

RIT Public Relations records

RITArc.0629

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Public Relations began at RIT in the 1930's and became Public Affairs in 1971. Public Relations/Affairs does advertising for the institution, hosts programs for Alumni, is constantly strengthening RIT's role in the Rochester community and also aim to increase the financial support for the institute.

This collection of records includes office memos, letters, annual reports, promotional material, news clippings, public affairs goals and objectives and progress reports of both public relations and public affairs.

Folder 1: Public Relations progress reports, recommended plan of organization and operation (circa 1956)

- 1956 First Progress Report of the Committee for the Evaluation of Public Relations
- Coordinating Committee on Public Information, Recommended Plan of Organization and Operation

Folder 2: Public Relations Staff Meetings (1969-1970)

- Staff meeting agendas
- Staff meeting minutes

Folder 3: Public Relations Office Memos (1956-1975)

- Office Memos

Folder 4: Public Relations Annual Reports (1968-1970)

- Annual reports (1968-1970)

Folder 5: Public Relations Records of George Forbes, Director (circa 1960s-1970s)

- Fact sheet about RIT (1968-1969)
- History and Growth of RIT (September 1971)
- Editorial Resource Memorandums
- February 23, 1968 letter to Governor Rockefeller from RIT President Mark Ellingson
- Citations (circa 1965-1968)
- Leadership Citation plaque (1971)
- October 1969 In-Plant Printer article on opening of Gannett building

- October 18, 1968 Board of Trustees Dinner program
- October 19, 1968 New Campus Dedication Ceremonies program

Folder 6: Public Relations Papers and News Clippings (1934-1970)

- June 17, 1970 Clipping
- 1954 Clipping
- Organization Chart for Development and Public Relations
- CNY College Public Relations Council Letter from Donald C. Ray, Director of Public Relations
- December 3, 1969 Memo from News Bureau of Public Relations Department
- 1970-1971 Public Relations Highlights
- November 1934 Public Relations Form

Folder 7: Public Relations Summer Newsletter (1955-1966)

- RIT Summer Newsletter

Folder 8: Public Affairs goals and objectives, handbook, organizational charts (circa 1960's-1974)

- 1972-1973 Community Relations Goals and Objectives
- June 1973 Office of Public Affairs Goals and Methods
- 1973-1974 Goals and Objectives of the Office of Public Affairs
- 1973-1974 Community Relations Director Goals and Objectives
- Public Affairs Vice President's Goals and Objectives
- Division of Public Affairs organizational charts
- Public Affairs handbook

Folder 9: Public Affairs Staff Meetings (1969-1975)

- Staff meeting agendas
- Staff meeting minutes

Folder 10: Public Affairs Office Memos (1970-1976)

- Office Memos

Folder 11: Public Affairs Invitation Lists (1971-1974)

- Sherry Hour invitation lists (1973-1974)
- General Invitation Lists (1971-1975)

Folder 12: Public Affairs Reports and Letters (1971-1975)

- Activities Report
- Review of history and current status
- Information forms
- 1974-75 budget analysis
- Project proposal
- 1970-71 Highlights of the academic year

Folder 13: Public Affairs Communique (1977)

- 1977 Communique

Folder 14: News Clippings (1973-1987)

- April 2, 1973 Dr. Paul N. Ylvisaker Lecture Program
- April 3, 1973 The Times-Union
- March 20, 1975 Ted Curtis
- August 6, 1975 The Times-Union
- July 17, 1981 Rochester Times-Union
- February 5, 1984 Upstate Magazine
- March 2, 1986 Rochester Times-Union
- March 3, 1986 Rochester Times-Union
- July 7, 1986 Rochester Times-Union
- January 4, 1987 Upstate Magazine
- May 31, 1987 Democrat and Chronicle
- October 18, 1987 Democrat and Chronicle

Folder 15: Public Affairs Promotional Material

- Brochure promoting RIT
- Happy Holidays card
- Business reply mail: to get more information about RIT
- Fold out note card with event invitations
- RIT Folder: document on George Forbes retirement, VIP Portfolio