

Continuing Education Service
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Comprehensive Information Plan
Michigan State University--Oakland

The objectives of a comprehensive public relations program for Michigan State University--Oakland should be fourfold:

1. To assist in establishing the institution's proper image in the public mind, and increasing public awareness of that image.
2. To help the institution to earn understanding, support and sympathy.
3. To improve communication within the institution, and between the institution and the community it serves.
4. To assist in developing good students, a strong teaching staff and high academic standards.

Given a set of objectives toward which the public relations program should be expected to move, there are certain tools which the institution will be expected to provide. There are also certain conditions necessary for the practice of effective public relations.

These include:

1. A clear statement of institutional purposes
2. A "sound" product
3. An adequate budget
4. An experienced public relations staff

Because Michigan State University--Oakland is still in the early stages of development, some of the aspects of the four objectives need not apply at this time. This is also true for certain conditions necessary for good public relations. With this in mind, consider the following public relations plan as developmental -- one which can be improved upon and molded to best feature the activities of this new center of learning in the best possible light. This plan is flexible, subject to change according to administrative policy and attitude toward the general public relations function.

A. NEWSPAPERS

There are 34 newspapers in Oakland and Macomb counties with a combined circulation of more than 242,000. This includes 31 weeklies and 3 dailies.

In nearby Wayne County, there are 35 newspapers with a combined circulation of more than 1,572,000. This includes 31 weeklies and 4 dailies.

Broken down, this is the potential newspaper coverage in Oakland, Macomb and Wayne counties:

- Oakland County - 19 weeklies with a combined circulation of more than 57,000
2 dailies with a combined circulation of more than 99,000
- Macomb County - 12 weeklies with a combined circulation of more than 74,000
1 daily with a circulation of more than 12,000
- Wayne County - 31 weeklies with a combined circulation of more than 237,000
4 dailies with a combined circulation of more than 1,334,000

Specifically, these are the newspapers by county:

Oakland County

- Berkley Advance
- Birmingham Eccentric
- Clarkston News
- Drayton Plains, The Lakeland Tribune
- Farmington Enterprise
- Ferndale Gazette
- Ferndale Times
- Franklin, Four Corners Press
(Combined with Southfield News)
- Hazel Park News
- Holly Herald-Advertiser
- Lake Orion Review
- Madison Heights, Madison News
- Milford Times
- Oxford Leader
- *Pontiac Press
- Pontiac, Oakland Co. Legal News
- Rochester Clarion
- Rochester News
- *Royal Oak Tribune
- South Lyon Herald

PONTIAC HERALD
SENTINEL

(Pontiac has 1/2 NEGRO)

Walled Lake, Inter-Lake News

*Dailies

Macomb County

Armada Times
East Detroit Herald
East Detroit, South Macomb News
*Mt. Clemens Monitor-Leader
New Baltimore, Anchor Bay Beacon and
North Macomb News-Press
New Haven Herald
Richmond Review
Romeo Observer-Press
Roseville Herald
St. Clair Shores Herald
Utica Sentinel
Utica Tri-City Progress

Wayne County

Belleville Enterprise-Roman
Dearborn Independent
Dearborn Press
Detroit Community News
" East Side Shopper
* " Free Press
" Jewish News
* " Legal News
* " News
" Northeast Detroiter
" Northeast Herald
" Northend News
* " Times
" Warrendale Courier
" West Side Courier
Flat Rock Guardian
Garden City Guardian
Garden City Review
Grosse Pointe News
Grosse Pointe Press
Hamtramck Citizen
Harper Woods Community News
Harper Woods Herald
Highland Park, Highland Parker
Inkster, The Ledger Star
Livonia, The Livonian
Northville Record
Novi News
Plymouth Mail
Redford Observer
Trenton Times
Wayne Dispatch
Wayne Eagle
Wyandotte News-Herald
Wyandotte Tribune

A study should be made of trade papers and labor papers, which would include such publications as Michigan Publisher, Official Michigan, Action (Detroit Schools), Michigan AFL - CIO News, as outlets for specific or general MSU--0 news and features.

B. TELEVISION

There are 4 television stations in Wayne County, 1 in Genessee County and 1 in Ingham County which could be utilized as outlets for MSU--0 information. These are:

	<i>Detroit</i>	<i>Channel 9</i>
WWJ-TV	Detroit	Channel 4
WXYZ-TV	Detroit	Channel 7
WJBK-TV	Detroit	Channel 2
WJRT	Flint	Channel 12
WMSB-TV	East Lansing	Channel 10

Other television stations in Michigan could also be used for general features or news of MSU--0 students from these areas.

C. RADIO

There are 15 radio stations in Oakland, Macomb and Wayne counties which could be utilized as outlets for MSU--0 information. These are:

WCHB	Inkster	<i>→ (a second station near Inkster)</i>
— WBRB	Mt. Clemens	
— WPON	Pontiac	
WHLS	Port Huron	
WTHH	Port Huron	
— WEXL	Royal Oak	
— WOMC-FM	Royal Oak	
WCAR	Detroit	
CKLW	Detroit	
WJBK	Detroit	
WJLB	Detroit	
WJR	Detroit	
WWJ	Detroit	
WKMH	Detroit	
WXYZ	Detroit	

WAFI Troy Mich (FM)

In addition, there is a new FM station to be located south of East Lansing which will use news of MSU--0. The call letters will be assigned this week. A former member of the MSU staff heads this operation.

D. MAGAZINES

There are many local, state and national magazines which might use MSU--0 material. Integration of publications such as these into the general public relations plan would strengthen the program and increase its effectiveness. These publications, by type, include:

House Organs - Magazines, both internal and external, published by local business and industrial firms.

- Examples:
- Ford Times
 - Ford Highland Park News
 - Ford Farming
 - Chrysler Events Magazine
 - Parts 'N People
 - De Vlieg News
 - ~~GM FOLIO~~ Chevrolet Friends
 - Pontiac Warrior
 - People and Places
 - Power Parade
 - Synchroscope
 - The Teller
 - Hydra-Matic
 - The Michigan Bell

*Manual
in House Organs*

Trade Magazines - Magazines designed to reach a certain trade could be useful in implementing a public relations program.

- Examples:
- MEA Journal
 - Michigan PTA Magazine
 - Michigan Publisher
 - Michigan School Board Journal
 - Michigan Restaurateur

Professional Magazines - Magazines designed to reach certain specific professions could be useful. Material would have to be specific and slanted to the particular profession to be considered.

- Examples:
- Michigan Professional Engineer
 - Michigan Medical Journal
 - Michigan Architect and Engineer
 - State Bar Journal of Michigan

State Miscellaneous Magazines - Mostly for features or news briefs.

- Examples:
- Motor News (AAA)
 - Inside Michigan
 - Michigan Reporter

National Magazines - These magazines include all of the above magazines, but on a national basis.

- Examples:
- NUEA Spectator
 - National Parent-Teacher
 - NEA Journal

ACPRA Pride
American School Board Journal
Better Schools
Higher Education
School and Society
Time

Chamber of Commerce Publications - Many Michigan chambers of commerce publish magazines or bulletins for their members. These are good outlets for MSU--0 news.

E. MISCELLANEOUS

Speakers Bureau - A speakers bureau, composed of staff, faculty and community leaders interested in discussing MSU--0 with various community groups, should be organized and operated on a "stand-by" basis. This, it would seem, could be one of the most effective means of providing information on MSU--0.

Posters and Displays - These could be made up to depict MSU--0 general activities, continuing education programs, curricular organization and formulation, physical plant and facilities, faculty and staff, and other related topics. These could be utilized at meetings, for "On to College Nights," in store window, in banks and other populated community buildings, at MSU--0 and in restaurants and eating establishments.

MSU Publications - Six MSU publications would readily utilize MSU--0 news and features. These are:
MSU Business Topics
MSU Economic Outlook
MSU Reporter
MSU Spartan Engineer
MSU Alumni Magazine
MSU Vector

Brochures - These publications are still one of the most effective means of bringing the MSU--0 story, in capsule form, to interested adults and students. They should be made available to groups, individuals and others who may have use for them.

Special Promotions - Special events, such as "Press Day" or "Parents Day", are effective means of showing MSU--0 facilities and activities to interested groups. Other special promotions can be planned.