

K. U. NEWS BUREAU

5/8/39

To:
Public Relations Committee
University of Kansas

The following is a report of the activities of the News Bureau during the month of ~~April~~ in which you may be interested. This report is based on the Bureau's mailing records and the reports made by two CSEP students who read as many of the state's daily and weekly newspapers as are available to the Bureau.

Dispatches sent 27,699
(This includes Newsletters; sports sheets; reports furnished local representatives of daily newspapers; special stories; and postal cards mailed).

Number of inches printed.*	5,650
Items regarding faculty members.**	1,630
Meetings, conventions, festivals	209
Students and student activities.	531
Kansas Relays.	2,898 ←
Other athletic events, baseball, etc..	141
Miscellaneous.	241

* Total inches does not include material published in the Lawrence Journal-World nor the Daily Kansan.

** Two most popular items regarding faculty were: the election of a new Chancellor and the marriage of Dr. James Naismith.

The total number of inches, 5,650, would completely fill 18 issues of the University Daily Kansan.

There are no figures over any previous month to determine the relative effectiveness of the work of the Publicity Bureau.

Work of the Bureau during April also included 16 radio broadcasts over station KFKU.

Percentages of matter printed show the value of athletics:

Athletics	53.8%
Faculty	28.9
Students.	9.4
Miscellaneous	4.2
Meetings.	3.7

All work in the Bureau is performed by four part-time University employees and two NYA workers. All are students except one, Horace Mason, who takes care of the Sports department.