



January, 1978

ELIAS BUCHWALD, APR, VICE CHAIRMAN, BURSON-MARSTELLER, NEW YORK, N.Y. . . .

. . . and a member of the College's Public Relations Advisory Panel of Practitioners, will be on campus Tuesday, Jan. 17 through Thursday, Jan. 19. From 9 a.m. until noon on Wednesday, Jan. 18, Mr. Buchwald will discuss with students and faculty of the College the "Changing Perspectives in Corporate Communications". This session will be held in the Communications Auditorium. Please check your schedule today and set aside this time to participate in this dialogue when you are not in class.

During his visit, Mr. Buchwald will speak to a joint PRSSA and PRSA meeting at 7 p.m. Wednesday, Jan. 18, in the Executive Dining Room of the University Center. Reservations for this affair should be made with MRS. SAMMIE LYNN PUETT in the Chancellor's Office. In addition, Mr. Buchwald will have special sessions with the members of Campus Communicators, other public relations students and faculty members teaching public relations courses.

THE CAMPUS COMMUNICATORS INTERNSHIPS . . .

. . . are scheduled to start in September, 1978. The president of the organization for that quarter will receive \$1,500 and will work full-time; the vice president will receive \$500 and take a reduced academic load (approximately one-half). It is assumed that the person selected for the vice presidency each quarter will move up to head the organization, receive the \$1,500 internship and devote all of his or her energies to the management of the Campus Communicators program for that quarter.

This experimental program has been made possible by two \$4,000 grants, one from the Marsteller Foundation and one from the Karl A. and Madira Bickel Journalistic Fund. Our special thanks go to Mr. Buchwald and to MARVIN VORDERBURG, trustee of the Bickel Fund, for this support and encouragement of our program.

If the student agency can show progress toward self-sufficiency (leading to complete financial support of \$8,000 annually at the end of four years), the Marsteller Foundation and the Bickel Fund will consider matching grants of a lesser amount in the next three years. Students who accept the Campus Communicators internships have an excellent opportunity to prove valued leadership. They must be able to seek out and obtain new business; they must coordinate the efforts of the numerous students working voluntarily; and they must help to recruit and train students for the organization, including their successors.

Students may come from any of the majors in the College, not just public relations alone. Each person will have had to complete a minimum of one full quarter (and preferably more) as a volunteer before he or she can be considered for the internships. Get involved this quarter. Contact the Campus Communicators office, 102 E. Stadium, phone 974-8196. Officers for Winter Quarter are ED WILLIAMS, president; BILL FULLINGTON, vice president and ROSE FRESCHMAN, business manager.