

THE UNIVERSITY OF KANSAS
COLLEGE OF LIBERAL ARTS
AND SCIENCES
LAWRENCE

OFFICE OF THE DEAN

September 23, 1937

Anatomia

Professor Forrest G. Allen
Department of Physical Education

My dear Professor Allen:

The Chancellor has appointed a committee consisting of Mr. Ingham, Deans Schwegler, Stockton, Swarthout, Crawford, and the writer "to consider the whole problem of publicity for the University."

I take it that the Chancellor wishes this committee to suggest a complete program of publicity for his consideration. This is such a large order, since it involves all aspects of the University, both academic and non-academic, that we feel we must have the help of every member of the staff who might have a constructive suggestion to make.

I am therefore wondering if you would be kind enough to think the matter over carefully and then sit down and write us your suggestions, and may I further ask that you mail us your suggestions by October 15.

May I remind you that by the word "publicity" we mean every type of contact between the University and the public, including publications or advertising of any sort, visitation of communities and high schools by members of the University staff, conferences and group meetings of citizens and high school students at the University, and, in short, anything and everything that might make desirable contacts for the University.

Thanking you for your help in this important matter, I am

Sincerely yours,

Paul B. Lewis
Chairman

Take a map of the state and thumb tack the different counties using different colored thumb tacks for certain designations other faculty members.

This Comm. to meet with entire faculty to sell the idea here first. Begin at home to sell the idea here first

PBL:LES

Visitation Committees Small, Towns

University Day - Old Custom

Superiority of Aggrs over Schools Engineering, Journalism Education Incidentally Football

JK 2 80