

RECORD GROUP 9

UNIVERSITY RELATIONS, 1917 TO PRESENT DAY – SERIES E

Although this division was not formerly established until 1964, records of fund-raising activity date to 1911, the founding of the University. Today these files include those of the Vice-President of University Relations and the heads of Development, Public Relations and Alumni Relations.

A newspaper clippings collection of approximately 50 linear feet dates from 1919. There are also approximately 10 linear feet of press releases issued by Public Relations since 1928. Many campus publications have been created by this department and issue runs include magazines *Loyola* and *VISTAS*; newspapers *Lion & Gryphon*; *Spirit* and the newsletters *This Week*, *This Month*, *LMU News*, *Grapevine*, *Loyola Letter*, *Community News* and *Development Report and Honor Roll*.

Development Department records contain donor files beginning with a small box of index cards that records the names of approximately 500 donors to the university's first major capital campaign, the Building Fund of 1928. We request that researchers contact staff regarding access and restrictions for the donor files.

Alumni Relations records include the magazine *Alumnus*, alumni directories, Alumni Association files and numerous artifacts from reunions and other activities. These alumni activity files include those of graduates of the original St. Vincent's College.

Last updated March 11, 2011

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[MS 9E2]

Record Series E: Public Relations¹, 1949 to present day

Series 1: Special events

Series 2: Publicity

Sub series a: News clippings

1917-1950

[MS ov9E2a/1]

1927-1928

[MS ov9E2a/2]

1928

[MS ov9E2a/3]

1928-1929

[MS ov9E2a/4]

1932-1939

[MS ov9E2a/5]

1934-1937

[MS ov9E2a/6]

1935-1939

[MS ov9E2a/7]

1936-1937

[MS ov9E2a/8]

1940-1945

¹ Previously Public Information.

[MS ov9E2a/9]

1946-1949
Tidings, 1957

[MS 9E2a/2]

9-20 Nov 1950
21-30 Nov 1950
Dec 1950

Jan 1951
Feb 1951
Mar -Jul 1951

[MS 9E2a/3]

Aug-Dec 1951

[MS 9E2a/4]

1952

[MS 9E2a/5]

1953

[MS 9E2a/6]

Jan-Jun 1954

[MS 9E2a/7]

Jul-Dec 1954

[MS 9E2a/8]

1955-1957
Jan-Aug 1955

[MS 9E2a/9]

Sep 1955 - Mar 1956

[MS 9E2a/10]

Apr 1956 - Oct 1957
1958-1960

[MS 9E2a/11]

1960's
Feb-May 1961

[MS 9E2a/12]

Jun-Dec 1961

[MS 9E2a/13]

1962-1963

[MS 9E2a/14]

1964-1965
1964 - Feb 1965
1965

[MS 9E2a/15]

Mar-Sep 1965

[MS 9E2a/16]

Oct 1965 - Dec 1966
1966

[MS 9E2a/17]

Jan 1967 - Jun 1968

[MS 9E2a/18]

Jul 1968 - Aug 1969
1969

[MS 9E2a/19]

Sep-Dec 1969
1970-1976
1971
Apr 1972
May-Jul 1972
Aug 1972
Sep 1972
Sep-Oct 1972
Oct 1972
5

Nov 1972
Dec 1972

[MS 9E2a/20]

Alumni dance, 1973
Jan - Aug 1973
1973

[MS 9E2a/21]

Jun-Aug 1973
1975
Jan-Dec 1975
1976
1975

[MS 9E2a/22]

Jan-Apr 1976
Feb-Mar 1976

[MS 9E2a/23]

May 1976 - Jan 1977

[MS 9E2a/24]

Feb-May 1977

[MS 9E2a/25]

May-Jun 1977

[MS 9E2a/26]

Sep-Nov 1977

[MS 9E2a/27]

Nov 1977 - Jan 1978

[MS 9E2a/28]

Feb-Mar 1978

[MS 9E2a/29]

Apr-May 1978

[MS 9E2a/30]

Jun-Aug 1978

[MS 9E2a/31]

Sep-Nov 1978

[MS 9E2a/32]

Dec 1978 - Feb 1979

[MS 9E2a/33]

1979

Mar-Apr 1979

[MS 9E2a/34]

Apr-Jun 1979

[MS 9E2a/35]

Jul-Sep 1979

[MS 9E2a/36]

Oct 1979 - Jun 1980

[MS 9E2a/37]

Jan-Mar 1980

[MS 9E2a/38]

Mar-Aug 1980

[MS 9E2a/39]

May-Jul 1980

[MS 9E2a/40]

Aug-Oct 1980

[MS 9E2a/41]

Nov-Dec 1980

[MS 9E2a/42]

1981

1981-1982

[MS 9E2a/43]

Jan-Mar 1981

[MS 9E2a/44]

Mar-May 1981

[MS 9E2a/45]

Jun-Sep 1981

[MS 9E2a/46]

Oct-Dec 1981

[MS 9E2a/47]

Jun 1982 - Jan 1983

Nov 1982

1983

1983

1984

[MS 9E2a/47b]

1984

[MS 9E2a/48]

Jan-Mar 1986

[MS 9E2a/49]

Mar-Apr 1986

[MS 9E2a/50]

May-Jun 1986

[MS 9E2a/51]

Jul-Sep 1986

[MS 9E2a/52]

Oct-Nov 1986

[MS 9E2a/53]

Dec 1986

[MS 9E2a/54]

Jan-Feb 1987

1987

1989

1990

Gathers, 1990

1991

1992

1995

1996

1997

1999

Feb-Dec 1983

Jan-May 1984

Olympic Games, Apr-Aug 1984

1985-1986

1986-1988

[MS 9E2a/55]

Mar-Apr 1987

[MS 9E2a/56]

May-Jun 1987

[MS 9E2a/57]

Aug-Oct 1987

[MS 9E2a/58]

Nov-Dec 1987

[MS 9E2a/59]

Jan-Feb 1988

9

[MS 9E2a/60]

Mar-Apr 1988

[MS 9E2a/61]

May-Sep 1988

[MS 9E2a/62]

Oct-Dec 1988

[MS 9E2a/63]

Jan-Oct 1989

[MS 9E2a/64]

Oct-Dec 1989

[MS 9E2a/65]

Jan-Apr 1990

[MS 9E2a/66]

Mar-Jun 1990
Gathers, 1990

[MS 9E2a/67]

Apr-Sep 1990

[MS 9E2a/68]

Sep 1990 - Jan 1991

[MS 9E2a/69]

Dec 1990 - Mar 1991

[MS 9E2a/70]

Feb-Sep 1991

[MS 9E2a/71]

Apr-Sep 1991

[MS 9E2a/72]

Sep-Dec 1991

[MS 9E2a/73]

Jan-May 1992

[MS 9E2a/74]

Mar-Aug 1992

[MS 9E2a/75]

Aug-Dec 1992

"Modest Buildings, Open Spaces Are the Basis of Loyola's Beauty", *Los Angeles Times*: news clipping, 20 Aug 1992

[MS 9E2a/76]

1993-1994

Jan-Mar 1993

[MS 9E2a/77]

Apr-May 1993

[MS 9E2a/78]

Jun-Jul 1993

[MS 9E2a/79]

Jun-Oct 1993

[MS 9E2a/80]

Oct-Dec 1993

[MS 9E2a/81]

1994

Jan-May 1994

[MS 9E2a/82]

Jun 1994
O.J. Simpson Murder Trial, Jun 1994 - Apr 1995
Nov 1994 - Feb 1995
Nov 1994 - 31 Mar 1995
Mar-Dec 1994

[MS 9E2a/83]

Jul-Oct 1994
Jan-Sep 1995

[MS 9E2a/84]

Feb-Sep 1995
Oct 1995 - Apr 1996

[MS 9E2a/85]

Apr-Nov 1996

[MS 9E2a/85]

Nov 1995 - Jan 1997

LA Times, "Survey Ranks Devoteness of Nation's Universities,...Loyola Marymount
is No. 3...", 5 Oct 1999

[MS 9E2a/86]

Jan 1997 - Dec 1997

[MS 9E2a/87]

Jan 1997 - Dec 1997

[MS 9E2a/88]

Apr-Dec 1997
Jan-Feb 1998

[MS 9E2a/89]

Mar-Nov 1998

[MS 9E2a/90]

Nov-Dec 1998
Jan-Jun 1999

[MS 9E2a/91]

Jul-Dec 1999
Jan 2000

[MS 9E2a/92]

Feb-Apr 2000

[MS 9E2a/93]

May-Dec 2000
Jan 2001
Jan-Mar 2001
Feb-Mar 2001
Apr-May 2001
May 2001

[MS 9E2a/94]

Jan-Mar 2001
Mar-May 2001
2002

[MS 9E2a/95]

2002

[MS 9E2a/95b]

2002

[MS 9E2a/96]

2002-2003

[MS 9E2a/97]

2003

[MS 9E2a/98]

2003

[MS 9E2a/99]

2004

[MS 9E2a/100]

2004-2005

2007

2008

[MS 9E2b]

Sub series b: Announcements and news releases

1949

Aug-Dec 1949

Jan-Nov 1950

1951

1952-1953

Jan-Jul 1952

[MS 9E2b/2]

Aug-Dec 1952

Jan-Dec 1953

1954

Jan-Dec 1954

[MS 9E2b/3]

Jan-Nov 1955

Jan-Dec 1956

Jan-Dec 1957

Jan-Dec 1958

[MS 9E2b/4]

1959-1962

[MS 9E2b/5]

1963-1969

[MS 9E2b/6]

1969 - Jun 1970

[MS 9E2b/7]

14

Apr-Dec 1970

Nov 1970 - Dec 1972

[MS 9E2b/8]

1971-1972

[Jan 1973 - Dec 1973 - missing]

[MS 9E2b/9]

1974

[MS 9E2b/10]

1974-1975

[MS 9E2b/11]

1975-1976

[MS 9E2b/11b]

1976 - Oct 1977

[MS 9E2b/12]

Nov 1977 - Jun 1979

1980

[MS 9E2b/13]

1980

[MS 9E2b/14]

1981

[MS 9E2b/15]

1981-1989

[MS 9E2b/16]

1989-1990

[MS 9E2b/17]

1991

[MS 9E2b/18]

1991-1992

[MS 9E2b/19]

1992

[MS 9E2b/20]

Jan-Jun 1993

[MS 9E2b/21]

Jul 1993 - May 1994

[MS 9E2b/22]

Jun 1994 - Feb 1995

[MS 9E2b/23]

Mar-Dec 1995

[MS 9E2b/24]

Jan-Oct 1996

[MS 9E2b/25]

1996-1998

[MS 9E2b/26]

1998-1999

[MS 9E2b/27]

2000-2001

[MS 9E2b/28]

2001-

[MS 9E2d]

Sub series d: Faculty and staff bio reference files

Deceased and retired LMU employees: lists, nd

Mia Ayroso AAVP Exec. Secretary: list and memo., 14 Dec 1998

Abe-Bannister

[MS 9E2d/2]

Banno-Be

[MS 9E2d/3]

Bi-Can

[MS 9E2d/4]

Car-Col

[MS 9E2d/5]

Coll-DeS

[MS 9E2d/6]

DeSo-Du

[MS 9E2d/7]

E-Fis

[MS 9E2d/8]

Fit

[MS 9E2d/9]

Fuglie-Gold

[MS 9E2d/10]

Gold-Gut

Guerra

[MS 9E2d/11]

Haag-Hu

[MS 9E2d/12]

Hu-Ke

[MS 9E2d/13]

Kelly-Koppes

[MS 9E2d/14]

Kennedy - Lony

[MS 9E2d/15]

Lindsey - Marple

[MS 9E2d/16]

Martel - Milligan

[MS 9E2d/17]

Mills-Ogren

[MS 9E2d/18]

O'Malley
Oliver-Q

[MS 9E2d/19]

Ras-Ro

[MS 9E2d/20]

Ru-Shi

[MS 9E3d/18]

Shields-Stevens, Errol

[MS 9E3d/19]

St-Tr

[Map Case Drawer 3]

Series 3: Vice President of Communications and Government Affairs²

Sub series a: Lucien L. Escallier ('42)

University seal: poster, nd

[MS 9E3]

Correspondence; memoranda, 1949-1950

Public Relations at Loyola University: proposal, 31 May 1949

Advertising: tear sheets, 1950-1957

Annual Report on Public Relations, Jul 1950

California State Department of Education: "Standards and Procedures for Accrediting Colleges for Teacher Education"; outline, 15 Dec 1950

Correspondence; financial statements; memoranda; reports, 1948-1952

Faculty Committee on Public Relations; report, 12 Jan 1950

Films, 1950

Previn concert, Andre', c1950

Annual Report on Public Relations, Nov 1951

Disney logo: artwork, 1955

Kentonia 1955 concert: flyer; ticket, 1955

Sub series b: Kenneth J. Carreiro ('43), 1956-1968

Archduke of Austria Hungary: cor., 1956

This Is Loyola: advertising proof sheets, c. 1956

Unsorted correspondence; memoranda and reports, 1956-1960

KABC-TV News: "Discovery", 1957

Creating the Public Service Image of the Catholic College Or University in the Community; panel discussion summary, 28 Jun 1959

Cor., 1960

Publicity and Public Relations Program: report, ca 1960

Cor., 1962-1965

² Previously Assistant to the President, University Editor, Public Relations Director or Assistant Vice President.

Prince "Paddy" Njake's wedding, 1963
Reports, 1964
Correspondence; memoranda and reports, 1966-1967

[MS 9E3]

Sub series c: Budd Hopps, -1959-

Calendars
Campus guides

[MS 9E3/2]

Correspondence; memoranda, 1959-1960
Faculty profiles, 1965

Fine arts building: draft release, 1968>

Automobile decal, 1968
President's Newsletter, 1968?
Speakers Bureau: brochures, 1968?; nd

Sub series c2: William Blatty

Sub series d: Stewart M. Bachtelle, 1970-1972

Cor., 1969
Public relations plan; memorandum, 9 Jul 1969
Cor., Jul-Nov 1970
Policy, 1970-?
Cor., 1971-72
KNBC, 1971

Sub series e: Jesse Ray Brown, Jr., 1972-1976

Audio cassettes, nd
Departmental definition statement, 1972

[MS 9E3/2b]

Correspondence; memoranda, 1973-1976³
Speakers Bureau

[MS 9E3/2b]

³ These records are restricted at this time. Please see staff for further information.

Sub series f: William E. Barron, Jr., ('70), 1975-1977

Cor., 1975

Lion & Gryphon: copy notes, 1975-77

Agenda; correspondence, Mar-Sep 1976

Sub series g: Susan A. Graves, 1977-1980

Campus maps, 1977

Sub series h: Richard Suenagas, 1980-1986

Cor., Jan-Mar 1981

Cor., Apr-May 1981

Cor., Jun 1981

Cor., Jul-Aug 1981

Cor., Aug 1981 - Jan 1992

Correspondence; reports, 1981-3

"LMU Review: Media Highlights 1981-1982": compilation of news clippings,
1982

Letterhead

[MS ov5?]

"This is LMU": brochure art work, nd

Campus map, nd

[MS 9E3/3]

Sub series i: Joan E. Gaulene, 1989-1997

NEH, 1989

Speakers Bureau, 1989

LMU Economic Impact Report [1989-1990]: booklet, c1990

Cor. and memo., 1991

Scott, Nancy: resume, 1992

University corporate identity: policy statement; samples, Jan 1993

New University stationary, 1993

[MS 9E3/4]

Sub series j: Sandy Cooney ('84), 1997-1999

Campus maps, 1997

Speakers Bureau handbook, 1997
Lee, Jennifer: payroll records, -1998-

Sub series k: Norm Schneider, 1999-2001

Currents, Council for Advancement and Support of Education, 1991; 1993
(incomplete)

Video Monitoring Services of America, 1992
Public Relations Journal, 1992

Bulldog Reporter Top 30 US Business Media, 1994

Currents, Council for Advancement and Support of Education, 1994; 1996-1997
(incomplete)

Medialink, 1994

Leadership workshop, 1995

The Public Relations Strategist, Public Relations Society of America, 1995-
1996

Public Relations Strategist Redbook, 1996

Campus 3D map, 1997
Pocket facts: promotional handpiece, 1997

Bulldog Reporter: newsletters, 1998-1999

Currents, Council for Advancement and Support of Education, 1999 (incomplete)
Pocket Facts 1999-2000: wallet card, 1999
Speakers Bureau handbooks, ~1999

Bulldog Reporter: newsletters, 2000
Currents, Council for Advancement and Support of Education, 2000-2001
(incomplete)

Guidelines
Service awards photography, 2000

Bulldog Reporter: newsletters, 2001

[MS 9E3/5]

Sub series l: Janis Johnson, 2001

Our Best Foot Forward: production and graphics guide book, c2000
Logo
Fact sheet, 2001
University Relations roster: web page p/o, Mar 2003
Graphics standards, ~2000
Print guide, ~2000

US News & World Report, 2002-2003
Collective wisdom: booklet, n.d.

Sub series m: Kathleen Flanagan, 2005-2006

Campus map, nd

[MS 9E4]

Series 4: Public Information Director⁴

Sub series a: Kenneth J. Carreiro, -1955-

Kentonia 1955: concert flyer; unused admission ticket No. 0000, 1955
Correspondence, memoranda and reports, 1960-1969

Sub series b: Stewart M. Bachtelle

Correspondence and memoranda, 1969

Series 5: Special Events and Sports Information Director

Sub series a: William E. Barron, Jr., ('70), 1972-

Series 6: News and Media Services Director

Sub series a: William J. Knittle, Jr., 1972-

budget proposal, nd
Budget report 1973-1974, 30 Aug 1973
correspondence; memorandum, 1970-1971; 1973-1974

Series 7: News Bureau Manager

Sub series a: Joy C. Barrett, 1976

Sub series b: Mary Mehoke, 1985

Cor., 1985

⁴ Cf. Rec Group 7: Sports Information Director
23

[MS 9E4]

Series 8: Publications Director

Sub series a: Randal M. Wong, 1976-1979

Sub series b: Russell Paquette, -1993-1998-

VISTAS, 1980

Sub series c: John Burns, 1998?-

Print guide

Series 9: Communications Director⁵

Sub series a: Leah Chester-Davis, -1993-

Media Guide to the Experts: announcements, questionnaire, 1991; 1993-1994;
nd

Speakers Bureau: booklet, nd

Sub series b: Norm Schneider, 1995-1999

Media Guide to the Experts, 1995-1996
The Public Relations Strategist

Sub series c: Ken Swisher, -2002-2003

Sub series d: Melissa Abramson, 2003-

[Doty?], *How Publicity Can Improve Your Product and Company Image*: journal
reprint, nd

[MS 9E9 - 9E9/2]

*Public Relations Writer's Handbook, The News Release: Making Your Story
Newsworthy*, journal reprint, c1973

Sub series e: James Grant, -2005

⁵ Or Media Relations Director

[MS 9E9]

Series 10: University Photographer

Sub series a: Glen Seki, 1980c

Sub series b: Glenn Marzano, 1990c-1993-

Sub series c: Dave Hill, 2002c

Sub series d: Glenn Cratty, 2005c

Series 11: Public Relations Development

Sub series a: Bob Greenwood

Series 12: Director of Creative Services

Sub series a: Marie Blakely, -2003-

Pres. Lawton: cor., 2003

Series 13: Director of Community and Government Relations

Sub series a: Dolores Canizales, -2003-

Series 14: Associate Director of Creative Services

Sub series a: Maureen Pacino, -2003-

Series 15: Publications and Communications Editor

Sub series a: Joseph Wakelee-Lynch, 2006-

Series 16: Assistant to Communications and Government Relations

Sub series a: Hope Wenk, -2006-