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The University of Dayton Sponsors Summer Workshop on Public Relations

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DAYTON, Ohio, July 1, 1968 -- The University of Dayton Department of School Administration is sponsoring a summer workshop on Public Relations, July 5 through July 18. The purpose of the two week program is to acquaint teachers, administrators, board members and others with the problems of school public relations.

The ten sessions will include speakers on the various aspects of public relations. Educators, legislators, school superintendents and public relations directors are on the program. Participants may earn two hours of graduate credit for the completion of the course.

Among the featured speakers at the workshop are Senator Oliver Ocasek, of Akron University and also a member of the Ohio Senate, who will speak on "Working for Legislation with Legislators." Brother John Jansen, S.M., Supervisor Schools, Midwest Province, Society of Mary, will discuss "Public Relations and the Parochial Schools."

Other speakers and their topics are: George Biersack, Chairman, UD Department of Communication Arts, "Effective Use of Mass Media"; James Clark, Dayton Area Chamber of Commerce, "Working with the Business Community"; Thomas Frericks, Director of Athletics at UD, "The Athletic Program and Public Relations"; Robert Knee, Dayton Labor Relations Attorney, "Public Relations and Staff Negotiations"; Dr. Robert Miner, Assistant Director, Ohio Education Association, and Dr. Lew Harris, Ohio School Board Association, "Public Relations and the Board of Education"; Don Crawford, staff Dayton City Commission, and Dr. Wayne Carle, Superintendent of Dayton City Schools, "Education in the Core City"; Dr. Joseph Davis, Assistant Superintendent, Columbus Public Schools, "Public Acceptance of Innovations"; Chester Roush, Superintendent, Kettering City Schools, "Communications with Staff"; and, Richard Haacke, Director, Dayton Council for Retarded Children, "Public Relations in the Program for the Handicapped."

In addition to the speakers, the workshop will include question and discussion sessions. For further information, contact workshop co-ordinators, Dr. O. R. Edgington or Mr. M. B. Morton, at UD (461-5500, Ext. 507).