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University Relations: A/V files (A17-B-4) contents

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External Relations (A17)

The Office of External Relations functions as the primary source of public information for the institution. It works with a number of different constituencies--alumni, donors, parents, public and business leaders, and other friends of the college--in "increasing awareness and goodwill, fostering financial support and building community."

This record group is divided into two sub-groups: Alumni Relations (A17-A) and University Relations (A17-B). Both sub-groups contain materials that served to build awareness of the community, provide information to interested groups and promote UMM among the larger public. Photos, news releases, print materials and other sorts of promotional materials are prominently represented. See the sub-group descriptions for a fuller and more detailed listing.

The Vice Chancellor for External Relations leads this office. The administrative unit was created in 1999-2000, and before this date, the offices of Alumni Relations, University Relations and Fund Development, although performing comparable functions, were generally independent. (See the individual administrative histories of Alumni and University Relations.) Madeline Maxeiner served in this role from 1999 to 2014, and the directors of both Alumni and University Relations report to that office.

University Relations (A17-B)

University Relations represents a large and important collection of materials, most of which reflect the institution's efforts to promote itself, to deliver information to important constituencies and to and commemorate and celebrate historically important personages and events. This record sub-group is made up of a number of record series: General Files, News Clippings, Photos, Audio/Visual Files, Correspondence/Artifacts/Awards/Promotional, Serials and Programs, Campus Events, and Athletics. Because of special handling requirements imposed by the nature of these diverse materials, many have been removed from boxes and are being stored separately. Photos are being placed in special binders, and an effort is being made to provide accurate identification. In addition, most will be scanned and saved electronically. News Clippings also have been removed from boxes and are being stored on shelves in serial form. Please see the note fields for the various record series.

Originally, the campus's "Information Office" performed public information functions. In 1965 this office underwent a name change and became the "Office of University Relations." The head of University Relations in this year was Richard J. Welsh, and he enjoyed the title of "Informational Representative," but in 1967 he became "Director of University relations." Welsh was replaced in 1972 by Ronn Hamm who served as director until April, 1979. Hamm at the same time also served as "Coordinator of Alumni Office." He was succeeded as Director of University Relations by Margo Warner, who continued in that role until the 1985-86 school year. With the departure of Ron Hamm, The Alumni Office was separated from University relations, and Gary Donovan, who also served as Director of the "Career Placement and Planning Office," took over as coordinator of the Alumni Office." Peggy Ness Palmer replaced Warner, and in 1988 Ronald Pollworth became director. Pollworth gave way to Judy Riley in 1993, and she headed the office under various titles (Principal Secretary, Executive Assistant

and Campus Communications Coordinator) until 2005 when Christine Mahoney became Director of Communications.

A/V files (A17-B-4)

The audio /visual files have been divided into three boxes. The first box has tape reels of events and things such as: UMM band fight song, Rodney Briggs on UMM facilities, Arts and Letters Festival 1966, Dr. C. Peter Magrath, Hearing from Ron Hamm 1973, McGinnis Room Dedication 1974, etc. There are also film reels of events such as: First Cap and Cap Day 1964, Commencement Ceremony 1987, Commencement Ceremony 1988, Football film, Campus Shorts, Winter Frolic Variety Show, etc. The second box has two Newsnight Minnesota, KSAX-TV, KSAX, KSAX KCCO, KTCA (all pertaining to UMM or interviewing UMM staff), University of Minnesota 150th birthday, etc. The third box has interviews with UMM staff such as: James Gremmels, Dave Johnson, Bill Stewart, Sam Schuman, Helen Briggs, Thomas Mc Roberts, Stephen Granger, Bettina Blake, and John Imholte (all were in 2000). There are a bunch of audiotapes such as: Founder's Day research, Echoes of Cry of the Marsh, Joyeaux Noel, MAHS Funding Commercials, A Day in the Life of a Cougar, and UM Minute Television Ads.

Container List

Box 1

UMM Band Fight Song (tape reel)
Rodney Briggs on UMM Facilities (tape reel)
Arts and Letters Festival (tape reel)
UMM Stripling Interview (tape reel)
Arts and Letters Festival 1966 (tape reel)
PE Dedication 1970 (tape reel)
First Cap and Gown Day 1964 (film reel)
Commencement Ceremony 1987 (film reel)
Commencement Ceremony 1988 (film reel)
UMM 21st Birthday Celebration 1981 (tape)
University Relations Slide Show (tape)
Necessity for Utopian Thinking 1981 (tape)
Dr. C. Peter Magrath (tape reel)
Dr. C. Peter Magrath Visit (tape reel)
Hearing From Ron Hamm 1973 (tape reel)
McGinnis Room Dedication 1974 (tape reel)
West Central Educational Development Association (tape reel)
Football Film (film reel)
Campus Shorts (film reel)
Physical Education at Morris (film reel)
Campus Shots 1969 (film reel)
Winter Frolic Variety Show (film reel)
4 Unknown (film reels)
A Liberal Education: Preparation for Life (videocassette)
A Framework for the Future of Learning (videocassette)

Malcom Knowles (cassette tape)
Paul Wellstone UMM 2001 (cassette tape)
Malcom Knowles, Cy Houle, Paul Sheats (cassette tape)
Interview with H.M. Hanson & C. Bollinger 4/15/1976 (compact disc)
Misc Electronic Circuits
"Women in the Media: Getting What You Want" Stephanie Opatz and Janelle Witte Video
Cassette
College 101 UMM Student Production Spring, 1998 Video Cassette (2)
Historical Booklet Project Interviews 2000 Video Cassette
"A Vision of Ivy" Video Cassette
Founders Day Historical Booklet Project 2000 Video Cassette
Creative Study Institute Video Cassette

Box 2

Newsnight Minnesota, #101
Newsnight Minnesota, #102
UMM Wellstone Advisor Visit and Maya Angelou Visit
5/21/97 WCEDA Breakfast/Prairie Inn KCCO-Alex CCh. 7/12
Ch. 4 Pioneer Public Television U of M Series 10/15/96
KSAX-KCCO S. Hagg Interview 12/10/99
Faculty Tenure Dr. Sam Schuman 10/9/96
KSAX-TV Alexandria Men's Basketball Seversons and Gremels
KSAX-TV Alexandria Founders Day Students Jenny Jones-James Horsman 8/8/00
KSAX Mark Yudof Visit 10/6/97
KSAX KCCO President Hasselmo Visit to UMM 2/18/97
KTCA Newsnight MN Halloween Prank at UMM 4/25, 4/26/94
KTCA Newsnight MN Faculty Union Vote New Regent Michael O'keefe
KSAX-TV Alexandria Aboriginal Art Exhibit/Fred Peterson 11/16/99
What makes UMM Unique? 2000
Black Student Union Gospel Choir Performance 2000
KSAX Rural Education Conference Lt. Gov. Mae Schunk 3/3/99
KSAX Fitness-Rec 9/4/97 and M. Maxeiner/Legislative Efforts 3/19/98
KSAX-TV Alexandria Founders Day Historical Booklet Project James Horsman/Jenny Jones
Interview 8/8/00
University of Minesota 150th Birthday 02/18/2001-02/24/2001
Inauguration Day UMM Chancellor
MLK Jr. Unveiling 3/19/02
LaFave Reception 7/6/99
KSAX-TV Alexandria Yudof Visit Community Lunch 10/15/99
MLK Drive Sam KCCO
KSAX MLK Drive Ceremony
Yudof-UMM Campus Campaign MN Community Lunch 10/15/99
KSAX-TV Alexandria Russian Piano Duo Interview (Nelson Scholarship) 10/25/00
KCCO Homecoming Queen Coverage
KCCO Schuman on Yudof 6/30/97

Minnesota Economic Summit 9/30/00
University Relations UMM
KSAX News Segment on Minority Students 9/9/96
KSAX Coverage Regents & Inauguration 9/7/00
University Relations UMM

Box 3

James Gremmels Interview (7/10/00)
Dave Johnson Interview (6/23/00)
Bill Stewart Interview (8/3/00)
Sam Schuman Interview (7/19/00)
Helen Briggs Interview (7/20/00)
Thomas McRobberts Interview
Stephen Granger Interview (2 tapes) (7/17/00)
Bettina Blake Interview (7/12/00)
John Imholte Interview (on loan)
UMM Founders Day: 40th Anniversary of UMM's First Class, Sept. 26, 2000
James Horsman and Jenny Jones Interview on KSAX-TV- Alexandria

Audiotapes:

Founder's Day Research by Jenny Jones and James Horsman – "Community Connection" KMRS 1230 AM (2)
unlabeled
Echoes of Cry of the Marsh
Joyeux Noel!
MAHS Funding Commercials
A Day in a Life of a Cougar
UM Minute Television ADs

Box 4

Misc. Photos and Negatives

Homecoming, 2006 (9 sets, CD Included)
Commencement & FB Faculty Construction, 2006
Faculty-Staff Recognition, 2006 (CD Included)
Schuman Farewell Picnic, 2006 (CD Included)
Move-in Day/New Student Welcome Ceremony, 2006
Homecoming & Imholte Hall Dedication, 2005 (CD Included)
Katrina Fundraiser, 2005 (CD Included)
Homecoming, Alumni Dinner, & MSP Reception, 2005 (CD Included)
Homegrown Energy Conference & FOOD Expo - Farmer's Market, 2006 (CD Included)
Scholarship Jubilee Al Franken Photos, 2006
Scholarship Jubilee Photos, 2006 (CD Included)
FB-Action and Crowd Shots, 2006
FB-Action Danceline Crowd, 2006
Imholte Hall Celebration, 2006

Homecoming, 2005 (CD Included)
 Sylke Boyd's Physics Class: Sound + Music, 2006
 Chancellor Johnson Gateway Group and Stevens County Fair Student Profile, 2006 (CD Included)
 Cougar Mascot Mike Hatch, 2005 (CD Included)
 Commencement, 2006
 Taste of Asia, 2007 (CD Included)
 Soccer Photos by David Nieves 1, 2006
 Soccer Photos by David Nieves 2, 2006 (CD Included)
 David C. Johnson Independence Hall/Cans For America/McIntosh Research Computer 1, 2006
 David C. Johnson Independence Hall/Cans For America/McIntosh Research Computer 2, 2006
 Stevens County Fair/Move-in Day, 2006 (CD Included)
 Commencement/Nat. Am. Honoring Ceremony/Birggs Logo Winner/Salvation Army Mural, 2006 (CD Included)
 Chinese Students/Poetry Anthology/Honors Band Students, 2006 (CD Included)
 Vagina Monologues, 2007 (CD Included)
 Imholte Hall Celebration/First China Exchange Student, 2006
 Misc. KMRS Tapes
 Sam Schuman on Comm. Connection, 1999
 Community Connection, 1996
 President Magrath Address to the Morris Area Chamber of Commerce, 1982
 U of M President Youdof, 1999
 "Telefile" Music, Date Unknown
 Interview with Governor Perpich, 1990
 Rouser DvB, 1998
 Campus Calendar Program, 1997/1998
 Campus Calendar Program, 1997
 Mark Yudof on MPR, 2000
 Pol. Sci O'Loughlin Exit Poll, 1998s
 John Syrjamaki Interview, 1998
 Maroon and Gold Memories Radio demo, 2001
 Teleconference, 1996
 Gremmels/Imholte, 2000
 Commencement, 1988
 Open Line, 2000
 Vivian Heltemes Interview RE: WCSA All-School Reunion, 2006
 President Yudof on MPR, 1998
 Minnesota Public Higher Education Compact News Conference, 1998
 Panel/Open Forum/Current Crisis, 2001
 UMM Campus Calendar with Carol McCannon, Date Unknown
 KMRS Early Morning Show, 1998
 Chancellor Sam Schuman on KMRS Community Connection Show, 2000
 Songs of the University of Minnesota, set of 3, 1998

KMRS Radio Interview with John Pillsbury U of M Sesquicentennial (cassette tape)
KMRS Strike Coverage
Founders Day: Research/KMRS Community Connection