o -

CRIME PREVENTION EXPERT TO SPEAK

MADISON--Dr. Ron V. G. Clarke, deputy director of the Home Office Research Unit of the United Kingdom, will speak at the University of Wisconsin-Madison Oct. 17. His 3:30 p.m. lecture on "Crime Prevention Through Environmental Management and Design" is sponsored by the departments of psychology, social work and landscape architecture.

Clarke heads a team of 15 social scientists conducting research in areas of crime prevention and police operations for the United Kingdom's Home Office, an agency comparable to the U.S. government's Interior Department.

His writings have covered such topics as vandalism prevention, the relationship between architecture and vandalism, and police effectiveness in dealing with crime.

- more -

Add one--news briefs

The lecture is open to the public in Room 113 of the Psychology Building, 1202 W. Johnson St.

- o -

CONTACT: Afro-American Studies Department (608) 263-1642

MADISON--A South African journalist, Dumisani Kumalo, will speak at the University of Wisconsin-Madison Thursday, Oct. 25.

Kumalo, national coordinator of the Campaign to Oppose Bank Loans to South Africa, will lecture on "United States Human Rights Policy and Southern Africa" at 7:30 p.m. in 1111 Humanities Building. The lecture, sponsored by the Afro-American studies department, is free and open to the public.

- o -

CONTACT: East Asian Studies Department (608) 262-3643

MADISON--In honor of "China Week," the Asian Music Ensemble will perform in Madison Saturday evening, Oct. 27. The group, just returned from a Far Eastern tour, will present a program of traditional Chinese music and dance.

The musicians, sponsored by Northern Illinois University's World Music Program, will play at 8 p.m. at 1001 University Ave. Their Madison performance is under the auspices of the University of Wisconsin-Madison East Asian area studies and East Asian languages and literature departments, and in conjunction with the Wisconsin China Council.

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note

Univ. News Service

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

2/19/85

NOTE TO EDITORS & NEWS DIRECTORS:

University News Service is arranging a brown bag lunch for the press with Chancellor Irving Shain on Tuesday, Feb. 26, from noon to 1 p.m. in Room 307, Bascom Hall.

This is designed to give members of the press a chance to talk informally, but on the record, with Chancellor Shain about issues in the news that relate to UW-Madison and higher education in general. Because it is not a press conference, as such, we are asking that you not bring TV cameras but look at this as a background session. If you would like to tape or film the chancellor in an interview, you can arrange to come back and do the interview at another time.

If you feel this is productive, we will try to arrange briefings of this sort on a regular basis, perhaps once a month while school is in session. We look forward to seeing you or your reporters there. Please give me a call (262-6843) if you have any questions.

Linda Weimer, Director
University News Service

note

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

Univ. News Service

12/4/84

NOTE TO EDITORS AND NEWS DIRECTORS:

Representative Geraldine Ferraro (D-NY), will speak at the University of Wisconsin-Madison, Tuesday, December 11 at 7:45 p.m. in the Union Theatre, Memorial Union. The speech will be her first public address since the November election in which she ran as Democratic vice presidential candidate. Those wishing to cover the address must obtain press tickets from University News Service. Because press seating is limited, we may not be able to accommodate more than one representative from each news organization, but we will do our best.

Please call us (608/262-3571) and let us know if you wish to cover the event, and the name(s) of the reporter(s) who will be attending. We will then let you know how to obtain your ticket(s). If you have already called us, we have your name on our list.

Linda Weimer, Director
University News Service

note

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

*Univ
News
Service*

12/3/84

TO: EDITORS AND NEWS DIRECTORS:

U.S. Rep. Geraldine A. Ferraro (D-NY), first woman nominated for vice president on a major party ticket, will make her first major post-election speech at the University of Wisconsin-Madison Tuesday evening, Dec. 11. Her appearance is sponsored by TIME Magazine as part of its Distinguished Speakers Program.

The speakers program, which began last February with a lecture by President Ronald Reagan at his alma mater, Eureka College, is intended to bring newsmakers who have appeared on the cover of TIME to campuses throughout the United States. Ferraro, selected by TIME as the second speaker in the program, chose UW-Madison as the campus at which she wished to speak.

Reporters who wish to cover the Ferraro speech, scheduled for 7:45 p.m. at the Memorial Union Theater, should contact University News Service for further information about tickets and arrangements.

note

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

11/29/84

Univ. News Service

NOTE TO EDITORS/NEWS DIRECTORS: The University of Wisconsin-Madison will hold back-to-back press conferences on Friday morning, Nov. 30 at 10:00 a.m. and 10:30 a.m.

At 10:00 a.m., Chancellor Irving Shain, La Follette Institute Director Dennis Dresang and TIME magazine's public affairs director Brian Brown will meet with the press in room 307, Bascom Hall to announce plans for a TIME distinguished lecture on the UW-Madison campus. Last year, TIME, Inc. initiated the Distinguished Speakers Program in honor of TIME's 60th anniversary. Distinguished speakers, selected by the editors of TIME, must have appeared on the cover of the magazine and once invited, are free to choose the university at which they wish to speak. Last February, President Ronald Reagan spoke on his birthday at his alma mater, Eureka College. This year's speaker, a prominent national figure, has selected the UW-Madison, and details of the event will be revealed on Friday.

At 10:30 a.m., also in room 307 Bascom Hall, Chancellor Shain will be joined by officials of the University of Wisconsin Foundation to make an announcement about plans for a major new campus facility. Details of the plans and their impact on the campus and the city will be made public at Friday's press conference.

For more information about the press conference, call University News Service 262-6843.

note

*Univ.
News Service*

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

11/12/84

NOTE TO EDITORS AND NEWS DIRECTORS:

The enclosed stories highlight one of the most remarkable archaeological finds of the decade: the frozen and mummified remains of a prehistoric Inuit family in a nearly complete cultural context. While the well-preserved bodies have provided unusual insight into the health and life-style of a prehistoric people, it is also important to note the completeness of the find. Most often, archaeologists uncover only the discarded and broken items left behind by ancient peoples. In this case, a virtually complete inventory of household and working items was recovered together with the remains of an Eskimo family. The find, which represents, literally, an instant of prehistory, is something archaeologists rarely, if ever, encounter in their work. For more information about this story, contact Terry Devitt at (608) 262-8282.

Linda Weimer
University News Service
University of Wisconsin-Madison

note

Univ. News Service

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

10/10/84

NOTE TO EDITORS AND NEWS DIRECTORS: Gov. Anthony Earl recently proclaimed the week of Oct. 13 as "Higher Education Week" in Wisconsin. In doing so, he noted that the institutions of higher education constitute "one of the state's most prized and productive resources."

We thought this might be a good time to reflect on some of the trends in higher education and to look at what having a college degree may mean to an individual. Hence we are sending the enclosed packet of four stories that can be used anytime--either as a series in conjunction with Higher Education Week or by themselves. Included here are stories about the value of a college education, trends in women's involvement in higher education, and portraits of the University of Wisconsin-Madison both from a teaching perspective and from the perspective of Chancellor Irving Shain.

We hope you find these stories informative. Please call us if you have any questions or comments.

Linda Weimer, director
University News Service

note

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

8/13/80

J. Shaw
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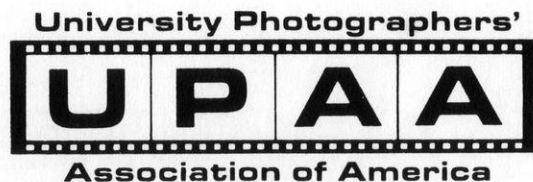
EDITORS:

Enclosed is a package of University News Service releases focusing on educational concerns such as censorship of school materials, math anxiety, dropout prevention, teacher competency and more. We hope they will be of use to you when schools open this fall. You may also receive these stories in our camera-ready pages, distributed by the Wisconsin Newspaper Association.

Please note that the stories on immunizations and the adult weekend degree program are extensively edited versions of stories circulated earlier by the College of Agricultural and Life Sciences and the Center for Health Sciences respectively, and are included with this packet because of their appropriateness at this time of year. We would be happy to hear from you concerning the timeliness and usefulness of these stories.

--Mary R. Saadok
University News Service

Enc.



*App
Shirley
UNAS*

FOR IMMEDIATE RELEASE

DENVER -- Three photographs by Norman Lenburg, university photographer at the University of Wisconsin, received Honor Awards in national print competition at the 19th Annual Technical Symposium of the University Photographers' Association of America held here recently at the University of Denver. His work will appear in a traveling exhibition which will be displayed at colleges and universities across the country during the next two years.

The University Photographers' Association of America is comprised of photographers and managers of photographic services representing more than 200 major colleges and universities in the United States and Canada.

University photographers are considered to be among the most versatile of industrial photographers. Their profession includes a broad spectrum of photography including management, portraiture, sports, technical, news media, architectural, and advertising.

University News Service

19 Bascom Hall
500 Lincoln Drive
Madison, Wisconsin 53706



Info
Sub
MS
May 25, 1979

MONDALE NEWS MEDIA INFORMATION

The Mondale press office reports that Vice President Walter F. Mondale will be in Madison Sunday (May 27) for about 2 hours. His schedule, provided by the Mondale office for press guidance only, not for publication, is as follows:

- 12:15 p.m. EDT -- Depart Washington DC for Madison Wis.
- 1:15 p.m. CDT -- Arrive Madison/Truax Field OPEN COVERAGE No statement.
- 1:20 p.m. -- Depart airport for UW-Madison.
- 1:45 p.m. -- Arrive Camp Randall Stadium.
- 2:00 p.m. -- University of Wisconsin-Madison Commencement Exercises, Address by Vice President Mondale.
- 2:55 p.m. -- Approximately -- depart Camp Randall Stadium for airport.
- 3:20 p.m. -- Arrive airport.
- 3:30 p.m. -- Depart Madison for fishing vacation.

The Vice President's address is expected to contain remarks about SALT II and will be about 30 minutes in length.

Media credentials for persons who made application by Thursday's deadline will be distributed Sunday from 10 a.m. to 12 noon at news headquarters in Room 215A of Union South, 227 N. Randall Ave. (263-4732). The credentials will provide access to the news media areas which the Mondale press office has designated at Camp Randall Stadium and at the alternate site, the University Field House. The program will be moved indoors in event of inclement weather, and the location will be announced before noon on Sunday.

Further information is available in Madison by calling:

Paul Levy, of the Mondale staff, 257-3911 (Ramada Inn, Room 296, 244-2481).

Jack Newman, University News Service (262-6843); home 274-1694.

Mark Nemmers, University News Service audio (262-0065); home 233-9198.

The Mondale press office in Washington is (202) 395-6303; ask for Al Eisele or Maxine Isaacs for more information about the trip.

The University News Service audio line (608) 263-4576 will have commencement features beginning Friday afternoon. Actuality reports of the Mondale speech and commencement program will be on the line following the ceremony.

University News Service

19 Bascom Hall
500 Lincoln Drive
Madison, Wisconsin 53706



Jack Newman
UNNS
May 24, 1979

EDITORS:

Credentials for coverage of Vice President Walter Mondale's visit to Madison for his 2 p.m. commencement address will be distributed Sunday, May 27, beginning at 10 a.m. in news headquarters at Room 215-A of Union South, 227 N. Randall Ave.-- unless news media are notified otherwise.

Credentials will be distributed to persons who made application before the previously-announced deadline on Thursday, May 24. All media arrangements have been established by the Mondale press office in Washington, (202) 395-6303.

We have been advised that credential distribution must be completed one hour in advance of the Vice President's arrival. No definite word had been received by noon Thursday on requests for a Q. and A. session with the Vice President in advance of his appearance at Camp Randall Stadium. If such a session were held with news media during the noon hour, the credential distribution would have to be closed about 11 a.m. to meet the one-hour requirement. On the other hand, if no such session is held with the Vice President, we could continue to distribute credentials until about 12 noon.

We will be relaying latest information from the Mondale press office on our audio service line -- (608) 263-4576. That line also will carry commencement features during the weekend. Information also will be available by calling the University News Service office at (608) 262-3571. If you still have questions, try these home telephone numbers: Jack Newman, editor-in-chief, (608) 274-1694, or Mark Nemmers, broadcast news (608) 233-9198.

MADISON AREA EDITORS: In event of inclement weather, the commencement will be moved indoors to the University Field House. We will call you directly with such information as soon as possible after the decision is made around mid-day Sunday. (That last-minute information will not be available on the audio number because the News Service crew will be working at news headquarters, 215-A Union South, beginning at 10 a.m. Sunday.)

--Jack Newman
Editor-in-Chief

JN:pfm

note

From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, Madison, Wisconsin 53706 / Telephone: 608/262-3571

News Service

EDITORS:

Irving Shain, appointed UW-Madison chancellor Friday by UW System regents, will meet news media at 11 a.m. Wednesday at Room 154, University Bay Center.

The site was selected for convenient access by news media. The University Bay Center is located in the lakeshore area behind the Natatorium in the western campus area. Elm Drive leads to Parking Lots 58 and 37, adjacent to the center.

We'll have University News Service staff members in the area to assist reporters and photographers.

Jack Newman
Editor-in-Chief
9/12/77

note

News & Publications

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

February 26, 1974

Editors:

Prof. Herbert Kliebard, chairman of the educational policy studies department, reports a limited number of seats will be available to news media at the department's executive committee meeting Wednesday at 3:30 p.m. in 109 Wisconsin Center. The meeting will reconsider a recent recommendation against tenure for Prof. Joan Roberts. Because of the space situation, news organizations are asked to limit their representatives to one apiece and to arrive promptly. The meeting will be transmitted by closed circuit television to other rooms in the Wisconsin Center.

--Jack Newman

note

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

*News
Pub*

• March 20, 1974

EDITORS:

Enclosed is background information on the status of negotiations between the Teaching Assistant's Association and the University of Wisconsin-Madison.

1. A memorandum dated March 21, 1974 to all UW-Madison faculty members from Academic Personnel Director, Edward B. Krinsky, explaining the UW position.
2. A chronology of events surrounding previous negotiations, strike votes, and strikes to the present.

Krinsky, chief University negotiator, may be reached at 263-2511.

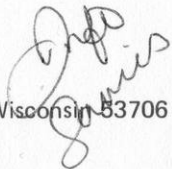
Teaching Assistant representatives and phone numbers are: TAA office--256-4375; Ron Walker--263-2410 (office), 231-1470 (home); Phyllis Karrh--262-4364 (office), 257-7852 (home).

And please contact this office if we can be of any assistance as this develops.

Karl Gutknecht, Managing Editor

note

May 4, 1983



From: University of Wisconsin-Madison / University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison, Wisconsin 53706
Telephone: 608/262-3571

Mary Ellen Steve Karen Mark Norm Pat Mary L. Renee or Mary D.

Clear your calendar for 9 a.m. Tuesday, May 10, for about an hour's meeting in Room 19 with Linda Weimer. If a schedule conflict develops, let me know; we'll try our best to resolve it in favor of your meeting Linda.

In addition, for all but Pat and Renee/Mary, prepare an updated copy of your resume by May 23 so UNS's new manager can better tell where we're all coming from. Linda also would find it helpful if you could collect a few samples of your work--stories, articles, tapes, photos, etc.--that you feel best displays your professional skill.

Joe

cc: Linda
file

uw news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

News Service
5/2/77 jfn

LISTING OF FACULTY SPEAKERS NOW AVAILABLE

MADISON--A listing of some 235 faculty speakers willing to discuss their special interest fields with Wisconsin groups has been compiled by the University of Wisconsin-Madison News Service.

Topics range from product safety to earthquakes and from contemporary China to "Star Trek and Ideology." Groups may obtain the listing from University News Service, 19 Bascom Hall, 500 Lincoln Drive, Madison 53706, telephone (608) 262-3571.

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Release: **Immediately**

1/6/77 ns

News Service

VETERAN NEWSMAN RETIRES

MADISON--Jack Burke, university editor and managing editor of the University of Wisconsin-Madison News Service for the past 15½ years, will retire Feb. 1.

A former member of the Associated Press staff in Madison for more than 11 years, he also worked for the Frank Lloyd Wright Foundation, State Medical Society of Wisconsin, and as assistant to the late William T. Evjue, editor-publisher of The Capital Times.

Burke, a past president of the Madison Press Club, headed its awards committee for eight years and holds the club's distinguished service award.

His other affiliations include the College of Engineering Public Relations Committee, Madison Pen and Mike Club, Monona Fine Arts Committee, Sigma Delta Chi, and the National Academy of Recording Arts and Sciences.

A reception in his honor, for colleagues, University and media friends, and others, will be held at 3 p.m. Jan. 26 in the Blue Lounge of the Wisconsin Center.

He and Mrs. Burke will shift from Monona to Phoenix, Ariz., for three months this spring.

UW News Service

Events and trends, those taking place in the University community and those beyond campus borders, shaped the pattern of University News Service activities for 1976-77.

It was the year of wholesale change in University leadership -- a new president of the UW System Board of Regents, retirement of the system president, and -- when the UW-Madison chancellor was selected as a successor -- launching of the search for a new chancellor. Vice chancellors in academic affairs and health sciences resigned.

Faculty members were concerned about impacts of drum-tight budgets which continued to pinch instruction. They studied ways to improve student writing skills. And they agreed to kick in a percentage of their salary to support a new organization of the Faculty Senate.

Students studied harder, earned better grades, and competed more aggressively for available jobs after graduation. They also announced determination to gain more input into spending of non-instructional fee monies.

State and federal governments exerted strong influence on University directions. There was mixed success in obtaining building funds: the new Center for Health Sciences advanced its construction tab to nearly \$100 million but a new School of Veterinary Medicine again suffered narrow defeat. A new leader took over the reins of federal government; policies of the Carter administration toward higher education began to take shape.

Advances in technology brought major changes in production of Wisconsin newspapers. Their implications for public information procedures of University News Service were examined closely.

Despite heavy turnover in key staff positions, the News Service was able to respond to internal and external developments with higher production than the

previous year (see Chart 1 in Appendix). News releases to print media in Wisconsin totaled 450 more than a year ago; 400 more Local Items on individual students also were distributed to hometown newspapers. The Audio News Service offered 200 more broadcast items to Wisconsin stations. Internally, some 500 more information contacts were made with campus individuals and departments.

Highlights of News Service contributions can be summarized as follows:

EDWIN YOUNG, CHANCELLOR TO PRESIDENT

A search committee's nationwide efforts resulted in regent appointment of Young to succeed retiring John C. Weaver on March 11. Audio News Service, which had aided media in tracking the search, transmitted actualities of the announcement and Young's subsequent comments from California, where he was visiting alumni. On his return to Madison, News Service coordinated a news conference at Union South where the president-designate said his goals include more student financial support and continued improvement in the quality of education.

The Young Era, a compilation of significant events during his chancellorship from 1968-1977, was researched by UNS from sources in University Archives, UW System central administration publications, and the UNS library.

The transition toward a new administration began April 7 with News Service reporting selection of Journalism Prof. Steven Chaffee to head an 11-member search and screen committee for candidates to succeed Young. Appointment of Dean Glenn S. Pound, 63, of the College of Agricultural and Life Sciences as acting chancellor came on June 28 as the president-designate prepared to move to his new office in Van Hise Hall July 1.

THE FACULTY: FROM MODEL GEYSERS TO A WHITE HOUSE VISIT

Faculty members taught, innovated instructional methods, extended classes

to late-in-the-day hours, and researched. Some activities caught media attention. News Service helped link classrooms and laboratories to editorial rooms and broadcast studios. A few examples:

- (*) People magazine did profiles on cancer fighters Howard Temin and the Millers - Elizabeth and Jane, as well as Dr. George T. Bryan, pioneer research on effects of saccharin.
- (*) National Science Foundation teamed with News Service on the National Medal of Science to Chemist Joseph O. Hirschfelder.
- (*) ABC-TV Evening News reported trends in UW-Madison undergraduate majors.
- (*) Voice of America correspondent came to report the African Festival Week conference while the U.S. Information Agency reported model geyser research to overseas audiences.
- (*) AAUP received media assistance and mailing support in staging its national convention at UW-Madison in June.
- (*) Extended Day class offerings were publicized in daily and weekly newspapers within a 60-mile radius while Inter-College Program activities were described in a WISC-TV interview.

THE WISCONSIN IDEA: FROM MODERN CHINA TO STAR TREK

UW-Madison faculty and staff members have logged millions of highway and airplane miles in traveling through Wisconsin to share their expertise with state citizens. Now a listing of available SPEAKERS has been compiled by News Service and offered to groups throughout the state.

The first issue contains information on some 235 faculty speakers. Their topics range from product safety to earthquakes and from contemporary China to "Star Trek and Ideology." The listing also relays information on what parts of the state are within a speaker's travel range. If the host club must provide a projection screen, travel expenses or an honorarium, the roster offers such information.

Announcement of the publication brought such responses as:

- (*) Requests for a copy from a Middleton planner for a convention of A & W drive-in restaurant personnel, an adult education official of the Diocese of Madison, a Mauston librarian, and an MATC faculty member who teaches English as a second language.
- (*) A commendation from the head of the Greater Madison Chamber of Commerce.
- (*) Offers from two UW-Madison faculty members to join the next roster of available speakers.

Something for the saddlebags of the traveling speakers:

All the speakers listed are authorities in their fields but many need updating on current developments elsewhere in UW-Madison to enable the speakers to field questions from state audiences. To assist them, a packet of information "overviews" was developed in the spring of 1977.

The overviews consist of brief compilations of facts about Students, Teaching/Faculty, Research, Public Service, and Administration and Plant. Each overview is accompanied by a list of supportive materials available in the UNS library and elsewhere on campus.

Copies of the overviews will be available in reasonable quantity during the fall semester. They will be distributed to departments and offices which supply speakers and public queries. The overviews will be especially helpful to speakers

visiting alumni clubs to deliver Founders Day reports about University developments. For speakers who offer slide presentations, a modest file of campus scenes in color can be obtained from the UNS library.

HELPING OUR NEIGHBORS WITH COMMUNICATION PROBLEMS

Recognition in our modern society often is measured by whether an event is reported by the media. Requests to News Service for publicity assistance are accompanied frequently by the comment: "Here's something that ought to be in the paper and on the air." The event may fall outside of the news value parameters for acceptable material as drawn by editors and broadcasters. The News Service role is highlight newsworthy aspects and to utilize personal communication channels in bringing material to attention of media gatekeepers. Sometimes the effort is successful.

A service club on campus, for example, gave high priority to winning newspaper recognition of the organization's 50th anniversary banquet in May. Editors contacted in advance were dubious of the general interest content. "There are dozens of these clubs in Madison," one editor explained, "and their meetings are of interest only to their members. Would your service club want to read about a meeting of our newspaper employees' club?"

The News Service searched for a general interest aspect to the banquet. It developed that a highlight was to presentation of a 50 year service pin to a veteran University personnel officer. Reporter's interview flashed back to 1927 when the person began employment as "a glorified messenger boy" for the UW Regents' office. The news release and accompanying photo caught attention of the editor. Focusing on one individual was the key to published article about the club's anniversary.

In similar ways, the News Service helped call media attention to such diverse events as the Midsummer's Eve festival sponsored by the Scandinavian studies department, the Expo '77 spectacle arranged by College of Engineering students,

concerts presented by the dance department, and an Independence Day parade by foreign-born children residing at Eagle Heights.

Campus motorists were warned of closing of the west end of Marsh Lane and of Park Street between Chadbourne Hall and Lake Mendota, the former permanently and the latter temporarily. Both had impact on traffic patterns.

Public information colleagues received cooperation from the Audio News Service in relaying material to broadcast outlets. Reaction of Wisconsin residents to swine flu inoculations was gathered by University Extension, while the College of Agriculture and Life Science petitioned for assistance in transmitting drought information to Wisconsin broadcast stations. While a number of University agencies are involved in broadcasting, the Audio News Service is the only non-sports service addressed to new personnel in state radio and television stations.

Faculty expertise also is conveyed to state residents by soliciting their expert interpretation of national and international events. Their views were transmitted through audio and print media reports on such 1976-77 developments as the racial conflicts in South Africa, recombinatⁿ DNA or gene-splicing research, and the national energy crisis.

The News Service also conducts a feedback operation for University personnel. Newspaper clippings provided by the Wisconsin Newspaper Association are sifted for items of interest to faculty and administration leaders and are reproduced in a daily Clip Sheet. Clippings also are analyzed for media reaction to University events. Faculty news sources and public information offices on campus are provided with clippings involving their units. Other clippings of reference value are filed in the UNS library for use by faculty and students, journalists and campus visitors.

NEWSPAPER TECHNOLOGY: THE "BOOB TUBE" INVADES THE CITY ROOM

Electronic news processing -- one of the most sweeping changes of the

20th century in production of American newspapers -- arrived in Madison, Milwaukee and a number of smaller Wisconsin cities in 1976-77. City rooms were remodeled to house computer input consoles on desks of individual reporters and editors -- each with a video cathode ray screen for display of the written words. The "boob tube" replaced venerable hunt-and-peck typewriter method of composing news stories and headlines. Just around the development corner is a similar unit with capability of displaying and entire newspaper page for makeup and editing purposes.

The electronic process revamps some newsroom procedures and out modes some production positions. The shakeup does not tamper with news values. But it dictates possible shifts in the form in which universities and other information providers submit their offerings for publication consideration.

Implications of the new system are under continuing study by News Service. The former city editor of the Oshkosh Northwestern, one of Wisconsin's first dailies to convert to electronic processing, joined the UNS staff in 1976-77 and is in charge of the study.

Another new staff member, the editor of the Baraboo News-Republic, brought experience on relationships between the University and media in the immediate Madison area.

WOMEN'S SERIES, 'INNOVATIVE CLUSTERING OF INFORMATIONAL APPROACHES'

The News Service experimented with an innovative clustering of informational approaches in a series of releases for Wisconsin dailies by teachers in the UW-Madison program in Women's Studies. The four-part series summarized women's changing role in society, myths about women in history, women in literature and art, and physical changes during a woman's life.

These observations should be made about the series:

- (*) It was offered as a four-part series but was regarded by editors more as a packaged of freestanding pieces which did not need a particular sequence and did not

interrelate;

(*) Each article carried an illustrative line drawing provided by Publications Office design personnel and a reading list of a few related books which would be available at local libraries and bookstores;

(*) All or part of the articles appeared in at least 19 of the state's 33 daily newspapers, according to clippings received by UNS. This publication response was several notches above predictions.

THE FORD-CARTER CAMPAIGN: STUDENTS AND FACULTY GET INVOLVED

National leadership also changed in the fall of 1976. Faculty and student involvement in the Ford-Carter contest was reported by the News Service. Research into campaign issues and techniques by faculty experts and classes of students was highlighted. Media were supplied with names and telephone numbers of 25 persons playing an active role in the campaign or possessing political expertise; many were contacted for observations on the campaign. The broadcast personnel of the News Service cooperated with a CBS-TV crew and producer from Washington in filming a report on student political attitudes.

Another story of national interest developed in March of 1977 with release by Pentagon sources of information on germ warfare experiments conducted in past years. News Service personnel assisted media interviewers in location contracts on file in University Archives and in contacting faculty researchers for details of the investigations.

As a world-quality institution, the University has a faculty with expertise to comment on national and international trends and events. Media inquiries about faculty experts were answered from such sources as the Wall Street Journal, Chronicle of Higher Education, New York Times, Christian Science Monitor, San Francisco Chronicle.

Time, U.S. News and World Report, and publishers such as the World Book encyclopedia and the Children's Press. A public service project of the Dubuque Telegraph-Herald brought a request for faculty members to serve on a panel assessing trends in modern society.

PERSONAL ITEMS ABOUT STUDENTS: A HUMAN DIMENSION

Wisconsin editors are unanimous in their desire for campus news items about their home town students. This need was answered in 1976-77 with distribution of 5,027 Local Items -- an increase of about 400 above the previous year.

Production of home town releases by computer was initiated in 1975-76. Computer processing was expanded in 1976-77 with addition of dean's honors lists in the College of Letters and Science, School of Education, and College of Engineering. Negotiations for similar releases also began with Law School representatives. Computer generation of releases about degrees conferred, honors graduates and students enrolled in the SOAR program continued to provide the longest lists of names.

Time saved by the computers was utilized for manual preparation of other Local Items. Releases were distributed about student elections to Phi Kappa Phi, Iron Cross, Crucible and Mace honor societies. Other hometown releases reported winners of scholarships and honors such as the Porter Butts Award and the Library Award as well as internships served for School of Social Work and Law School and commissions earned in ROTC.

The personal items give a human dimension to news from a campus of nearly 38,000 students. The Middleton Times-Tribune published on March 24, 1977, no less than five News Service releases about 47 students who had won dean's honors, degrees, and scholarships at UW-Madison. The clippings are reproduced on an attached page.

PHOTOGRAPHS: QUALITY IS IMPORTANT

The most personal of all releases is a photograph. But impact can be lost unless quality is high.

Norman Lenburg's contributions to the Office of Information Services include news photographs released by University News Service. Their quality is shown in the latest award conferred on Lenburg. His view of fog-enshrouded Van Hise Hall, the cover photograph for the 1975 annual report of the University of Wisconsin System, won the Merit Award of the Wisconsin Society of Architects in their architectural press photography competition for 1977.

Photographic releases for 1976-77 included an increased number of mailings to home town papers in Wisconsin. These were pictures of UW-Madison students engaged in unique campus projects, civil service employees who won awards for suggesting procedures resulting in economics, and high school students attending special functions at UW-Madison.

THE STUDENT REPORTERS: SUSAN BUSTLE WINS AN AWARD

Susan Bustle of LaCrosse received the 1977 citation for achievement from the Society of Professional Journalists, Sigma Delta Chi. She was selected as the outstanding journalism graduate by the University of Wisconsin-Madison chapter. Award recipients are chosen on the basis of character, scholarship in all college work, and competence to perform journalistic tasks.

Work of Susan's award was received with pride at the News Service, where she had worked as one of six part-time student reporters during 1976-77. She was assigned to coverage of such departments as geography, cartography, geology, Hebrew and Semitic studies, urban and regional planning, and history of science.

Experience in meeting News Service standards of journalism is accepted by Wisconsin newspaper editors as a qualification for employment as a beginning reporter. After graduation in May, Susan was hired by the Marshfield News-Herald. Other ex-staff members are reporters for newspapers at Stevens Point, Rhinelander and Baraboo.

Student reporters usually earn no academic credit for their "laboratory" work at News Service. However, arrangements were completed for two students to serve internships in the summer of 1977 for credit in agricultural journalism studies. The interns took part in an experimental project to prepare illustrated feature stories on newsworthy students for release to home town dailies and weeklies in Wisconsin.

EPILOGUE: A REQUEST FROM "PROX"

One of Washington's most vocal snipers at academic research is Sen. William Proxmire (D-Wis).

His office contacted the News Service in June with a request which brought smiles. Had the senator's eyes been opened to the values of free-ranging basic research? Possibly; the request was for the precise wording of the famed Sifting and Winnowing declaration of 1894 by University of Wisconsin regents.

"Whatever may be the limitations which trammel inquiry elsewhere, we believe that the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."

--Jack Newman
Editor-in-Chief

#

UNIVERSITY NEWS SERVICE

1976-77 SUMMARY OF INFORMATION CONTACTS

SUBJECT AREA	METHOD OF CONTACT									TOTAL
	AUDIO DATE- LINES	AUDIO NEWS SERVICE	CAMERA READY PAGE	LOCAL ITEMS	NEWS RELEASE	PHOTO, FILM, SLIDES	TV NEWS CONTACTS	VERBAL OR FILE INFORMATION GIVEN TO UW DEPTS. OFF-CAMPUS		
<u>EDUCATION-- INSTRUCTION</u>	27	29	4	1,408	432	7	31	142	22	2,104
<u>EDUCATION-- STUDENT ACTIVITIES</u>	84	103	19	3,462	128	114	61	255	56	4,282
<u>RESEARCH</u>	66	75	14	16	73	14	50	167	60	535
<u>PUBLIC SERVICE</u>	180	216	14	127	371	23	74	810	194	2,009
<u>FACULTY & ADMINI- STRATION</u>	102	151	5	14	151	164	58	650	203	1,498
<u>TOTAL</u> (1975-76)	459 (238)	574 (399)	56 (73)	5,027 (4,640)	1,157 (690)	322 (363)	274 (162)	2,024 (1,555)	535 (578)	10,428 (8,698)

WISCONSIN
Press Association

33 North Dickinson
Madison, Wis. 53703
Clipping Bureau Division

Middleton Times-Tribune

MAR 24 1977

HOMETOWN NEWS

A single issue of the Middleton Times-Tribune prints names of 47 students in Local Item news releases -- coordinated by Mary Ludington and Ann Johnson.

WISCONSIN
Press Association

33 North Dickinson
Madison, Wis. 53703
Clipping Bureau Division

Middleton Times-Tribune

MAR 24 1977

13.

Fourteen Middleton students are among students enrolled in the University of Wisconsin-Madison School of Education who have been named to the Dean's list of top scholars for the past semester.

The honor is earned by approximately one-third of the education students. Education is the second largest school on the Madison campus with nine teaching departments and some 600 faculty members.

Middleton students receiving honors are: Timothy Balliet, 2635 Amherst Rd., mathematics; Susan Everson, 6401 Cooper Ct., studies in behavioral disabilities; Sandra Godding, 1721 Verona St., history; Jill Jacobsen, 6341 Pheasant La., (major unlisted); Mika Leckrone, 6263 Paske Ct., elementary education; Carol Lindenberg, 2118 Allen Blvd., communicative disorders; Kevin Mackey, 7550 Century Pl., studies in behavioral disabilities; Teresa Murphy, Rte. 6, Airport Rd., English; Lori Nording, 6807 North Ave., communicative disorders; Susan Peterson, 7103 Maywood Ave., elementary education; Patricia Rogan, 6650 Boulder La., studies in behavioral disabilities; Sue Schulte, 5248 Brindisi Ct., elementary education; Donna Solner, 6634 Columbus Dr., elementary education; and John Zimmerman, 1812 Middleton St., physical education.

WISCONSIN
Press Association

33 North Dickinson
Madison, Wis. 53703
Clipping Bureau Division

Middleton Times-Tribune

MAR 24 1977

13. Twenty-three area students are among students enrolled in the University of Wisconsin-Madison college of Letters and Science who have been named to the Dean's List of top scholars for the past semester.

The honor is earned by approximately 10 per cent of letters and science students. Letters and science is the largest college on the Madison campus with 44 teaching departments and some 1,000 faculty members.

The students are: Daniel Bowen Bellissimo, 6620 Columbus Dr.; Ellen Maria Bellissimo, 6620 Columbus Dr., Communicative Disorders; Peter Joseph Birdsall, 5329 Century Ave., Music - Applied; Vicki Lynn Denner, 1522 Main St., Cross Plains; Barbara Ann Doob Dickey, 5746 Baskerville Walk, Geography; Lori Ann Everson, 6401 Cooper Ct.; Dianne Comtois, Goodenough. 6327

WISCONSIN
Press Association

33 North Dickinson
Madison, Wis. 53703
Clipping Bureau Division

Middleton Times-Tribune

MAR 24 1977

13.

Eight Middleton students are among students who received master's degrees recently at the University of Wisconsin-Madison.

The names of students who were granted their degrees by UW-Madison are being announced just as soon as they are compiled by the University.

Middleton students receiving master's degrees are: William Richner, 7212 South Ave., business; Elizabeth Ulanski, 1830 Parmenter, social work; Bruce Dober, 5405 Century Ave., business; William Neidermeyer, 5811 Century Ave., wildlife ecology; Charles McAteer, 3610 Valley Ridge Rd., business; Karen Voss, 4717 County Trunk M, zoology; Robert Braun, 3403 Marino Ct., business; and Alan Sillars, 5218 County M, communication arts.

WISCONSIN
Press Association

33 North Dickinson
Madison, Wis. 53703
Clipping Bureau Division

Middleton Times-Tribune

MAR 24 1977

3. John Hartman, 3024 Springfield, Cross Plains, is among nine University of Wisconsin-Madison graduate students who received National Science Foundation (NSF) fellowships of \$3,900 for study in the sciences, mathematics and engineering.

More than 4,830 of the nation's brightest students competed for 550 NSF Graduate Fellowships, which were awarded on the basis of merit. Panels of scientists, appointed by the National Research Council of the National Academy of Sciences, reviewed and evaluated applications, final selections were made by the Foundation.

John will use his fellowship to study electrical engineering at the University of Wisconsin-Madison.

UNIVERSITY NEWS SERVICE HIGHLIGHTS, 1975-76

JFW

Info Services

OVERALL:

Nearly ^{8,700}~~7,000~~ news contacts were carried out -- see attached chart. These ranged from holding a news conference for Nobel Laureate Howard Temin to supplying campus photos to the College Guide published by B'nai B'rith.

PRINT MEDIA:

Wisconsin dailies total 36 with 1,200,000 circulation. Two-thirds of them -- with circulation of 1,000,000 -- printed UNS releases in a one-month test period in the summer of 1975, a check showed. The information was available only

through UNS releases, which were printed verbatim; the stories were not forwarded to newspapers by wire services.

Thursday is the day of the week when the largest number of UW-Madison releases are printed, another study showed.

BROADCAST MEDIA:

The former TV Tips was expanded to cover more events, written on a new Broadcast News Tips format, and distributed more widely to Wisconsin radio-TV stations.

Functioning of the Audio News Service, one of the first among major universities, was explained to representatives from other interested institutions, including UW-Milwaukee, UW-Oshkosh, UW-Green Bay, Marquette and Brown universities.

STATE MEDIA:

A project titled "Hi, Neighbors" focused on daily and weekly newspapers and broadcasting stations within 60 miles of the campus. Print media received weekly packets including a calendar of events, campus news briefs, and illustrated feature story on a landmark of interest to visitors. Radio stations received interviews with home town students.

The annual fall conference for community newspaper publishers was expanded to include daily newspapers for the first time.

A study was made of computerized newsrooms in Wisconsin; managing editors recommended no basic change to UNS procedure of supplying mimeographed and camera-ready releases.

FOREIGN:

Campus footage was arranged for a USIA crew shooting film on foreign students for display by U.S. information centers around the world.

Cooperation was given to U.S. Travel Service preparing listing of scenic areas for tourists from Europe.

CAMPUS:

Faculty members received a one-page get-acquainted greeting when UNS moved to temporary offices at Science Hall in the fall of 1975.

A review of research news printed by Madison news media from UW-Madison sources during six months of 1975-76 showed 57 per cent involved biological and physical sciences, 43 per cent from social studies and the humanities.

Deans, directors and department chairpersons were provided with a compilation by UNS of national rankings and ratings accorded various UW-Madison units.

News, features and photos of campuswide concern were provided for the new Supplement section of Date-lines during 1976 summer sessions.

Cooperative functions were extended to newly-organized information activities in behalf of Continuing Education.

Audio Datelines information service continued to increase its campus and community audience; a check in May 1976 showed 4,643 busy signals recorded during one weekend, compared to 2,527 during a weekend in March 1975.

STUDENT
ITEMS:

The year's total of 4,640 probably is an all-time record, though no previous figures are available to check it. Thanks to computerization of releases on large-scale events such as Commencement, the peak workload was handled with a slightly-reduced staff of part-time students.

An innovation was preparation of special feature stories on student leaders, distributed to their home town papers.

--Jack Newman
Editor-in-Chief

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	AUDIO DATE- LINES	AUDIO NEWS SERVICE	CAMERA READY PAGE	LOCAL ITEMS	NEWS RELEASE	PHOTO, FILM, SLIDES	TV NEWS CONTACTS	VERBAL OR FILE INFORMATION GIVEN TO		<u>TOTAL</u>
								UW DEPTS.	OFF- CAMPUS	
<u>EDUCATION</u> --- <u>Instruction</u>	15	22	12	3,321	71	59	17	109	30	3,656
<u>EDUCATION</u> --- <u>Student</u> <u>Activities</u>	73	130	13	655	125	56	42	195	78	1,367
<u>RESEARCH</u>	31	44	20	-	75	5	19	123	54	371
<u>PUBLIC</u> <u>SERVICE</u>	76	114	28	634	221	32	63	456	225	1,849
<u>FACULTY &</u> <u>ADMINI-</u> <u>STRATION</u>	43	89	-	30	198	211	21	672	191	1,455
<u>TOTAL</u>	238	399	73	4,640	690	363	162	1,555	578	8,698

REACTION TO PRESIDENT FORD'S MAJOR ADDRESS ON ECONOMIC POLICY

on the University of Wisconsin-Madison campus -10/9/74

News-Source

Prof. Stephen Hawk--School of Business: One of his classes, Applied Security Analysis, which he developed and administered, earned national recognition because it involved investment of \$100,000 fund. Prof. Hawk also teaches corporation finance and security analysis courses, and in both areas, he is widely regarded as a top authority. Born in 1941 in Chicago, he holds three UW degrees--the BBA, awarded in 1963, the MBA in 1964, and the Ph.D. in 1969.

Prof. Donald Hester--Dept. of Economics: Came to UW-Madison in 1968, after being a member of the Yale economics dept. for eight years. His special interests are econometrics, mathematical economics, financial institutions, and micro-economic theory. After earning all his degrees at Yale, he joined the faculty there to teach and to do economics research in the Cowles Foundation. He was visiting professor at the University of Bombay, India, in the 1962-63 academic year. He teaches Intermediate Economic Theory, Applied Macroeconometric Analysis, and a workshop on financial and fiscal research.

Prof. Robert J. Lampman--Vilas Research Prof. of Economics and Chairman, Economics Dept.: He's one of the nation's foremost authorities on poverty and income distribution, and served as a staff member of President Kennedy's economic advisory council in 1962-63. He was called to Washington in 1963 to chart the Johnson administration's war on poverty. When the federal government designated UW-Madison as the site of the national Poverty Research Institute, in 1966, Lampman set it up and became its acting director. He did his undergraduate work at UW-Madison and received his Ph.D here in 1950. He has taught also at the University of Washington, the American University in Beirut, Lebanon and the University of the Philippines, has held staff posts in national economic research institutions, and has written books on poverty. Lampman came to this campus in 1958 after being a Carnegie Fellow with the National Bureau of Economic Research in 1957-58 and serving as a staff member of the Institute of Labor Economics in D.C. from 1953-55.

Prof. Peter H. Lindert--Dept. of Economics: A graduate of Princeton University, he did his graduate work at Cornell University while holding an NDEA Fellowship and a Ford Foundation Fellowship. He also spent two summers in the Office of International Affairs of the U.S. Treasury Dept. as a management intern. He came to Madison in 1966, and teaches General Economics, History of Western Capitalism Since 1750, and a workshop in economic history.

UNIVERSITY OF WISCONSIN-MADISON

UNIVERSITY NEWS AND
PUBLICATIONS SERVICE

10 Bascom Hall
500 Lincoln Drive
Madison, Wisconsin 53706
Telephone: 608/262-3571



August 15, 1975

Dear Editor:

For your information and that of your staff members--

On Wednesday, Aug. 20, the University of Wisconsin-Madison News Service will be located in 115 Science Hall. This building is on N. Park st., across from Memorial Union at the foot of Langdon st.

Since 1964, the News Service has been located on the ground floor of Bascom Hall. Now this space will be renovated, so the move to Science Hall is a temporary measure, probably taking a year or so to complete.

The News Service will retain the same telephone number--262-3571. However, a new system will be utilized. If you call a specific editor or reporter, please use his or her number, as listed below. If you call no specific person, use the 262-3571. Using the specific number will save time, requiring no transfer.

The News Service operation includes the Audio News Service, a special newslines report with actualities for radio and TV (although some newspapers use it for tips, too); and Audio Datelines, a daily calendar of campus events.

Here are the individual phone listings:

Jack Newman - 262-6843
Karl Gutknecht - 262-8289
Pat Murphy - 262-3571
Mary Langenfeld - 262-8280
Audio Datelines - 263-4010

Jack Burke - 262-8290
Norman Lenburg - 262-0067
Mary Ellen Bell - 262-8287
Student Writers - 262-8292
Audio Room - 262-0220

Jack Newman
Editor-in-Chief

PLEASE POST

news

News Service

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

8/15/75 jb

MADISON--A Bascom Hall renovation project expected to take a year to complete will result in six different University of Wisconsin-Madison agencies and offices moving to other quarters before Sept. 1.

Three of them will shift to Science Hall. The University News Service will be located in Room 115 Science Hall, the Publications Service in Room 278, and the Career Advising and Placement Service in Room 40.

The others move to new locations within Bascom Hall. These include the dean of students' office, academic services, and associate and assistant vice chancellors.

###



news

*Preston
Feb*

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

2/15/74 jb

MADISON--The University of Wisconsin-Madison protection and security office reported Friday noon it had arrested an unemployed Middleton man, Daryl Lee Preston, 28, in connection with a child molesting case at University Hospitals Sunday evening.

Preston, who lives at 6618 Mendota ave., was charged with taking indecent liberties with a minor. He was scheduled to make an appearance in Dane County Court late Friday.

Capt. Robert L. Hartwig of the protection and security office said leads developed from the citizen response to news media coverage could be credited with Preston's apprehension.

The child allegedly molested at University Hospitals is a 14-year-old girl.

The charge filed by police carries a maximum 10-year sentence upon conviction.

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UW-MADISON NEWS SERVICE RELEASE ROUND-UP

News & Publications

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	TOTAL
Administration	6	3	8	5	4	2	-	4	6	4	8	50
Conferences	3	4	5	6	8	4	4	2	3	8	6	53
Courses	5	5	2	4	1	5	2	9	2	1	5	41
Departments	6	-	5	11	13	9	7	8	8	5	-	72
Faculty	17	13	15	22	27	14	13	19	16	13	17	186
Founder's Day	8	3	7	-	-	-	-	-	-	-	-	18
Grants	3	2	3	2	3	1	4	3	2	6	6	35
Lectures	11	15	20	15	44	3	-	-	9	8	17	102
Medical	1	3	2	4	3	1	2	2	2	1	1	22
Reaction	2	4	6	-	1	1	2	-	1	5	7	29
Registration	3	1	1	-	3	2	2	8	3	3	-	26
Research	3	9	5	10	10	15	22	11	3	7	8	1103
Scholarship Ap.	4	-	2	4	1	-	-	1	4	1	1	15
Services	3	3	2	3	6	6	4	11	10	8	4	60
Students	5	5	15	2	23	12	10	9	2	13	12	108
Visiting Profs.	4	-	1	1	1	3	-	1	1	1	-	13
Miscellaneous	7	5	11	8	8	7	4	4	2	6	6	68
TOTALS	91	75	110	94	116	85	76	92	74	90	98	1001

CATEGORY DEFINITIONS:

Administration: Includes policy statements (Afro-Am. Center), Faculty Senate, L&S gov't., Chancellor's Office

Conferences: Conferences, seminars, symposiums held on campus

Courses: courses offered, activities emanating from

Departments: Departmental activities, dept. chairman appts., programs sponsored

Faculty: Books authored, honors and awards received, features on

Founder's Day: Publicizing featured speakers for founder's day activities at UW clubs around the nation

Grants: Money given to UW-Madison and what it's going to be used for

Lectures: Lectures given on campus--announcement of

Medical: Releases from Kurt Krahn's office re: Med School, Univ. Hospitals, Health Sciences Center, research

Reaction: Faculty reactions to current issues in the news

Registration: Enrolment figures (totals for each dept. also), registration releases and information

Research: Releases from both UIR and News Service reporters on research being done at UW-Madison

Scholarship Applications: Announcement of scholarships and how to apply for

Services: Libraries, service-oriented centers on campus (Student Health, CAC, Drug Info Center, WSA store, counseling,
life-saving station)

Students: Activities, features on, commencement activities, organizations

Visiting Professors: Features on visiting faculty members

Miscellaneous: Wisc. Union, Alumni Assoc., special interest orgs., Extension, releases that can't be place anywhere else

MEMO
Single Space

news 620
doze

~~CONFIDENTIAL~~
NEWS CONFERENCE

9:30 a.m.

Thursday, June 27, 1974

102 Engineering Research Building

News Service

The Nuclear Power Plant to be ^{built} ~~constructed~~ at Koshkonong has revived the controversy about ^{and the wisdom, of atomic power.} the safety ~~of such plants.~~ The UW-Madison News Service has arranged to bring reporters together with two Madison campus professors ^{who have} ~~with~~ opposing views about the ~~safety~~ Wisconsin's growing dependence on Nuclear sources of energy.

Prof. Max Carbon ^{is} the chairman of the department of Nuclear Engineering. He thinks Nuclear power is the best and most efficient ~~power~~ energy source.

Prof. John Neese ^{C.} teaches zoology and has been an outspoken opponent of Nuclear ^{power} plants.

Both professors will ~~have available for interviews~~ make ~~a statement~~ brief statements of their views and answer ~~questions~~ your questions.

The Engineering Research ^a Building is on the Engineering campus ^{at 1500 Johnson Drive} ~~on Johnson West Johnson~~ Street, ~~(It is the high rise building with the big dish antenna on top.)~~ Room 102 is

a first-floor conference room. ^{at} Parking will be available in nearby lots. ~~and in the station area outside the building~~ ~~For those without campus parking permits~~ ~~we will have several~~ We will have several ~~new~~ parking meters bagged for those without campus parking permits, and a news service staffer will be available outside the building to help you find ^{the} the meters. ~~Please contact the News Service office~~

Please contact the News Service office -- 262-3571 -- with any questions ^{about} ~~the news conference, parking problems,~~

UW news

News Service

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

5/13/71

CORRECTION NOTICE

Media which received UW News release dated 5/13 on faculty committee elections are asked to make the following correction:

Name of Scott M. Cutlip, journalism, should be deleted from the Committee on Faculty Rights and Responsibilities, and the name of Frederick W. Haberman, communication arts, should be substituted.

Secretary of the Faculty Charles W. Loomer advises that an error was made in computation.

###

INDIANA UNIVERSITY—PURDUE UNIVERSITY AT INDIANAPOLIS

NEWS BUREAU • 1100 WEST MICHIGAN STREET 46202 • (317) 639-7711

News Service

21 October 1970

Mr. Jack Newman
University News Service
10 Bascom Hall
University of Wisconsin
Madison, Wisconsin 53706

Dear Jack:

Many thanks -- belatedly -- for your hospitality earlier this month. It was informative and productive. In fact, we've already begun the thefts of several of your project. Our new campus calendar, the first for this campus, will be patterned after yours. And we will probably use a version of your telephone gadget to keep our faculty, students, and staff informed of what is going on around this campus. We plan to start the service with the most incredibly sexy female voice we can find. The devious idea is that people will call initially just to hear the voice and thus learn what sort of information they can get from the service. Since our schools and divisions are scattered across the city, this service may also serve as a minor sort of unifying device.

If you do become interested in the computerized mailing programs, Geri can tell you far more about the mechanics than I can. In general, we have tried very hard to establish maximum flexibility. This has greatly reduced the need to maintain individual and specialized mailing lists. Geri and I are obviously very proud of this program. Geri is excellent in these sorts of projects. I hope her talents get sufficiently used. Work her hard.

Your campus is fascinating. You've got more grief, more problems than most of the others, but Madison is a helluva lot more interesting than West Lafayette or Bloomington or any of the other pockets of relative campus calm. Ours would be a dull line of work without crises.

Again, many thanks for your help and hospitality. You made the trip profitable as well as enjoyable.

Regards,



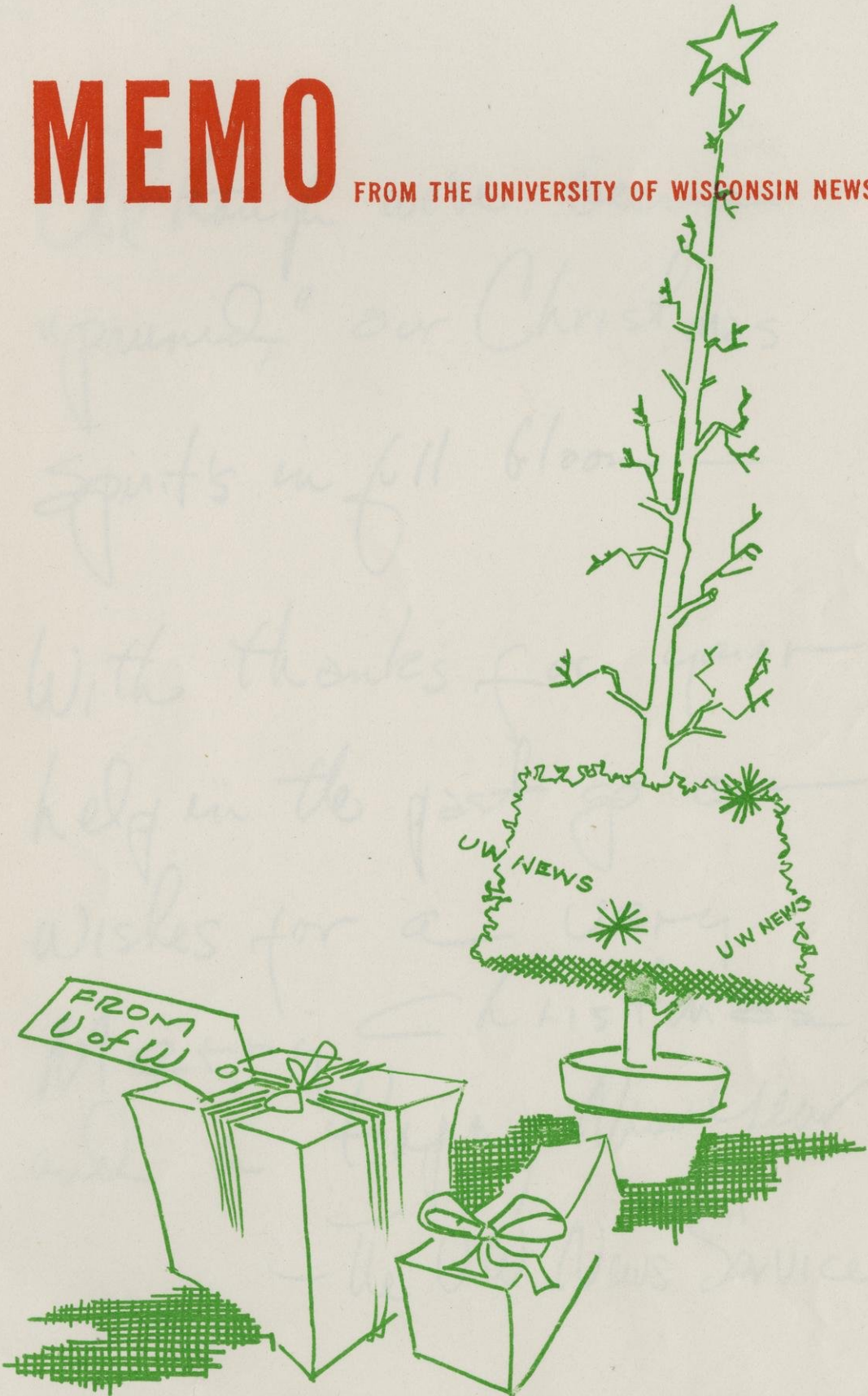
Harrison J. Ullmann

HJU/cvd

File [News Service] Alumni

MEMO

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE



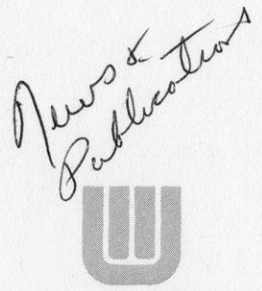
Although we've been
"pinned," our Christmas
spirits in full bloom —

With thanks for your
help in the past go our
wishes for a very
Merry Christmas
and a Happy New Year
— The O.W. News Service

UNIVERSITY OF WISCONSIN-MADISON

UNIVERSITY NEWS AND
PUBLICATIONS SERVICE

10 Bascom Hall
500 Lincoln Drive
Madison, Wisconsin 53706
Telephone: 608/262-3571



March 1974

TO: Deans, Directors, Department Chairmen
Madison Campus, University of Wisconsin

RE: 1974 Faculty Retirements

Every spring the UW-Madison News Service sends out stories about members of the faculty who are retiring.

To make sure we locate every one who is retiring this year (after April 1), would you please list those faculty members who are retiring. Include only those with a ranking of assistant professor or above.

It is important we get this information as soon as possible.

Faculty retiring from your department:

NAME

DEPARTMENT

Thank you!

Please send this listing to:

Karl Gutknecht, Managing Editor
UW-Madison News Service
13 Bascom Hall
CAMPUS MAIL

Sept. 1972

UW NEWS AND PUBLICATIONS SERVICE

Telling the University's story to the public is, broadly speaking, the assignment of the News and Publications Service, 10 Bascom Hall.

There are many "publics" to reach.

On the campus, information is needed by students, faculty members, civil service workers, and visitors.

Beyond the campus, there are many persons to keep informed--parents and alumni, prospective students, residents of the Madison community, legislators, persons throughout the state who use University services, taxpayers, and other Wisconsin residents.

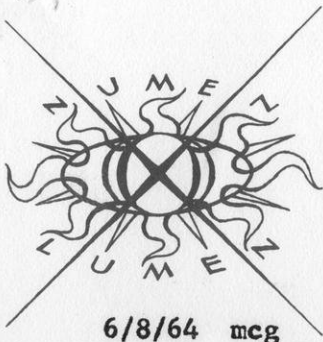
The arriving freshman needed information before he set foot on campus. He based his decision to enroll in the University on information from a variety of sources, including bulletins and catalogs from the Publications Service. Reaching Madison, he finds his way with help of a campus map developed by the same agency.

Throughout his years on campus, the student turns to UW publications in making out his course schedule, deciding on a place to live, selecting extracurricular activities. A general interest publication, "Campus Report," offers current news of student and faculty activities. When the student reaches graduation, he consults a commencement program and instruction booklet published by the Publications Service.

At some point in his University career, the student's name may appear in his hometown newspaper or on his hometown radio and television stations. The News Service issues a hometown release when a student wins an honor, takes part in a University event, is elected to an organization position, and--finally--wins his degree.

News media of the state and nation are given help in telling the University's story. The News Service supplies reporters and editors with information in the form of daily mimeographed news releases, radio tapes, and television film clips. Personal assistance is provided to newsmen who visit the campus to obtain information.

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NEWS FROM THE UNIVERSITY OF WISCONSIN

Serving the state through campuses at Madison and Milwaukee, nine University Centers, and a statewide extension system.

6/8/64 mcg

Immediate Release

MADISON, Wis.--Theodore W. Zillman, dean of men at the University of Wisconsin since 1951, was promoted to assistant to the vice president for business affairs, Neil G. Cafferty, by University regents Monday.

Regents also approved appointment of Prof. Rita L. Youmans as acting associate dean of the School of Home Economics; Harold W. Montross as associate dean of the Extension Division; Dr. Mervin E. Muller as director of the new UW Computing Center; James F. Scotton as director of the UW News and Publications Service; and Wallace Douma as director of student financial aids, loans, scholarships, and employment.

A 1926 graduate of Wisconsin, Dean Zillman spent some years as a banker in Chicago before he turned his attention to study of law and a 1935 law degree from Kent College of Law in Chicago. He thereupon joined his father and brother in the practice of law in Chicago.

For four years during World War II, Dean Zillman was in the Army, assigned as an ROTC instructor to the campus in Madison. On his discharge as major he was named director of the UW Office of Veterans Affairs. He became acting dean of men in 1950 and dean in 1951. He is a member of two national honor societies--Phi Kappa Phi, which he served as national vice president in 1962 and UW chapter president in 1960, and Phi Eta Sigma.

Miss Youmans, who is a professor in home economics education and Extension, was appointed acting associate dean to replace Miss Josephine Staab who has resigned to assume full-time academic duties as a professor in the department of home management and family living, effective July 1.

-more-

Add one--regent appointments

On the staff here since 1956, Miss Youmans has been active in home economics programs in Wisconsin high schools and has conducted research and taught classes at the University on home economics education. A native of Neillville, Wis., she holds a Ph.D. from the University of Illinois granted in 1957.

Montross, a member of the Extension Division staff since 1952, has been serving as director of informal instructional services. After earning his M.S. and Ph.D. degrees at UW, he taught in public schools in Iowa and Wisconsin, served as a teaching assistant at the University, then directed the Extension center at Rhinelander and worked as assistant director of the center at Racine.

Dr. Muller is a graduate of UCLA who holds the master's and doctor of philosophy degrees from that institution. A specialist in statistical techniques and digital computers, he has been manager of a research department in the data processing division of International Business Machines Corp. in White Plains, N.Y. He has taught at Princeton University and served as associate editor of the Journal of the Society for Industrial and Applied Mathematics. His appointment includes the title of professor in the department of numerical analysis.

Scotton holds the B.A. degree in English literature from Boston University and the Certificate in French from the University of Paris. He currently is studying toward the Ph.D. in political science and serving as teaching assistant to political science UW Prof. W. H. Young. Scotton was staff man for an independent news bureau in Washington, D.C. in 1957-58 and an editor for the Associated Press in Chicago in 1961-62. He was trained in education writing in the UW News and Publications Service internship program.

John F. Newman, assistant professor in the UW School of Journalism and director of the UW News and Publications Service, has been granted a year's leave of absence to accept a 1964-65 Fulbright-Hays lectureship in journalism at the National University of Nicaragua.

-more-

Add two--regent appointments

Douma, who has been personnel director and adviser to the Forum committee at the Wisconsin Union since 1958, is a native of Ottumwa, Iowa, and a graduate of Grinnell College with the 1951 B.A. degree in psychology. He did personnel and sales work for Curtis Companies, Inc., for seven years in Iowa, Nebraska, Georgia, and Virginia, before joining the Union staff six years ago. His new post, which he assumes July 1, will combine two UW offices--student employment and loans and scholarships.

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MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

4/15/63 rt

RELEASE: **Immediately**

MADISON--A University of Wisconsin alumnus and former staff member of the University News Service, Erwin Boll, has been appointed consul for press and public affairs at the German Consulate General in New York.

Consul General Dr. Georg Federer announced the appointment in New York.

Boll studied journalism and public relations as a German newspaperman in a U.S. State Department exchange program at the University a decade ago. He was made life member of Sigma Delta Chi at a 1951 initiation at the University.

He also studied at the universities of Berlin, Greifswald, and Munich in Germany.

After leaving the University of Wisconsin he became press and information officer of the German Consulate General in Chicago, and for the last three years has been special assistant for public affairs at the German Foreign Office in Bonn where he was in charge of overseas information programs.

#-#-#

THE UNIVERSITY OF WISCONSIN
OBSERVATORY HILL OFFICE MADISON 6, WISCONSIN

News Service

ASSISTANT TO THE PRESIDENT
UNIVERSITY NEWS SERVICE
UNIVERSITY PUBLICATIONS SERVICE

December 11, 1962

Dear City Editor:

Greetings from your Rose Bowl guest, the University of Wisconsin.

The enclosed packet of stories may help in acquainting your readers with the University, its faculty and students. This material may be of special interest to your education editor.

I hope to send you other advance stories, including a feature and picture on the UW band that will be making the trip to California.

Present plans are to maintain a press office at the Biltmore Hotel, beginning about December 28.

Your sports department will be served by the press room at the Huntington Hotel. George Lanphear and Jim Mott of the UW Sports News Service will accompany the Wisconsin team to California on December 22.

Sincerely,

Jack Newman

Jack Newman
Director
U.W. News Service

JN:ah
Enclosures

1961 Christens

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Valparaiso, Indiana

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Darlene Frye
Route 2
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Alyce Goetz
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Amer. Osteo. Assn.
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Pat Krause (Mrs. James)
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The Henry Kroenings
US Operations Mission - Bolivia
The Institute of Inter-American Affairs
Div. of Agriculture & Natural Resources
Cosilla 673, LaPaz, Bolivia

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Norfolk Redevelopment & Housing Authority

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Gerald Wollan
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Minneapolis 24, Minn.

Office:
Director of Professional Services
Modern Medicine
Minneapolis, Minn.

Mrs. & Mrs. C. B. Wyllie
3926 E. Delhi Rd.
RFD #1
Ann Arbor, Michigan

U. W. NEWS

(News Service Alumni)

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Christmas, 1951

TO ALL UW NEWS SERVICE ALUMNI, FROM Albert Lea, Minn., to Paris, France:

GREETINGS: By vote of a vociferous majority here, motion was passed to brief News Service Alumni from time to time on current events in UWNS. Here goes installment one:

LOCATION: Since October of '49 we've been spread out in four rooms plus basement mailing and coffee room in Observatory Hill Office Bldg. overlooking Liz Waters and Lake.

ORGANIZATION: News Service is as disorganized as it ever was, but we manage to put up a front that looks good. Every reporter has a beat and all departments are covered (theoretically) each week. Coordination between Sports News Service (Art Lentz and crew) and Ag News Service (Bry Kearl and staff) improved with bi-monthly lunches together at Union. Staff includes Bob Taylor, director; Bob Foss, assistant director; editors Jerry Wollan, Jim Larsen, Vivien Hone, and Hazel McGrath; science writer, Paul Ward; student writers Lee Wyszynski, Bill Kuhns, Marilyn Lewis; student file clerk Eleanor Murphy; administrative assistant Bev Kroening; typists Elaine Neprud and Mary Anhalt; and mimeograph and multigraph operators Janice Schillinger and Marion McChesney. Mil Carlson appears and disappears to write speeches. Clay Schoenfeld, assistant director, was loaned to Uncle Sam to spend 16 months doing PR at Fort Monroe, Va.

OLD FACES IN NEW PLACES: Rags Nowakowski spent the past year as reporter, photographer and feature writer on the Albert Lea Evening Tribune. He writes: "I shook hands with my wife when we met at a dinner party a month ago and she's expecting again." Now he's in the market for a job that will feed four kids. Elaine Sernovitz, home-town news expert, won a scholarship to study and teach in Paris all this year. Bill Brussat is across the channel in Liverpool on a fellowship to do research at the University. Scott Cutlip graduated from his University PR duties here to full-time teaching of the curt, concise, and succinct in J school. Jane Davidson is in Pittsburgh reducing medical jargon to English for a drug concern.

NEW BUSINESS: Jim Larsen and Bert added Wendy to their family, their Kirstie is now almost two; Jerry Wollan married Lois Gutzke Sept. 29 and set up housekeeping in University Houses. Both are working on their master's degrees. Bill Kuhns, ag journalism senior, is counting the days until his February wedding.

PUBLICATIONS: We now put out Memo, semi-monthly faculty newsletter; Facts, periodically; Badger Report, (reconverted Badger Quarterly) six times a year; a new campus map; a new view book, This Is Your University; Wisconsin Partners; History Digest; and Wisconsin Community. We'll be happy to send you any or all you're interested in.

SPORTSMEN: Jim Larsen still trudges through the woods and boasts of his hunting prowess; Bob Foss still talks about the big fish that don't get away. Bev Kroening brings back evidence that perch can be caught in Lake Mendota.

PLEASE bring us up to date on your activities. A post-card to Observatory Hill Office Bldg. will do it.

- The News Service Gang

FOR YOUR INFORMATION

6/2/72 rf

News Service

Last minute information to news media reporters and photographers covering UW commencement weekend main events in Madison:

At Honors Convocation at 7 p.m. Friday (June 2), the main personnel including speakers and honored students will be available for any coverage beginning about 6:30 p.m. in the Wisconsin Field-House. We do not yet have any advance copy of Rodney Uphoff's speech for the students.

At commencement Saturday morning (June 3), main personnel including honorary degree candidates will be available beginning about 8:30 a.m. in "W" Club room under east stands of stadium if the weather is good and the commencement is being held in the stadium. If the weather is bad and the commencement is forced to move into the Field-House adjoining the stadium, then the personnel will be available back of the stage in the Field-House about 9:30 a.m., a half hour before the commencement will start at 10 a.m.

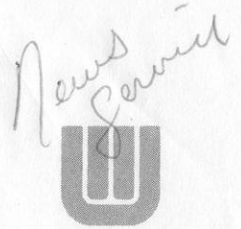
Enclosed are a commencement redbook, and tickets for the Field-House if the commencement has to be moved in there, and PRESS-RADIO-TV stickers--to identify you to any commencement marshall and to the public. We are trying to keep people not representing media out of the way of the official representatives of news media, especially when it comes to taking pictures. We hope to be able to send you commencement and Honors Convocation programs Friday.

Bob Foss
UW News Service

UNIVERSITY OF WISCONSIN-MADISON

UNIVERSITY NEWS AND
PUBLICATIONS SERVICE

10 Bascom Hall
500 Lincoln Drive
Madison, Wisconsin 53706
Telephone: 608/262-3571



April 20, 1972

Dear Editor:

It is necessary to change the way we supply you with names of June graduates from the University of Wisconsin-Madison who live in your community or circulation area.

A listing of candidates for bachelor's degrees will reach you in time for Commencement June 3. That is the same procedure we have followed for many years. (Roughly three-quarters of the graduates receive bachelor's degrees.) Names of higher degree winners -- master's Ph.D., law and medicine -- will not be available from the Graduate School office until after Commencement. Assembling this compilation has become increasingly complex over the years.

We hope to mail the names of your higher degree winners by the end of June.

HOW CAN WE HELP YOU INFORM YOUR READERS OF THIS CHANGE?

When you publish the names of your bachelor's degree candidates at Commencement time, will you add the following explanation:

NAMES OF HIGHER DEGREE WINNERS WILL BE PUBLISHED WITHIN
A FEW WEEKS WHEN THEY HAVE BEEN COMPILED BY THE
UNIVERSITY.

Do you have any other suggestions on how we can help?

Sincerely,

A handwritten signature in cursive that reads "Jack Newman".

J. F. Newman, Director
News and Publications Service

JFN:pfm

UW news

News & Publications

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone (608) 262-3571

Release: **Immediately**

1/10/72 jb

MADISON--A public reception to honor Prof. Robert H. Foss, retiring assistant director of the University of Wisconsin-Madison News and Publications Service, will be held from 2:30 to 4:30 p.m. Jan. 27 at the Alumni Lounge, Wisconsin Center.

A member of the faculty for more than 40 years, Prof. Foss will retire from full-time service Feb. 1. His many assignments on the campus have included teaching journalism classes, serving as editor of the Badger Quarterly, director of sports information, adviser to the summer Cardinal, director and assistant director of the News and Publications Service, and adviser to the campus blood donation drives.

The son of a Minnesota weekly newspaper publisher, Prof. Foss earned his UW B.A. in 1929, the M.A. in 1931. His former UW journalism students hold news positions throughout Wisconsin and the nation.

A warm friend and informal counselor to students, he chronicled their individual achievements with his news releases and pictures for hometown newspapers and broadcast stations. For many years he has reported news of the College of Engineering, other academic departments, ROTC, and commencement activities.

Prof. Foss plans to be at his desk on a part-time basis after Feb. 1.

###

DAILY CARDINAL

News Service

"Selling of the University-UW News Service

P. 1, 10/13/71

Also some material relating to News Service
on 10/14/71 p.5

5/16/74

*Bob Foss
UW News Service*

FOR YOUR INFORMATION

Last minute information to news media reporters and photographers covering UW commencement weekend main events in Madison:

At Honors Convocation at 7 p.m. Friday (May 17), the main personnel including speakers and honored students will be available for any coverage beginning about 6:30 p.m. in the Wisconsin Field House.

At commencement Saturday morning (May 18), main personnel including honorary degree candidates will be available beginning about 8:30 a.m. in the "W" Club room under east stands of stadium if the weather is good and the commencement is being held in the stadium. If the weather is bad and the commencement is forced to move into the Field House adjoining stadium, then the personnel will be available back of the commencement stage in the Field House also about 8:30 a.m. Don't forget the commencement starts at 9 a.m. either outside or inside this year.

Enclosed are commencement directions and PRESS cards, honored in either Stadium or Field House--to identify you to any commencement marshall and to the public. We are trying to keep people not representing news media out of the way of official representatives of news media, especially when it comes to taking pictures.

Bob Foss
UW News Service

RELEASE --- AT ONCE

8/28/70 jb

*News
Service*

HOUSTON, Tex.--Sylvanus A. Ekwelie, who will receive his doctorate at the University of Wisconsin next semester, has been appointed assistant professor and acting chairman of the Texas Southern University journalism department.

A native of Achalla, Nigeria, Ekwelie took his UW master's degree in 1968. During the past year he was a Vilas Fellow for research, and spent more than a semester in London, England.

Employed by the UW News Service the past two years, Ekwelie is a graduate of the University of Nigeria at Nsukka in 1966.

His new duties will begin Sept. 5.

###

note

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

3/6/72

News Service

EDITORS:

A news conference has been scheduled for 1 p.m. Tuesday (March 7) by faculty leaders from the University of Wisconsin System, including pre-merger UW and WSU campuses. The news conference will be held in 171 Bascom Hall.

A joint statement will be issued on certain aspects of merger, including tenure rules, faculty governance, and campus autonomy. The topics have been under discussion by representatives of the pre-merger UW and WSU faculties for presentation of recommendations to the Merger Implementation Study Committee.

Faculty leaders taking part in the news conference will include Prof. Marshall Wick, UW-Eau Claire, president of the Association of Wisconsin State University Faculties (AWSUF); Prof. Clara Penniman, UW-Madison, faculty representative on the Merger Implementation Study Committee; and others.

--Jack Newman

note

News Service

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

5/15/72

WISCONSIN EDITORS:

Science Editor James A. Larsen has studied coverage by Wisconsin newspapers of science-related news for a one-month period. He discusses the findings in the enclosed content analysis. He would welcome your comments.

Jim also is author of the enclosed reprint, "Mass Communications and Environmental Revolution."

--Jack Newman
Director

Enc.

note

News Service

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone (608) 262-3571

5/15/72

NEWS EDITORS:

Dick Gregory, black comedian turned activist, will hold a news conference upon his arrival in Madison this Friday afternoon at 5 p.m. at the Madison Municipal Airport. You are welcome.

Gregory will speak at 8 p.m. at the UW Fieldhouse on "Social Change: Social or Anti-Social" to raise funds for the UW's Human Resource and Education Scholarship fund.

Further information on Gregory's plans in Madison can be obtained from Clay Leek, assistant director of the UW-Madison's Five-Year-Program to aid minority students at 262-6971.

note

*News
Publication*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

6/12/72

EDITORS:

Your press parking permit gives you access to UW-Madison lots which are listed by number on the permit.

If circumstances require you to park in a different lot and you receive a violation ticket ("no permit"), send it to me.

However, I can not help on ticket appeals when:

- (1) Your car is ticketed in a stall where the meter has expired.
(Your permit does not cover metered stalls.)
- (2) Your car is ticketed in a no-parking area (next to a fire hydrant, yellow-painted curb, etc.).


Sincerely,

Jack Newman
Director

UNIVERSITY OF WISCONSIN-MADISON

UNIVERSITY NEWS AND
PUBLICATIONS SERVICE

10 Bascom Hall
500 Lincoln Drive
Madison, Wisconsin 53706
Telephone: 608/262-3571

News & Publications


October 20, 1972

MEMO TO WISCONSIN EDITORS:

You may be interested in the "hunch" our reporter brought back from a trip he made around the Madison campus to check the reported apathy of students toward the national political campaign.

Yes, many seem apathetic, he reported. Information tables in the student unions constituted the major visible political activity. No excitement to compare with the McCarthy fervor of 1968.

What's behind the lack of interest in the national race?

One of the factors, he believes, is that many students are more concerned with building local political institutions based on their cultural life style. They see these institutions as more important to the solution of their problems and the satisfaction of their needs.

The reporter--who is a student himself--said he could not document his opinion sufficiently to write it into a news release. But he said the view is shared by leaders of the Wisconsin Registration Drive. They see the impact of the large numbers of new voters as more significant for local elections than for the national races.

It is an angle you may want to check in your own community, particularly if you have a college or vocational school campus nearby.

--Jack Newman
Director

note

News Publications Science

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

October 30, 1972

NOTE TO EDITORS:

You are invited to send reporters and photographers to the dedication program for the University of Wisconsin-Madison's new million volt microscope at 1 p.m., Friday, Nov. 3 (see accompanying story).

The program will feature Cong. Robert Kastenmeier; Dr. Robert M. Bock, dean of the Graduate School; Dr. Carl Brewer, National Institutes of Health; and Dr. Hans Ris, director of the new facility. Dr. Ris and others will be available for interviews. A tour of the facility, located in the new Animal Science Building, will follow the program, which will be held in the building's auditorium (first floor). The Animal Science Building also is being dedicated Nov. 3.

Free parking for newsmen will be available in Area #62, off Linden Drive, near the Beef Barn (see map).

If you have any questions, please call me at 262-3572.

Jack Burke
Managing Editor

note

News & Publications

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

December 18, 1972

EDITORS--

For your coverage of Governor Lucey's appearance before the UW-Madison faculty at 3:15 p.m. Tuesday (Dec. 19) afternoon:

There will be parking spaces for you, reserved in Lot #1 (between the Old Red Gym and Memorial Union).


The Wisconsin Center auditorium will have special lighting for news photographers.

Jack Burke
Managing Editor

UNIVERSITY OF WISCONSIN-MADISON

UNIVERSITY NEWS AND
PUBLICATIONS SERVICE

10 Bascom Hall
500 Lincoln Drive
Madison, Wisconsin 53706
Telephone: 608/262-3571

News & Publications


A new service is being offered to members of the American College Public Relations Association by Mark P. McElreath of the University of Wisconsin-Madison News and Publications Service. If enough members express an interest in having this service, ACPRA can seek funds to defray costs. With this service, university news directors can receive:

....Facts about the effectiveness of their faculty/staff media...including facts about campus operations affecting the media, faculty and staff opinions and suggestions, and content of the faculty/staff media.

....If needed, recommendations for improving the faculty/staff media.

....Guidelines for implementing changes.

...Regular meetings with other university news directors to discuss administering effective faculty/staff media.

The cost per college will depend on the funding ACPRA can secure to reduce cost to participating colleges. Presently, I am interested in finding out who might want to receive this type of service.

Tentative plans call for at least 10 colleges to participate in the program. Over a six month period, data will be gathered about each campus. During this time, there will be meetings with participating ACPRA members. At the end of six months, each campus will receive a special report of the findings and recommendations. Guidelines for implementing changes will be offered. Also, ACPRA will receive a special summary report.

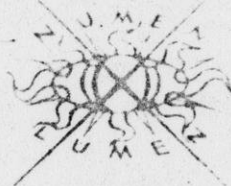
Are you interested in participating in this program and receiving this service? If so, fill out the attached card and drop it in the mail.

Better yet, give the card to me at the ACPRA-Great Lakes District Convention. I will be at the Northern Illinois University ACPRA meeting all day Monday, March 12.

If you have any immediate questions, please call me at 608-262-3571.

Mark P. McElreath

Mark P. McElreath
Specialist



UNIVERSITY NEWS and PUBLICATIONS SERVICE

THE UNIVERSITY OF WISCONSIN

OBSERVATORY HILL OFFICE • MADISON, WISCONSIN 53706 • PHONE 262 3271

February 20, 1965

Mr. J.E. Boell
University Archivist
443 F Memorial Library
University of Wisconsin
Madison, Wisconsin

Dear Mr. Boell:

This is the letter you requested from me during our telephone conversation of a few days ago concerning the origin of the now widely used phrase: The Boundaries of the Campus Are the Boundaries of the State.

All I know of its origin is this:

Thirty-five years ago, about August 1, 1930, Prof. Willard Grosvenor Bleyer, then director of the School of Journalism, hired me as a teaching assistant in journalism while studying in the Graduate School. Since school did not start until in September, he gave me a job cleaning up and arranging what he hoped would turn out to be a journalism library and reading room on the fourth floor of South Hall.

When I started on it, the room contained boxes of printed and typed material, books, magazines, newspapers, etc., heaped on the floor, chairs, and a table. In the process of sorting and arranging, I found copies of speeches by Pres. Charles R. Van Hise. Prof. Bleyer had served as the early 1900's version of public relations man for Pres. Van Hise, and I presume had saved copies of his speeches.

One of these speeches, as I remember them, was Pres. Van Hise's inaugural address. Another was an address he had given at an anniversary celebration of the University, and a third was a speech he made at a meeting of Wisconsin newspapermen.

I read all of these speeches, and it was in one of them that Pres. Van Hise made a statement that went like this: "I shall never rest content until the beneficent influences of the University reach into every home in the Commonwealth, and the boundaries of our campus are coextensive with the boundaries of our State."

I liked that statement very much, and I remember saying to myself upon reading it: "All right, Pres. Van Hise, you can now rest content---the boundaries of the campus are the boundaries of the state."

I liked that statement very much, too, and later that year, when I became, in addition to my teaching assistantship, also assistant to Prof. George Ford Downer, director of sports publicity and editor of the University's Press Bureau, and a little later still, when I became editor of the Press Bureau, appointed by Pres. Glenn Frank, I began using the "boundaries" statement every time I had a chance---on all letterheads, envelopes, anyplace where the public could see it. I believed it and I wanted everybody else to believe it.

That is how the "boundaries" statement got started. I am glad I had a part in it, and I hope this information will be helpful to you.

Yours sincerely,

Robert Foss
Assistant

cc:

Prof. Robert Taylor
Prof. James Scotton

NEWS CONFERENCE

HAROLD EDELSTAM, former Swedish Ambassador to Chile

12 Noon, Thursday April 4

STATE HISTORICAL SOCIETY AUDITORIUM

*News
Publ.
Service*

Parking in nearby campus lot (with permits) or at bagged meters in the Memorial Union Parking lot across Langdon st. from the Historical Society.

Mayor Paul Soglin will introduce Edelstam who will have a short statement before answering questions. The news conference will run about one hour.

Edelstam was expelled from Chile after last September's military coup because of his work with refugees. During WWII he was expelled from his post as ambassador to Norway because he was actively helping Norwegian Freedom Fighters escape to Sweden. He is on the Madison campus to participate in a conference on Repression and Development in Brazil and Latin America.

The news conference has been arranged by Community Action in Latin America and the Ibero-American Studies Program.

###

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

9/30/63 rt

Immediately

MINNEAPOLIS--Two former members of the University of Wisconsin News Service, Mr. and Mrs. Gerald C. Wollan, have opened their own public relations firm in Edina, Minn.

Mrs. Wollan is the former Lois Gutzke, and both she and her husband came to the University as students from La Crosse.

Wollan was on the editorial staff of the La Crosse Tribune before joining the UW News Service as science writer and publications editor. Later he served as public relations director for Baxter Laboratories, Chicago, and for the past five years has been director of professional services for Modern Medicine Publications, Minneapolis.

In addition to her work with the UW News Service, Mrs. Wollan has been reporter for United Press International and the La Crosse Tribune.

###

MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE: **Immediately**

10/15/63 jtb

MADISON, Wis.--Robert S. Walters Jr., who took studies in the University of Wisconsin Graduate School from 1958-61, has been named information officer for the National Institutes of Health division of research services in Washington, D.C.

A native of Atlanta, Ga., Walters, who received a B.S. degree at Oglethorpe University in 1957, was transferred to his new post from the information office of the National Institute of Neurological Diseases and Blindness.

While in Madison, Walters took graduate work in zoology and physiology and assisted in research on hibernating mammals. He did volunteer science news and feature writing for the UW News Service.

###

News Service — pls return

THE MAGAZINE THAT HELPS PLANT ENGINEERS WITH THEIR EVERYDAY PROBLEMS

Plant Engineering

DEarborn 2-5446

110 So. Dearborn Street, Chicago 3, Illinois

Mc Neely

April 20, 1956

Mr. Robert Taylor, Director
UW News Service
The University of Wisconsin
Madison, Wisconsin

Dear Mr. Taylor:

I trust that in spite of the tardiness with which I am commenting on your recent news release, you would be interested in our editorial reaction to your coverage of the Wisconsin Extension Institutes. Not by design, I know, you chose an appropriate subject with which to start your experiment -- a couple of years ago, PLANT ENGINEERING published an article by Mr. Monson of the Green Giant Company on the subject which was the topic of his paper at Wisconsin.

The coincidence notwithstanding, I am of the opinion that your post coverage of the Institutes will prove to be a valuable editorial service. As you may know, we quite frequently attend the Institutes in search for editorial leads and if you cover those which we are not able to attend, you will obviously be doing us considerable service. So, if you have received favorable comment from the other editors to whom your experimental release was sent, we hope that you will continue to send out your covering releases in the future.

Thank you for including us in your list of "critics." We hope our comments have been of value to you.

Cordially yours,

P L A N T E N G I N E E R I N G

H. E. B. Anderson

H E B Anderson
ds

Associate Editor

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

7/3/58 rt

Immediately

NOTE TO EDITORS: YOUR COPY HAS BEEN FORWARDED UNDER SEPARATE COVER

MADISON, Wis.--"Exploring the Unknown," a profusely illustrated report on research at the University of Wisconsin, prepared under the direction of UW Pres. Conrad A. Elvehjem, was issued by the University Thursday.

Although a "spot report," covering only a portion of the research projects now under way at Wisconsin, the volume, according to its author, James A. Larsen, science editor of the University of Wisconsin News Service, seeks to "convey some idea of the meaning of research, its application to all fields of intellectual endeavor, and its value in terms of human welfare and satisfaction."

Copies of the 94-page volume may be obtained without cost from the University News Service. The publication was financed by the Wisconsin Alumni Research Foundation.

"In all fields," the author points out, "we have literally begun to reach for the moon. Our age is a renaissance in which the human mind is opening vast new frontiers and developing vast new freedoms to investigate them.

"As a result of new techniques, we can now study the chemistry of life, the physics of the atomic nucleus, the nature of space. New sciences have arisen, devoted to the study of man as a social creature, to the study of the human mind, and to the study of the arts by which we record and communicate ideas and emotions.

"Each success in understanding increases the breadth of man's island of knowledge and expands the perimeter of the unknown. Each advance broadens the front along which work must be conducted to achieve further progress. New horizons are opening, and it is man's nature that he must explore them."

-more-

Add one--Larsen Research Volume

In addition to discussing scholarly work in progress in the physical and life sciences, social sciences and humanities, the book discusses the problems of research administration in a University.

"The administration of fundamental research is, in many respects," the author points out, "much like guiding an army or an expedition across an uncharted land. There are few familiar guideposts. New methods must be tried, new maps drawn and trails cut through what at times seems like an impenetrable forest.

"The research scholar can be productive only if, like the members of an expedition, he is properly equipped and working with other like-minded individuals in an environment designed specifically to nurture research."

At the University of Wisconsin, the author reports, direct responsibility for developing and maintaining such an environment is shared by the Board of Regents, the University administration, and the Research Committee. This committee receives requests for research support directly from faculty members and funds for research are then administered within the framework of the Graduate School.

"A large proportion of Wisconsin's research funds are fluid; they can be assigned to any professor for a project which, in the estimation of the members of the Research Committee, shows promise of being productive of new knowledge," the author reports. "The University of Wisconsin is fortunate in having a long-established tradition of cooperation among workers in the various specialized fields of knowledge--when an individual is in need of the advice or assistance of a specialist in another field, these quickly become available to him.

"This, in combination with the availability of research funds, has contributed more than any other single factor to Wisconsin's pre-eminent position among the research institutions of the world," Larsen concludes.

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

3/5/58 j1

RELEASE:

Immediately

MADISON, Wis.--The University of Wisconsin announces it is now accepting applications for its graduate science writing assistantships program for the next academic year.

Students accepted for the assistantships will receive training in writing on scientific topics for popular media in addition to pursuing studies leading to advanced degrees in any field for which they are qualified.

Two types of science writing assistantships are offered, one leading to skill in interpreting the natural sciences, and the other in the social sciences. The stipend is \$165 per month and a full graduate program is permitted. Students accepted for the fellowships may begin either July 1 or at the beginning of the fall term.

Applicants can make further inquiry to Prof. Robert Taylor, director, University of Wisconsin News Service, Madison 6, Wisconsin.

###

News Service
MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

7/16/56

RELEASE:

Immediately

The University of Wisconsin won three awards in competition with more than 1,000 other institutions of higher education at the American College Public Relations Association meeting at White Sulphur Springs, West. Va., last week.

The University's top award-winner was "Fifty Years of Graduate Education at Wisconsin," a booklet commemorating the golden anniversary of the establishment of the UW Graduate School. The booklet was prepared by the deans of the school, Dean Conrad A. Elvehjem and Associate Deans W. J. Brogden and J. Homer Herriott with editorial direction by James A. Larsen of the UW News Service. It was published by the Wisconsin Alumni Research Foundation.

Its second award was for its picture booklet, "This is Your University," published by the UW News Service. Honorable mention for photography went to Gary Schulz of the University of Wisconsin Photographic Laboratory for his picture of a coed and all the books she had read during her four years at the University.

The awards were voted by members of the association at their annual meeting.

###

note

News & Pub.

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

July 17, 1974

MADISON CAMPUS PIOs:

Vice Chancellor Shain is asking that special attention be given to accurate reporting of research projects related to 1975-77 DIN proposals. Copies of his letter to research coordinators and of 1975-77 DIN projects are enclosed.

If you do a release on one of the projects, Shain asks that the preliminary nature of the research be made clear. His office wants to review the precise wording on this aspect to assure that funding prospects are not jeopardized. If you contact Art Hove in the chancellor's office, he could provide a quick review of the release.

Let me know if I can provide further clarification.

--Jack Newman

Encls.

U. W. NEWS

9/18/61 gb

News Service

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE: Immediately

MADISON, Wis.--A bright red, pocket-or-purse sized map and guide to the University of Wisconsin campus was released for distribution Monday by the UW Publications Service.

The fold-out map extends from the Forest Products Laboratory and Lot 60 parking area on the west to Lake Street at the eastern edge of the campus.

The new map takes in more area than previous maps. It shows the Willows Drive to Eagle Heights apartments and University Houses on the west, and goes as far south as the engineering campus near the Camp Randall archway on Randall Avenue.

A separate inset map of athletic buildings shows streets bordering the stadium, field house, ticket office, and practice building, plus seating sections in the stadium.

In a unique "Where To Find" section, principal offices and services are listed by building and numerical code. A welcome message from UW Pres. Conrad A. Elvehjem is also included. Another feature is a guide to services for visitors, including information on the Memorial Union, University Co-op, parking, bus service, and bulletins and catalogs.

The map may be obtained without charge from the University Co-op, State and Lake Streets; the Visitor's Information Booth at the Union; the Wisconsin Center; or at the Information Office, 172 Bascom Hall.

##

U. W. NEWS

12/28/61

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE: Immediately

MADISON, Wis.--Paul Van Nevel, Public Information Officer for the University of Wisconsin Medical Center, will leave his job at the end of January to serve in the U.S. Army.

A 1961 UW graduate, Van Nevel has held the post since July.

Applications for the position are being received at the UW News Service. Applicants should have a background and interest in medicine and in publications work and medical news writing.

###



8/17/62

MADISON, Wis.--Don Beran and Paul C. Landmann have joined the staff of the University of Wisconsin Publications Service in Madison. Beran was an estimator-editor for the State of Wisconsin's Printing Division. Landmann was in Army intelligence before coming to the UW.

Landmann replaces Gregory A. Broadd, who left to become technical editor for RCA's distance early warning missile system at Camden, N.J. Beran replaces Mrs. Janice Meichel Stophlet. She has joined her husband in Cleveland, where he is vice president for development of Western Reserve University.

###

News & Publications

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

6/20/62 rt

RELEASE:

Immediately

*typo!
should be
1849*

MADISON, Wis.--Highlights in the development of The University of Wisconsin from Feb. 5, 1949, when 17 pupils gathered in borrowed quarters for the first preparatory classes, to today's institution with an enrollment of 30,000, are reviewed in History Digest, published Wednesday by the University.

Based primarily on the Curti-Carstensen two-volume history of the University from 1848 through 1925, brought up to date through the subsequent administrations of Presidents Glenn Frank, Clarence A. Dykstra, Edwin B. Fred, and Conrad A. Elvehjem, the 54-page History Digest is free on request to the University Publications Service.

Outlining the high hopes of Wisconsin pioneers for the institution, and the great struggle they had in achieving them, the booklet points out that the Wisconsin Territorial Legislature moved its establishment and the customary federal grant of land for it was approved in 1838; that the Constitution of Wisconsin provided for it and the Legislature specified its scope and character in 1848 (the year usually considered its charter date); the first preparatory class was held in 1848 (the year marked by its annual Founders' Day celebrations); the first regular class opened in 1850; its first building was completed in 1851 (North Hall--still in use); and its first two graduates were awarded degrees in 1854.

This edition of the Digest gives expanded coverage to the era of Pres. Charles R. Van Hise, 1903-1918, often considered the University's "golden age," and concludes with a series of current appraisals of the University, and Pres. Elvehjem's warning that "despite all the progress, we are far from satisfied with our current status. Wisconsin has the capability for continued improvement and the intention to improve. It seeks to surpass only itself in constant progress toward excellence."

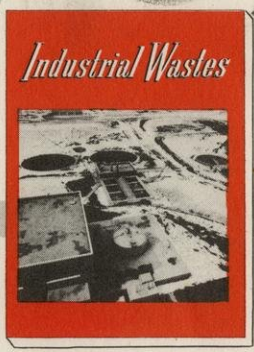


###

*pls copy
& return to me*

*News Service
pls return*

DON E. BLOODGOOD
334 LESLIE AVENUE
W. LAFAYETTE, INDIANA



Industrial Wastes

• A SCRANTON-GILLETTE PUBLICATION •

SCRANTON PUBLISHING COMPANY • 185 N. WABASH AVE. • CHICAGO 1, ILLINOIS

April 10, 1956

Mr. Robert Taylor, Director
University of Wisconsin News Service
Madison, 6, Wisconsin

Dear Mr. Taylor:

I received the news release on the industrial waste institute and it has been most interesting reading. I hope that you will continue to mail me such information be it can be used in our news items that appear in INDUSTRIAL WASTES.

Sincerely,

Don E. Bloodgood
Editor

DEB/ms

University News Service and You

UNIVERSITY NEWS SERVICE

WHY WE'RE HERE

The UW-Madison is a diverse and ever-changing place. It is a vital resource for the people of Wisconsin.

Indeed, the ideals of the University demand that its goals and accomplishments, its concepts and creativity be shared with the people who support it. Work done by faculty researchers here may affect even the most remote corner of the state. Behind the doors of laboratories, classrooms and offices, ideas are being generated that could change the direction of society and the face of the earth.

Too few Wisconsin citizens actually have set foot on the campus. A significant percentage do not have direct contact with higher education. Their mental picture of what goes on here is drawn from perceptions of others: from acquaintances, friends, students, and from their newspapers, radios and television sets. Even those who work and study here may have little idea of what is going on outside their particular field of study.

Our role is to explore the spectrum of facts and ideas that are generated in the University's laboratories, classrooms and offices. We provide what we have learned to the media and they pass it along to the people. Our hope is that through this process citizens will learn more about how our society functions and what the University is doing to help it progress.

WHO LISTENS TO US

We can work with you to determine the best audience for your story. A research discovery is made, a well-known speaker comes to campus to lecture, or the Faculty Senate meets to mold policy. A student wins an award, and the hometown paper wants to know about it.

News Service releases go to state and local media (including campus newspapers and other University publications) as well as various professional publications. If you want to reach a potential audience for your department's next lecture or let the world know about the perpetual motion machine perfected by one of your faculty members, we can assist you.

UW clinic complex 'system' will help in solving problems

For too many patients, say health planners at the University of Wisconsin-Madison, a hospital stay has meant cold meals, crowded hallways and a feeling of isolation.

For too many hospitals, they add, the passage of time leaves them increasingly unable to adapt to advances in the practice of medicine.

Both problems, according to William P. Davis, associate vice-chancellor of health sciences at the UW, are being met head-on in the design of the campus' new Clinical Science Center, \$100 million complex which includes teaching, research and medical care under the same roof.

The weapons, Davis said, are architectural innovation, automation and the concept of "system": a variety of parts working together to solve a broad problem.

This combination of modules, interstitial space and vertical shafts lets maintenance men make repairs without disturbing a patient, lab worker or class. Wires, cables, pipes and ducts can be rerouted anywhere in the building without tearing through walls or ceilings. Walls and partitions can be shifted to fit the needs of medicine.

Inside, the center features a gaggle of automated devices to solve problems ranging from high non-medical personnel costs to a patient's soggy lunch.

Much of the effort, Redfern said, went into devising a total transportation system for both materials and people, a system that combines computerized carts and pneumatic tubes with separate elevators and hallways for patients and staff.

Continued medical care

The center will replace the present University Hospitals building, put up more than 50 years ago and tacked onto ever since, as well as housing the nursing school, Wisconsin Clinical Cancer Center and the clinical aspects of the Medical School.

The new hospital and clinics are intended to continue the role of providing advanced medical care for the entire state of Wisconsin.

Merlin L. Redfern, architectural coordinator of the project, said center

Cold food avoided

The carts, called ACTS (Automated Cart Transport System), will carry bulky materials to any hospital floor along a network of overhead monorails. At the twist of two dials on any cart, that 2 by 4 by 5-foot cart will get to its destination by itself, even taking its own elevators.

The bane of cold hospital food will be avoided, oddly enough, by refrigerating it after it's cooked, Redfern said. Delivered cold by ACTS to each hospital floor, the meals will be stored cold right on the cart and heated later just



The new Clinical Science center looms behind Associate Vice-Chancellor William Davis.

— UW News Service photo by Norman Lanburg

Davis meets 'Goliath' task head on

Bill Davis is a man who builds hospitals.

From Da Nang to Naples, he has helped plan or supervise the construc-

tion of a health service administrator.

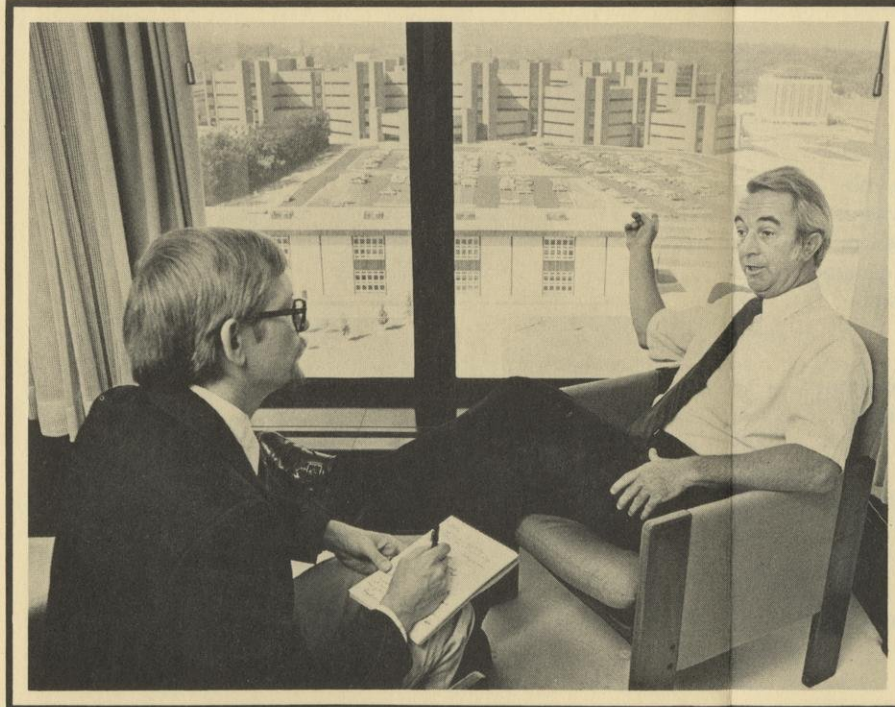
Young's charge to Davis was very simple: get the building finished and

something." Davis smiled. Then he chuckled: "And frequently you get into the building and find out you did."

Davis measures his progress these days in the march of yellow rectangles across a three-foot long chart on his office wall. Each rectangle holds the name of a major chore to be completed in the move west. As each

chore is finished, Davis colors the box yellow with a felt-tipped pen.

It's like a fan-shaped bouquet of primrose laid on edge. The yellow boxes are only on the left now, but over the next year the color will creep right; some sunny day in March, 1979, the timetable says, the hospital will move and the last, lone box on the far right will get its dose of yellow.



Center's open house is this weekend

An open house at the University of Wisconsin-Madison Clinical Science Center will be held from 10 a.m. to 4 p.m. Saturday and from 11 a.m. to 5 p.m. Sunday.

The center is located at 600 N. Highland Ave. behind the Veterans Administration Hospital.

If you are traveling west on Campus Drive, exit on Highland Avenue by the VA Hospital. If you are traveling east on University Avenue, exit on Old University Avenue, and turn left on Highland Ave. by the VA Hospital.

A pipeline from the University to the people, via news stories. That's the reporting staff of University News Service, your conduit to the "real world."

WHAT WE DO

We use several channels to make the public aware of important happenings at UW-Madison. Print releases are mailed to newspapers and magazines. We maintain a broadcast news service, which radio stations call daily. A tipsheet with story ideas goes to TV stations.

We also can bring the news media to you. Our referral service is used by members of the media eager to know who at the University will comment on subjects ranging from a controversial Supreme Court decision to the latest geopolitical fracas. In addition, a speakers list identifies faculty members who are knowledgeable in certain subject areas and willing to bring their expertise directly to public groups.

We also publish *Supplement*, a twice-a-semester insert to *Datelines*, the what's-doing-on-campus weekly publication. *Supplement* contains research news and unusual feature stories of special interest to the UW-Madison community. Audio *Datelines* (phone 263-4010) capsulizes the day's schedule of campus events.

Backstopping these efforts is our extensive reference library. Open to faculty, students and members of the news media, the library offers comprehensive written and photographic information about the University and its personnel.

HOW TO REACH US

If you have a story you want to get out, you can phone us at 262-3571. For an event or meeting you want publicized, let us know what, when and where. Give us some background on the featured speaker or discussion topic, tell us whether the event is of general public interest and let us know what the admission charge is.

If you have an idea for a feature story or an important piece of research you want to share with the public, just give us a call and we'll take it from there.

The UNS staff includes professional writers and broadcast specialists with expertise in education, the arts, business, sciences and the humanities.

The News Service, a division of the Office of Information Services, is located at 19 Bascom Hall.

News Service

Editorial Headquarters
Washington, D. C.

CHEMICAL AND ENGINEERING NEWS

PUBLISHED BY THE AMERICAN CHEMICAL SOCIETY



1155 Sixteenth Street N.W. • Washington 6, D. C. • REpublic 7-5300

April 2, 1956

Mr. Robert Taylor
Director
University of Wisconsin News Service
Madison 6, Wis.

Dear Mr. Taylor:

Thank you for your release of March 23rd. While we do not feel that we can use the story on industrial waste disposal we will be happy to have you provide similar surveys of future symposia.

Sincerely yours,

A large, handwritten signature in cursive script that reads "Robert F. Gould".

Robert F. Gould
Managing Editor

RFG:mcg

News Service

FACTORY

MANAGEMENT AND MAINTENANCE

330 West 42nd Street, New York 36, N. Y.

Longacre 4-3000

April 5, 1956

McNulty

Mr. Robert Taylor
Director, UW News Service
University of Wisconsin
Madison 6, Wisconsin

Dear Mr. Taylor:

We have received your release of March 23 reporting the papers presented at your Industrial Waste Institute on March 12 and 13.

I'm glad to give you my reactions. I should say that I hope your practice continues. I have been interested in many of the University's "Institutes" in the past. Occasionally I have asked for reports of this kind and found them helpful in keeping abreast of developments and problem-interests.

As you probably know, FACTORY serves the plant operating executive in all manufacturing industries. Our field, therefore, is a broad one. I suspect and hope you will want to favor us with reports of all your "Institutes" leaving it to us to ferret out that which interests us.

In short, keep the reports flowing.

Cordially,

Carl G. Wyder
Carl G. Wyder
Maintenance Editor *gc*

CGW:jl

News Service



RESEARCH & ENGINEERING

THE MAGAZINE OF RESEARCH AND DEVELOPMENT MANAGEMENT

THE RELYEA PUBLISHING CORPORATION • 103 PARK AVENUE, NEW YORK 17, NEW YORK

March 26, 1956

address reply to

EDITORIAL OFFICES
77 SOUTH STREET
STAMFORD, CONN.
Fireside 8-7781

Mr. Robert Taylor
Director, UW News Service
University of Wisconsin News Service
Madison 6, Wisconsin

Dear Mr. Taylor:

I would definitely find your news service of use if it is directed toward the field of research, development and design in all industries that produce new products and processes. We do not cover the fields of bio-chemistry, sanitary engineering, civil engineering, pharmaceuticals and medicine. We do cover all other fields of engineering and industrial chemistry.

For that reason the release on the disposal of mill wastes would not be of interest to us. However, the same method of approach applied to a topic in our field would receive space in RESEARCH & ENGINEERING.

I hope that this brief note explains our position and that we will receive future releases of this type in our field.

Sincerely yours,

RESEARCH & ENGINEERING

Harold G. Buchbinder
Editor

HGB/g11

[News Service]

GENERAL  **ELECTRIC**
COMPANY

PUBLIC RELATIONS SERVICES DIVISION

840 SOUTH CANAL STREET, CHICAGO 80, ILLINOIS . . . TELEPHONE WABASH 2-5611

February 16, 1956

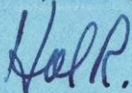
Mr. Robert Taylor
University of Wisconsin News Bureau
Madison, Wis.

Dear Bob:

Many thanks for your cooperation and helpfulness last Monday and also for your thoughtfulness in sending me copies of the Phil Reed release. I realize that there is probably no way of clueing me in on your releases applying to our more illustrious University of Wisconsin graduates such as Mr. Reed and Lemuel R. Boulware, but if the spirit moves you and you do remember in the years ahead, to drop such in the mail I would be most appreciative.

By the way, add another of our vice presidents to the list: He is Dr. C. Guy Suits, vice president and director of research for us. It was most unfortunate that I did not attend the University of Wisconsin as you can plainly see.

Best regards,



HL Reed
HLR:mf
cc/ Bob Foss

[News Service]

FEDERAL RESERVE BANK OF CHICAGO
CHICAGO 90

February 7, 1956

University of Wisconsin
News Service
Observatory Hill Office
Madison 6, Wisconsin

Gentlemen:

We are returning the photograph you supplied us for the Bank's 1955 Annual Report. Your cooperation in providing this photograph for our use is very much appreciated.

Very truly yours,

Patricia A. Warton

Patricia A. Warton, Chief
Publications and Reports Section
Research Department

Enclosure

[News Service]

THE UNITED STATES EDUCATIONAL FOUNDATION IN GREECE
ΑΜΕΡΙΚΑΝΙΚΟΝ ΕΚΠΑΙΔΕΥΤΙΚΟΝ ΙΔΡΥΜΑ ΕΛΛΑΔΟΣ

TAMEION BUILDING, ROOM 220
9 VENIZELOU STREET, ATHENS
TEL. 30-761/571 or 443

ΜΕΓΑΡΟΝ ΜΕΤΟΧΙΚΟΥ ΤΑΜΕΙΟΥ, ΔΩΜ. 220
ΟΔΟΣ ΒΕΝΙΖΕΛΟΥ 9, ΑΘΗΝΑΙ
ΤΗΛ. 30-761/571 ή 443

January 9, 1956

The University of Wisconsin
News Service,
Madison 6,
Wisconsin,
U. S. A.

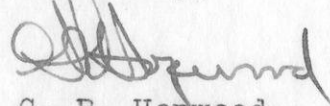
Gentlemen:

Thank you very much for so promptly responding to the Foundation's request for photographs of the Greek exchange student, Christine Sifneou, now attending your university.

Plans are currently in progress for presenting to the Greek public a series of photographic displays of Greek students in America in an attempt to show how the exchange program operates and how the Greek student adapts himself to a different educational opportunity.

Your cooperation in sending the Foundation material for the displays is greatly appreciated.

Sincerely,



G. R. Hopwood,
Executive Director.

NA:nd

[News Service]

THE UNIVERSITY OF WISCONSIN
OFFICES OF BUSINESS ADMINISTRATION

Madison 6

Vice President
Business and Finance

December 15, 1955

Trust Officer

Mr. Robert Taylor
Director, News Service
Observatory Hill Office Building

Dear Bob:

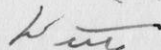
It is my pleasure to pass on to you, as one who contributed much toward the excellence and attractiveness of the Financial Summary of the operations of the University of Wisconsin for 1953-54, two messages of commendation.

Mr. Howard A. Withey of the firm of Franke, Hannon & Withey, Certified Public Accountants of New York City, wrote: "I recently received the financial summary of the operations of the University for the year 1953-54 and compliment you and your staff on the excellent presentation."

Mrs. Eldon B. Russell, in behalf of the Board of Visitors of the University, wrote a letter a copy of which I enclose.

May I add to these commendations my own sincere congratulations and appreciation to you and your staff for your part in a job well done.

Sincerely yours,



A. W. Peterson, Vice President
Business and Finance



WALT DISNEY PRODUCTIONS

2400 WEST ALAMEDA AVE. • BURBANK, CALIFORNIA • CABLE ADDRESS: DISNEY

November 1, 1955

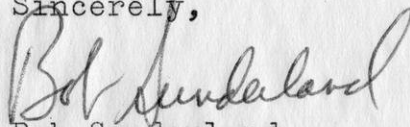
Miss Jean Hurst
News Service
University of Wisconsin
Madison 6, Wisconsin

Dear Miss Hurst:

We certainly appreciate the swift manner in which you answered our request concerning the pennant and mascot of the University of Wisconsin.

In the event that this material is used in our television program "Goofy Sports Story" we will advise you.

Sincerely,


Bob Sunderland

cj

School City of Elkhart

Elkhart, Indiana

INSTRUMENTAL MUSIC DEPARTMENT

November 22, 1955

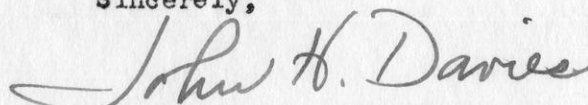
Miss Jean Hurst
News Service
Observatory Hill Office Bldg.
University of Wisconsin
Madison, Wisconsin

Dear Miss Hurst:

Thank you for allowing us to use your slides on our November 18th concert. The program was quite successful and your kodachromes were viewed by approximately 1200 people. Each school's pictures were accompanied by the 110 piece Elkhart High School Band playing the school song with the rear of the stage bathed in floodlights of the school colors.

Your pictures are being returned to you with our deepest appreciation for your contribution to our concert.

Sincerely,



John H. Davies, Chairman
Instrumental Music Department
Elkhart High School

JHD:deb

WIDE WIDE WORLD

November 23, 1955

Mr. Robert Taylor
Public Relations Department
University of Wisconsin
Madison, Wisconsin

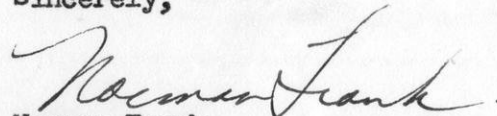
Dear Bob:

A belated note of thanks and gratitude for the wonderful co-operation and support accorded us on the show of November 13th.

Besides the nationwide reviews, I've heard hundreds of people comment on the broadcast, all of whom had only the nicest things to say about the 4-H feature. Believe me, none of the praise would have been forthcoming without your invaluable contribution.

It was a real pleasure working with you and I hope we'll have the chance to do it again in the near future. In the meantime, thank you again.

Sincerely,



Norman Frank
Producer

U. W. NEWS

News Service

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

9/27/55

RELEASE:

Immediately

MADISON, Wis.--A research assistantship providing training in science writing will be available at the University of Wisconsin for an outstanding graduate student, beginning in February, 1956, the University of Wisconsin News Service announced today.

The Wisconsin program has been in existence since 1948, and is designed for journalists with a strong interest and background in science, or for scientists with an inclination toward popular writing. Applicants should have a background of several sciences and journalistic training or experience, or a demonstrated ability and aptitude, and should intend to take up science writing as a career.

The research assistant will work for an advanced degree in any field of his choice, and work part-time under the tutelage of UW News Service writers. Science writing research assistants obtain practical experience in interviewing scientists, writing, submitting work for critical analysis to scientists involved, and polishing their writing for newspaper or magazine publication.

The assistantship carries a stipend of \$1,560 for the year.

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News Service



MEMO — from

Ralph Olive — associate editor

March 9, 1955

Gentlemen:

Thank for for the stories and pictures on your Golden Anniversary banquet.

Thanks to your help, we were able to give this event good coverage.

Sincerely,

Ralph Olive

Ralph Olive

Public Relations Department
University of Wisconsin
Madison 6, Wisconsin

The Publishers' Auxiliary

210 S. Desplaines St., Chicago
ANdover 3-1838

THE CRAMER-KRASSELT CO.

Advertising
MILWAUKEE 2, WISCONSIN

March 9, 1955

News Service

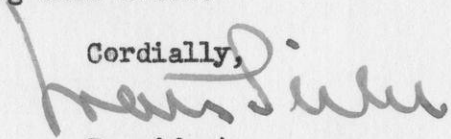
Mr. Robert Taylor, Director
UNIVERSITY OF WISCONSIN
News Service
Observatory Hill Office Bldg.
Madison 6, Wisconsin

Dear Mr. Taylor:

Thank you kindly for the two additional sets of photographs covering the Journalism Award.

May I again compliment you on the superlatively fine job you did in handling the publicity covering this event.

Cordially,



President
THE CRAMER-KRASSELT CO.

Walter Seiler/lm

News Service

LOUIS P. LOCHNER
32 BUENA VISTA AVENUE
FAIR HAVEN, N. J.

May 12, 1955

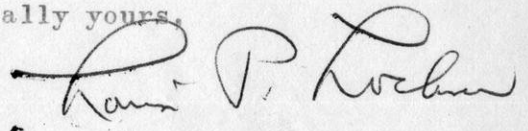
Mr. Robert Taylor
Director
University of Wisconsin News Service
Madison 6, Wisconsin

My dear Mr. Taylor:

This is an awfully late moment to thank you for those delightful pictures that were taken during the fiftieth anniversary of the School of Journalism at the University of Wisconsin. I must ask your pardon for thanking you so late. I can only plead that I had the McMillan Book Company sitting on my neck, urging me to finish my next book. That meant keeping the nose to the grindstone and neglecting all correspondence.

Late though I am in thanking you, I hope you will feel that I am mighty pleased to have this delightful remembrance.

Very cordially yours,



LPL lp



[News Service

THE READER'S DIGEST

PLEASANTVILLE • NEW YORK

March 4, 1955

Dear Mr. Taylor:

It was good of you indeed to send the prints of those pictures taken during the banquet of the School of Journalism.

Sincere thanks for your thoughtfulness.

Very truly yours,

Mr. Robert Taylor, Director
University of Wisconsin News Service
Madison 6, Wisconsin

RESEARCH STUDY OF ATTRACTING POWER OF DIRECT MAIL PUBLICATION (GENERAL)
AMONG TOP-NOTCH HIGH SCHOOL SENIORS OF WISCONSIN

What is the drawing power effectiveness of a direct mail publication among high school students, especially those top-notch students who are potentially the best college students?

So far as is known here, no carefully designed research has been conducted in this area in the field of education, either among top-notch high school students or among all high school students generally. Would it not be of value to Wisconsin in particular, and to human welfare in general, to attract a larger percentage of top-notch youngsters into higher education in general, and to the University of Wisconsin in particular, to develop their potentially greater mental abilities to the utmost? How to attract them? By direct mail publications, either general or specific in character? What is the value of such educational publications in reaching into the more capable minds among young people, to persuade them to develop their mental assets to a greater degree by exposing themselves to higher education, especially at their own State University?

It is proposed that this research study has definite possibilities of throwing some light on these problems. And at the same time, in theory at least, it may attract some of the top-notch high school graduating students into higher education and to the University of Wisconsin.

In the original discussions of Taylor and Foss, the scope of this research project was about as follows: From the top-level 20,000, or two-thirds, of the 30,000 seniors graduating from Wisconsin High Schools in June, 1955, as based on their percentile rankings in the so-called Henmon tests, a mail list be prepared of every other name, totaling 10,000, to each of whom a copy of THIS IS YOUR UNIVERSITY be sent. In the back cover pocket be placed a reprint of the Capital Times article, "New Students Tell Why They Came To University of Wisconsin," and the UW campus map. ^(See attached) Two control lists of 10,000 each, of the top-level 20,000 high school seniors be kept, so that next fall they can be checked against the UW registration list to measure the effectiveness of the publication in drawing top-notch Wisconsin high school seniors to their University.

This was the extent of the research project in the original discussions of Taylor and Foss: a project which would test the value of a direct-mail general publication in attracting the higher level high school seniors into higher education and to the State University.

There was no breakdown here between men and women, urban and rural residents, or nearness to or far from the UW campus.

A breakdown of this research project into these "cells" came first in a discussion between Trump and Foss on the problem of getting typed the 10,000 addresses and the control lists for the original Taylor-Foss plan stated above.

Exhibit A (next page) shows the more detailed scope of the research project as covered by the Trump-Foss discussions, with the project now broken down into these cells: men and women, urban and rural, and near to and far from the UW campus.

To this, Ostar suggested adding near to and far from UW Extension Centers throughout the state, and said he would also like to add a return mail card into the back cover pocket seeking Extension Center or Extension Courses information.

EXHIBIT A

	Men	Women
Urban	N	N
	F	F
Rural	N	N
	F	F

N = Near
F = Far

EXHIBIT B

	Men				Women			
Milwaukee	Pu	Pr	Pu	Pr	Pu	Pr	Pu	Pr
Madison	Pu	Pr	Pu	Pr	Pu	Pr	Pu	Pr
Other Urban	M NEAR W				M FAR W			
	Pu	Pr	Pu	Pr	Pu	Pr	Pu	Pr
Rural	M NEAR W				M FAR W			
	Pu	Pr	Pu	Pr	Pu	Pr	Pu	Pr

M = men

W = women

Pu = public

Pr = private

At this point in the discussions, Trump and Foss got together with Fischer and it was suggested that the sampling of high school seniors be cut from 10,000 to 1,000 or 1,500; which Fischer said would be a sufficient sample, and that the project be broken down into additional cells, treating Milwaukee and Madison separately from other urban, and adding public and private school cells into the project, as shown in Exhibit B.

This is where the research project rests at the moment. Taylor and Foss still do not have the 10,000 addresses typed from among the top 20,000 high school seniors. This would cost about \$150.00, including the control list. We still would like to do the research project on this basis for this year, testing primarily the drawing power of a University general direct-mail publication on the minds of a large group of high school seniors who are potential UW students. And we should get at the address and control list typing soon, to have all the bulletins in the mail before the end of January, 1955.

It was suggested that Trump, Fischer, Taylor and Foss have a meeting to make a final decision on this matter.

##

The University of Wisconsin

[News Service]

DEPARTMENT OF ECONOMICS
STERLING HALL



Madison 6

December 22, 1954

Mr. Robert Taylor
Director, University of Wisconsin News Service (104 Observatory Hill)
Madison 6, Wisconsin

Dear Mr. Taylor:

I acknowledge receipt of your clippings relating to the Sidney Hillman Memorial lectures delivered by Miss Frances Perkins and Professor George W. Taylor. I have forwarded these clippings to the speakers as they doubtless will be interested in them.

At this time let me express my appreciation and that of the Department of Economics for the fine help which we got from your News Service.

With the Seasons Greetings, I am

Sincerely,

Edwin E. Witte
Professor of Economics

eev/nv

THE UNIVERSITY OF WISCONSIN
COLLEGE OF AGRICULTURE

News Service, University

Madison 6

DEPARTMENT OF WILDLIFE MANAGEMENT

September 29, 1954

424 UNIVERSITY FARM PLACE

Mr. James A. Larsen
Observatory Hill Office Building

Dear Jim:

I wish to thank you for the very fine publicity given
the A.O.U. meeting. I do not think this could have
been improved upon.

Very truly yours,

A. W. Schorger

AWS:pm

A. W. Schorger
Professor



THE UNIVERSITY OF WISCONSIN

BUREAU OF INFORMATION AND PROGRAM SERVICES
1327 University Avenue • Madison 6 • Phone 5-3311 Ext. 4233

November 4, 1952

*File
News Service*

Prof. Robert Taylor, Director
University News Service
103 Observatory Hill Office Bldg.
University of Wisconsin
Madison, Wisconsin

Dear Bob:

Many who attended the Better Radio-TV Institute expressed enthusiasm for the amount of information and inspiration they received. The institute contained a great variety of knowledge and personality, and yet, it definitely seemed to have both continuity and integrity.

We are grateful to you for contributing to its success and want to thank you sincerely for your participation.

Sincerely yours,

Robert H. Schacht, Chairman
Conference Planning Committee

RECEIVED

NOV 6 1952

NEWS SERVICE

The University of Wisconsin

DEPARTMENT OF SOCIOLOGY AND ANTHROPOLOGY
STERLING HALL



Madison 6

November 24, 1952

News Service

Mr. Robert Taylor
University News Service
103 Observatory Hill Office Building

Dear Mr. Taylor:

I send herewith a note from one of the editors of the American Journal of Sociology with regard to the news releases that we have been sending that and other journals. Although I feel that the editor is a little harsh with the references to "very tiresome and completely useless," I suppose that we should avoid such difficulties by sending nothing to any technical journal. What such journals print is entirely different from the standard news release; with regard to the latter I think as your organization is doing a first-rate job, and should be encouraged rather than discouraged.

Sincerely yours,

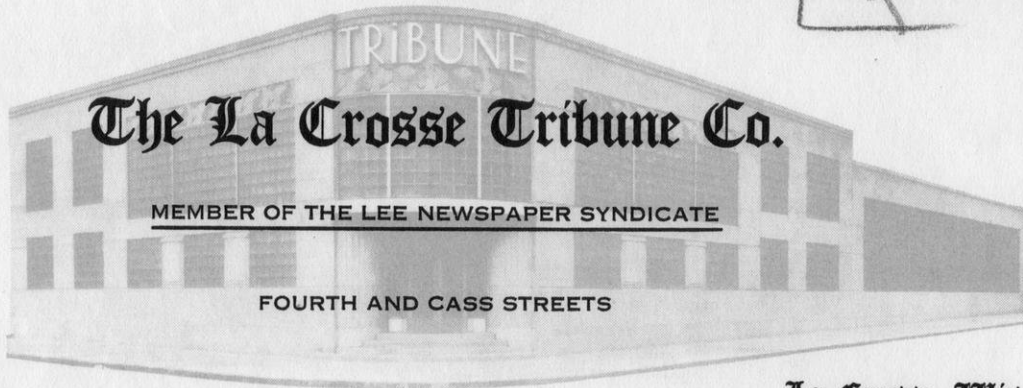
Howard Becker

Howard Becker
Chairman of Department

HB:dd

Enclosure

*File
News Service*



The La Crosse Tribune Co.

MEMBER OF THE LEE NEWSPAPER SYNDICATE

FOURTH AND CASS STREETS

U.W. NEWS

University of Wisconsin News Service

Madison, 6, Wisconsin

La Crosse, Wis.

Nov. 14, 1952

Gentlemen:

We wish to thank you for sending the enclosed material. We have made good use of it, and we are returning it to you, in the belief that you will wish to return it to your files. We also enclose the stories in our paper for which it was a basis.

Thanking you again, we are,

Most Cordially Yours

Susan M. McCabe

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

11/21/52

RELEASE:

Immediately

MADISON--Allan Ostar, for the past three years director of publicity for the University of Wisconsin Extension Division, has resigned to join the staff of the Commonwealth Fund in New York City.

The fund, established in 1918 by the Stephan Harkness family, supports research by colleges and universities in public health, medicine, social welfare, and education and awards American fellowships to British scholars and public officials. Ostar will study proposals submitted to the fund and prepare reports for the board of directors.

In his position as UW Extension Division publicity director, Ostar, has been responsible for publications and promotion of institutes, correspondence study, extension centers and general adult education services.

A former member of the [UW News Service] staff, Ostar is on the editorial committee of the National University Extension Association and is a member of the American College Public Relations Association.

Ostar and his wife, Roberta, will leave Madison for New York Nov. 24.

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THE UNIVERSITY OF WISCONSIN

Madison 6, Wisconsin

File
[News Service]

Office of the President

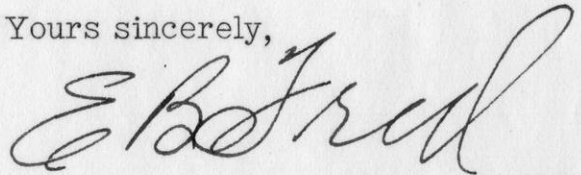
July 31, 1952

Dear Bob,

I have just received a copy of the letter which Professors Easum and Reynolds wrote you concerning the Leute publication.

I am happy to learn that people appreciate your work. It seems to me we could do more of this type of thing from time to time and thus build up good will among some of the University departments.

Yours sincerely,

A handwritten signature in cursive script, appearing to read "E. B. Fred". The signature is written in dark ink and is positioned to the right of the typed name "E. B. Fred".

Mr. Robert Taylor, Director
University News Service
Observatory Office Building

American Druggist

572 MADISON AVENUE, NEW YORK 22, N.Y.

Paul - return
to Taylor can see it
B.

File
(News Service)

April 15, 1952

Public Relations Office
University of Wisconsin
Madison, Wisconsin

Dear Sir:

From time to time you have sent us releases, concerning the activities of scientists at the University of Wisconsin. Some of these releases have provided us with interesting material for AMERICAN DRUGGIST.

The enclosed tear sheet from our March 31st issue shows how we made use of one of your stories.

We hope you will continue to keep us in mind when any new research is done at your school. Also, we are always interested in pictures that tell a story to the reader.

Sincerely,

Walter Schneir

Asst Pharmacy Editor

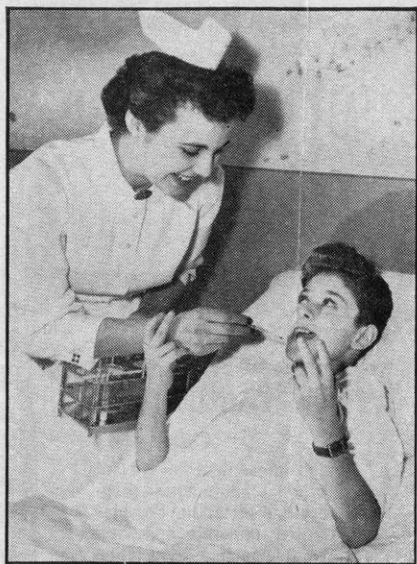
Walter Schneir:jm

encl.

RECEIVED

APR 18 1952

NEWS SERVICE



HISTAMINE HELPED: Doctors at Chicago's Presbyterian Hospital were forced to perform an appendectomy recently on Anton Bruno, 12, a victim of hemophilia. Before surgery, doctors gave the boy histamine injections, in the hope of improving the clotting factor in his blood. Here, Bruno, recovering from the operation, has his temperature taken. Doctors believe the histamine was responsible for saving his life.

Study Reaction Of Chemicals When Compressed Into Tablets

Scientists at the University of Wisconsin are trying to take the guesswork out of the compounding and manufacture of tablets, by learning more about how various substances react when compressed into tablet form.

Profs. Louis W. Busse and Takeru Higuchi, assisted by former graduate students R. D. Arnold and S. J. Tucker, are working on the project, aided by grants of equipment from Smith, Kline, & French, Inc.; Parke, Davis & Co.; and F. J. Stokes Co.

The researchers report that, because all substances cannot be compressed into tablets by the same methods, tablet making is a complicated business.

Making Tablets: The essentials of tablet making, they say, are:

- Free-flowing ingredients.
- Chemicals that do not stick to dies or punches.
- Sufficient binding properties to hold the tablet together.

Aspirin Ideal For Tablets: Aspirin tablets are described by the researchers as being "ideal" so far as ease of manufacture is concerned. The necessary lubricant and binding characteristics needed to make the tablets are inherent in the aspirin itself, they point out. So, for a satisfactory aspirin tablet, it is only necessary to combine the aspirin with 10% starch, which serves as a disintegrating agent.

Sodium Phenobarbital: In contrast, the scientists report, the making of an ordinary sleeping tablet, with sodium phenobarbital as the active ingredient, requires the addition of lubricants, binders, and disintegrating agents, as well as a "filler" to give the tablet the necessary bulk.

Specifically, the Wisconsin scientists want to learn more about "the physics of tablet compression." In this regard, they are interested in: particle sizes, moisture content, granule hardness, and density.

To measure the porosity or space between the granules in a tablet, the researchers use a pycnometer.

Bulk volume is determined by a "high precision helium densitometer."

In addition, the scientists use a "cathode ray oscilloscope," which provides information while the tablets are actually being manufactured.

FACT: More infants (under one year) die in January than in any other month.

Detect Vitamin B₁₂ By New Color Method

A new, speedier, and more accurate method for the detection of vitamin B₁₂ has been devised by two chemists of Chas. Pfizer & Co.

The new method was reported by Dr. George Osborne Rudkin, Jr., and K. J. Taylar at last month's meeting of the American Chemical Society, New York.

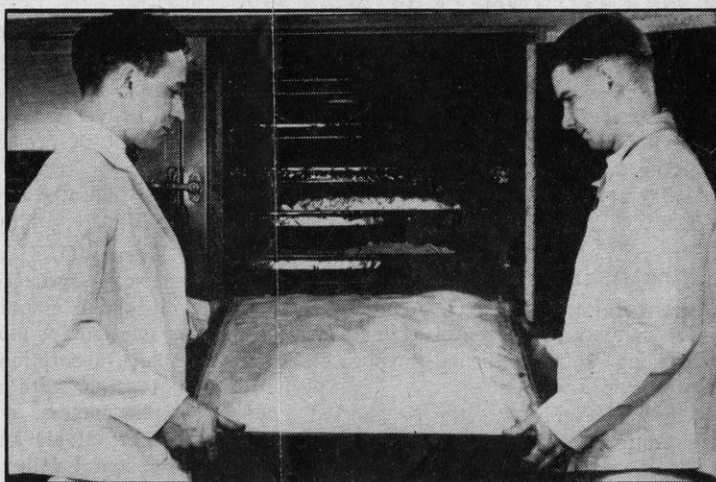
It involves the addition of cyanide to a solution of the vitamin, resulting in the formation of a deep purple-red material. This material and vitamin B₁₂ absorb light, changing the purple-red color slightly.

By means of a spectrophotometer, the change in color can be measured.



FURFURAL TO FURACIN: From corn cobs, the Quaker Oats Co distills a brown liquid called furfural—the key ingredient from which Furacin and nitrofurazone are manufactured at Eaton Laboratories, Norwich, N. Y. At left, a scientist tests corn cobs for moisture at the Quaker Oats plant in Memphis.

To furfural, a chemical radical known as a "five-nitro"



group is added at Eaton Laboratories. The antibacterial agent Furacin is one of the products resulting from this chemical process.

At right, two Eaton workers remove a tray of yellow Furacin crystals from the drying oven. Nitrofurazone, a new synthetic chemical used in human and veterinary medicine, is also made from furfural.

WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

11/27/51

RELEASE:

Immediately

East Lansing, Mich.--Prof. Robert Taylor, director of the University of Wisconsin News service, was elected director of the sixth district of the American College Public Relations association (ACPRA) at the annual district meeting being held here Nov. 25-27.

District six comprises the states of Wisconsin, Michigan, Illinois, Indiana, Ohio, Minnesota, and Kentucky.

The ACPRA is a professional organization devoted to maintenance of high standards in educational public relations and the advancement of higher education.

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WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

6/29/51

RELEASE:

Immediately

U.W. News Service

Madison, Wis.—The University of Wisconsin has won national acclaim for its public relations.

The announcement was made Friday by the American College Public Relations association at its national convention in Miami, Fla.

The UW program was awarded the highest honor in the nation by ACPRA. Special citation went to its sports public relations and picture service, the wide use of film to aid those not able to attend UW athletic events. "See the Badgers In Action" was especially commended by the judges.

A UW picture showing a class gathered beneath the famed Carillon tower was judged the second best college photograph in the nation. The photo was taken by Phil Harrington, formerly of the Wisconsin State Journal and now a staff photographer for Look magazine.

###

THE UNIVERSITY OF WISCONSIN

Madison, Wisconsin

Office of the President

This letter is attached to an envelope containing a folder labeled "Background Information on the University of Wisconsin." In this folder we have tried to bring together pertinent information concerning the fundamental problems confronted by The University of Wisconsin. Much of this material has been sent to your newspaper over the past several months. However, I know from experience how things get tossed around on a news desk and all too often wind up in those big wastebaskets. Thus, I felt it would be a service to you to pull this material together in a folder which you might place in your letter file for future reference.

The possible reorganization of the State's educational structure and the problems and policies of the State University will be coming to the forefront of public discussion in the next few months and I think you will find this information of some help in commenting and deciding upon these important questions of public policy.

Naturally, we are anxious to stimulate your interest in the policies and problems of your State University and to that end we want to provide you with as much factual material as our facilities permit. Henceforth, the emphasis in our News Service will be on preparation of information which explains and interprets the problems of the University specifically and of higher education generally. We are trying to aid you in your task of bringing this important question to the attention of your readers. It encompasses problems on which they, as taxpayers and citizens, need, and I think desire, more adequate information. The press must carry the major share of this responsibility.

In an effort to improve our news coverage of University events and policies, we have reorganized our News Service and placed it under the direction of Robert Taylor, a veteran newspaper and radio newsman. Both Mr. Taylor and I would deeply appreciate your comments and criticisms on the reporting of news from the University of Wisconsin. If you have special needs or special requests to make, please let us know of them. We are going to try and do our darndest to give you the service you want and the service to which you are entitled. When we fall short, let us know won't you?

I am most appreciative of your fine support and cooperation of the past and trust we will continue to merit such constructive support as the press of Wisconsin has given us in the past year.

Sincerely yours,

Scott M. Cutlip
Assistant to the President

SMC:blk

Tuesday, June 26, 1973

TO ALL UW-MADISON CAMPUS PUBLIC INFORMATIONERS:

Since we haven't had an all campus-wide communicators' "communications breakdown" meeting of late, and things are moving pretty fast at the News Service, I'll use this to keep you up-to-date on newest happenings.

In keeping with our policy of hiring the "Best and the Brightest," Roger Sutton is now aboard--part of our overworked, underpaid, part-time student staff--as he completes work on a degree. He's coordinating an ambitious (albeit non-budgeted) venture to serve all state stations by providing "hard news" and feature material shot right here on UW territory. You may remember Roger from his days of anchoring channel 27 newscasts. Of long late he's been Assignment Editor for WISN-TV Milwaukee, Channel 12. See enclosures for run-down of what Roger is planning. We do need the same kind of cooperation for this to work that we've been getting lately from you all in helping the Audio News Service. Success of this must rely on input from you all.

Bob Crider, with Roger and friends are keeping the Audio News Service at a high pitch during the summer. The "800" toll-free number is really working out well. Several up-state broadcasters have asked though for more audio "locals" and research news which affects their area. Bob and Roger report excellent cooperation from Kurt Krahn, UW hospitals,; Jim Gooch et. al. at Extension; Al Gaudynski, WHA-TV; and the Memorial Union, among others for getting the voices of the University out where it counts.

And Mary Langenfeld has tackled AUDIO DATE LINE, that local version of the Audio News Service. Give it a call at 263-4010 (anytime day or nite) and pass the word. Sometimes it's better than inner office memoos. And Mary could use all the information she can get. We'll be putting out extensive publicity on DATE LINE for the fall, and could really use your help in putting it into internal publications.

You'll note of late in the local press, (of course that includes Milwaukee, Green Bay, Appleton, LaCrosse, et. al.), greater UW news exposure--due in great measure to the all-seeing lenses of Norman Lenburg, whose pictures of UW activities are most often worth thousands of words.

And from the 'How we hate to lose 'em department'...Heidi Holler, Phi Beta Kappa, Phi Kappa Phi, etc. etc. is leaving the News Service for marriage and Florida. Her UW accomplishments are too many and varied to be recorded. But suffice to say she's won every campus-wide award this year for anything smacking of journalism. She's an uncompromising digger and will be missed.

Another part-timer whose by-line you'll be catching all-too often this summer is Dave Haskins, after his Milwaukee Sentinel internship he'll be back in the fall for the usual 15 hours-a week. Another Phi Beta Kappa part-timer, Mary Nohl is a frequent contributor to "Parade" magazine, and has recently hit Newsweek as well as national wires with UW research stories. Part-timer Reinhold Kaetbitzsch is giving the UW beefed up coverage in the arts areas. New staffer, and journalism student, Bonnie Bresser's Green Sheet story on Camp Gallestia will be followed this week by former White Sox hot dog vendor and Cardinal columnist Herb Gould's feature on student employment. Joan Oleck's story on Women's Place hit most every major state daily. Part-timer Mark McElreath has a major story coming out in the August issue of Black Enterprise...just to name a few of the fine efforts put in by students.

Sincerely, Karl S. Gutknecht, Managing Editor
University of Wisconsin-Madison
News and Publications Service

FILE

THE AMERICAN
WISCONSIN

CANCER SOCIETY
DIVISION



PHONE Alpine 5-8879

R. O. McLEAN, EXEC. DIRECTOR

MAILING ADDRESS . BOX 1626, MADISON 1, WISC.

704 EAST GORHAM STREET, MADISON 3, WISCONSIN

August 26, 1963

Mr. Jack Newman
Director, UW News Service
Observatory Hill Office
Madison 6, Wisconsin

Dear Jack:

I am grateful for your letter of August 22 calling to my attention the wording of one of our recent stories on grants at the University of Wisconsin. This is a very good point and we will see to it that this matter is considered on all future releases.

Starting with September 1, the Publicity Program for the Wisconsin Division, American Cancer Society will be handled by a man named, Mr. Francis F. Schweinler, and I will be taking over the Society's Service Program along with my present duties as Director of the Public Education Program. I will discuss this with Mr. Schweinler and I am sure that better wording will result.

Sincerely,

Bob

Robert H. Miller
Assistant Executive Director

RHM/lm

cc: Mr. Francis F. Schweinler

THE UNIVERSITY OF WISCONSIN
OBSERVATORY HILL OFFICE MADISON 6, WISCONSIN

ASSISTANT TO THE PRESIDENT
UNIVERSITY NEWS SERVICE
UNIVERSITY PUBLICATIONS SERVICE

August 22, 1963

Mr. Robert Miller
American Cancer Society
Wisconsin Division
704 E. Gorham Street
Madison, Wisconsin

Dear Bob:

I would appreciate your consideration of a small change in wording of news announcements on American Cancer Society grants for research by University of Wisconsin faculty members.

The announcements have indicated the grant is made to the individual researcher. A clipping of such a story is enclosed. We understand that the grant actually is made to the University for research under the direction of the faculty member named. Phrasing to this effect would increase accuracy of the announcements, which seem to be used throughout the state.

Sincerely,

Jack Newman
Director, UW News Service

JN:pak

Enclosure

Also talked with Kay Oshiki in Kastenmeier's
office 8/19/63

NOTE

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

To Jack -

Think we could get the Wis Cancer
Group (and Keston's office, too) to
indicate that these grants are to the
University for research under the direction
of the professors named? Might help
us if that phrasing were used. Ed



DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

PUBLIC HEALTH SERVICE

BETHESDA 14, MD.

NATIONAL INSTITUTES OF HEALTH
Tel: 656-4000

July 29, 1963

MEMORANDUM FOR MR. KASTENMEIER

The award letters for the following grants will be mailed on July 30, 1963:

Heart grant HE 04202-05S1, to Dr. Margaret W. Orsini, Department of Anatomy, University of Wisconsin, Madison, Wisconsin. This supplement, entitled "Comparative Uterine Vasculature," is for the period July 1, 1963, through January 31, 1964, in the amount of \$8,130.

Heart training grant 5 T2 HE 5038-12, to Dr. Charles W. Crumpton, University of Wisconsin, Madison, Wisconsin. This grant, in the area of undergraduate cardiovascular training, is for the period September 1, 1963, through August 31, 1964, in the amount of \$25,000, with moral commitment for four additional years in the amount of \$25,000 for each year.

(Mrs.) Esther H. Deel
Special Assistant to
Deputy Director, NIH

WISCONSIN
Press Association

235 Washington Building
MADISON 3, WISCONSIN

Clipping Bureau Division

Wisconsin State Journal

JUL 31 1963

\$27,170 Grant ¹²
A \$27,170 grant for research in heart disease has been awarded to Dr. Henry A. Lardy, a University of Wisconsin enzyme and biochemistry professor, by the Life Insurance Medical Research fund of Rosemont, Pa.

WISCONSIN
Press Association

235 Washington Building
MADISON 3, WISCONSIN

Clipping Bureau Division

Appleton Post-Crescent

AUG 1 1963

**Cancer Unit
Okays UW ¹²
Study Grant**

The board of directors of the American Cancer Society, Wisconsin Division, Inc., Saturday approved allocation of more than \$37,000 to their national organization for support of two grants at the University of Wisconsin.

The support of the grants from the Wisconsin division's legacy funds was recommended by the society's national advisory committees to the research advisory council and the research committee.

One grant is for Dr. A. C. Hildebrandt, University of Wisconsin, to study the nutrition and metabolism of insect gall and normal tissue cultures. The \$5,700 grant is for Sept. 1, through Aug. 31, 1964. The other grant is for Dr. Kelly H. Clifton, University of Wisconsin, to conduct studies on the mode of action of ionizing radiation on the growth of malignant tumors. The \$31,314 grant is for the same period of time.

The board also made a grant of \$4,500 to the University of Wisconsin for Dr. Curreri, chairman of the department of clinical oncology, for the purpose of professional and public education and consultation services to the director of the society.

**Five Receive
Health Institute
Study Grants**

Cong. Bob Kastenmeier (D-Watertown) today announced that the National Institutes has awarded four grants and one fellowship to the University of Wisconsin in the total amount of \$118,282.

Dr. Henry C. Pitot was awarded a one-year, \$22,750 cancer grant.

Dr. Gerald C. Mueller was awarded a one-year, \$37,490 grant.

A one-year, \$30,432 neurology grant was awarded to Dr. Jerzy E. Rose.

Dr. Manucher J. Javid was awarded a one-year, \$22,610 neurology grant.

A \$5,080, one-year general research fellowship was awarded to Robert M. Kennedy.

7022

UNIVERSITY OF WISCONSIN
NEWS SERVICE
OBSERVATORY HILL OFFICE BUILDING
MADISON 6, WISCONSIN

OFFICE OF THE DIRECTOR

December 29, 1938

Mrs. Ellen L. Specht
Steiner Hall
Wisconsin State College
Stevens Point, Wis.

Dear Mrs. Specht:

I don't know what luck you will have with your questionnaire at other institutions, but I have found it difficult to put my fingers on the exact facts you seek. Apparently people in this business have devoted their energy to chronicling the history of other departments through the years and have neglected themselves. But here is some sketchy information which falls generally into the categories of your questionnaire.

"In June 1879 was issued the first number of 'The University Press,' G. W. Kaymer and James W. Bashford, editors and publishers. It was started as a monthly periodical. In their salutatory, the editors say: 'Seeing the rapid growth of the University for the past few years, in its law department, in its military department, in its agricultural department, in its chemical department, and in the other departments,--all conducted by the best men that can be procured in the country, we have felt that the institution stood in need of no one thing more than a well-edited university journal, devoted to its interests;--one that would make known its wants, advocate its rights, redress its wrongs; one that would be a firm supporter of the institution in all its interests, with its columns always open to scientific, literary, and general news articles, written by the students, the professors, and the friends of the University.'"

(Abstracted from "History of the University of Wisconsin" by C. W. Butterfield, published by the University Press, 1879.)

This appears to be the University's earliest attempt at publicizing itself and the attempt, if I understand the description, was a sort of printed external house-organ.

Professor Helen Patterson, in her book "Writing and Selling Feature Articles," devotes a chapter to science writing and points out that the University of Wisconsin was first of the state universities to set up a news service to send out news, shortly after Dr. Willard G. Bleyer (then professor of English) sent out a series of articles (apparently mimeographed) to celebrate the University jubilee in 1904. Grant M. Hyde, who came to the University in 1910, aided Bleyer in this publicity work, in addition to teaching some of the nation's earliest courses in journalism. It was not, however, until the 1914-15 school year that fiscal records show a separate budget item for publicity. At that time, \$1,200 was budgeted for University Press Bulletins--apparently part of it salary for Hyde, part for printing the Press Bulletin which was a "clip sheet," a newspaper-size sheet, printed on one side with newspaper stories, complete with headlines, which editors could clip out and use as they needed or wanted. This Press Bulletin was still being issued in 1947, about the time I joined the News Service, but was killed either that year or the next in favor of complete mimeographed service.

Mrs. Ellen L. Specht - 2
December 29, 1958

"If we wish numbers we may well do something by wise advertisement to secure a larger attendance from neighboring states. There is no institution of equal power so little known beyond the borders of its own state as the University of Wisconsin." Thus (John) Bascom (UW Pres. 1874-1887) wrote in 1884. There had been a gradual change in this respect in twenty years; but partly through uninvited circumstances and partly through direct policy, a decided impulse was given to advertisement of the institution at the beginning of the (Charles R.) Van Hise period. (1903). A Press Bulletin was at once established for the purpose of supplying the newspapers of the state and beyond it with correct information concerning the university, in advantageous form. One of the motives for organizing the Jubilee (1904) was, so the president reported, "to strengthen the University in the state and in the nation." It was recognized that, in order to serve the state in a truly eminent manner, the university would have to maintain a strength which would involve serving others as well. It could not accomplish its object while remaining a merely provincial institution. The impression produced by the Jubilee was reinforced by other circumstances. The exhibits of the university, especially those prepared by the agricultural department, had scored high at the St. Louis Exposition in 1903. A group of British publicists, known as the Mosely Educational Commission, toured the United States in the autumn of 1903 and issued a report the following spring. These men were particularly struck by the relations of government and education in America. Among the state universities, Wisconsin received substantial notice and was given a high rating. The points selected for peculiar commendation were the enterprise of the agricultural department, the strength of the university in History and Political Science, the excellence of the buildings, and the unexpected adequacy of the library. The following autumn Mr. George Peabody of New York subsidized a visit to Wisconsin on the part of some forty representatives of the state of Georgia, including the governor of the state and the chancellor of the university. The event was regarded as broadly significant and was noticed by journals of national circulation. During the next three or four years, culminating in 1908, Wisconsin was the subject of numerous unsolicited popular articles, most of them stressing the practical work of the university in agricultural research and in extension and the close cooperation between the university and the state government."

(Excerpt from "Wisconsin" by J. F. A. Pyre, published by Oxford University Press, 1920.)

"When he assumed office (in 1903, Pres. Charles R.) Van Hise found that the comments on the University in the state newspapers were largely confined to athletics and social affairs. The president decided to change this. He asked Professor (Willard G.) Bleyer of the English department to revive the weekly bulletins to be sent out to the newspapers of the state. These told, in an attractive way, the story of discoveries, inventions, and innovations at the University. The press made generous use of the bulletins, and the people became familiar with what the University was doing to make knowledge useful. The president was convinced, however sharp the criticism leveled at the University, however regrettable reverses were, that in the long run, if people only understood the University, they would never let it down."

Mrs. Ellen L. Specht - 3
December 29, 1953

(Excerpt from "The University of Wisconsin," Marie Curti and Vernon Carstensen, published by The University of Wisconsin Press, 1949)

Note that the most recent history indicates that the Press Bulletins were "revived" under Van Hise. Whether this refers to the earlier cited publication "The University Press," of 1870 or to some subsequent publication, I cannot at the moment determine.

All these citations are given with the purpose of illustrating how difficult it is to give an answer to your first question, the "date when the function now titled public relations was first established on a formal basis."

The title of the office is almost as difficult to pin down. Apparently "The University Press" of 1870 was published by faculty members, and their titles "editors and publishers" were not formal ones. Similarly, it seems improbable that Blayer, at the turn of the century when he began aiding Van Hise, was called anything but professor of English. It was with this title that he started our first journalism course in 1905 and he probably did not become a professor of journalism until 1909 when journalism was separated from the English department.

Grant M. Hyde came to the University as an instructor in 1910 and the title "Editor of the Press Bulletin" does not appear on his official records until the 1915-16 school year. That title continues on his record through the 1929-30 year.

However, Professor Ralph Hafziger, as best we can now recall, actually edited the Press Bulletin during the latter years, and his biographical data shows the title "Editor of the Press Bureau," 1928-30. George Downer, who was "Editor of Sports News Service" during some of these years, apparently also took over the Press Bureau for a short time until Robert Foss became "Editor of the Press Bureau" in 1930 as well as assistant professor of journalism and assistant in the Sports News Service.

Through the '30's and much of the '40's, Foss recalls, the office was known at various times as "Press Bureau," "Information Service," and "News Service," and his title varied between Editor and Director. Its name had become established as "University News Service" in 1948, and the title was Director when I took over on Foss' illness in 1948, and has remained the same since.

During this period, however, another public relations function grew at the University which, at times, had close connection with the News Service. During the Blayer era there had been more facets to the public relations function than the issuance of the Press Bulletin. Blayer is believed to have been the author of some of the speeches given by Van Hise, and was an adviser to Van Hise on what are now considered public relations questions.

Whether similar functions were carried on during the Birge presidency, I cannot at the moment determine. However, in 1925 the superintendent of schools at Janesville, Frank O. Holt, a University alumnus with strong loyalties, helped present the University's budget to the joint finance committee of the Wisconsin legislature. Two years later, President Glenn Frank appointed Holt University registrar and executive director of a newly organized bureau of educational records and guidance. Holt concentrated first on student and high school relations, establishing a High School

Mrs. Ellen L. Specht - 4
December 29, 1958

Relations Committee in 1928, Freshman Week, and similar functions. He travelled through the state as a student counsellor and ultimately became a University spokesman and public speaker of wide recognition. In 1935 he became director of the Extension Division, and in addition to his administrative leadership of this function, he moved into a general public relations area in broadening the University's adult education and public services. This he did in many ways, relying heavily, however, on travel throughout the state and very frequent speaking engagements at educational conferences, commencement exercises, luncheon clubs, and almost everywhere anyone wanted to hold a meeting.

In 1943 his title was changed to director of public service, and his extension administrative duties were dropped in favor of full concentration on the public relations aspects. He helped organize a fund raising program, was chairman of a faculty public relations committee, and worked on scholarship and awards committees. Some phases of the work of the University News Service were directed by Holt at various times, but through most of its history, after it was separated from journalism, it has been independently budgeted and has functioned directly under the president. The single exception was during the period from 1947-49 when Professor Scott Cutlip was given leave from his public relations teaching in the School of Journalism to become assistant to President E. B. Fred.

During this period, then, the chief public relations officer of the University had the "assistant to the president" title. When Cutlip returned to Journalism School, I assumed the responsibilities he carried and my title remained director of the News Service. However, in 1954-55 half of my salary was allocated from the president's office and in a 1957-58 reorganization, I was assigned the title "Assistant to the President and Director, News and Publications." At this time, responsibilities for University academic bulletins and catalogs were added to this office. This organization continues today, and is thus shown on University organization charts, but my office has felt it wise to continue, at least for the time, its use of the title "University News Service," and I have continued the use of the title Director. The office remains directly under the president of the University.

LeRoy E. Luberg, who was named assistant to President E. B. Fred in 1951, assumed many of the public speaking, legislative contact, and high school relations functions which had been performed by Frank Holt until his death in 1948. In 1957 Luberg was named Dean of Students and continued some of these functions with greatest emphasis on high school relations and student relations.

As you might suspect, when I began this letter I had not intended to write a history of our operation. But as I went through our files seeking answers to your questions, I became more and more intrigued with the lack of specific information and dates. Thus I have put as much down as I could find immediately, and will forward copies of this letter to those people mentioned in it in an effort to round out the story--more for myself than for you. If, however, this brings in more specific information relating to your study, I will forward it. There is one large area of public relations

Mrs. Ellen L. Specht - 5
December 29, 1958

activities here which I merely touched upon--sports news--and another that I have not even mentioned--agricultural news. Prompted by your inquiry, I will try to get information on these facets of University public relations. I hope, however, in the above, you will find enough information to meet your needs.

Sincerely,

Robert Taylor
Director

RT:em

cc: Scott Catlip
Ralph Kaffrger
Lafroy Luberg
Robert Foss ✓
Bryant E. Keeri
James Mott
Grant Hyde

News Service

August 9, 1954

Professor Walter W. Heller
Department of Economics
University of Minnesota
Minneapolis 14, Minnesota

Dear Professor Heller:

Because of the serious difficulties your letter of July 29 revealed, my office held your letter awaiting my return from a month's absence. I am sorry about the delay, and much more sorry about the injustice done to your presentation before the Wisconsin "Economics-in-Action" program. It seems incredible that the errors you have listed could have been made.

I have brought your corrections to the attention of the Extension Division agency in which the graduate student who wrote the news story is employed, and I assure you that there will be no recurrence of the sort of reporting you describe.

I know it is little comfort to one who has suffered misquotation to hear that those responsible for it are sorry, but we are and we ask your pardon.

Sincerely,

Robert Taylor
Director

RT:mjm
blind copy Allan Oster
Otha Linton

UNIVERSITY OF MINNESOTA
SCHOOL OF BUSINESS ADMINISTRATION
MINNEAPOLIS 14

DEPARTMENT OF ECONOMICS

July 29, 1954

News Service
University of Wisconsin
Madison 6, Wisconsin

Sirs:

Your press release of July 23 on my talk before the Wisconsin "Economics-in-Action" program on that date embodies gross distortions and errors. It is the worst reporting to which I have ever been subjected. Let me cite chapter and verse.

1. At no time did I use the words, "trickle down", on which the news release is centered.
2. By the same token, I did not discuss defects of the "trickle down" system, by that name or any other; the last full paragraph is simply made out of wholecloth. I said nothing even remotely related to "friction reduces the impetus of the circulation of money from the top down" nor to "destroy previous investments by making the obsolescence factor greater." This is a figment of your reporter's imagination.
3. Both the second and third paragraphs contain errors of emphasis, but I suppose these are to be expected in news reporting which can't be bothered with carefully stated assumptions.
4. What I said was, "If the first quarter rate continues throughout the year, there will be a loss of 17 billion dollars in potential national product during 1954." Note that your release says, "In the first quarter of 1954 there was a loss of 17 billion dollars in the potential national product."
5. The fourth paragraph is roughly accurate, although the word "structure" should read "program."
6. The fifth paragraph, beginning with "All relief in the tax bill", is completely garbled and false. The six billion dollars of tax reduction in excess profits, income, and excise taxes were the result of entirely separate measures and have nothing to do with "the tax bill before Congress." And how in the world could the reporter get out of my statement that "Relatively little of the tax relief in this year's legislation goes to the lower income groups" the statement that "All relief in the tax bill before Congress is for the high income brackets"?

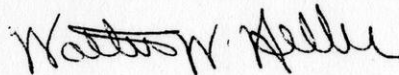
July 29, 1954

Not only does your release do me injustice, but it certainly does the "Economics-in-Action" program a disservice. Insofar as I dealt with the issues covered in your release, I was presenting a critical evaluation of current tax policy in the light of economic analysis and the findings of research studies in taxation. Your release makes it sound like a categorical and unthinking denunciation of these policies.

Finally, let me note that while I would have had no objection to accurate reporting of my remarks, the fact remains that I had no idea that any news report was being made. No one mentioned it beforehand, and no one checked with me afterwards. Had someone had the courtesy to check the matter with me, we could have avoided this debacle quite readily by either having me go over a proposed release, or write out some raw material for one myself, or agree that nothing would be released to the press at all.

I do not know what you can do now to correct this erroneous report. Perhaps this protest will help avoid similar mistakes in the future.

Sincerely yours,



Walter W. Heller
Professor of Economics

WWH:mmn

cc: Professors Harold M. Groves
Ralph Nafziger
John L. Miller

December 21, 1956

Mr. Lawrence Fitzpatrick
Wisconsin State Journal
115 S. Carroll Street
Madison, Wisconsin

Dear Fitz:

It may seem that I've lost the Christmas spirit somewhere along the line, but the complaint I sent the other day (about a change in our Knapp visiting professor story that made it quite wrong) and the two bitches I forward today are sent in the hope that they'll help you iron out difficulties, rather than cause you any pain.

Bitch 1: The attached clip from the December 9 Journal, from a source unknown to me--maybe the school board--is completely screwed up. The hope is to pay in cash, instead of fee remissions, the Madison school teachers who give our students practice teaching experience. Our students never have gotten and won't get under this suggested plan, cash or fee remissions. The paid teachers in the Madison school system who admit our student practice teachers to their classrooms to get some actual teaching experience, have been given credit against any fees they might ultimately pay if they came back to school for Summer Sessions, etc. But for those teachers who didn't come here to the University for graduate work, there was no benefit in this system. The hope is to convert this fee remission to actual cash payment. As your story correctly points out, this requires cash, which we just don't have, at the moment.

Bitch 2: Broken release date on our story describing Jim Larsen's book, "Wisconsin's Renewable Resources." The publication date is to be December 30. You printed the notice on December 20.

Best wishes for Christmas and New Years,

Robert Taylor
Director

RT:mo

News Service

May 8, 1956

Mr. Wallace Meyer
520 North Michigan Avenue
Chicago 11, Illinois

Dear Wally:

It took me longer than a minute to read your note of April 27. As you well know, in a business such as this, compliments without strings are rare. Too often, they are mere introductions to a polite request for a favor. It was a search for strings, as well as the savoring of your compliment without them, that kept me longer than a minute with your note.

I appreciate it, and herewith extend to you a string. If there is ever anything we can do to help you, we would like to do it.

Sincerely,

Robert Taylor
Director

RT:mo

Wallace Meyer
520 North Michigan Avenue
CHICAGO II • ILLINOIS

April 27, 1956

Dear Bob:

It will take you less than a minute to read this letter.

I have often admired the excellence of the news releases of various kinds which come from the University of Wisconsin News Service. In my opinion, they are very well written, and I am sure editors make a liberal use of them. They are a credit to the University and, of course, every item that gets printed contributes something to the University directly or indirectly.

It occurred to me, finally, that it would be quite proper for me to tell you how much I admire the way this is being handled. I think all of us who are interested in the University of Wisconsin owe you a debt of gratitude.

Sincerely yours,

Wallace Meyer

Mr. Robert Taylor
U of W News Service
Observatory Hill
Madison 6, Wisconsin

News Service

May 4, 1956

Mr. Robert F. Herrick
JOURNAL OF COLLEGE PLACEMENT
35 E. Elizabeth Avenue
Bethlehem, Pennsylvania

Dear Mr. Herrick:

I am sorry that we have caused you the troubles you report in your letter of May 2. Your announcement card indicating your new address did not arrive in this office until April 26. Our plates are not made here, so that the new address did not go in until May 3. In the meantime, however, we pulled out your old address plate.

We regret the late arrival here of your announcement, and we are very sorry that 99 per cent of what we sent you in the past was unwelcome. We will strive to improve this situation.

Sincerely,

Robert Taylor
Director

RT:mo

*Printed and
sent in
Ad. Col. 4/26/56*



*A New Address
for*

THE JOURNAL OF COLLEGE PLACEMENT

THE COLLEGE PLACEMENT PUBLICATIONS
COUNCIL ANNOUNCES THE APPOINTMENT
OF ROBERT F. HERRICK AS EXECUTIVE
EDITOR OF THE JOURNAL OF COLLEGE
PLACEMENT AND THE MOVING OF ITS EDI-
TORIAL OFFICES FROM 123 SOUTH BROAD
STREET IN PHILADELPHIA TO 35 EAST ELIZ-
ABETH AVENUE IN BETHLEHEM, PENNSYL-
VANIA, EFFECTIVE APRIL 2, 1956. THE
PHONE NUMBER WILL BE UNIVERSITY 7-0611.

Educatori Editer

Please make one speedaumat plate of the following:

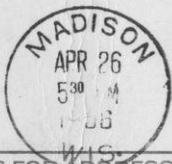
Education Editor
JOURNAL OF COLLEGE PLACEMENT
35 E. Elizabeth Avenue
Bethlehem, Pennsylvania

Thank you,

UW News Service
Obs. Hill Office Bldg.
Madison 6, Wisconsin

University of Wisconsin
NEWS SERVICE

Observatory Hill Office
Madison 6, Wisconsin



THIS SIDE OF CARD IS FOR ADDRESS



Addressograph Sales Agency
601 University Avenue
Madison, Wisconsin

Journal of College Placement

PUBLISHED BY THE
COLLEGE PLACEMENT PUBLICATIONS COUNCIL

35 E. Elizabeth Ave.
Bethlehem, Pa.

May 2, 1956

UNiversity 7-0611

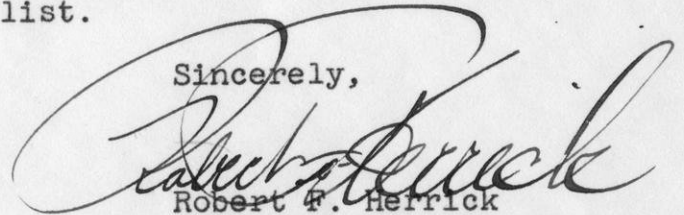
University of Wisconsin News Service
University of Wisconsin
Madison 6, Wisconsin

Gentlemen:

We have no objection to your policy of indiscriminate distribution of news releases since 99% of them have no reference to our field of editorial interest.

Just a month ago, however, we advised you of the JOURNAL's new address and are still receiving your daily outpouring addressed to an editor of five years ago and an address of four years ago. We are now paying each day for these misaddressed packets and entreat you, unless you can persuade your mailing room to make the change, to take us off your list.

Sincerely,



Robert F. Herrick
Executive Editor

RFH/csh

EXECUTIVE EDITOR
ROBERT F. HERRICK

PRESIDENT
EUGENE W. DILS
Stanford University

PAST PRESIDENT
HELEN M. BARNES
University of Iowa

VICE-PRESIDENTS
ROBERT J. CANNING
General Electric Co.

ALICE NORMA DAVIS
Smith College

WALLACE JAMIE
Carnation Company

LEITH SHACKEL
Carleton College

LOCAL REPRESENTATIVE
EVERETT A. TEAL
Lehigh University



UNIVERSITY NEWS and PUBLICATIONS SERVICE

THE UNIVERSITY OF WISCONSIN

OBSERVATORY HILL OFFICE • MADISON, WISCONSIN 53706 • PHONE 262-470-2100

February 20, 1965

Mr. J.E. Boell
University Archivist
443 F Memorial Library
University of Wisconsin
Madison, Wisconsin

Dear Mr. Boell:

This is the letter you requested from me during our telephone conversation of a few days ago concerning the origin of the now widely used phrase: **The Boundaries of the Campus Are the Boundaries of the State.**

All I know of its origin is this:

Thirty-five years ago, about August 1, 1930, Prof. Willard Grosvenor Bleyer, then director of the School of Journalism, hired me as a teaching assistant in journalism while studying in the Graduate School. Since school did not start until in September, he gave me a job cleaning up and arranging what he hoped would turn out to be a journalism library and reading room on the fourth floor of South Hall.

When I started on it, the room contained boxes of printed and typed material, books, magazines, newspapers, etc., heaped on the floor, chairs, and a table. In the process of sorting and arranging, I found copies of speeches by Pres. Charles R. Van Hise. Prof. Bleyer had served as the early 1900's version of public relations man for Pres. Van Hise, and I presume had saved copies of his speeches.

One of these speeches, as I remember them, was Pres. Van Hise's inaugural address. Another was an address he had given at an anniversary celebration of the University, and a third was a speech he made at a meeting of Wisconsin newspapermen.

I read all of these speeches, and it was in one of them that Pres. Van Hise made a statement that went like this: "I shall never rest content until the beneficent influences of the University reach into every home in the Commonwealth, and the boundaries of our campus are coextensive with the boundaries of our State."

I liked that statement very much, and I remember saying to myself upon reading it: "All right, Pres. Van Hise, you can now rest content--the boundaries of the campus are the boundaries of the state."

I liked that statement very much, too, and later that year, when I became, in addition to my teaching assistantship, also assistant to Prof. George Ford Downer, director of sports publicity and editor of the University's Press Bureau, and a little later still, when I became editor of the Press Bureau, appointed by Pres. Glenn Frank, I began using the "boundaries" statement every time I had a chance---on all letterheads, envelopes, anyplace where the public could see it. I believed it and I wanted everybody else to believe it.

That is how the "boundaries" statement got started. I am glad I had a part in it, and I hope this information will be helpful to you.

Yours sincerely,

Robert Foss
Assistant

cc:

Prof. Robert Taylor
Prof. James Scotton

News Service

DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
Washington 25, D. C.

RECEIVED

APR 20 1956

Student Personnel Office

April 18, 1956

To College Administrators:

This should be a personal letter, but it is being sent to more than a hundred state-wide and local college administrators and we do not have the staff to do so many individual letters.

From time to time both governmental and non-governmental agencies ask us for glossy print photographs of college buildings and educational activities which they can use to illustrate some article or other publication they have under way. We are always short of such materials.

If you have prints of a few (less than a half-dozen) such photographs that you would like to send us for the consideration of these potential users we shall be glad to make them available to agencies that request them. I realize that it is difficult to select a photograph unless you know the purpose for which it will be used, but since we cannot anticipate these purposes I suggest that you send us a few live action-type photographs that illustrate important phases of your program that would likely be of more than local and state-wide interest. Each photograph should have written on the back of it the necessary identification and descriptive data.

We, of course, assume that you or your secretary will refer this request to the persons in your organization who are in a position to make whatever response you may wish.

Sincerely yours,

E. V. Hollis
Ernest V. Hollis
Chief of College Administration

April 25, 1956

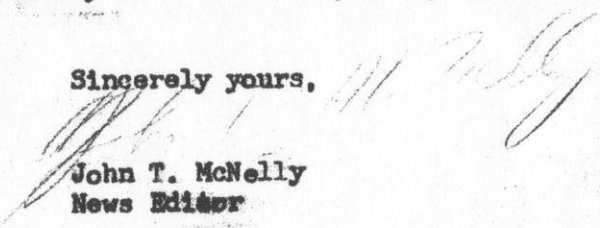
Mr. Ernest V. Hollis
Chief of College Administration
Office of Education
Department of Health, Education, and Welfare
Washington 25, D.C.

Dear Mr. Hollis:

Your request of April 18 for a few photographs from our campus was referred to me. I hope the enclosed prints may be useful.

We shall be glad to fill any special request you may have or which you may refer to us in the future.

Sincerely yours,


John T. McNelly
News Editor

Encl.

~~John Gruber~~
~~DATELINES~~
DRAFT
~~Suggestions~~
~~John~~

~~spelled~~
~~Date Lines~~

stencil for
mailing to
dept chair
9/22/70
+
15 (to
news serv
staff)

DEAR DEPARTMENT CHAIRMAN:

[NEWS SERVICE]

We hope to increase awareness in the University community of your departmental activities this fall.

Your programs, lectures, conferences, and similar public events will be given added exposure in the publication Datelines, ~~Responsibility for this publication has been transferred to the News and Publications Service.~~ Please submit items to the Datelines office, Room 4, Bascom Hall -- as far as possible in advance of the event. The telephone number is 2-9772. X

now published by

Information from Datelines also will be ^{sent} transmitted, when applicable, to campus student newspapers and Madison daily newspapers and ~~and~~ broadcasting stations.

We hope you also will submit other departmental news--including faculty honors, awards, and publications--to the News Service, 10 Bascom Hall, telephone 2-3571.

Perhaps you would want to assign a faculty member to assist in this function. If so, ^{we} it would be appreciated ~~if~~ the faculty member's name ~~would be forwarded~~ to this office. (your sending)

Cordially yours,

John F. Newman
Acting Director
News and Publications

we're keeping number
phone will have to
be moved 1st week
in Sept.

15 on white paper

News Service Staff:

We hope that the Date-lines staff, Gail Emerson and her people, can now take over most of the publicity of programs and lectures.

I am alerting department chairmen via the attached memorandum.

In addition to preparing Date-lines, Gail's unit will write news releases about upcoming events for the local papers and broadcasting stations. We may experiment with a weekly roundup to reduce the ~~number~~ of daily publicity outputs.

~~Established patterns are difficult to change~~
Obviously there will be exceptions. Some events still will require efforts by News Service ~~staff~~ writers — examples would be Hazel's publicity for Women's Day, Vivien's work on the Prairie Conference, etc.

Will you begin to refer publicity requests to the Date-lines staff? ~~the staff~~ You will need to explain the new arrangement to your news sources (many of them old friends, to be sure). Perhaps you will want to take the information from ~~one of the attached~~ from the caller, write the factors ~~to~~ one of the attached forms, and give it ~~to~~ personally to Gail.

The purposes of the new arrangement are:

- (1) To improve coordination of these publicity efforts; and
- (2) To free News Service writers to meet other public information needs. (We have increased obligations but no increase in staff.)

(over)

~~reporters~~ We are also hoping that our News Service student departments will handle more of the routine coverage of ~~beat assignments~~ ~~and individual~~ This is reflected in the revision of beat assignments — about which we talked during the summer.

Old patterns are difficult to change. We will need a transition period. Perhaps some modifications will be necessary.

Please keep me informed on how the new arrangements are working out. ~~After~~ We will want to get together in a few weeks to assess them.

Joe

9/22/70

[News Service]

June 22, 1951

Mr. Clarke Smith
Secretary of the Regents
171 Bascom Hall
University of Wisconsin

Dear Clarke:

The Press Bulletin, during the period in which Mrs. Morrison edited it, and for some years after, was an extremely useful arm of the University's publicity program, and was much-imitated in later years by other universities.

However, as the years went by, and other publicity agencies, including many of the industrial and trade groups, began flooding newspaper offices with this type of publication, our "clip sheet" became less and less useful.

In May, 1948, when printing costs had risen to a rather staggering point, it seemed to us that the "clip sheet" was more costly than its usage justified. We discontinued it, and substituted other methods of reaching the people it served. For the press, we stepped up mimeographed releases, matted features, and other mailings. For those schools and individuals who had received the "clip sheet," we provided Badger Quarterly...which subsequently became the present "Badger Report."

The decision to end this publication, which was almost as old as the News Service, was a difficult one to make, but the improvement of our publicity program which resulted when its funds were used in other ways seems to have justified the move.

Sincerely,

Robert Taylor
Director

RT:blk

THE REGENTS OF THE UNIVERSITY OF WISCONSIN
OFFICE OF THE SECRETARY
171 Bascom Hall
Madison 6

CLARKE SMITH
Secretary

A. W. PETERSON
Assistant Secretary

RECEIVED

JUN 18 1951

NEWS SERVICE

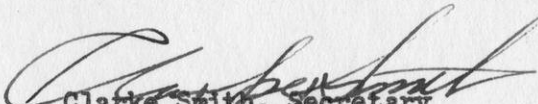
June 15, 1951

Mr. Robert Taylor
University News Service
Observatory Hill Office

Dear Mr. Taylor:

Enclosed is a letter dated June 13, 1951 from Mrs. Elsie Bullard Morrison. You will recall that she has made substantial contributions for the establishment of scholarships and the Prize Fund in the School of Journalism. I would appreciate your returning the enclosed letter to me with whatever information you can find regarding the subsequent history of the Press Bulletin to which Mrs. Morrison refers to in her letter.

Yours very truly,



Clarke Smith, Secretary

CS.pmt
Enclosure

8/17/62

MADISON, Wis.--Don Beran and Paul C. Landmann have joined the staff of the University of Wisconsin Publications Service in Madison. Beran was an estimator-editor for the State of Wisconsin's Printing Division. Landmann was in Army intelligence before coming to the UW.

Landmann replaces Gregory A. Broadd, who left to become technical editor for RCA's distance early warning missile system at Camden, N.J. Beran replaces Mrs. Janice Meichel Stophlet, She has joined her husband in Cleveland, where is is vice-president for development of Western Reserve University.

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[News - Service]

February 23, 1956

Mr. Russell Steele
Publicity Office
Illinois State Normal University
Normal, Illinois

Dear Russ:

I enjoyed seeing the latest ISNU bulletin. It is an attractive and well done publication. It's easy to see you have been kept busy.

Regards from all of us here at the News Service.

Robert Taylor
Director

RT:jh

[News Service]

PIERRE DONZELOT
REPRÉSENTANT PERMANENT
DES UNIVERSITÉS FRANÇAISES AUX ETATS-UNIS

972 FIFTH AVENUE
NEW YORK 21, N. Y.
REGENT 7-9700

January 17, 1956

Mrs. Jean Hurst
University of Wisconsin
News Service
Observatory Hill Office Building
Madison 6, Wisconsin

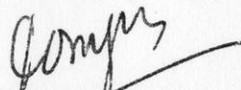
Dear Mrs. Hurst:

I would like to thank you very much for the news releases of the Computing Conference which you sent me recently. This information, I am sure, will be of great help to the French scientist who requested it.

I am also writing to Dr. Preston Hammer, as you suggested, in the event that he has any further material.

Thanking you again for your kindness, I remain

Sincerely yours,



PIERRE DONZELOT

General Director to the Ministry of
National Education, Permanent Representative
of French Universities in the U.S.

AG:md

[News Service?]

C
O
P
Y

THE BOARD OF VISITORS
OF
THE UNIVERSITY OF WISCONSIN

December 12, 1955

Mrs. Eldon B. Russell
1021 Woodward Drive
Madison 4, Wisconsin

Mr. A. W. Peterson
Vice-president
University of Wisconsin

Dear Mr. Peterson,

The board of Visitors at its meeting last week-end asked me to convey to you their appreciation of the "Financial Summary" which each member received. It is a very attractive brochure.

Not only the contents, but the effective way the figures are presented, make the complicated business of University finance more easily understood by the average layman. We appreciate it.

Very sincerely,

/s/ Margaret C. Russell
for
The Board of Visitors

Copies for information:
Mr. Neil G. Cafferty
Mr. Robert Taylor
From the office of A. W. Peterson
12/15/55

News Service

September 27, 1955

Mr. Dael Wolfle
Acting Editor
SCIENCE
1515 Massachusetts Avenue NW
Washington, D. C.

Dear Mr. Wolfle:

At the suggestion of Dean Conrad Elvehjem here at the University, Prof. Hammer has written a summary of the recent computing conference held here August 17-19 in the hope that the editors of Science will find it suited for publication. We are submitting it as prepared by Prof. Hammer and myself, and we will be happy to make any revisions you feel necessary.

I would also like to discuss two other matters, both of which concern our science writing research assistantship here at the University News Service. We have been particularly successful in this program, which we started in 1948 with the help of a note in Science to the effect that we were beginning the program and were accepting applications. From time to time we have selected students here at the University for the assistantship, but our people have often come from a note published in Science. This second semester we will have a second assistantship available, I would again like to ask your help in informing those people who are interested in science writing--and sufficiently interested in science to read Science--that the assistantship is available. I am enclosing a copy of our release.

Secondly, I have read with interest in the past your annual issue on writing and editorial problems, and it occurs to me that your readers might be interested in our program, how it has developed during the past seven or eight years, how it is set up, its purposes and so on. We were the first school to offer this type of training in science writing, and to my knowledge we are still the only one that offers a research assistantship in the field. I believe our experiences might be of value to other schools planning such a program, and schools who have never heard of such a program, it might very well initiate some interest.

Looking forward to hearing from you, I remain

Sincerely,

James A. Larsen
Science Editor

JAL:mjo
Encl.

[News Service]

MARQUIS W. CHILDS
4901 DORSET AVENUE
CHEVY CHASE 15, MARYLAND

March 5, 1955

Mr. Robert Taylor
Director
The University of Wisconsin News Service
Madison 6, Wisconsin

Dear Mr. Taylor,

Thank you very much for sending me the photographs of the celebration at the School of Journalism last weekend. It will be nice to keep them as a memento, along with the citation, of a pleasant and stimulating occasion.

Sincerely yours,

Marquis Childs

November 14, 1952

Mr. Lyle W. Shannon,
The University of Wisconsin,
Department of Sociology and Anthropology,
Madison, Wisconsin

Dear Mr. Shannon:

Thank you for your letter of the 7th about the news note. We have had a little difficulty with various notes from the University of Wisconsin in the past, and I am glad that you have opened the matter.

Particularly at the time when Mr. Chiozza sent us notes, we had interminable difficulties. For one thing, he never gave us the first names of staff members and in very many cases they were not listed in the directory of the American Sociological Society. (He also, no doubt through inexperience, provided us with all sorts of material on what clubs the faculty had been addressing) We should like to suggest that whoever provides us with news notes first study for a few minutes our News and Notes section to see the kind of thing we like.

I am enclosing to you some material that came to us at the time your letter did. This is a very tiresome and completely useless news release. I believe we have asked them in the past to strike us off the mailing list, but I cannot take the time now to look in the files to see if we did so. We certainly wanted to. Perhaps at your end you could take some strong steps to see that they no longer send material to the American Journal of Sociology. I imagine that this is the source of the unorthodox news note, which we are also enclosing.

We look forward to a new deal in the news notes section. It was very gratifying to hear from you. Thank you for writing. I am--

Yours faithfully,

Helen MacGill Hughes
Assistant Editor

HMH:DC

U. W. NEWS

7/11/59 rt

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Saturday, July 11

MADISON--Four administrative changes bringing new titles, promotions, appointments, and new responsibilities, were included in the 1959-60 budget approved Saturday by University of Wisconsin regents.

Dr. Lorentz H. Adolfson's title was changed to dean of the Extension Division in one of a series of moves in that branch. He had been director since 1944.

Henry J. Duwe was made assistant dean of the division; LeRoy J. Peterson, associate dean for Milwaukee extension operations; Francis L. Johnson, business manager; Harold W. Montross, director of informal instructional services; T. J. Shannon, director of field services; Robert Dick, assistant director of field services; and Clay Schoenfeld, assistant Summer Sessions director and assistant to the director of the Extension Division.

As an added responsibility, the Extension Division was given the administration of the Wisconsin Center Building, and the Wisconsin Center's executive committee replaced by a faculty advisory committee appointed by the president. The change includes provision for a fee structure for use of the building to provide a part of its operational cost.

In another administrative change, the University's General Printing budget for catalogs and bulletins was combined with the University News Service, creating a new department of News and Publication Service under the direction of Robert Taylor as assistant to the president.

John F. Newman was named director of the News Service; Mrs. Janice Meichel director of the Publication Service. Taylor has been director of the News Service

-more-

add one--administrative changes

since 1948; Newman assistant director since 1957; and Mrs. Meichel has been editing University bulletins and catalogs for the past two years.

A third administrative change moved L. Joseph Lins from associate registrar to coordinator of institutional studies. Paul L. Trump's title was broadened to registrar and director of admissions. Mrs. Leola Hays became assistant director of admissions.

Verner R. Ekstrom became assistant registrar in charge of machine records and current records; James E. Wilcox, supervisor of machine records unit; Julius Mintz, supervisor of the student statistics section; Thomas L. W. Johnson was brought from the University of Kansas to be assistant to the associate registrar; and Oluf M. Davidson, formerly with the Marine Trust Co. of Western New York, Buffalo, was appointed assistant registrar for systems and procedures.

A budgetary change in the University medical center abolished the department of preventive medicine and student health as a division of general University services and replaced it with a student health unit in the department of medicine, and a department of preventive medicine in the Medical School.

###

Robert F. Duncan
AWH

TODAY AND TOMORROW IN COLLEGE AND UNIVERSITY PUBLICITY

*Robert F. Duncan, John Price Jones Corporation of New York, before
the American Association of College News Bureaus, December, 1923.*

In preparing a paper for the American Association of College News Bureaus, I asked myself this question, "What are some of the chief problems confronting the members of the Association?" I tried to be as specific as possible, and I have noted the following four questions as being possibly of chief interest to you:

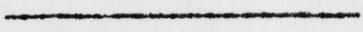
1. Why do colleges and universities maintain news bureaus? In other words, what is the aim of the institution in maintaining the Bureau?
2. What methods do these bureaus now employ to attain these aims?
3. Can suggestions be made for the improvement of these methods?
4. Can any forecast be made as to the future trend of the functions of the bureaus?

I have set down the following answer to Question 1:

Colleges and universities maintain news bureaus

1. In order to place their institution before the public in a favorable light for the purpose of
 - a. Increasing the enrollment
 - b. Raising funds
 - c. Maintaining or increasing prestige
2. To insure that news of the institution is given to the public in accurate form.
3. To control, so far as possible, the sort of news which the papers print about the institution, and thus avoid unfavorable comment.

There are, no doubt, additional aims of some bureaus, but the above seem to cover the majority of cases.



In order to obtain first-hand information on the second question, "What methods do these bureaus now employ to attain their aims?", I imposed on the directors of publicity of 109 of the larger universities and colleges of America a questionnaire on ^{present} the practice of their bureaus. Most comprehensive returns were received from 69, or 63%, many of the blanks being accompanied by letters explaining fully the directors' ideas on the more interesting points. An analysis of these returns enables us to reconstruct accurately the routine of a news bureau in a large college or university in this country.

Before inflicting upon you some statistics derived from the analysis, let me sketch briefly the practice of a composite news bureau. Let us construct in imagination the news bureau of, let us say, Harding University, of some 5000 students located in the small city of Marion, Ohio.

The bureau has been in existence since 1919, when the publicity of the Harvard, Princeton, Cornell, Smith, and Bryn Mawr financial campaigns, as well as the efforts of the state universities, demonstrated that the public was eager for educational news, and that therefore the newspapers would gladly publish it. The bureau is in charge of a director of publicity who is an alumnus and a member of the faculty, with a salary of about \$4000 a year. He has had several years of practical newspaper training. In addition to supervising the issuing of about ten stories a week, he advises on the editing of The Alumni News, and is in general charge of all official publications of the university. To assist him in this multifarious task he has, in his office, one reporter, a stenographer, and a typist. The budget exclusively for newspaper publicity is \$10,000, including the director's salary.

The director of publicity is not responsible for covering athletics, that being done by student correspondents employed by the Associated Press, local papers of Marion, and by three or four of the large dailies of Ohio. The institution does no paid advertising.

The chief duty of the director is to keep in touch with the non-athletic news sources of the university: the president, with whom he confers almost daily; the president's secretary, from whom he receives many a tip on coming events; the heads of all departments, the more productive of whom, from a news standpoint, he soon recognizes and cultivates accordingly; the head of the student council, or leading undergraduates; the chief administrative officials, and many others. From these he gleans at least one story a day, dealing with the interesting events of the campus world.

It is in the treatment of this material that the director of publicity of Harding University justifies his position and earns several times over his modest salary. He searches out and gathers all the facts surrounding some constructive event such as the discovery of insulin in the medical school, a method of testing the Einstein theory in the department of physics, the discovery of a new star by the department of astronomy, an undergraduate athletic appointee, or the personnel of the debating team. He does his best, though seldom is he successful, in diverting the attention of the papers from a hazing accident, a pajama parade, the elopement of a co-ed, or a healthy fight between town and gown.

His story, once written, is mimeographed, double-spaced, with a least a three-inch margin at the top, and distributed at certain hours to the student correspondents of the news agencies and local papers and mailed to a list of some 100 newspapers in

Ohio, and if sufficiently important, to an additional list outside of the state, especially to those places where there are alumni. The routine list of course includes the A.P., U.P., I.N.S., Western Newspaper Union, and local correspondents of those papers which specialize in educational news, such as The New York Times. In some cases the story will also be sent to alumni in certain cities where are members of an Alumni Publicity Committee, and they will take the story to their local papers and do their best to have it published.

A masthead form is used for the top sheet, and no head is written, lest the editors get the idea that their sacred prerogative of head-writing is being usurped.

The director attempts, so far as his time permits, to create news or favorable publicity by staging so-called "features", creating exhibits, showing the work of the institution, instituting a series of radio talks by leading faculty members (possibly the dean of the School of Business Administration, for example) or any other "forced" methods which will bring the name of the institution favorably before the public.

He also does his best to supply photographs of these features. Whenever a student receives a notable non-athletic honor, a photo and story is sent to the papers of the student's home town, with some account of the record that student has made in college. These small items are the best sort of publicity, for they are, first of all, news. They are eagerly read by the parents and friends of the young people mentioned.

Let us say that the president of Harding University is asked to deliver the commencement address at the Marion High School. It is the duty of our director to obtain an advance copy of the speech, edit it for the newspapers, and attend to its distribution.

with the correct release date. This speech would go also to the Alumni News, and if the alumni secretary is enterprising, a proof of the story might even be mailed in advance of publication to the entire alumni list. An advance proof is always a graceful compliment. Similarly, the forthcoming papers or books of faculty members are grist in the mill of the publicity director.

In meeting the increasing demands for photographic publicity, our director is forced to employ a local professional photographer, in whom it is often difficult to instill the news sense. How often has it been necessary for a university publicity director to explain tactfully but forcefully that he is in the business of supplying photos to daily papers and not to monthly magazines, and that the elapse of two or three hours will often consign to oblivion many a news photo.

On the other hand, there are occasions when an invitation to pictorial news agencies and moving picture representatives are eagerly accepted. Let our director merely tip off these men that Lloyd George is to visit the university for thirty minutes on a certain day, or that the Governor is to lay the foundation of a new chemical laboratory, and the director of publicity finds his problem suddenly changed from one of contriving how he can get his pictures taken to calculating how he can accommodate all the picture men who suddenly find the university the one place to visit on this particular day.

One of the problems which arise to prevent our director from going stale is the attitude of the board of trustees, the faculty, the administrative officials, and the alumni toward his job. At Harding University the Board is enthusiastic for intelligent, dignified publicity, but has not yet reached the point of regarding

the presence of our director indispensable to the success of its meetings. The administrative officers are mildly interested. The faculty seems about equally divided between those who regard publicity as (loaded with dynamite likely to explode at any minute and injure their academic standing, and those who, out of the kindness of the professorial heart, are willing to accommodate, but grieve, when the editors of the city dailies put a head on their story which entirely alters its meaning and places the author in a ridiculous light. The president of the university is always news. Our director is constantly in touch with him to whip his ideas into form for the press, and to prepare interviews. The reputation of many a college president has been increased by the activities of an expert director of publicity.

The alumni are for publicity on general principles. They like to see the name of their university in the papers as a) leader in its field, and while the majority may prefer the story of a football victory to one on a successful experiment with the tutorial system, they can be counted to assist the publicity department on problems of distribution.

One cheerful note along the way is the attitude of the local editors. They consider the university news, and nearly everything sent from the director's office sees the light of day in the local papers.

Our director employs a clipping bureau, and also clips the local papers and the more important State papers. He reports the clipping bureau as unsatisfactory, as shown by the fact that alumni often send in clips which the bureaus fail to find. Our director preserves all clips and incorporates the results of his work in a carefully compiled annual report which is submitted to certain members of the board of trustees and to others who may be interested.

The publicity director of Harding University is not unmindful of the fact that publicity covers a wider range than newspapers. He therefore has in mind the magazines, trade papers, and scientific publications where special articles from members of the faculty and staff would be welcome. Lack of time and assistance, however, prevent a careful cultivation of this field. But he has made some experiments with radio broadcasting, and boasts quietly, in the privacy of his family, of having founded the first radio college through nightly lectures by members of the faculty.

Responsible for the relations between his university and the press, our director last year made arrangements to entertain visiting newspaper men on commencement, the day of the big football game, and at homecoming. He arranged for the staff of the college daily to give a buffet luncheon to the visitors, to place at their disposal telegraphic and office facilities, and in general to ease their work as much as possible. Such attention, it need hardly be said, was appreciated, and did something to make closer the relations between the university and those papers whose good will means so much to the institution.

Then there is the School of Journalism. For some reason not entirely clear our director informs us that the most effective co-operation between his office and the school has not yet been evolved, a situation not unique with Harding University. At the moment the two parties work separately. In this connection it can be said in passing that where the director of publicity is either the head of the school of journalism or a professor therein, the school is used to advantage in handling the news of the institution. It is quite possible that an independent director of publicity, trained as a newspaper man, approaches this problem of university

publicity from a slightly different angle than the teacher of journalism.

In placing the finishing touches on our rough composite picture of the duties of our director, let us consider his problem of the women students of whom there are some 1500 in the university. When he arrived, our director adopted the policy that the test of women publicity should be, "Is it constructive?" Such a test would admit the photograph of Ruth P. Shepley, of Wichita, Kansas, and the story about her winning the inter-collegiate golf championship, making the basket-ball team, being elected president of student council, or taking the part of Portia in the senior dramatics. It would rule out her photograph and the story of her as voted the prettiest girl in college, heroine of an elopement or a pillow fight, the victim of a hazing incident, or the first girl to bob her hair.

In conclusion, our director is pursuing his daily work under the motto of "The best of the news that's fit to print." He believes that important spot news accurately written in a dignified way is his first duty. If any time remains after that for feature-writing or staging, the latter is pure velvet.

Analyzing briefly the replies to the questionnaire, we find that of the 69 replying, 51 maintain active news bureaus, the remaining 18 had all adopted some method of issuing news to the press, but the organization was not sufficiently formal to be dignified with a name. Several letters were received from presidents, indicating that they were not satisfied with the present unorganized arrangement, and would welcome suggestions. The average age of the 51 news bureaus was 7 years, although there seemed to be two divisions, one group which had been operating for fifteen

or twenty years, and another much larger group which had been operating since the war.

As to the position of the director, 35 of the above 51 active bureaus are directed by a member of the faculty; 15 directors are alumni of the institution, 12 are students, and 27 have had previous newspaper training. The more frequent combination is, therefore, a member of the faculty who has had previous newspaper training. It should be remarked, however, that many of the bureaus are directed by professors in the schools of journalism.

Regarding the methods employed for the covering of athletics, 27 directors of 53 bureaus reported that they were responsible for covering athletics, 26 directors were not responsible. In the latter institutions student correspondents were most frequently employed by the papers to cover athletics, occasionally a publicity man being retained by the athletic association to do the work.

Regarding the amount of the publicity budget, 32 specific answers were given on the 69 replies. The highest was \$30,000, the lowest \$75 in the form of compensation to a student. In several cases the payment was in the form of free tuition. The average budget was almost exactly \$4000. This figure is, however, under, rather than over, the exact amount, as some of the directors gave an amount but accompanied it with the remark, "Not including my salary." 20 replies to this question gave the answer, "No budget", or "Indefinite". Only 7 out of 50 budgets contained an appropriate ^{ria-}tion for paid advertising.

The favorite channel of distribution seems to be mimeographed or typed copy direct by mail to the newspapers. The A.P., U.P., and I.N.S. were frequently mentioned, and almost every director of course handed copy direct to student correspondents of local and

metropolitan newspapers where they were available. The A.P. mail service was frequently mentioned. Copy likewise went direct to the college daily and the alumni bulletin. Several directors used the weekly news letter mailed to a large list of papers. 16 of the 37 answering the question used a regular masthead. The balance did not. 16 out of 49 put heads on their stories in attempts to "sell" them. The balance did not.

42 definite answers were given to the question regarding the numbers of stories released each week, ranging from 1 to 150. The average was 15. 48 gave definite answers to the question, "Is any effort made to create news or favorable publicity?" 21 said that they had made such an effort, and some gave examples, such as weekly radio talks by faculty members, instruction by radio, special weeks, such as Education Week, interviews with faculty members and prominent visitors, close contact with newspaper men, distributing plan of the operations and organization of the institution, sports letters to alumni, an attempt to get the alumni to make contact with local editors in their towns, state-wide student union, organization of high school debating contests, essay contests under the sponsorship of the university, free public lectures by the faculty, co-operation with local newspaper in Christmas fund or other worthy charities, conferring honors on men who have rendered conspicuous service in agriculture or the chief industry of the territory in which the institution is located, State fair exhibits, promotion of undergraduate projects such as Dad's Day, Homecoming Day, and the like, conferences with faculty members regarding the publicity value of research work now under way, and the promotion of college publication.

Only 14 directors of the 46 answering said that they had any

cooperative arrangements with alumni for the distribution of news, and few of these had any effective arrangement. One reported a strong committee with a representative in each of the large cities of the country, through whom stories were successfully placed. These members also proved valuable by sending in clippings and in general keeping the director in touch with public opinion regarding his institution in the territory represented. Such a plan would, of course, be practicable only with a large institution.

I was especially interested to see how many directors sent stories to home-town papers where a student received an important appointment. That this form of publicity is recognized as effective is shown by the fact that 45 of the 51 specific answers were to the effect that such items were occasionally or frequently sent. 39 directors of the 55 replying obtained advance copies of the president's or faculty members' speeches and distributed them.

As to the attitude of the board of trustees, 11 were indifferent to the institution's publicity, 29 heartily approved, or were enthusiastic, 13 gave no answer, or said that the attitude was doubtful. Only one board was reported hostile.

The attitude of the administrative officials was shown from 50 replies, almost every one of which was "Enthusiastic, helpful, and favorable."

Equally universal was the negative answer to the question, "Does the director of publicity attend the regular meetings of the board of trustees?"

29 out of 59 answering, said that they made some attempt to entertain visiting journalists on days of big games, commencement, or other festive occasions. These efforts were confined to complimentary tickets and an occasional luncheon. The balance made

no attempt to entertain on such an occasion. Some interesting suggestions were made under this heading, such as freedom of the athletic field and training table at all times, entertainment of state press association, editors' day, opening of all university records to the press, entertainment of editors of nearby high school and preparatory school papers. One director of an eastern institution^{reported} that no arrangements had even been made to entertain newspaper men on such occasions because they had never requested them.

An interesting question was that concerning the estimated annual salary which the directors thought should be paid to the director of publicity in a large university. 38 definite replies were received, ranging all the way from \$1,300 to \$12,000. A frequent answer was, "Salary of department head", "Salary of full professor", The average of the definite figures was \$4,900. Two of the answers were, "Twice the salary of the highest paid professor", and "All that can be obtained". There seemed in general to be a feeling that publicity men, coaches, and other special classes of workers should not "be paid more than the instructional staff, which is the backbone of the institution and its sole reason for existence".

The publicity budget desired varied widely from \$75, the present budget at one fair-sized college, to \$50,000. The average of the 33 definite answers was \$9,381. 35 directors gave no opinion as to the amount they would require if given a free hand.

The last two questions revealed almost unanimous opinions. The question regarding publicity policy toward women students invariably drew forth the expression, "We treat the worth-while or constructive activities of our women students and studiously

avoid the pretty-girl appeal." In some cases the answer was, "Do not exploit, but give the women a fair share of the news", or "As dignified as possible", "Equally with the men", "Jazz hurts, we never use it", "We use co-eds constructively in features", "It is cheap publicity to play up pictorial features concerning our women students".

As to the last question, it was reassuring to learn that almost every director has faith in his job. The question was in brief, "Is constructive publicity of value to the college or publicity when prepared and distributed by the institution as compared with similar news collected entirely by the newspapers?" Many directors recognized that a combination of the reporter and the director of publicity is the ideal one, but that in general much less news and certainly less accurate news, would reach the public through the papers, if the institutions did not maintain news bureaus. Some of the replies were, "The papers will forget you if you don't give them the stuff"; "No doubt that the university gets far better treatment when it has its own representative; "We try to emphasize personal relationships with the press, so that they will get their representatives to come to us". With papers of 3,000 circulation or less we merely send mail stuffed, and it works well"; "We can prevent the wrong emphasis if we control the sources of college news". One director says he prefers to let the newspapers do their own work, that they will treat his college news better if it costs the paper something to get it. Another says, "The ordinary reporter cannot get our viewpoint", and another, "The newspapers are out for sensationalism. It is much better for us to have a trained publicity man".

By the aid of our questionnaire we have thus analyzed the more important functions of the news bureaus as they are now being conducted in 69 of the leading colleges and universities of America. We have stated their main objects, have constructed in imagination a typical bureau, and have given the opinions and methods of the leading directors of publicity. It is therefore pertinent to raise the third question, "Can suggestions be made for the improvement of these methods?" Conducting a university bureau would indeed be a dead profession were the answer to this question to be in the negative. Obviously, suggestions can be made.

But it does not appear that any novel suggestions concerning detail of operations are at the moment available. A study of the operations of all the bureaus which submitted answers would no doubt suggest to some of you methods which are employed successfully by others and which you could use to advantage. I find in a pamphlet by John W. Cravens, Secretary and Registrar of Indiana University, entitled, "Educational Publicity", and published by the University in 1922, a multitude of detailed publicity suggestions which every director would find worth considering. Also, Mr. Frederick L. Allen, late director of publicity of Harvard University, now with Harper and Brothers, New York, has written an admirable article on "College Publicity", part of which was published in "School and Society". Mr. Allen's article treats generally of recent broad developments in college and university publicity.

I shall mention only one recent development: that of the moving picture. Many of you have already used that medium to spread the story of your university among your alumni, your high schools, and to the great moving picture public. Here is a development with

great possibilities.

But when I say that suggestions can be made for improvement of methods, I am thinking of the larger aspects of the director's task. As I studied the replies, I noticed one outstanding fact, and that was that very few directors had anything like the facilities they would like to have in the way of assistance or an adequate budget. There were several replies indicating that if the director had only another reporter, or an additional typist, he could cover his field adequately. In a large majority of the cases it seemed that the governing boards are not yet entirely sold on the value of the university news bureau. Some of the boards are indifferent, and others are just waking up to the possibilities of adequate publicity. Here would seem to be an opportunity for suggestion; how can the directors bring home to the president, trustees, and administrative officials the necessity of an adequate budget allowing for the execution of the plan which many directors already have in their heads?

I suppose that no universal prescription for increasing the prestige of news bureaus can be written. Cases vary. Each case requires attack at a different point. There is one university president in America who is out of sympathy with university publicity as it is conducted today. That university has been in hot water recently as regards its relations with the public, and needs the best publicity man obtainable. But the budget for the present year, including the director's salary, is in the neighborhood of \$8000.

How can the directors bring about a change of attitude toward their work on the part of governing officials? Much has already been done. The analysis of our questionnaire shows unmistakably

that the prestige of publicity bureaus is on the increase. Can this progress be accelerated? One suggestion that occurs is the matter of an annual report, giving in detail the accomplishments of the bureau for the year, supplemented by exhibits of the outstanding achievements. Few trustees have any idea of the space obtained by the news bureaus of their institution. If computed on a commercial basis, the amount in dollars would be impressive. Furthermore, such space in many instances cannot be purchased at any price. If I were a director of publicity in a large university, I should seek to maintain careful records which would indicate progress from year to year. I should see that such reports were sent to all trustees, to the president, to administrative officials, and to certain members of the faculty whose co-operation could be helpful. This report might show the number of releases, a brief description and exhibit of the more important stories distributed, features devised, events covered by moving picture syndicates, and a synopsis of the year's activities in general, with a recapitulation of the cost. Would it not be legitimate for the director of publicity to convey to the proper authorities the thought that if he has done so much with one talent, could he not do double the amount with two talents? Or, if a director is satisfied with his budget, if he has all the assistance he needs, should not such a detailed report have its place in the president's report or elsewhere, along with the reports of the deans or department heads?

I know of a few institutions where such reports are made, and it happens that there the publicity departments are making large places for themselves, and are heartily supported by trustees, administrative officials, and the faculty. I believe that such reports and exhibits are instrumental in selling publicity and in

keeping it sold.

It may be presumptuous to expect the director of publicity to attend the meetings of the board of trustees, but I claim that such attendance would make for a greater sympathy and understanding of the institution's problems on the part of the man who is writing about it every day. I well remember the meetings of the War Council of the American Red Cross during the war, when the late H. P. Davison had at every one of these meetings one of the leading publicity experts of the country. If boards of directors of industrial concerns and railroads find it profitable to retain advertising counsel and publicity experts to sit with them, why should not the trustees of our colleges do the same? It would seem that the matter of public relations is as important to a great university as to a great industry. There is today such an increasing public interest in universities that many of us will agree, I think, that our colleges owe to the public the most efficient interpretation of the institution to the public. Such interpretation can come in no better way than through a trained publicity man who is almost as close to the university as the president himself. I believe that in the solving of this problem the American Association of College News Bureaus can take, and no doubt is taking, a most effective part.

I have noted down question No.4, "Can any forecast be made as to the future trend of the functions of the news bureaus?" not with any desire to pose as a prophet, but rather to call attention to a development which some bureaus are showing, and that is toward the function of department of information for the university. As our questionnaire has shown, the news bureaus today confine themselves almost entirely to newspaper publicity. Some of the bureaus, however, are taking charge of all university publica-

tions, and some have even gone so far as to head up both the department of publications and fulfill the functions of a bureau of information, issuing pamphlets, working out schedules for faculty speakers, and in general, undertaking a certain amount of publicity promotion. It seems to me quite likely that as our universities find themselves subject to more and more demand from the public for information about their activities, the director of publicity may come to combine under him the news bureau, the department of publications, and the bureau of information. With his publicity training and unexcelled knowledge of the institution, he is in a position to oversee this work in a way that no one else can.

I think we are all willing to admit that the surface of university publicity has hardly been scratched. The detail and ramifications of the publicity department established prior to a large-scale campaign for funds gives some indication of what the trend may be of university publicity when carried on intensively. If I were asked to sum up in a few words the university publicity situation as revealed by the answers to our questionnaire, I should say that so far as the issuing of spot news is concerned, the bureaus are doing the very best possible under the limited resources granted them by the authorities; that they could measurably increase their usefulness to the university through a more liberal allowance and closer association with the educational policies of the institution. And in addition, I should say that, so far, our universities have developed only a very few of the channels which they will ultimately use in supplying to the public information regarding their activities.

File [News Service]

MEMO

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

July 17, 1950

TO: Gordon Klopf

Attached is the statement you requested for inclusion in your rules and regulations handbook.

Robert Taylor

NEWS SERVICE

Every student of the University plays an active part in the Public Relations of the University. Upon the activities and accomplishments of students, both on the campus and at home, much of the University's reputation depends. The University of Wisconsin News Service, located in the Observatory Hill Office Building, is the agency which keeps the state and the nation informed of student activities and accomplishments.

Students and student groups who wish state-wide or national publicity for planned events receive advice and aid in planning their programs at the News Service. Lists of organization members, committee members, or planning groups for special events will be sent to "home town" newspapers if they are delivered to the News Service. All news releases to state and national publications should be channelled through the University News Service, or its companion Sports News Service, Camp Randall Stadium, or Agricultural News Service, 118 Agricultural Hall, depending upon content of information to be distributed.

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7/20/48

Statement of Policy Regarding the Use of University of Wisconsin Buildings
and Holt letter of 3/10/48

Membership list of Joint Administrative Council

"THE UNIVERSITY OF WISCONSIN -- Its History -- Its Campus -- Its Work"

WARF Report

University of Wisconsin Extension Division Memorandum dated April 15, 1948

The Story of the Dollar

DOCUMENT 858 - June 7, 1948 - Report of the University Committee on Faculty Salaries

DOCUMENT 851 - May 3, 1948 - University Teachers Union 1948 Report & Proposals
Concerning Faculty Salaries

"UW NEEDS AN ADULT CENTER" - Milwaukee Journal Editorial dated 4/18/48)

"WISCONSIN'S PERIL" by James Earley

BETTER HEALTH

FOODS AND FARMS

BETTER BUSINESS

"THE 99th YEAR OF WORK AT THE UNIVERSITY" - address to alumni by Pres. Fred
June 19, 1948

1948-49 Budget Story

Reprint of Founders' Day Speeches

BUILDING WISCONSIN

You, the University, and the People

~~Prepared~~ File
Univ.
News Service

insert C

As a member of the faculty of the University of Wisconsin, you played a key role in the ^{big} ~~bread and deep~~ University ^{picture} ~~enterprise~~. ^{Each of us as} ~~You are a vital~~ part of what the Faculty Functions and Policies Committee has termed "a community of scholars made as useful as possible." In ^{as a} your teaching, in your ^{work} research, and in your ^{work} public services, ^{and} you are the University. Furthermore, as a member of this most democratic of faculties, ^{and} you participate directly in the formation of University policies and practices in ^{your} day to day activities, ^{your} committee work, and ^{your} faculty meeting votes. As ^{you} thus perform the tasks of a faculty member, ^{you} contribute immeasurably to the strength of the University of Wisconsin and, indeed, to the strength of American higher education.

American higher education today carries a heavy responsibility in the struggle for a free, peaceful, democratic world. If it is to meet this responsibility, it must have adequate public support. Only through public understanding will such adequate support be forthcoming. Therefore, it is both the privilege and the responsibility of each of us to do all that we can to win the understanding and support of the citizenry of the state for their University.

Such understanding and support of the University-- its aims, its ideals, its accomplishments, and its needs--is distilled by the public from the sum of all the impressions the University makes...impressions made by members of the faculty, of the student body, of the administrative staff, of the alumni, and by friends of the University. Building University good will cannot be the job of any one individual or any one office. Building good will is the way of life for the entire institution. The scope of good will we, as a University, build is dependent upon each of us, individually.

Prepared for Faculty Handbook

To help the members of the University family build understanding and support, and to help the press and radio interpret the plans and actions of the University, the University believes it should tell its story candidly, completely, and continuously. The citizens of Wisconsin are our stockholders and we are obligated to give them all the information we possess as to the University's problems and policies, successes and failures.

To this end, the University maintains three principal informational agencies--the University News Service, the Agricultural News Service, and the Sports News Service. The Agricultural News Service handles news of the College of Agriculture, the Sports News Service reports on intercollegiate athletics, and the University News Service covers all other phases. The effectiveness of these agencies depends, in large measure, on the cooperation and support they receive from members of the University faculty. Faculty members are urged to use/and to help these agencies in telling the University story.

When you have suggestions, news tips, or if you desire publicity for an event or program, please phone one of these agencies:

- The University News Service
Observatory Hill Office Building
Prof. Robert Taylor, Director 2633

- The Agricultural News Service
Agricultural Hall
Prof. Bryant Kearn, Editor. 3120

- The Sports News Service
Camp Randall Stadium
Prof. Art Lentz, Director 3216

More than 25 years ago, President Birge provided this advice which is timely for faculty members today:

"The University has to live its life in public and in contact with people in all sorts of ways."

And he added, laying down the pattern of our News Service operations:

"You are to paint the portrait of a living institution and keep it before the mind of the people."

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UNIVERSITY OF WISCONSIN
NEWS SERVICE
OBSERVATORY HILL OFFICE BUILDING
MADISON 6, WISCONSIN

*File
News Service*

OFFICE OF THE DIRECTOR

September 11, 1950

Mr. A. W. Peterson
Vice President of Business & Finance
171 Bascom Hall
University of Wisconsin

Dear Mr. Peterson:

In answer to your request of September 1, here are the ways the University of Wisconsin News Service has economized on its printing in the last six months:

1. Redesigned the Badger Quarterly to reduce its size from 11 $\frac{1}{2}$ "x17" to 8 $\frac{1}{2}$ "x11" and its pages from eight to four, folding it for self-wrapping and automatic address imprinting;
2. Reprinted "This Is Your University" with minor changes instead of completely revamping the booklet, thus saving a great amount of composition charges;
3. Designed a songbook so that it could be sold to off-campus groups, in accordance with the statute passed by the 1949 Legislature;
4. Discontinued previous practice of buying reprints of campus maps from the Daily Cardinal and saved money by having the printing done through the state printing board.

Sincerely,

Robert Taylor
Director

RT:blk

*Letter from AWP filed
in Office file*

H I S T O R Y

THE UNIVERSITY OF WISCONSIN-MADISON NEWS AND PUBLICATIONS SERVICE

Two University of Wisconsin professors probably had no idea what they were starting back in 1870 when they obtained permission to issue a monthly periodical, with its columns "open to scientific, literary, or general news articles, written by the students, professors, and friends of the University."

Historians cite this as the birth of the UW News and Publications Service as thousands of editors, reporters, publishers, radio and television newsmen, students, faculty, and others know it today.

Profs. G. W. Raymer and James W. Bashford told the University administration, a century ago, that the school was growing so rapidly it was time "to let others know about its ever-increasing scope of operations." They published what historians have referred to as an external house organ.

In her book, "Writing and Selling Feature Articles," Prof. Helen Patterson Hyde contended Wisconsin was the first state university to establish a service to send out news. This was a proposal advanced by Willard G. Bleyer, in 1904 a professor of English, later to become one of the nation's most distinguished teachers of journalism. He started the first UW journalism course in 1905. Four years later, journalism was separated from the English department on the Madison campus.

Prof Bleyer's first effort was a series of articles to mark the University's jubilee in 1904.

After 1910, he had the aid of Prof. Grant M. Hyde, another giant in the UW parade of journalism greats. It was not until the 1914-15 school year, however, that fiscal records showed a separate outlay of funds for the dissemination of news. Hyde and Bleyer originated a newspaper-size sheet, printed on one side with news stories, complete with headlines that editors could simply scissor out as needed or wanted.

Add one--UW news

This press bulletin still was being used in 1947 when it disappeared in favor of complete mimeographed services.

In the early days, it was Pres. Charles R. Van Hise who gave the biggest impetus to informing the citizenry about the full program of the UW, not just its social and athletic activities. His efforts bore fruit, and Wisconsin became known around the world more than a half century ago, particularly for its agricultural research and achievements in teaching and service to the public.

The title, "Editor of the Press Bulletin," did not appear officially on the records for Prof. Bleyer until 1915. It continued until 1929. Prof. Ralph O. Nafziger, later head of the UW School of Journalism and Mass Communication, edited the bulletin in 1928-30, and George Downer, who served as editor of the UW sports news service during this era, also handled the complete campus coverage for awhile, as did Robert Foss, who doubled as assistant professor of journalism and director of sports news services until 1948.

The service was known at different times in the 1930s and 1940s as "Press Bureau," "Information Service," and "News Service." The director's title swung between "editor" and "director." In 1945, however, it was established as University of Wisconsin News Service," and the director's title became official. Now its full title is University of Wisconsin-Madison News and Publications Service, with the publication of catalogues, brochures, and other booklets a separate division.

Robert Taylor took over when Foss yielded the reins more than two decades ago and held the position until John F. Newman was named to the directorship in 1959. It was at this time that the late Pres. Conrad A. Elvehjem approved a merger of the general printing budget for bulletins and catalogues with the News Service, under Taylor's guidance.

Newman was followed by James F. Scotton (1964-66) who in turn was succeeded by Harvey Breuscher. When the latter was moved to the UW president's office in 1970, Newman resumed the office.

--Jack Burke

M I S S I O N

UW NEWS AND PUBLICATIONS SERVICE

Telling the University of Wisconsin-Madison's story to the public is, broadly speaking, the assignment of the News and Publications Service, Bascom Hall.

There are many "publics" to reach.

On the campus, information is needed by students, faculty members, civil service workers, and visitors.

Beyond the campus, there are many persons to keep informed--parents and alumni, prospective students, residents of the Madison community, legislators, persons throughout the state who use University services, taxpayers, and other Wisconsin residents.

The arriving freshman needed information before he set foot on campus. He based his decision to enroll in the University on information from a variety of sources, including bulletins and catalogs from the Publications Service. Reaching Madison, he finds his way with help of a campus map developed by the same agency.

Throughout his years on campus, the student turns to UW publications in making out his course schedule, deciding on a place to live, selecting extra-curricular activities. When the student reaches graduation, he consults a commencement program and instruction booklet published by the Publications Service.

At some point in his University career, the student's name may appear in his hometown newspaper or on his hometown radio and television stations. The News Service issues a hometown release when a student wins an honor, takes part in a University event, is elected to an organization position, and--finally--wins his degree.

News media of the state and nation are given help in telling the University's story. The News Service supplies reporters and editors with information in the form of daily mimeographed news releases, radio tapes, and television film clips. Personal assistance is provided to newsmen who visit the campus to obtain information.

###

HISTORYUNIVERSITY OF WISCONSIN NEWS SERVICE

By JACK BURKE

Two University of Wisconsin professors probably had no idea what they were starting back in 1870 when they obtained permission to issue a monthly periodical, with its columns "open to scientific, literary, or general news articles, written by the students, professors, and friends of the University."

Historians cite this as the birth of the UW News Service as thousands of editors, reporters, publishers, radio and television newsmen, students, faculty, and others know it today.

Profs. G. W. Raymer and James W. Bashford told the University administration, more than a century ago, that the school was growing so rapidly it was time "to let others know about its ever-increasing scope of operations." They published what historians have referred to as an external house organ.

In her book, "Writing and Selling Feature Articles," Prof. Helen Patterson Hyde contended Wisconsin was the first state university to establish a service to send out news. This was a proposal advanced by Willard G. Bleyer, in 1904 a professor of English, later to become one of the nation's most distinguished teachers of journalism. He started the first UW journalism course in 1905. Four years later, journalism was separated from the English department at Madison.

Prof. Bleyer's first effort was a series of articles to mark the University's jubilee in 1904.

After 1910 he had the aid of Prof. Grant M. Hyde, another giant in the UW parade of journalism greats. It was not until the 1914-15 school

term, however, that fiscal records showed a separate outlay of funds for the dissemination of news. Bleyer and Hyde originated a newspaper-size sheet, printed on one side with news stories, complete with headlines that editors could simply scissor out as needed or wanted.

This press bulletin was still being issued in 1947 when it disappeared in favor of complete mimeographed services.

In the early days, it was Pres. Charles R. Van Hise who gave the biggest push to informing the citizenry about the full program of the University, not just its social and athletic activities. His efforts bore fruit, and Wisconsin became known around the world more than a half century ago, particularly for its agricultural research and achievements in teaching and service to the public.

The title, "Editor of the Press Bulletin," did not officially appear on the records for Prof. Bleyer until 1915. It continued until 1929. Prof. Ralph O. Nafziger, later head of the UW School of Journalism, edited the bulletin in 1928-30, and George Downer, who served as editor of the sports news service during this era, also handled the complete campus coverage for awhile, as did Robert Foss, now assistant director of the News Service, who also doubled as assistant professor of journalism and director of sports news services until 1948.

The service was known at different times in the 1930s and 1940s as "Press Bureau," "Information Service," and "News Service," and the director's title swung between "editor" and "director." In 1945, however, it was established as "University News Service," and the director's title became official. Now its full title is University of Wisconsin News and Publications Service, with the publication of catalogues, brochures, and other booklets a division.

Robert Taylor, now a UW vice president, took over when Foss yielded the reins over two decades ago and held the position until John F. Newman was named to the directorship in 1959. It was at this time that the late Pres. Conrad A. Elvehjem approved a merger of the general printing budget for bulletins and catalogues with the News Service, under Taylor's guidance.

Newman, who came with impressive service in broadcast news, also taught in the School of Journalism.

He was followed by James F. Scotton, trained in education writing in the UW News Service internship program. He had worked as a staff man for an independent news bureau in Washington, D.C. He held the post from June, 1964, to June, 1966, when Harvey Breuscher took command. Newman took over the directorship again in 1970.

Scotton, Breuscher, and Jack Burke, the service's managing editor, all came to the UW after years of service with The Associated Press.

General campus coverage of the UW News Service is coordinated with specialized information services of the College of Agricultural and Life Sciences, the athletic department, University Extension, Medical Center and hospitals, the Wisconsin Union, and WHA and the State Radio Council.

The basic assignment of the News Service, located now in Bascom Hall after occupying a home on Observatory Hill, is providing news and feature stories concerning Madison campus activities. In addition to helping newsmen find their way around the ever-growing campus, the office supplies pictures, information, biographical material, guide services, and public relations services.

The staff is organized in newspaper fashion with reporters assigned to regular beats. The writers check news sources in offices, classrooms, and laboratories; interview faculty and staff members and students; and prepare copy tailored to space and style requirements of modern news media of all kinds.

In addition to Foss, who is responsible for local news, the College of Engineering, women's physical education, commencement programs, and more, the staff includes:

Mrs. Hazel McGrath, who steadfastly covers more than a dozen areas of the University, ranging from anthropology to women's news to the honors program, a member of the force for over 26 years;

Jack Burke, with additional assignments ranging from law to business to planning and construction, 11 years;

And a number of students, working on a part-time basis.

The student-internship program, first of its kind in the country, offers on-the-job training opportunity and provides assistantship compensation.

Many of the stories pertaining to science are prepared by the science writing division of the University-Industry Research program which provides project assistantships and specialized training for graduate students who are preparing for careers in science reporting. They write articles on research for the UIR/Research Newsletter, and for newspapers and magazines.

Alumni of the News Service include:

Michael J. Kirkhorn, The Milwaukee Journal; Jane Brody, New York Times; Robert Lindsay, with UNESCO in Paris; Allen Ostar, executive director of the American Association of State Colleges and Universities;

Malcolm Laing, for some years with UN's FAO in Rome; Lawrence Holmes, Canadian Medical and Breweries' associations; Edward Aebischer, U.S. Oak Ridge Laboratory in Tennessee; Leonard Heffel, American Osteopathic Association; Prof. John McNelly, UW School of Journalism and Mass Communication.

Almost 48 years ago, the late Emer. Pres. E. A. Birge delineated the role of the pioneer News Service in these words:

"The University has to live its life in public and in contact with people in all sorts of ways. You are to paint the portrait of a living institution and keep it before the mind of the people."

That remains the mission today.

American higher education carries a weighty responsibility in the struggle for a free, peaceful, democratic world. If it is to meet this responsibility, it must have adequate public support and interest. Only through public understanding will such support be forthcoming.

Therefore, it is both the privilege and responsibility of the News Service to do all it can to win the understanding and support of the citizenry of the state for the University by helping the press, radio, and television news media tell the Wisconsin story completely, candidly, and continuously.

#

FILE

Two University of Wisconsin professors probably had no idea of what they were starting back in 1870 when they obtained permission to issue a monthly periodical, with columns "open to scientific, literary, or general news articles, written by the students, professors, and friends of the University."

This undoubtedly was the beginning of the UW News Service as thousands of editors, publishers, reporters, students, faculty, and others know it today.

Profs. G. W. Raymer and James W. Bashford told the University administration, 93 years ago, that the school was growing so rapidly that it was time to broaden out sufficiently to let others know about its ever-increasing scope of operations. They published what historians have referred to as an external house organ.

In her book, "Writing and Selling Feature Articles," Prof. Helen Patterson Hyde contended Wisconsin was the first state university to establish a service to send out news. This was a proposal advanced by Prof. Willard G. Eleyer, in 1904 a professor of English, later to become one of the foremost teachers of journalism in the nation. He started the first UW journalism course in 1905. Four ~~years~~ years later, journalism was separated from the English department.

Prof. Eleyer's first effort was a series of articles in 1904 to celebrate the University's diamond jubilee.

After 1910, he had the aid of Prof. Grant M. Hyde, another giant in the UW parade of journalism greats. It was not until the 1914-15 school year, however, that fiscal records showed a separate entry to pay for dissemination of news. Eleyer and Hyde originated a newspaper-size sheet, printed on one side with news stories, complete with headlines that editors could simply scissor out as needed or wanted.

(MORE)

This press bulletin still was being issued in 1947 when it disappeared in favor of complete mimeographed services.

In the early days, it was Pres. Charles R. Van Hise who gave the biggest push to informing the citizenry about the full program of the University, not just its social and athletic activities. His efforts bore fruit, and Wisconsin became known around the world more than a half century ago, particularly for its agricultural research and achievements in teaching.

The title, "Editor of the Press Bulletin," did not appear officially on the records for Bleyer until 1915. It continued until 1929. Prof. Ralph Nafziger edited the bulletin in 1928-30, and George Downer, who served as editor of the sports news service during this era, also handled the complete campus coverage for awhile. Robert Foss assumed the position in 1930.

Foss, who now serves the News Service as assistant director, doubled as an assistant professor of journalism and as assistant in sports news service operations until 1948. Prof. Nafziger is now head of the UW School of Journalism.

The service was known at various times in the 1930s and 1940s as "Press Bureau," "Information Service," and "News Service," and the director's title swung between "editor" and "director." In 1945, however, it was established as "University News Service" and the director's title became official.

Robert Taylor took over when Foss became ill in 1948 and held the position until John F. Newman was named to the directorship in 1959. At the same time, the late Pres. Conrad A. Elvehjem approved a merger of the UW general printing budget for bulletins and catalogues with the News Service, creating the News and Publications Service, under Taylor's direction. He also was appointed assistant to the president at this time. Newman, with extensive service in broadcast news, also teaches in the journalism school.

(MORE)

General campus coverage of the News Service is coordinated with specialized informational services of the College of Agriculture, Medical School and Hospitals, Extension Division, Athletic Department, WHA and the State Radio Council, and the Wisconsin Union.

The UW-Milwaukee News Service is under direction of George Richard, who gained his experience as editor of the Wisconsin Alumnus and close collaboration with the News Service in Madison. Richard has a staff of three, but it is expected to grow as the school continues to mushroom in enrollment and stature.

The basic assignment of the News Service is providing news and feature stories of campus activities in Madison. In addition to helping newsmen find their way around the vast campus, the office supplies information, pictures, biographical material, guide services for visiting firemen, and dozens of other assignments. The staff also publishes a faculty newsletter and calendars of campus events.

The UW News Service is located just east of the old Washburn Observatory, in the former astronomer's residence. The location provides a striking view of the campus and Lake Mendota.

The staff is organized in newspaper fashion with reporters assigned to regular beats. The writers check news sources in offices and laboratories, interview faculty members and students, and prepare copy tailored to space and style requirements of modern news publications.

The staff includes, in addition to Foss, James A. Larsen, science editor for close to 20 years; Mrs. Hazel McGrath, who covers music, the humanities, economics, the honors program, international studies and programs, Letters and Science, speech, and other areas, 18 years; Mrs. Vivien Hone, who does stories on art, English, astronomy, geology, integrated liberal studies, residence halls, and library activities, 14 years; this writer, for the past two years has written about the Hydrobiology Laboratory, Midwest Universities Research Association, Primate Laboratory, psychology, geography, men's phy-ed, and other departments.

(MORE)

The News Service also offers graduate-level specialized training in science and social science writing. At present the students are Hermenegildo Azarcon, from Manila; Jane Brody, Brooklyn, N.Y.; James Scotton, Boston; and Gene Rodgers, Moorestown, N. J. The program, first of its kind in the country, offers an on-the-job training opportunity and provides half-time assistantship pay.

Alumni of the News Service include Robert Lindsay, a member of the University of Minnesota journalism faculty; Malcolm Laing, science writer for the UN's FAO in Rome; Lawrence Holmes, who left Madison to become public relations director for the Canadian Medical Association; Edward Aebischer, public relations, National Academy of Science; Leonard Heffel, division of public and professional service, American Osteopathic Association; and Allen Ostar, director, Joint Office of Institutional Research, Washington, D.C.

Almost 40 years ago, the late Emer. Pres. E. A. Birge delineated the role of the pioneer News Service in these words:

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BURKE

FILE

5/23/69

UW News Service

SPECIAL FOR UW ALUMNUS MAGAZINE

NEWS OF THE U
FOR A CENTURY

The ~~Two University of Wisconsin~~ professors probably had no idea what they were starting back in 1870 when they obtained permission to issue a monthly ^{UW} periodical, with its columns "open to scientific, literary, or general news articles, written by the students, professors, and friends of the University."

Historians cite this as the birth of the UW News Service as thousands of editors, reporters, publishers, radio and television newsmen, students, faculty, and others know it today.

Profs. G. W. Raymer and James W. Bashford told the University administration, almost a century ago, that the school was growing so rapidly it was time "to let others know about its ever-increasing scope of operations." They published what historians have referred to as an external house organ.

In her book, ^e "Writing and Selling Feature Articles," ^e Prof. Helen Patterson Hyde contended Wisconsin was the first state university to establish a service to send out news. This was a proposal advanced by Willard G. Bleyer, in 1904 a

Add one--UW NEWS

professor of English, later to become one of the nation's most distinguished teachers
of journalism. He started the first UW journalism course in 1905, one of the very first in the U.S.
Four years later,
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Prof. Bleyer's first effort was a series of articles to mark the University's
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After 1910 he had the aid of Prof. Grant M. Hyde, another in the UW
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The service was known at different times in the 1930s and 1940s as "Press Bureau," "Information Service," and "News Service"; and the director's title swung between "editor" and "director." In 1945, however, it was established as University News Service, and the director's title became official. Now its full title is University of Wisconsin News and Publications Service, with the publication of catalogues, brochures, and other booklets a division, headed by John E. Gruber.

Prof. Foss recalls the bureau office in an old home on Langdon, across the street from the Red Armory, and dashing to all corners of the campus for news. Sometimes there was a student-reporter to lend a hand, but usually Foss, whose record ^{now} shows almost 40 years under five UW presidents, was on the job alone.

In the mid-1940s, President ~~Edwin~~^{Edwin} B. Fred, now retired, called on Journalism Prof. Scott M. Cutlip to broaden the News Service into the ~~the~~^{total} public relations concept. The big fellow from West Virginia in turn called on Robert Taylor, now a UW vice president, and Clay Schoenfeld for assistance on the renovation project. Schoenfeld is now director of Summer Sessions, professor of journalism and wildlife ecology, and director of the Conservation Communications Program.

Prof. Taylor took over the top post ~~when~~ when Foss yielded the reins two decades ago, and held the position until John F. Newman was named to the directorship in 1959. It was at this time that the late President Conrad A. Elvehjem

Add three--UW NEWS

approved a merger of the general printing budget for bulletins and catalogues with the News Service, under Taylor's guidance. Taylor also was appointed assistant to the president 10 years ago.

Newman, who came with impressive service in broadcast news, also taught in the School of Journalism. Now "Jack" is director of Central Communications for the University.

He was followed by James F. Scotton, trained in education writing in the UW News Service internship program. He had worked as a staff man for an independent news bureau in Washington, D. C. ^{Scotton} ~~He~~ held the post from June, 1964, to June, 1966, when Harvey Breuscher, the present chief, took over command of the office.

Scotton, Breuscher, and Jack Burke, the service's managing editor, all came to the UW after years of service with The Associated Press.

A native of Des Plaines, Ill., Breuscher began his career as a reporter for the Des Plaines Suburban Times. He is a 1950 graduate of Drake University.

General campus coverage of the UW News Service is coordinated with specialized information services of the College of Agricultural and Life Sciences,

Add four--UW NEWS

athletic department, University Extension, Medical Center and hospitals, the Wisconsin Union, and WHA and the State Radio Council.

The basic assignment of the News Service, located for several years in Bascom Hall after occupying a home on Observatory Hill, is providing news and feature stories concerning Madison campus activities. *It helps* ~~In addition to helping~~ newsmen find their way around the ever-growing campus, *(and provides)* ~~the office supplies~~ pictures, information, biographical material, guide services, and public relations services.

The staff is organized in newspaper fashion with reporters assigned to regular beats. The writers check news sources in offices, classrooms, and laboratories; interview faculty and staff members and students; and prepare copy tailored to space and style requirements of modern news media of all kinds.

In addition to Foss, who is responsible for local news, the College of Engineering, women's physical education, commencement programs, and more, the staff includes:

Mrs. Hazel McGrath, who steadfastly covers more than a dozen areas of the University, ranging from anthropology to women's news to the honors program, a member of the force for ~~24~~ 24 years;

Add five--UW NEWS

Mrs. Vivien Hone, who produces colorful stories on art, English, the Arboretum, geophysics, Polar research, among others, 20 years;

Jack Burke, with assignments ranging from law to business to planning and construction, eight years;

And a number of students, working on a part-time basis. These include Robert E. Sullivan and Jan Gams, Madison; Sylvanus Ekwelie, from Biafra; Lynn Behnke, Alpena, Mich.; and Jane Pechman, Bethesda, Md.

The student-internship program, first of its kind in the country, offers on-the-job training opportunity and provides assistantship compensation.

Many of the stories pertaining to science are prepared by the science writing division of the University-Industry Research program which provides project assistantships and specialized training for graduate students who are preparing for careers in science reporting. They write articles on research for the UIR/Research Newsletter, and for newspapers and magazines.

Dr. James A. Larsen, science editor, is program director, assisted by Marlette E. Swenson, associate editor. The student-writers: Bruce G. Ingersoll,

- more -

Add six--UW NEWS

St. Paul; John Wolf, Madison; Dennis L. Meredith, Groves, Tex.; Louise A. Purrett, Dubois, Pa.; Patricia M. Wathen, Clinton, Md.; Linda Weimer, Milford, Conn.; and Michael J. Woods, Dunkirk, N.Y., who is joining the staff of the Toledo Blade this summer.

The science writing program, established by Pres. Elvehjem 20 years ago, is the oldest in the U.S.A.

Alumni of the News Service include:

Michael J. Kirkhorn, The Milwaukee Journal; Jane Brody, New York Times; Robert Lindsay, with UNESCO in Paris; Allen Ostar, executive director of the American Association of State Colleges and Universities;

Malcolm Laing, for some years with UN's FAO in Rome; Lawrence Holmes, Canadian Medical and Breweries' associations; Edward Aebischer, U.S. Oak Ridge Laboratory in Tennessee; Leonard Heffel, American Osteopathic Association; Prof. John McNelly, UW School of Journalism.

Almost 45 years ago, the late Emer. Pres. E. A. Birge delineated the role of the pioneer News Service in these words:

- more -

Add seven--UW NEWS

"The University has to live its life in public and in contact with people in all sorts of ways. You are to paint the portrait of a living institution and keep it before the mind of the people."

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Sept. 1972

UW NEWS AND PUBLICATIONS SERVICE

Telling the University's story to the public is, broadly speaking, the assignment of the News and Publications Service, 10 Bascom Hall.

There are many "publics" to reach.

On the campus, information is needed by students, faculty members, civil service workers, and visitors.

Beyond the campus, there are many persons to keep informed--parents and alumni, prospective students, residents of the Madison community, legislators, persons throughout the state who use University services, taxpayers, and other Wisconsin residents.

The arriving freshman needed information before he set foot on campus. He based his decision to enroll in the University on information from a variety of sources, including bulletins and catalogs from the Publications Service. Reaching Madison, he finds his way with help of a campus map developed by the same agency.

Throughout his years on campus, the student turns to UW publications in making out his course schedule, deciding on a place to live, selecting extracurricular activities. A general interest publication, "Campus Report," offers current news of student and faculty activities. When the student reaches graduation, he consults a commencement program and instruction booklet published by the Publications Service.

At some point in his University career, the student's name may appear in his hometown newspaper or on his hometown radio and television stations. The News Service issues a hometown release when a student wins an honor, takes part in a University event, is elected to an organization position, and--finally--wins his degree.

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DRAFT - MISSION STATEMENT
NEWS AND PUBLICATIONS SERVICE
UNIVERSITY OF WISCONSIN-MADISON

*News
Publications*

The general mission of the University of Wisconsin-Madison News and Publications Service is:

- to provide a comprehensive internal and external information program for the University of Wisconsin-Madison;
- to make full and judicious use of all available media for the dissemination of information about the UW-Madison to its many constituencies and publics; and
- to assist campus departments and units through the provision, coordination, and regulation of editorial and graphic reproduction services.

The internal information program shall be designed to keep students, faculty, and staff fully informed about key policy issues and administrative matters affecting the operation of the campus as well as provide them with news about the campus.

The external information program shall be primarily designed to keep the public--citizens, legislators, government officials--informed on the variety and substance of educational and research programs being carried out on the campus.

In all cases, the primary purpose of the program shall be to provide all who are interested in the UW-Madison with the information they need to have a better understanding of the campus and its programs.

THE UNIVERSITY OF WISCONSIN NEWS SERVICE

Its Purpose

The University of Wisconsin News Service is a major communication channel between the University and the world. It has a dual job. On the one hand, the News Service helps the press, radio and publications media of the state and nation in their task of "covering" the University of Wisconsin. In addition, the News Service helps interpret to the administration and faculty of the University the needs, desires, and reactions of the citizenry of Wisconsin. In these ways the News Service functions as a vital link between the people of the state and their University--serving the press and serving the University in the interests of utilitarian higher education for Wisconsin citizens.

Its Organization

The University of Wisconsin News Service is a part of a three-unit communications team on the Wisconsin campus. On the same team are the University of Wisconsin Sports News Service and the University of Wisconsin Agricultural News Service. All University activities which do not stem from the Department of Intercollegiate Athletics or from the College of Agriculture are reported through the UW News Service. The three news services work closely together.

The University of Wisconsin News Service is responsible to the President of the University through the Vice President of Academic Affairs. A number of News Service personnel hold dual assignments on the staff of the U.W. School of Journalism.

The News Service is located in the Observatory Hill Office Building in the center of the Madison campus (phone U. 2633 or 5-3425).

Its Services

The University of Wisconsin News Service has four principal fields of activity: press, radio, publications, and special services. In each field, "service" is the motto--service to the University and service to the public.

PRESS

The basic job of the News Service is press coverage--writing stories about the University for the newspapers and magazines of the state and nation.

In an average day the News Service turns out 5 different news and feature articles and 267 local items and personals.

Wisconsin weeklies are provided with one feature story for each issue, plus many "local items," and a periodic mat service.

Wisconsin dailies are each provided directly with an average of 55 stories a month, plus many "local items."

Madison and Milwaukee newspapers, Madison radio stations, Madison correspondents of other newspapers, and the press associations are provided with an average of almost four stories a day, plus many "local items."

National magazines and newspapers outside of Wisconsin receive releases varying from one to 20 during a month, each tailored to fit the "market."

Custom assignments of all types are undertaken upon request. Thanks to News Service cooperation, Wisconsin is the "representative Midwest university" in many national and international surveys.

All appropriate University departments are visited by News Service reporters at least once a week. Each News Service staff member has a "beat." Special attention is paid to stories which explain the University's teaching, research, and public service activities. Regent and faculty meetings are covered in detail.

RADIO

Each week the News Service supplies 72 Wisconsin radio stations with a 15-minute recorded program, built around University band, orchestra, and choral music.

The News Service makes available to radio stations special records of University of Wisconsin songs.

The News Service also supplies radio news editors and newspaper radio editors with custom-written stories about University activities.

PUBLICATIONS

Periodicals: To 110,000 alumni, parents, editors, faculty members, and friends of the University, the News Service sends every other month the "Badger Report," a four-page letter-size chronicle of University news.

To 1,900 faculty members the News Service sends every other week the "Memo," a four-page note-size compilation of information of special interest to University teachers.

To 4,000 key alumni, friends, administrators, faculty members, and editors the News Service sends every week the "Facts," a four-page note-size summary of timely and significant trends at the University.

To 200 University administrators, interested faculty, and Wisconsin Alumni Association directors, the News Service sends every month the "mirror," a collection of editorial comments about the University.

Bulletins: For new students and campus visitors the News Service has developed a pictorial brochure called "This Is the University of Wisconsin." Tucked into a flap in the cover are a "University History Digest" and a map of the campus.

For singing groups on and off the campus the News Service offers "Songs to Thee, Wisconsin," a booklet containing words and music for 20 famous, authentic Badger songs.

Special University events, functions, and services form the subject-matter for other current News Service bulletins. These include booklets on atomic energy, the campus visit of Prime Minister Nehru, the famous "sifting and winnowing" plaque on Bascom Hall, the Engineering Experiment Station, the Knapp Scholarships, Wisconsin Professorships, public service activities, the dedication of Birge Hall, the School of Nursing, faculty housing, and finances.

As the people of the state and the University staff express the need for other special bulletins about the University, the News Service keeps its bulletin service up-to-date.

SPECIAL SERVICES

Photographs: Through the University Photographic Laboratory, the News Service keeps newspaper and magazine editors supplied with timely pictures of University events, people, buildings, and scenes.

Reprints: As pertinent articles about the University appear in state and national publications, the News Service makes reprints for distribution to interested people on and off the campus.

Conferences: Every fall the News Service arranges campus get-togethers of Wisconsin weekly and daily newspaper editors and radio executives.

Miscellaneous: Because it lives "close to the people," both on and off the campus, the News Service falls heir to a great variety of miscellaneous jobs. These run the gamut from planning and drafting campus programs to summarizing statistically all the off-campus services of the University, escorting campus visitors, advising student publications, helping arrange campus institutes, maintaining biographical files, collecting and collating documents on higher education, and mailing material for other University departments.

Its Policy

It was the late President Emeritus E. A. Birge who delineated the role of the pioneer University News Service more than 25 years ago. He said:

"The University has to live its life in public and in contact with people in all sorts of ways. You are to paint the portrait of a living institution and keep it before the mind of the people,"

This is the mission of the News Service today. American higher education carries a heavy responsibility in the struggle for a free, peaceful, democratic world. If it is to meet this responsibility, it must have adequate public interest and support. Only through public understanding will such support be forthcoming. Therefore, it is both the privilege and the responsibility of the University News Service to do all that it can to win the understanding and support of the citizenry of the state for their University by helping the press of the state tell the University story candidly, completely, and continuously.

<u>Type of Story</u>	<u>Person to Call</u>	<u>Univ.Ext.</u>	<u>Res. Phone</u>
Matters of University policy; news relating to Regent action or Presidents Office; general University news originating in Letters & Science, Commerce, Engineering, Pharmacy, Music, etc; requests for biographical information, pictures, background material.	Robert Taylor, or Clay Schoenfeld, or Robert Foss Observatory Hill Office Building	2633	5-0973 6-8685 Middleton 2460-7
News of Medical School and Wisconsin General Hospital	Dr. Robert Parkin 418 N. Randall Ave.	8-237	3-1562
News of Memorial Union activities	Mrs. Betty Dauchert Memorial Union	4426	6-0852
News of Radio Station WHA and State Radio Council	Harold M. Engel Radio Hall	3422	5-2988
News of University's Extension Division	Allan Ostar Ex. Building	4113	6-1255
News of College of Agriculture, Home Economics, Agricultural Extension, Agricultural Experiment Station.	Bryant Kearn Ag. Hall	3120	6-5646
News of Athletic Activities	Art Lentz	3216	3-4283

The Educational Institution's Press Bureau -- Its Purposes, Functions, and Set-Up:

1. Purposes and Functions:

The press bureau of an educational institution has three general purposes or functions. First, it must sell the school to the public, especially if it is a state-supported institution. Secondly, it must try to attract students to the school, especially the upper-ranking students of the high schools of its state or other drawing area. Thirdly, it must always try to promote the prestige of its school, both educationally and scientifically.

All three of these purposes may be fulfilled in one single story or picture or radio talk, magazine article, or in a moving picture news reel. Or a single purpose may be accomplished in a single publicity method. It is evident, of course, that it may be more economical to put across all three purposes in a single story or a single picture, but on the other hand, it must be recognized that there is danger in attempting to make the average human mind grasp too much at any one single time.

Accomplishment of these three purposes depends entirely on the publicity methods used, and on the set-up one uses in getting the publicity material out to the public or to the prospective students and parents of students.

2. Publicity methods:

I have given the name publicity methods to the various means

which the publicity man can employ in reaching the public, including prospective students and parents of students. These means are newspaper stories, magazine articles, radio, moving picture news reel shorts, public platform speaking, direct mail advertising, and personal contact.

Under newspaper stories and magazine articles I include everything from brief human interest stories of student activities and accomplishments to educational and scientific feature articles written in popular form. These stories and articles may be sent ~~directly~~ out to general lists of newspapers, or they may be aimed directly for some one newspaper or magazine, or they may be aimed directly at the home-town newspapers or other publications there. They may even be designed for the student's high school newspaper -- especially those stories of student activities.

News pictures and mats made from the cuts of pictures may also be sent along with these news and magazine stories. But if the publicity man sends out either photographs or mats with a story, he must be sure that the story warrants the additional expense of the picture or mat, and that such picture or mat will aid materially the accomplishment of the purpose or purposes of the story. Great waste in operating funds may creep in here if care is not exercised.

Radio programs may be established in cooperation with the radio station of the educational institution, if there is one, or with other local radio stations. Music, drama, or educational and scientific speaking programs may be arranged, with the school's students and faculty cooperating in putting on the programs. Many radio stations welcome such arrangements, and the time on the air costs the school nothing more than the effort to put on the programs.

Dramatic programs revealing the school's achievements in education, science, and public service are always good.

Moving picture news reel shorts may be arranged with the nationwide news reel publishers, if the school has an idea to offer which can be "put across" on the screen in a few minutes time, and at the same time have enough human interest to make it worth-while. Strange demonstrations by scientific experts on the faculty, unusual activities of students, or brief statements on social, economic, or even political subjects by widely known and respected faculty members may appeal to the news reel publishers.

Public platform speaking and personal contacts may be carried out by the faculty or administrative officials of a school, with arrangements being made by the publicity office. The effectiveness of this means is well known. Also, a Student Speakers Bureau is a valuable aid in any publicity program.

Direct mail advertising, embodied in the circulars and booklets describing the school, its courses of study, its rooming and recreation facilities, etc., is important. Here the publicity man must get human interest appeal into the advertising without forgetting educational dignity. The publicity matter in this advertising must be aimed at the groups one wants to reach, whether they be students, parents, or the public generally.

3. Publicity Department Set-Up:

The general publicity department set-up is very important. Here one must be very thorough if one is to get the best results, and strict economy must be the constant watchword if one is to guard against throwing money away. If one is careful, a good press bureau

need not be expensive, and the results attained will be exceedingly profitable -- they may even mean continued life to the small school.

The press bureau operating funds must be carefully budgeted, and the expenditure of every penny so designed as to bring the greatest results to the school.

The back-bone of the publicity set-up is the newspaper material to be sent out. Here one must first lay out the territory into which one wants to direct his material. What is the area from which the school gets most of its students? If the school is a tax-supported institution, the whole state, of course, is the area of primary appeal.

Once this territory is outlined, the next step is to get a complete list of all daily and weekly newspapers in that area, or which circulate in that area. Leading citizens in various communities of the area can be contacted with material also. High school bulletin boards and newspapers should be listed, and if printed clip sheets are sent out, libraries constitute a good list to contact with them.

Contact radio stations in the community or here and there in the area, and try to furnish them with a school program. Get in touch with the nearest headquarters of a moving picture news reel publisher, such as Movietonews, Inc., and see if you can sell them an idea. Contact high school principals and superintendents with the idea of furnishing them faculty speakers for their student assemblies. They might even pay expenses. And consider the possibility of sending out direct mail advertising to prospective students and their parents with a human interest appeal -- not the mere listing of courses and faculty and expenses.

Here at Wisconsin we publish a weekly clip sheet which is sent

to all daily and weekly newspapers in the state, all high schools, all libraries, and leading citizens in various communities throughout the state, as well as to leading newspapers, magazines in both general and trade fields, and alumni clubs all over the United States. We send special articles on anything asked for by anybody who has a means of telling the same story to any number of people. We send special stories with local angles, both with and without photographs and mats, to both daily and weekly newspapers in the state, to all high school newspapers in the state, and to selected newspapers outside the state. We furnish radio stations in Wisconsin and the nation with any kind of material, either for special programs or for their regular news broadcasts. We draw up direct mail advertising which is sent to the upper tier of students who are interested in the State University.

We have outlined our area, obtained our newspaper and other publications lists, and we have made them up so that they can be used in different ways -- ways in which we know they will prove most effective.

For instance, we have complete lists of all daily and weekly newspapers in Wisconsin, and of all leading daily newspapers in each state of the Union. We use the entire weekly newspaper list for some material, and the entire daily newspaper list for other material. We also have both daily and weekly newspapers divided by counties, so that if a student or students from such-and-such a county engages in some interesting activity or accomplishes some honor at the University we can send a story about him to the county papers of his home county. Because of the local name, they are bound to use it.

News Service

REPORT OF THE PURPOSES AND FUNCTIONS
OF THE
UNIVERSITY PRESS BUREAU

Generally speaking, the University of Wisconsin Press Bureau has only one purpose -- to spread honest and truthful factual information concerning the University throughout the State of Wisconsin especially, and also throughout the nation. This is the general aim and ideal of the Press Bureau, although to gain this end it may and does indulge in several functions, and operates along a variety of lines. It is the purpose of this report to outline these functions, and to enumerate the various ways in which the bureau attempts to serve the University on the one hand and the people of the state on the other.

Briefly, I should like to discuss the specific functions of the Press Bureau in trying to accomplish its general aim. In the first place, and very obviously, the Press Bureau tries to "sell" the University to the people of the state by spreading information concerning the University throughout the state. Secondly, the Press Bureau attempts to attract the upper-ranking students of the high schools of the state to their own University. Thirdly, the Bureau tries always to promote the prestige of the University, both educationally and scientifically. Finally, the Bureau attempts to spread such information throughout the state that the people of Wisconsin may have a better understanding of the problems of their University, and of its relation to the state. These functions are very important because it is only on the basis of complete and thorough understanding of the University and its aims and ideals that the goodwill of the people of the state for the University can be gained.

As I mentioned before, the Bureau attempts to accomplish its aims through a variety of methods, commonly referred to as publicity media.

When I came on the Press Bureau in 1930, its method of operation was mainly through the newspapers. The Bureau handled publicity for various University events, sent out mimeographed and typewritten news stories, and printed a clip sheet known as the Press Bulletin, a copy of which is attached to this report. At that time the mailing list of the Press Bulletin consisted only of newspapers, magazines, and a few hundred influential citizens scattered throughout the state who had requested that it be sent to them. This bulletin was established in 1906 I believe, and its mailing list had been built up through the years on the basis of requests. Originally it was meant to serve only the weekly newspapers of the state. Such was the operation of the Press Bureau in 1930 when I became assistant editor.

A year later I was named editor of the Bureau and following discussions with different members of the faculty and administrative staff, I began a program of expansion of the Bureau's services and methods of operation.

This program has been expanded until, at the present time, the Bureau operates under seven distinct kinds of publicity media. I should like to enumerate these various methods, and say a few words about each one.

1- Newspaper Publicity: The Bureau still carries on its work with the newspapers, furnishing newspaper editors and correspondents with typewritten and mimeographed releases, handles publicity for a wide variety of University events, handles a large number of releases such as statements and reports for various kinds of meetings ranging all the way from various conferences held on the campus to statements and reports coming out of the Board of Regents and faculty meetings. The Bureau also continues publication of the Press Bulletin, which has now been put on a bi-weekly basis because it was felt that a wider variety of news stories should be furnished the newspapers. Thus, although the bulletin

now goes out only every other week, carrying general scientific and educational stories, the amount of mimeographed "home-town" stories of activities of students and others on the campus has been increased to a very great extent. This was done because a survey conducted among daily and weekly newspapers of Wisconsin and the nation revealed quite clearly that editors wanted a larger amount of news concerning people from their towns. The Bureau also furnishes newspapers with a large number of pictures and mats of University events and personalities.

2- Magazine Publicity: The Bureau is constantly at the service of magazine editors and writers, furnishing them with a wide variety of scientific and educational facts which furnish the basis for magazine articles. Pictures are also furnished to magazines. The Bureau receives requests ~~from~~ magazines for pictures and information almost daily, and such requests received by other officials of the University are always referred to the Press Bureau to be taken care of.

3- Personal Contacts: The editor of the Press Bureau constantly works with newspaper men -- reporters of the local newspapers, correspondents of other Wisconsin and out-of-state newspapers, correspondents and writers for various magazines, and members of the local Press association staffs. The Bureau also constantly works with radio editors and program directors not only locally but in other cities of the state as well, and furnishes radio news editors with news items concerning the University for their news broadcasts.

4- Radio: During the past three years the Bureau has used radio as one method of operation. During the school year 1934-35, the Bureau commenced to broadcast radio programs over State Station WHA and Station WIBA in Madison and WTMJ and WISN in Milwaukee. These programs, run under the general title of Voice of Wisconsin, were all 15-minute speaking or dramatic programs, publicizing the public services carried on by the University, and the scientific achievements of the University. In

the following year 1935-36, the Bureau continued the Voice of Wisconsin series over Stations WHA and WIBA in Madison. Then the Bureau undertook the work of recording electrically these various programs, and the records were sent to a number of stations in various cities of the state for broadcast in those communities. The radio stations which carried the programs through the use of the records were: WKBH in La Crosse, WEBC in Superior, KDKH in Fond du Lac, WEMP in Milwaukee, and WRJN in Racine and Kenosha. This radio work has been continued again this year, with both Madison stations carrying two programs weekly, and electrical recordings again being furnished stations in all parts of the state. To last year's list this year has been added three other stations, WLBL at Stevens Point, WHBL at Sheboygan, and WEAU at Eau Claire. This year also the Bureau furnished the ABC chain of stations with three half-hour programs advertising the University, and three other programs have now been submitted to the NBC system. It is hoped that one or more of these programs will be broadcast over the NBC networks in the near future. The Bureau put on two programs over NBC early in 1935 and cooperated with the Alumni association in two alumni broadcasts for the University over an NBC network in 1936 and again in 1937.

5- Speakers Bureau: Early in 1935 the Press Bureau cooperated with the officers of the senior class of that year in the establishment of a Student Speakers Bureau. Senior class officers operated the Speakers Bureau themselves until the close of the 1935 school year and during the summer and early fall the bureau was put under the management of the Press Bureau. The Bureau is operated under a joint committee of faculty and students, with the speakers certified by the speech department and the musicians certified by the school of music. The editor of the Press Bureau manages the Speakers Bureau at the present time, sends out all announcements, takes care of all schedules for filling engagements, handles all correspondence and takes care of all

publicity. The work and scope of the Speakers Bureau has gradually increased and by the end of this year it is estimated that approximately 75 clubs will have been furnished with one or more programs. The Bureau operates on a cost basis, that is, entertainers are sent out for mere travelling expense and meal costs. No fees are charged. This Bureau really has a three-fold purpose. First, it gives able student speakers experience in presenting their ideas before adult groups. Second, it furnishes various clubs and organizations in Wisconsin with programs and entertainment. And finally, it indirectly creates good will for the University, not only through the service which it renders to citizens of the state, but also because it provides an opportunity for citizens of the state to see and talk with students from the University; and one of the bases on which these students are chosen to be sent out by the bureau is because they are a credit to their University.

6- Direct Mail: During the last three years also, the Press Bureau has added to its operating methods the work of sending out considerable direct mail publicity for the University. In 1935, 10,000 32-page booklets, printed in two colors, and entitled "Wisconsin's University", were printed and distributed, with the help of several persons on the University staff, to the top-ranking high school graduates of that year. These booklets were also sent to high schools and libraries and newspapers throughout the state. Then in 1936 two booklets were written and printed, The first of these early in the spring and summer of 1936 was entitled "Your University and Your Career". This was a 32-page booklet in two colors and again it was distributed to the top-ranking high school graduates of that year throughout the state and high school principals, libraries, and newspapers were also sent copies. In the fall of 1936 this booklet was revised, reduced to 24 pages, and given a new title: "Your University". 10,000 copies of this booklet were printed and it has been used as a souvenir booklet to pass out to

the various meetings of state citizens and high school students held on the campus.

In 1934-35 the Press Bureau also started the publishing of a four-page tabloid size newspaper containing stories and articles about the University, its students, faculty, and alumni. This four-page paper, called the "Wisconsin Chats" is sent to the parents of all present students, to about 8,500 of the top-ranking high school seniors in Wisconsin, to several thousands 4-H club leaders in the state, and to alumni clubs, high schools, and libraries in the state. During the first year we published five issues of this paper and in 1935 we published four issues. This year again we are publishing four issues during the school year. We believe that if it is possible in the future, it would be a good idea to publish more issues of this paper as a means of promoting good-will for the University on the part of the parents of the University students. A number of communications have been received from parents throughout the state thanking the University for sending the paper to them and expressing the hope that it would be continued in the future. It should be mentioned here that the work of compiling mailing lists and of mailing this publication out is a considerable job since about 20,000 copies of each issue are sent out. Since the "Chats" was established the University's NYA set-up has made possible the work of distributing it, and if the NYA should be discontinued of course other provision would have to be made to take care of the mailing work.

7- Movies: Several times during the past three years the Press Bureau has been able to persuade moving picture newsreel people in Chicago to come to the University to make pictures which have been included in the newsreels sent to theatres in all parts of the country. The Press Bureau is constantly on the search for any material or event here at the University which would lend itself to newsreel production, and our contact with the Chicago newsreel concerns have been kept open

to take advantage of any opportunity that might arise. It has been suggested several times by the Press Bureau that short films revealing the work of the University in public services, education, and science be made for use in schools of the state and before various clubs and organizations as well as for use in theatres. Films of athletic events have been made each year, but that is as far as the work has gone up to the present time.

These various methods of operation have constituted the work of the Press Bureau in attempting to bring information concerning the University not only to the people of Wisconsin but to the citizens of other states as well. This program is by no means absolutely rigid from year to year. As has been shown, the work has expanded a great deal during the past few years and the editor of the Bureau is constantly on search for new ideas and new ways in which to spread honest and truthful information concerning the University. As to the future, we have in mind now the publication of more issues of the "Chats", and the possibility of making film shorts illustrating the work of the University. At the present time we are also working on a new publication revealing the many public services of the University, and their widespread use throughout the State of Wisconsin. When this booklet is finished we have in mind another booklet depicting the story of scientific achievements of the University and its staff. We have already gathered considerable material for this booklet, and it but waits for time to write it.

Finally, the editor of the bureau wishes to say that he is always open to suggestions on the part of any members of the University staff or any citizen of the state which will help him to do a better job in explaining the aims and ideals of the University of Wisconsin to the people of Wisconsin and the nation.

File - News Service

R. TAYLOR

REPORT OF THE PURPOSES AND FUNCTIONS
OF THE
UNIVERSITY NEWS SERVICE

Through the subnormal depressing Thirties and the abnormal warring Forties so far, although both added some new duties the University of Wisconsin News Service has continually and constantly adhered to the line of its main purpose--to spread factual information concerning the University throughout the State of Wisconsin especially, and throughout the nation generally. This is the single aim and ideal of the News Service, to serve the University on the one hand and the news gatherers on the other hand, and to gain this end it participates in several functions and operates along a variety of lines. It is the purpose of this report to outline these functions, and to enumerate the various ways in which the bureau attempts to carry out its aim of service to the University and the people of the State.

This report outlines the specific functions of the News Service in trying to accomplish its aim. In the first place, the News Service tries to do its part in explaining the University to the people of the state by spreading accurate, honest, factual information concerning the University throughout the state. Secondly, the News Service attempts to do its part in attracting the upper-ranking students of the high schools of the state to their own University. Thirdly, the Service tries to do its part always to promote the prestige of the University in its work in the fields of education, science research, and public service. Finally, the Service attempts to spread factual information in all ways throughout the state that the people of Wisconsin may have a better understanding of the problems and needs of their University, of the educational and scientific work that it does, and of the public services it carries on. These functions are
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important, because it is believed that it is only on the basis of complete and thorough understanding of the University and its aims, ideals, and services and the satisfactory use of those services, that the good will of the people of the state for the University can be constantly gained and maintained. The News Service constantly keeps this in mind and continually tries to do its share to achieve the ends desired in the traditional democratic manner.

The Service attempts to accomplish its aims through a variety of methods, commonly referred to as publicity media. When I came to the News Bureau, as it was known then, in 1930, its method of operation was mainly through the newspapers. The Bureau handled publicity for various University events, sent out mimeographed and typewritten news stories, and printed a clip sheet known as the Press Bulletin. At that time the mailing list of the Press Bulletin consisted of newspapers, magazines, and a few hundred influential citizens scattered throughout the state who had requested that it be sent to them. This bulletin was established in 1912, and its mailing list had been built up through the years on the basis of requests. Originally it was meant to serve only the weekly newspapers of the state. Such was the operation of the News Bureau in 1930. During the years since, in spite of depression and war, and as a result of continual discussions with different members of the faculty and administrative staff, the name of this department of the University was changed to News Service, and its services and methods of operation has been steadily enlarged.

This program has been expanded until, at the present time, the Service operates under seven distinct kinds of publicity media. Below are enumerated these various methods, with a few words about each one.

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1) Newspaper Publicity: The Service still carries on its work with the newspapers, furnishing newspaper editors and correspondents with typewritten and mimeographed releases, handles publicity for a wide variety of University events, handles a large number of releases such as statements and reports for various kinds of meetings ranging all the way from various conferences held on the campus to statements and reports coming out of the Boards of Regents and Visitors and faculty meetings. The Service also continues publication of the Press Bulletin, which has now been put on a bi-weekly basis because it was felt that a wider variety of news stories should be furnished the newspapers. Thus, although the bulletin now goes out only every other week, carrying general scientific and educational stories, the amount of mimeographed releases, and "home-town" stories of activities of students and others on the campus, has been increased to a very great extent. This was done because a survey conducted among daily and weekly newspapers of Wisconsin and the nation revealed quite clearly that editors wanted a larger amount of news concerning people from their towns, and were more apt to use well-typed articles. The Service also furnishes newspapers with a large number of pictures and mats of University events and personalities, with close to \$100 monthly budgeted for this service alone.

For mailing its University news and information, the Service has a number of different mailing lists, some news media and some direct mail. These mailing lists have been built up separately to facilitate the distribution of news and information and the "aiming" of it all or single or combinations of groups for definite purposes.

Following are our mailing lists which can be used separately or together or in combination: (NM-News Media; DM-Direct Mail)

Education Editors	21	High Schools	458
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Science Editors	9	General Local Mail List	11
Feature Editors	8	National	150
Photo Feature Editors	13	Sports Editors (Wis.Weekly)	15
Wisconsin Radio	24	Faculty	129
Wisconsin Dailies	43	Public Library	210
National Radio	19	Board of Regents	10
A. (Sports)	117	Board of Visitors	12
B. (Sports)	166	Wisconsin Weeklies	301
Radio (Sports)	74	Wisconsin Legislators	133
High School Papers	200	Parents of Students	12,000
Collegiate Papers	400	4-H Club Leaders	2,500
Local Area Sports List	11	Prospective Students	12,000
		General Local Sports List	18

2) Magazine Publicity: The Service is constantly at the service of magazine editors and writers, furnishing them with a wide variety of scientific and educational facts which furnish the basis for magazine articles. Complete articles and pictures are also furnished to magazines. The Service receives requests from magazines for pictures and information constantly, and such requests received by other officials of the University are referred to the News Service to be taken care of.

3) Personal Contacts: The editors of the News Service constantly work with newspaper men and women--reporters of the local newspapers, reporters, editors, and correspondents of other Wisconsin and out-of-state newspapers, sports editors, correspondents and writers for various magazines, and members of the local Press Association staffs. The Service also constantly works with radio editors and program directors not only locally but in other cities of the

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state as well, and furnishes radio news editors with news items concerning the University for their news broadcasts.

4) Radio: During the past eleven years the Service has used radio as one method of operation. During the school year 1934-35, the Service commenced to broadcast radio programs over State Station WHA and Station WIBA in Madison and WTMJ and WISN in Milwaukee. These programs, run under the general title of Voice of Wisconsin, were all 15-minute speaking or dramatic programs, publicizing the educational work and the public services carried on by the University and the scientific achievements of the University. In the following year, 1935-36, the Service continued the Voice of Wisconsin series over Stations WHA and WIBA in Madison. Then the Service undertook the work of recording electrically these various programs, and the records were sent to a number of stations in various cities of the state for broadcast in those communities. It was at this time that the News Service teamed up with the University Band to begin production of the present series of broadcasts. These are half-hour programs, broadcast weekly directly over about 10 Wisconsin stations, with other stations being furnished with recordings of the programs. Besides the music of the band, each program contains from four to six minutes of messages on some phase of the University's work for the State in the fields of education and professional training, science research, and public service. The Service put on two programs over NBC in 1935 and cooperated with the Alumni Association in an annual alumni broadcast in connection with University Founders' Day over an NBC or a state network from 1936 through 1942.

5) Direct Mail: During the last eleven years also, the News Service has added to its operating methods the work of sending out considerable direct mail publicity for the University. In 1935,
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10,000 24-page booklets, printed in two colors, and entitled "Wisconsin's University," were printed and distributed, with the help of several persons on the University staff, to the top-ranking high school graduates of that year. These booklets were also sent to high schools and libraries and newspapers throughout the state. Then in 1936 two booklets were written and printed. The first of these early in the spring and summer of 1936 was entitled "Your University and Your Career." This was a 32-page booklet in two colors and again it was distributed to the top-ranking high school graduates of that year throughout the state and high school principals, libraries, and newspapers were also sent copies. In the fall of 1936 this booklet was revised, reduced to 24 pages, and given a new title: "Your University". Ten thousand copies of this booklet were printed and it was used as a souvenir booklet to pass out to the various meetings of state citizens and high school students held on the campus. In 1938 the Service published 20,000 copies of the bulletin "A Story of Public Service" and distributed it throughout the state. Also in 1938 and again in 1940, 1942, and 1944 the Service cooperated with the President's office in publishing and distributing the President's reports of those years.

At the present time, we are now working on eight other booklets, depicting the story of various achievements of the University and its staff during its first 100 years. These booklets are planned for use in connection with the University's Centennial celebration in 1948-49. They follow:

1. 100 years of Wisconsin education;
2. 100 years of Wisconsin public service;
3. 100 years of Wisconsin science;
4. 100 years of Wisconsin social science;

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5. 100 years of Wisconsin's gifts and grants, entitled "Living Memorials";
6. 100 years of Wisconsin's Regents;
7. 100 years of Wisconsin's Athletics;
8. 100 years of Wisconsin's physical campus, a general descriptive booklet.

In 1934-35 the News Service also started the publishing of a four-page tabloid size newspaper containing stories and articles about the University, its students, faculty, and alumni. This four-page paper, called the "Wisconsin Chats" was sent to the parents of all students, to about 8,500 of the top-ranking high school seniors in Wisconsin, to several thousand 4-H Club leaders in the state. During the first year we published five issues of this paper and in 1935 we published four issues. In 1936 we again published four issues during the school year. A number of communications were received from parents throughout the state thanking the University for sending the paper to them and expressing the hope that it would be continued in the future.

At the same time, I began to realize that our University had no way of reaching all of its alumni on a regular schedule. Members of the Alumni Association, who receive the Alumni Magazine, constitute only a part of the total number of our graduates. I think that about 7500 of our graduates are members of the Association, whereas we have a total of about 68,000 graduates, and our Alumni Records office has their addresses. So, in 1938, in order to reach all Alumni of the University as well as all parents of our students with a regularly issued message from their University, I changed the "Chats" into "The Badger Quarterly" of the University of Wisconsin. This publication is edited by the News Service, with a part of its

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space reserved for the Alumni Association. Published four times a year, each issue had a circulation of close to 90,000 copies in pre-war times, with about 75,000 copies distributed in Wisconsin. In conformity with wartime paper-saving regulations, the circulation was reduced to 60,000 and was circulated wholly to alumni and citizens in Wisconsin alone, or to Wisconsin alumni in the armed services. The News Service mailing list, compiled completely new annually, is made up of parents of all University students; all 4-H Club Leaders in the state; in normal times about 12,000 high school seniors each year in the upper third of their graduating class; members of the legislature; all Wisconsin high schools and libraries; and faculty members. The Quarterly is sent to all alumni of the University by the Alumni Association. During war years, with the reduced circulation, the Association mailed out about 42,000 copies and the News Service mailed out 18,000. In normal times with the circulation reaching 90,000, about 68,000 go to alumni with the remainder mailed by the News Service. This important fact must be kept in mind: The Badger Quarterly is the only regular publication of the University which continually reaches all alumni and parents of students of the University.

6) Movies: Several times during immediate prewar years the News Service was able to persuade moving picture newsreel people in Chicago to come to the University to make pictures which have been included in the newsreels sent to theatres in all parts of the country. The News Service is constantly on the search for any material or event here at the University which would lend itself to newsreel production, and our contact with the Chicago newsreel concerns have been kept open to take advantage of any opportunity that

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might arise. It has been suggested several times by the News Service that short films revealing the work of the University in public services, education and science research be made for use in schools of the state and before various clubs and organizations as well as for use in theatres. Films of athletic events have been made, and the News Service and Photo Lab and Radio Station WHA collaborated in producing a thousand foot sound film of the University's war service and training work, but that is as far as the work has gone up to the present time. We hope that films on education, science research, and public service work may be done in the near future, and that funds can be provided for them.

7) Cardinal: The News Service publishes and edits The Summer Cardinal during the summer months, from June to September each year, and in connection therewith has the duty of editing and publishing the Freshman Cardinal, which is mailed to all incoming first year and advanced standing students early each fall, as one of their first introductions to their campus homes. The Freshman Cardinal is published in conjunction with the Registrar's office which handles the mailing and distribution. It contains complete information on the University, the campus, and rules and regulations pertaining to students. The Service and its editors also acts as liaison office and link between the University and the Daily Cardinal during the rest of the year.

8) Sports Publicity: The Service also handles all sports publicity for the Athletic Department and all relations with sports editors of newspapers, magazines, and radio stations throughout the state and nation. This is an important phase of work since it deals with a considerable portion of the public with whom the University comes in direct contact. In this connection the Service also edits

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and publishes programs for sports events on the campus, including the Football Program and Athletic Review for each Wisconsin home football game. The advertising for this program is sold by the Service and all printing and engraving handled. Much University publicity and pictures are put into this program of which from 40,000 to 70,000 are distributed throughout the state each year. It is planned that a full-time sports writer will be put in charge of this work soon.

9) The News Service and its editor also handles publication of University Directories during each semester, selling all advertising to raise funds to help pay its printing costs. Formerly this publication cost the University from \$2,000 to \$2,500 annually, but now the Service sells advertising in the Directory and supervises its sale to students to raise funds to pay for it. From 7,000 to 7,500 Directories are provided to the University each year. It is planned that the Directory printing will go back through regular state printing channels this year.

These various methods of operation have constituted the work of the News Service in attempting to bring information concerning the University not only to the people of Wisconsin but to the citizens of other states as well. Like other departments, the Service was handicapped during the war years by personnel shortages and almost constantly changing clerical staff. In addition to regular duties, the Service gave full cooperation to both Army and Navy public relations offices on the campus to help with their work and to jibe their work in with University publicity policy. The Service also gathered a considerable amount of factual material, photographs, and motion pictures of our University in its war work. In large respect, the Service was the University's clearing office

(more)

in compiling much of this war work story.

The Service's entire program is by no means absolutely rigid from year to year. As has been shown, the work has expanded a great deal in recent years and the editors of the Service are constantly in search for new ideas and new ways in which to spread factual information concerning the University. The editors wish to say that they are always open to suggestions from any member of the University staff or any citizen of the state which help the News Service to do its part in explaining the aims and ideals of the University of Wisconsin to the people of Wisconsin and the nation.

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File [News Service]

REPORT OF THE PURPOSES AND FUNCTIONS
of the
UNIVERSITY OF WISCONSIN INFORMATION SERVICE

Much confusion exists today among the terms "publicity", "public relations", and "propaganda". Part of this confusion is due, of course, to the fact that words have different meanings to different individuals, depending upon their own knowledge and understanding and experience. And part of it is due also to the usages to which such terms have been put in recent years in different parts of the world under drastically differing ideologies. Speaking both theoretically and practically, such confusion is not limited to these terms, but exists throughout the whole realm of ideas and language in our modern world. It is one of the weaknesses of our modern society which vastly improved and speedier methods of communication can, and we hope will, strengthen for the welfare and benefit of all.

Because of this confusion, it is difficult to define in terms acceptable to everybody such words as "publicity", "public relations", and "propaganda". For our own purposes in the University of Wisconsin Information Service, we have attempted to prescribe some sort of definitions for them as a means of guiding our work. These general definitive ideas are:

1. We look upon publicity as the direction and guidance of public attention to some particular public event or idea which we wish to have the public attend or absorb, under the general democratic assumption that, given all the facts, citizens will discuss freely and intelligently and make up their minds solidly and soundly.
2. Part of this definition of "publicity" overlaps any definition of "public relations", which may be further defined as the guidance of those plans and policies and programs, affecting

the public, in those frank and open ways through which all citizens may fully understand the problems and their solutions and effects. Thus, public relations is more in the realm of ideas and policies, than events, which fall more under the definition of publicity, although both may be more or less tied together.

3. Part of the overlapping between these two definitions, and between both of them and "propaganda", is responsible for the halo of confusion which surrounds all of them. "Propaganda" is the long-time trend or objective of both publicity and public relations, that is, the long-time effort to channel and guide human thought and feelings and reactions to those objectives desired under the democratic way of life. Under this definition it is not necessary to go into the arguments concerning "good" and "bad" propaganda.

It is to be noted that the word "democratic" is used in the above definitive attempts. It was done so purposely, because the definitions of the words, under which the University of Wisconsin Information Service operates, must fit the system under which we live. Otherwise, the definitions themselves, and any operations performed under them, would be a direct sham to the way of life all of us profess to follow. The University of Wisconsin itself is one of the most democratic institutions in the United States; indeed, I think it is safe to say, from what I have been able to hear and observe, that it actually functions more democratically than most if not all American institutions of higher learning. Because of this fact, and in keeping with this ideal, Wisconsin's public relations program is operated, and has been for many years, in this democratic fashion. No single person is public relations counsel whose word must be law in this field. Such an individual may

be able to operate in a privately-owned institution or industry, or in an autocratically-operated institution or industry; but in an institution where many different individuals and committees and groups have a voice in policies and operation, then each must be to some extent also the institution's public relations counsel and must weigh his, or their, thoughts and deeds with that fact in mind. In line with this method of operation, the University of Wisconsin does have an overall general public relations committee, composed of heads of the different media outlets on the campus, and a faculty public relations committee which considers public policy from the faculty point of view. Cooperation is the basis on which these committees do their work and consider the problems in their fields.

Having been a member of both of these committees since their inception, I think I can honestly say that both are fully aware that public relations is in reality another name for human relations, and that the best human relations must be based on sound services and achievement. Merely a lot of words and statements and claims, not supported at all or only thinly supported by actual action, service, and achievement, mean just so much "hot air" that will sooner or later become cold and frigid and dead and eventually result in the worst kind of "boomerang" publicity and public relations. This is fatal to any public institution that is based on the democratic foundation that "right makes might" rather than on the totalitarian foundation that "might makes right".

The University of Wisconsin Information Service, one of the main outlets for University publicity, public relations, and propaganda as defined above, has continually and constantly adhered to the line of its main purpose--to spread factual information concerning the University throughout the State of Wisconsin especially, and throughout the

nation generally. This is the single aim and ideal of the Information Service, to serve the University on the one hand and the news gatherers and citizens on the other hand, and to gain this end it participates in several functions and operates along a variety of lines. It is the purpose of this report to outline these functions, and to enumerate the various ways in which the department attempts to carry out its aim of service to the University and the people of the State.

This report outlines the specific functions of the Information Service in trying to accomplish its aim. In the first place, the Service tries to do its part in explaining the University to the people of the state by spreading accurate, honest, factual information concerning the University throughout the state. Secondly, the Service attempts to do its part in attracting the upper-ranking students of the high schools of the state to their own University. Thirdly, the Service tries to do its part always to promote the prestige of the University in its work in the fields of education, science research, and public service. Finally, the Service attempts to spread factual information in all ways throughout the state that the people of Wisconsin may have a better understanding of the problems and needs of their University, of the educational and scientific work that it does, and of the public services it carries on. These functions are:

- 1) Newspaper Publicity: The Service still carries on its work with the newspapers, furnishing newspaper editors and correspondents with typewritten and mimeographed releases, handles publicity for a wide variety of University events, handles a large number of releases such as statements and reports for various kinds of meetings ranging all the way from various conferences held on the campus to statements and reports coming out of the Boards of Regents and Visitors and faculty

meetings. The Service also continues publication of the Press Bulletin, which has now been put on a bi-weekly basis because it was felt that a wider variety of news stories should be furnished the newspapers. Thus, although the bulletin now goes out only every other week, carrying general scientific and educational stories, the amount of mimeographed releases, and "home-town" stories of activities of students and others on the campus, has been increased to a very great extent. This was done because a survey conducted among daily and weekly newspapers of Wisconsin and the nation revealed quite clearly that editors wanted a larger amount of news concerning people from their towns, and were more apt to use well-typed articles. The Service also furnishes newspapers with a large number of pictures and mats of University events and personalities, with about \$100 monthly budgeted for this service alone.

For mailing its University news and information, the Service has a number of different mailing lists, some news media and some direct mail. These mailing lists have been built up separately to facilitate the distribution of news and information and the "aiming" of it all or singly or in combinations at different groups for definite purposes.

Following are our mailing lists which can be used separately or together or in combination: (NM-News Media; DM-Direct Mail)

Education Editors (NM)	21	High Schools (DM)	458
Science Editors (NM)	9	General Local Mail List (NM)	18
		(Correspondents)	
Feature Editors (NM)	8	National Dailies (NM)	150
Photo Feature Editors (NM)	13	Faculty (DM)	129
Wisconsin Radio (NM)	26	Public Library (DM)	210
Wisconsin Dailies (NM)	45	Board of Regents (DM)	10
National Radio (NM)	19	Board of Visitors (DM)	12
High School Papers (NM)	200	Wisconsin Weeklies (NM)	301
Collegiate Papers (NM)	400	Wisconsin Legislators (DM)	123
Parents of Students (DM)	18,000	4-H Club Leaders (DM)	2,500
Journalism Alumni	2,500		

2) Magazine Publicity: The Service is constantly at the beck and call of magazine editors and writers, furnishing them with a wide variety of scientific and educational facts and pictures which furnish the basis for magazine articles. Complete articles and pictures are also furnished to magazines. The Service receives requests from magazines for pictures and information constantly, and such requests received by other officials of the University are referred to the Information Service to be taken care of.

3) Personal Contacts: The editors of the Information Service constantly work with newspaper men and women--reporters of the local newspapers, reporters, editors, and correspondents of other Wisconsin and out-of-state newspapers, correspondents and writers for various magazines, and members of the local Press Association staffs. The Service also constantly works with radio editors and program directors not only locally but in other cities of the state as well, and furnishes radio news editors with news items concerning the University for their news broadcasts.

4) Radio: During the past twelve years the Service has used radio as one method of operation. During the school year 1934-35, the Service commenced to broadcast radio programs over State Station WHA and Station WIBA in Madison and WTMJ and WISN in Milwaukee. These programs, run under the general title of Voice of Wisconsin, were all 15-minute speaking or dramatic programs, publicizing the educational work and the public services carried on by the University and the scientific achievements of the University. In the following year, 1935-36, the Service continued the Voice of Wisconsin series over Stations WHA and WIBA in Madison. Then the Service undertook the work of recording electrically these various programs, and the records were sent to a number of stations in various cities of the state for broadcast in those

communities. It was at this time that the Information Service teamed up with the University Band to begin production of the present series of broadcasts known as the Wisconsin Music Hall Hour. These are half-hour programs, broadcast weekly directly over from five to ten Wisconsin stations, with other stations being furnished with recordings of the programs. Besides the music of the band, each program contains from four to six minutes of messages on some phase of the University's work for the State in the fields of education and professional training, science research, and public service. Annually these programs are broadcast over from 12 to 18 Wisconsin radio stations, and their use is restricted by technical limitations and shortcomings. There are now 26 radio stations in Wisconsin, and if we could get the recordings made, we could be on all or most of them at least. The Service put on two programs over NBC in 1935 and cooperated with the Alumni Association in an annual alumni broadcast in connection with University Founders' Day over an NBC or a state network from 1936 through 1942.

5) Direct Mail: During the last dozen years also, the Information Service has added to its operating methods the work of sending out considerable direct mail publicity for the University. In 1935, 10,000 24-page booklets, printed in two colors, and entitled "Wisconsin's University," were printed and distributed, with the help of several persons on the University staff, to the top-ranking high school graduates of that year. These booklets were also sent to high schools and libraries and newspapers throughout the state. Then in 1936 two booklets were written and printed. The first of these early in the spring and summer of 1936 was entitled "Your University and Your Career." This was a 32-page booklet in two colors and again it was distributed to the top-ranking high school graduates of that year throughout the state and high school principals, libraries, and newspapers were also sent copies.

In the fall of 1936 this booklet was revised, reduced to 24 pages, and given a new title: "Your University". Ten thousand copies of this booklet were printed and it was used as a souvenir booklet to pass out to the various meetings of state citizens and high school students held on the campus. In 1938 the Service published 20,000 copies of the bulletin "A Story of Public Service" and distributed it throughout the state. Also in 1938 and again in 1940, 1942, 1944, and 1946 the Service cooperated with the President's office in publishing and distributing the President's Biennial Reports of those years.

At the present time, we are now working on seven other booklets, three of them now completed, depicting the story of various achievements of the University and its staff during its first 100 years. Some of these booklets are primarily planned for use in connection with the University's Centennial celebration in 1948-49. They follow:

1. ~~1.~~ 100 years of the Wisconsin Idea in Education, Science Research, and Public Service; (Completed) ✓
2. ~~2.~~ 100 years of Wisconsin social science; (completed) ✓
3. ~~3.~~ 100 years of Wisconsin's gifts and grants, entitled "Living Memorials"; (completed) ✓
4. ~~4.~~ 100 years of Wisconsin's Regents;
5. ~~5.~~ 100 years of Wisconsin's Athletics;
6. ~~6.~~ 100 years of Wisconsin's physical campus, a general descriptive booklet; (completed) ✓
7. General Folder on the University. (Completed) ✓

In 1934-35 the Information Service also started the publishing of a four-page tabloid size newspaper containing stories and articles about the University, its students, faculty, and alumni. This four-page paper, called the "Wisconsin Chats" was sent to the parents of all students, to about 8,500 of the top-ranking high school seniors in Wisconsin, to several thousand 4-H Club leaders in the state. During the first year we published five issues of this paper and in 1935 we published four issues. In 1936 we again published four issues during the school year. A number of communications were received from

parents throughout the state thanking the University for sending the paper to them and expressing the hope that it would be continued in the future.

At the same time, I began to realize that our University had no way of reaching all of its alumni on a regular schedule. Members of the Alumni Association, who receive the Alumni Magazine, constitute only a part of the total number of our graduates. I think that about 11,000 of our graduates are members of the Association, whereas we have a total of about 68,000 graduates, and our Alumni Records office has their addresses. So, in 1938, in order to reach all alumni of the University as well as all parents of our students with a regularly issued message from their University, I changed the "Chats" into "The Badger Quarterly" of the University of Wisconsin. This publication is edited by the Information Service, with a part of its space reserved for the Alumni Association. Published four times a year, each issue had a circulation of about 90,000 copies in prewar times, with about 75,000 copies distributed in Wisconsin. In conformity with wartime paper-saving regulations, the circulation was reduced to 60,000 and was circulated wholly to alumni and citizens in Wisconsin alone, or to Wisconsin alumni in the armed services. The Information Service mailing list, compiled completely new annually, is made up of parents of all University students; all 4-H Club Leaders in the state; in normal times about 12,000 high school seniors each year in the upper third of their graduating class; members of the legislature; all Wisconsin high schools and libraries; and faculty members. The Quarterly is sent to all alumni of the University by the Alumni Association. During war years, with the reduced circulation, the Association mailed out about 42,000 copies and the Information Service mailed out 18,000. In normal times with the circulation reaching 100,000, about 80,000 go to alumni with the

remainder mailed by the Information Service. This important fact must be kept in mind: The Badger Quarterly is the only regular publication of the University which continually reaches all alumni and parents of students of the University.

6) Movies: Several times during immediate prewar years the Information Service was able to persuade moving picture newsreel people in Chicago to come to the University to make pictures which have been included in the newsreels sent to theatres in all parts of the country. The Service is constantly on the search for any material or event here at the University which would lend itself to newsreel production, and our contact with the Chicago newsreel concerns have been kept open to take advantage of any opportunity that might arise. It has been suggested several times by the Service that short films revealing the work of the University in public services, education and science research be made for use in schools of the state and before various clubs and organizations as well as for use in theatres. Films of athletic events have been made, and the Information Service and Photo Lab and Radio Station WHA collaborated in producing a thousand foot sound film of the University's war service and training work, but that is as far as the work has gone up to the present time. We hope that films on education, science research, and public service work may be done in the near future, and that funds can be provided for them.

7) Cardinal: The Information Service publishes and edits The Summer Cardinal during the summer months, from June to September each year, and in connection therewith has the duty of editing and publishing the Freshman Cardinal, which is mailed to all incoming first year and new advanced standing students early each fall, as one of their first introductions to their campus homes. The Freshman Cardinal is published in conjunction with the Registrar's office which handles the

mailing and distribution. It contains complete information on the University, the campus, and rules and regulations pertaining to students. The Service and its editors also acts as liaison office and link between the University and the Daily Cardinal during the rest of the year, mails the Daily Cardinal to all high schools and Extension Centers throughout the state, and addresses similar mailings for the Wisconsin Engineer.

These various methods of operation have constituted the work of the Information Service in attempting to bring information concerning the University not only to the people of Wisconsin but to the citizens of other states as well. The Service's entire program is by no means absolutely rigid from year to year. As has been shown, the work has expanded a great deal in recent years and the editors of the Service are constantly in search for new ideas and new ways in which to spread factual information concerning the University. The editors wish to say that they are always open to suggestions from any member of the University staff or any citizen of the state which help the News Service to do its part in explaining the aims and ideals and work of the University of Wisconsin to the people of Wisconsin and the nation.

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File
[News Service]

The Press Bureau

The question has been raised as to whether the University Press Bureau is obtaining for the university all the favorable publicity that is possible, and, if not, why not?--or rather, how might it better perform its job?

After being in charge of it for eight years, as well as being closely associated with it during the five years preceding, I may say that it is frequently a discouraging task. During certain periods it has been remarkably successful; during others it has not. Although many different methods have been tried, the success or failure in any period often seems to depend very little upon the effort expended.

However, many of the publicity men in other universities seem to believe that Wisconsin is having better results with publicity than most of the others, and I am constantly receiving letters from other universities asking how we do it. Certainly I know that Wisconsin is the most widely known state university and that articles from the Press Bureau are extensively used in newspapers in New York, Boston, and throughout the country. This is perhaps due to the fact that Wisconsin was the first to establish a press service. But since no funds are available for a clipping service, no accurate check-up of results has been made in recent years.

As to the "why" and "how,"--it is likely that almost every legitimate means or method used elsewhere has been tried here. As one of the charter members of the American Association of College News Bureaus, I have been in touch with the work of other publicity men. The experience of Professor Bleyer, who founded the service in 1904 and conducted it until 1913, and of my immediate predecessor, Charles W. Holman, a man taken directly from active newspaper work who conducted it from 1913 to 1915, have been at my disposal. I have watched the service during the 13 years that I have been on the staff of the Course in Journalism.

The problem of university publicity is at least four-fold. The Press Bureau must devise methods to reach the public through four channels: (1) the 400 weekly newspapers of the state; (2) the 50 daily newspapers of the state; (3) newspapers outside Wisconsin; (4) general magazines and technical, trade, and agricultural periodicals. Different methods and means are needed in each case.

In the first, third, and fourth channels the success seems to be about all that can be asked for, and is achieved at small cost through the printed Press Bulletin and a limited mimeograph service. The country newspapers, except those that have violent political prejudices, use material from the Press Bulletin constantly and many write unsolicited letters thanking us for it. The development in recent years of emphasis on "local ends" with the "home town" names set in bold face type has helped this materially. The newspapers outside the state to which the Bulletin and mimeographed services are sent use it extensively, and this use has been greatly increased by the advance publication of the broadcasting programs of the university radio station and other special services. Last year perhaps 30 or 40 outside newspapers asked to be added to the mailing list. As to the periodicals,

I find Press Bulletin stories all through the educational, scientific, trade, agricultural, and other periodicals throughout the country. Some of the finest stories of invention and scientific research at the university which have been published in Madison and Milwaukee newspapers were merely reprints from such periodicals of Press Bureau stories. For example, not long ago the Wisconsin State Journal made a front page story of a piece of metallurgical invention by a university professor; the lead of the story was a scrap of interview with the professor and the rest was a reprint from "Iron Age" of a story written by the editor of the Press Bureau a year before and picked up by "Iron Age" from the Press Bulletin. The same story, by the way, had been sent in "flimsy" form to the State Journal a year before, when it was news, and had been thrown aside. Of course, in the long run this publicity effort was successful but the incident illustrates the devious ways of university publicity.

The one channel through which the publicity service is not entirely successful is in the Wisconsin daily newspapers, especially those outside Madison and Milwaukee. A great variety of methods and devices have failed to get material into their columns consistently, and the method that has succeeded best is probably the one that has given rise to the question of the value of the press service. These newspapers are hard to reach for several reasons: (1) In almost every city where there is a daily newspaper there is also a normal school, a small college, or some other institution that far outshadows the state university in interest. It is obvious that the Beloit Daily News is not eager to offend Beloit College authorities by undue publicity about the state university; neither is the Eau Claire Telegram likely to try to induce students away from the local normal school. On many of these newspapers are recent graduates of the Course in Journalism who are favorably inclined to the alma mater, but even their better judgment keeps their enthusiasm for university news within bounds. (2) Many of these newspapers are hostile to the university for political reasons; a case in point is one whose city has no local institution to support. (3) Most of these newspapers are depending almost entirely on syndicate or press association for outside material and are spending so much for it and giving it so much space that they have little room for the free service from the university. The amount of actual news space has declined since the war, while the amount of free publicity material from various sources has increased tremendously. (4) The papers are so scattered and the mail service is such that it is difficult to reach them all at the same time with a news story while it is still hot or under a release that will not be preceded by some rewrite slipping through from Madison by wire.

For these reasons and many others, many methods have been tried to get the university news to these papers in such a way and at such a time as to interest them. For many years, the Press Bureau made a practice of mailing mimeographed stencils to the papers several times a week. This was successful before the war when the amount of ^{other} publicity copy was relatively small but since the war the success of this method has declined. Consequently during the past two years the Press Bureau has resorted to another method. Taking advantage of friendly relations with the local U.P. and A.P. correspondents, the Holmes news service and other local newspaper men, it has been turning its news over to them to serve to their papers. This pleased the correspondents, and the newspapers used the copy. It was achieving the purpose better than the mimeographed material and at smaller cost, but the Press Bureau did not get credit for it. Although the correspondents were

sending out almost nothing from the university except what we supplied them, the newspapers were crediting them with "beating" us. The Wausau Record-Herald, for example, wrote that it saw little use in the Press Bureau since the press association was taking care of it on university news, but the answer to the editor was of course that, if the Press Bureau went out of business, the university news would also, since the associations do not maintain here an adequate staff to cover the capitol, the city, and the university. Perhaps it has been some such situation that has caused recent criticism of the Press Bureau, and perhaps it would be wise for the Press Bureau to resume the mimeograph service, for its own good reputation, while still continuing the more efficient service through the correspondents.

This discussion of daily newspapers does not apply in general to Madison and Milwaukee. The Press Bureau has for years served the news^{hot} to them with "flimsy" articles and they have made good use of them. In the covering of Regents' meetings, for example, the Press Bureau writes up some of the routine business in advance and supplies the secretary of the regents with carbon copies of the same stories mailed to the newspapers so that he may give them direct to reporters who drop in at the meeting. This scheme, devised by the editor of the Press Bureau, has relieved a very difficult situation.

It is well to note in the same connection that the editor of the Press Bureau is in charge of 140 student reporters writing for Madison newspapers and local correspondents, and obviously many of the assignments given to them are on subjects that might well be handled by the Press Bureau. While the Press Bureau does not utilize them directly, it does not duplicate their work and their efforts supplement its activities greatly.

All of this discussion has omitted the other side of the Press Bureau's function--to try to check unfavorable publicity in the form of rumor, gossip, and scandal. One of the original reasons for the founding of the Bureau was to send out the important official university news in such a way as to make unnecessary the numerous youthful correspondents who were maintained on the campus and who saw news value only in very trivial things. In this regard, the Bureau has been successful. The "scandal scenes" are much less frequent in recent years, and when they do occasionally break out, the Bureau furnishes a means of combatting the gossip with the true facts.

While outlining some of the methods of the Press Bureau, it is well to present some of the obstacles that it faces:

(1) Few university professors or officers have a very clear conception of news, and many of them are averse to using newspaper publicity. They are difficult news sources. It is a constant struggle to get the news out of them. Almost no news comes to the Press Bureau unsolicited and only the most discouraging effort enables us to get in touch with some of the most significant things on the campus. Almost every one is friendly to us, but few realize what constitutes news. We are constantly finding in the local papers big stories that have "leaked out" casually and that would have been excellent material for us to send broadcast. But once they leak out, correct or incorrect, their news value is gone and it is futile for us to handle them. For instance, the recent appointment of a Harvard exchange professor first came to us in a Boston dispatch in a local newspaper; we were asked not to announce

the name of the new Zona Gale scholar but it was not withheld from the newspapers. Each year we must wage a campaign of "education" to open up some of our sources of news.

(2) Scientific men are inherently afraid of publicity, or do not believe in the use of the newspaper. We overcome their fear of misrepresentation by permitting them to examine our stories before they are released, but we cannot overcome their modesty. They seem to feel that it is all right to talk things off to a reporter but that it is "blowing their horn" to have the same material sent out in the university's official press service.

(3) The sense of dignity that enshrouds a university affects the form in which we must write material. I know how the newspapers would like to have things written up, with the newsy, human angles played up, but a university faculty will not countenance that kind of writing. I know that the newspapers desire "human interest" features (there would be little harm in them) and I have written many and later thrown them in the wastebasket because I know my colleagues so well. One must get as much life in the material as possible under the circumstances.

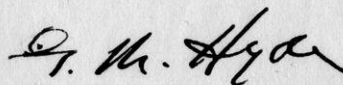
(4) The Press Bureau now faces a competition that it formerly did not have. At one time few universities sent out such a service. Then one after another they established press services, and other institutions came into the field. Now, within the state alone, the Press Bureau must compete for space with the publicity men of the Forest Products laboratory, the State Historical society, the state board of health, and several commissions and bureaus in the capitol, the other smaller colleges, the normal schools, and others. The consequence is that the newspapers are deluged with free copy--most of it good material but far more than they can use. Added to this is the newspaperman's suspicion of anything that he gets for nothing. The effect of this on the success of the Press Bureau is obvious. Feeling that to compete too vigorously would but antagonize the newspapers against the university, as well as our copy, the Press Bureau resorted to the use of correspondents and other indirect methods referred to earlier in this report.

(5) It must be remembered that the university is not now creating the "good stories" that it formerly did. During the period of great expansion up to about 1917, there was a constant succession of new courses, new activities, new men, new branches of work--all excellent news matter. Since the slowing up of the expansion, there have been fewer new undertakings and university news has fallen off greatly. The Press Bureau attained its greatest success during the war, but since the Armistice success has been harder and harder to attain.

(6) The name of our bureau would indicate that it is an elaborate, costly organization with a large, highly paid staff. It consists of one room, a mimeograph, an addressing machine, and two typewriters. Its editor is supposed to devote two hours a day to it (usually he devotes much more) at a salary which is merely a bonus on top of a professorial salary that is not large enough in itself to keep him on the staff. The assistant editor is a young woman who gets \$110 a month for doing the typewriting, running the mimeograph and addressograph, and gathering news. For \$10 a month another young woman spends Saturday folding Press Bulletins. The service costs perhaps \$3,000 a year--probably all that the university is warranted in spending on such a purpose, but a great deal less than is spent in some other universities. This summer I visited my friend, the publicity man of a western university, and

came back filled with envy--and his news field is a compact little family with a fence around it so that no correspondent can come to town without his knowing it and taking him in tow.

I might continue this discussion indefinitely. Suffice it to say that the Press Bureau is trying to do the best that it can in spite of the fact that it is doing business on a university campus. Our success is not all that we might desire, but I fail to find a university press service that is having much better luck; if I did find one, I should steal its methods. It is one thing to say, "Let's have more publicity," and quite another to get it. But, even though a university press service seldom succeeds in making a big splurge and its front page stories are relatively few, there would seem to be value in the slow, steady, cumulative stream of true facts about the university that it gets into public print. I firmly believe that the 19 years of press service here have given the public an understanding of the university that it could have gotten in no other way and against which any sudden scandal or rumor exerts little influence.



Grant M. Hyde, editor.

11/16/46

UNIVERSITY NEWS SERVICE
Robert Foss, Editor

The people of the state cannot intelligently evaluate and appreciate the work of their University without constant, daily news and information which reaches them through the press, radio, and special publications. To provide this news and information is the task of the University News Service.

To inform Wisconsin and the nation about the operations of the State University in the fields of education, science research, and public service, the News Service uses a variety of methods--commonly referred to as publicity media.

The Press. Typewritten and mimeographed news releases are furnished daily to reporters and editors. These releases deal with University events and feature stories of interest about University life and work. Many releases are sent to educational editors throughout the nation. In addition, a bi-weekly Press Bulletin is sent to a large mailing list. Reporters, editors, and interested citizens are furnished with a wide variety of informational aids whenever they request such help.

Radio. The News Bureau produces, during six months of the year, a weekly Music Hall Hour of University band selections and information about the campus. The News Service cooperates in coast-to coast network broadcast on special campus occasions.

Special Publications. Through the years, and especially in connection with the coming Wisconsin Centennial, the News Service publishes special booklets with attractive presentations of interesting material about the University. The eight-page Badger Quarterly is sent four times yearly to 80,000 alumni, parents, friends, and prospective students of the University. The News Service mails the student newspaper, The Daily Cardinal, to 461 high schools through the state.

The News Service is a center of information on the University of Wisconsin campus. Any citizen or group in the state desiring specific information or literature about the University will be accomodated merely upon request.

(Address inquiries or requests to: Fobert Foss, Editor, University News Service, 730 University Ave., Madison 6, Wis.)

THE USES OF PUBLICITY IN HIGHER EDUCATION

E. A. Birge

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Let me say at once that I am not going to speak on the subject assigned to me. My reason is, I suppose, a very bad one from a publicity point of view: being merely ignorance. But I will say a few words on a more modest topic, namely, what a state university president would like a publicity man to keep in mind.

Let us
We will first get one or two *matters* points out of the way. I shall say nothing about campaigns or their management. They are a special *affairs* matter and have no place in a general talk.

I read part of the abundant material which Mr. Hopkins gave me as reference for this address, and then I found that one of the jobs of a publicity man is to keep bad news out of the paper. I shall say nothing about this matter either. I find that to the average newspaper a drunk is a drunk and good for a line or less, but a "stewed stude" is real news and good for some space. I find also, however, that the

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public in general attaches the proper value to this sort of "news", and so I don't worry much about it.

Much also may be omitted by me which comes under the head of ^{legitimate} advertising. A state university is a "going concern," founded by the public and supported by the public. It will continue to be so maintained, so that the question of advertising it is a very different one from what it is in connection with a business concern.

In general more students are not needed by a state university. They are "student poor" just as some men are "land poor." They have to hustle to get money to take care of the students that come to them anyway.

I became dean of the college of letters and science about thirty-four years ago. Its numbers were then one-tenth of the present ^{enrollment} and its income about one-twentieth. (I speak of the college not of the whole University.) That means a very considerable growth; and it has been a real growth, not a mere enlargement. The graduate school began after I became dean and many new departments and courses have been added. But

in general the increase in students and the necessity of meeting their wants have used up the increased income. There was never a time when I could see a considerable sum of money which I was free to use in directions that I chose. In a word, the college, and the University too, has been like a man with a growing income and a growing family to use it.

Of course, we always want more students of the kind that are intellectual assets rather than liabilities. But general advertising is not likely to bring that kind.

So much to get matters out of the way. Now, what ought you to have in mind if you are handling publicity for a state university? What is the background against which you should see all of the matters that you are giving out? I suppose that the thing which a state university is trying to effect is a change in the viewpoint of the people of the State. It is trying to change the operations of society from tradition to reason, to change the guiding of ^{these} their operations from the rule of thumb, which is the traditional method, to the scientific method. It is not so much anxious to teach this thing or

that or the other as it is to bring about this fundamental change in the viewpoint of the people of the state which has created the university and is sustaining it.

There are various ways of accomplishing this end, the first of which is ^{by} ~~in~~ educating students. ^{The university} ~~It~~ desires to send out its students with the scientific view of life. By this I do not mean that they ought to imagine that everything can be weighed or measured. Far from it; but they ought to have the conviction that there is a possibility of a scientific handling of the affairs of the world in which they will live; that the affairs of the world may be called measurable operations; and that the problem of modern life is to recognize this fact and ^{more toward} to operating on that basis. The student who is educated at the university in order to get this changed point of view may become effective in carrying on the work of the university for the state.

Then there is the direct way of changing the viewpoint of the people. The university works through extension, by which advice, direction, and counsel are being sent out directly to the people of the state for specific problems. The university thus

accustoms the people of the state to look for advice to those who know how to do things, when questions arise as to how matters ought to be done. This work is being done ^{in relation to} ~~by~~ ^{CASIA} specific examples and not by preaching. There is no good in going about preaching a change from tradition to science. The end can not be reached in that way. It must be done by inoculating students with that view and sending them out to live in that way among the people; also by sending out those who will come into direct contact with the people of the state and advise them in such a way as to lead them in that direction.

This means that there are two things that must be done in order to secure these results. The university -- particularly a state university -- has to develop knowledge and it has to apply knowledge. It has to develop part of the knowledge which it imparts to its students and to the state; it has to apply knowledge in the education of the students and the state. The amount of knowledge which is developed at the university is very small in proportion to the amount which is present in the world, but its development is a very important factor in the life of

the university. Anyway, both as an agent for research and for the collection and distribution of knowledge, the university is trying to create a new view of the world and to change the viewpoint of the people.

Now, I am going to give you one word which will cover in its two senses these two sides of the state university, the development of knowledge with the ^{ti}in[^]iation of students into it, and the practical application of knowledge to life's problems.

This is the word "mystery." You know that word used to be spelled in two different ways -- "mystery" and "mistry."

The first comes to us direct from the Greek and relates to that spiritual side of life which was open to the initiated. In the other sense, as where you speak of the art and mystery of a craft or of a mediaeval guild, the word came from the Latin ministerium, or service. And mystery, as it is applied to the state university, has both of these senses: There is the mystery of learning in the sense of the intellectual life and in the sense of spiritual development which goes with the intellectual ministerium, the life; and there is mystery also in the sense of the service

which the state university renders to the people of the state. If you can hold in mind both of those meanings you can succeed, if you have the particular knack and skill, in putting out useful publicity for a state university. But if you can't hold both of those things in mind you can't succeed. Without the first, all advertising of practical affairs is wanting in final meaning and in the end it lacks an appeal to people. For, after all, the people at large do have a very profound sense, which they can not put into words, of the mystery of learning; and you must know how to appeal to that if you are going to put out publicity that is really good for the university.

But that does not mean that you are going to preach. In all things that relate to the university you must have these ideas in the background, but the less you say about them directly the better off you are. If you don't have them in the background you can't appeal to the people; and if you do have them, you can, if you know how.

One illustration of the response of people to the "mystery of learning." I became director of our Geological and Natural

History Survey in 1897, and from about 1900 on there has been a small section of that Survey which has had to do with the investigation of lakes. It has been a purely scientific matter and never intended to produce ^{immediate} practical results. Its aim is to get at some of the fundamental facts relating to the physical and chemical conditions present in lakes, which would serve as a basis for practical studies later. I have gone before every legislature since 1900 and told the finance committees exactly what we were doing and that there were not going to be any practical results. ^{at once} And never have I failed to get from the members of the finance committees a response to that kind of presentation. So the thing which I have found as I have dealt with legislatures and with the people of the state is not indifference to what I call the "mystery of learning," but a sort of pathetic reverence for it. If you are unable to touch that feeling, you won't succeed permanently in putting out good publicity for a state university.

So bear in mind that there are two sides to a university. The university in its descent came from the old cathedral school

which was a part of the monastic life, and the teachers and students belonged to the clergy. They were entitled to the "benefit of clergy" and so to be hanged by the pope and not by the king. There is the hieratic side to the mystery of learning as well as the commercial side, and both of these must be recognized fully. There are always jealousies between their representatives as ^{then were in old times} between the clergy and members of other professions; but you must recognize them both and you must be prepared to have a sense of both of them in all that you do.

This development of the university out of the hieratic conditions and the bringing in of what I am calling, in a large sense, the commercial side, have meant that "the University has to live its life in public and in contact with people in all sorts of ways." There are certain results of this fact. If you are going to carry out knowledge to the world and specifically to the state in which you live, you are carrying it out in definite cases and in definite matters. This process is sure to cause friction. You are not waiting for students to come and get it, but you are going out with specific knowledge and coming in

contact with people in all sorts of ways, whether you are right or wrong -- and you will be wrong sometimes. Your representatives will "pull a bonehead play" every once in a while, and even when they are entirely right there is going to be considerable friction. You will do something that helps a particular case and another man will say, "That isn't good for anything; it doesn't do me any good." So when the university goes out to live in contact with people at all the different points of life and in all kinds of ways, you are sure to have some friction developing, and somebody is going to get sore. There is one of the places where your publicity agent can do a great deal of good for a university.

In this matter the fundamental thing that is needed for a state university -- and I suspect for any other college -- is not to defend the institution, but to make the people feel the real life that there is in the university and to give them something to think about besides little matters. A county agent goes into a county where an agricultural meeting is held and speaks to the people. Whatever he says, a lot of farmers are

sure to think, "That doesn't fit us." A man goes out and talks to business men with the same result. That is what you must expect. If I had a publicity agent -- which I never have had -- it would be up to him to keep feeding out to the people of the state interesting things that they would talk about other than these particular personal matters, either good or bad. If this ^{little matter} is good, all right; but let them have something ^{bigger} to begin to think about. "Let them feel that there is centralizing at the university a life which is going out into the state, and let the public know what is being done in a way that will interest them."

Of course, there is a good deal of that side of life, ^{which} ~~that~~ I have called the hieratic side, ^{that can not be} ~~which there is no use in trying~~ to present^d to the public. But on the other hand there are many things of that kind which can be presented to the people and made interesting. Let me give you an example. In educational research one of our professors has invented a machine for working out the correlations of observations, ~~with facts.~~ The data are punched on a long strip of paper and when this is fed through

the machine the results are computed. In this way a task which would require many months can be done in a few hours. Now, this is very definitely a "high-brow affair," and yet there is a good and popular story in it for the man who can see what a university is. And it is, too, a story with which a man with imagination can ^{touch} ~~teach~~ the imagination of other people.

And after all that is what you must do if you are going to handle publicity for a university. You must be able to touch the imagination of people. I don't think much of "sob-stuff" and I don't think much of the professional "human-interest stuff;" and I don't believe that people respond to them for any great length of time. The facts in themselves, if they are properly presented, touch people's imaginations. There is a great deal more imagination in the world than you or I think, and the power of reaching that is what I would want in a publicity man, if I were to have one for a university. He should be able to create a sense of a certain central institution -- at Madison, Minneapolis, or Ann Arbor -- embodying the central life of the state, not in the sense of a container for the intellectual life

of the state, but a center of operation from which this life is radiating out in all directions , in practical ways, in theoretical ways, and in all sorts of ways, into the life of the people; sending out its influences in all directions into the state, through its students and through its various means of extension; and yet, after all, influencing the state more, perhaps, by being there than by anything that it does.

Have such a background in your minds all the time behind everything that you write, and you can do the university an immense amount of good. You won't do that by advertising, or by propaganda, or by campaigns. Success has to be reached by work which goes on steadily and all the time and seizes occasions and is able to make occasions. Let me come back to my phrase, "touching the imagination of the state." The important thing is to touch the imagination, and there is life enough on every campus of every university, state or other, to touch the imagination of people, if that life is fairly and freely and fully set forth. That is what I should want from a publicity agent.

You must find the way to do it, for of that I am quite

ignorant. You are to paint the portrait of a living institution and keep it before the mind of the people. Your articles are the strokes of the brush, insignificant singly, but collectively of great importance. The technique of this work is yours, just as its execution is yours.

(Written up for response
to people requesting information
after short article about the JNS
library appeared in "Currents"
in Dec. 1978.)

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Info. Services
JNS

The News Service Library was started in 1948 by the-then University News Service Director Robert Taylor. It now consists of 14 filing cabinets filled with narrative data and four filing cabinets of pix, located in a large office in Bascom Hall.

The narrative files are in alphabetical order--faculty members, faculty-affiliated associations (Am. Council of Learned Societies), Board of Regents meetings (Regents, Bd. of--1/24/79 Mtg.), research by topic (Research--Library Science), student organizations (Student Organizations--Film Societies), registration (Registration & Enrollment--Semester II, 1978-79), etc.

Three sets of files are used. For departments, institutes, buildings, etc., it's the file with the tab on the left and the label is blue. For meetings, faculty activities (retirements/by year, books, conflict-of-interest, tenure (including the articles discussing the pros and cons of), etc.) scholarships, research, seminars, organizations, etc., it's the file with the center tab and labeled in yellow labels. For people (mostly faculty and administrators), it's the file with the tab on the right side and white labels are used.

The narrative file of a faculty member can be thick or thin, depending on the length of appointment, his/her scholarly activities and/or impact of research or if he/she is good copy for newspaper readers and reporters. Controversial material is also included. If it's printed, it's in. Background material on the professor is at the back of the file--and for convenience, more than one copy. The rest of the data is filed chronologically and is made up of news releases and pasted-up newspaper clippings. Clippings of a release are not

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filed--but sent to the source. (good internal PR for the News Service)

As far as the decision-making is concerned re:what goes into whose file can be illustrated by the following:

A story written by Prof. Edward Friedman on China that appeared on the New York Times op-ed page would only go into his file. A story written by a Wisconsin State Journal reporter on Chancellor Shain's upcoming trip to China to develop a partnership with the University of Nanking would be copied, with one to go into Shain's file and the other to go into the "International Studies & Programs-China" file.

The pix files are organized in a manner similar to the narrative files, with "pix" affixed to the label to distinguish it from its narrative counterpart. Another feature is added to the pix files--seasonal "scenes" of the campus. If someone comes in and says he/she needs a winter shot for a brochure to recruit people to come to a conference in Madison in winter--we would get out a shot from the "Winter" file that makes snow and cold look beautiful. The negative number of each pix is on the back of the pix. If there is only one copy left, I would jot down the neg. number and topic on a sheet of paper, give it to our photographer who, in turn, would get the neg from his files and make up the requested number of shots.

Also in the library--are two drawers devoted to extra copies of the last two months' releases, filed by date. Single copies of UNS releases are also filed for posterity by month. Sets of releases issued in the last four years are kept here. Releases issued before that have been sent to the UW Archives.