



ArchivesSpace

Guide to the Wayne State University Department of Marketing and Communications Records WSR000552

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English

Describing Archives: A Content Standard

Walter P. Reuther Library

5401 Cass Avenue

Detroit, MI 48202

URL: <http://reuther.wayne.edu>

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Summary Information

Repository:	Walter P. Reuther Library
Creator:	Wayne State University
Title:	Wayne State University Department of Marketing and Communications Records
ID:	WSR000552
Date [inclusive]:	1961-2002
Date [bulk]:	1977-1997
Physical Description:	21 Linear Feet 21 SB
Language of the Material:	English
Language of the Material:	Material entirely in English.
Abstract:	The Wayne State University Department of Marketing and Communications (formerly known as the Wayne State University Office of Public Relations) functions as the primary liaison between the university and the news media and is concerned with maintaining the school's positive image. This collection consists of materials produced between 1961-2000 and includes press releases; clippings and reports on press coverage relating to WSU; biographic files on the University's presidents and other prominent WSU staff and alumni; marketing print orders; and video recordings.

Citation Style

"Wayne State University Department of Marketing and Communications, Box [#], Folder [#], Walter P. Reuther Library, Archives of Labor and Urban Affairs, Wayne State University"

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History

The Wayne State Department of Marketing and Communications functions as the primary liaison between the University and the news media. As such they are responsible for developing and pitching

news stories and features; recording, analyzing and monitoring media coverage about the university and its activities; maintaining an active database of faculty experts for media consultation; arranging and facilitating press and media briefings; and other, related activities. They also work closely with other marketing and communications offices, and are generally involved with promoting Wayne State University's positive image and branding.

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Scope and Content

The WSU Department of Marketing and Communications collection consists of files produced by the department from the 1960s to late 1990s. Series One consists of press releases and announcements produced by the PR department; Series Two consists of press files accumulated by the PR department as part of their effort to record and analyze media coverage; Series Three consists of biographic files including speeches made by WSU presidents, the professional credentials of Wayne State staff and alumni, and news coverage relating to those figures; Series Four consists of order forms and art examples produced by the Graphic Arts Office as part of the PR department's marketing and branding initiatives; and Series Five consists of audio visual materials, most of which are recordings of media appearances or media coverage of university events. Of particular note is the extensive selection of files from David Adamany's tenure as president.

Series Description: Series 1: Press Releases, 1977-1989 Series 2: Press Coverage, 1982-2000 Series 3: Biographic Files, 1965-1997 Series 4: Graphic Art Office Orders, 1961-1981 Series 5: Audiovisual, 1983-2002

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Arrangement

The collection is arranged into 5 series - Series 1 (Boxes 1-5), Series 2 (Boxes 5-7), Series 3 (Boxes 8-9), Series 4 (Boxes 9-13), Series 5 (Boxes 13-21). Folders in each series are simply listed by their location within each box. They are loosely arranged by chronological and alphabetical order, but any given subject may be dispersed throughout several boxes within each series.

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Administrative Information

Publication Statement

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Detroit, MI 48202

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Acquisition

This collection was donated to the Walter P. Reuther Library by the Public Relations Department, in a series of six installments.

Shipments were received by the Reuther on January 7, 1986; January 14, 1988; May 22, 1989; April 2, 1990; June 27, 1990; and January 15, 2003.

Processing History

Processed and finding aid written by Kris Kniffen on November 28, 2016.

Access

Collection is open for research.

Use

Refer to the Walter P. Reuther Library "Rules for Use of Archival Materials." Restrictions: Researchers may encounter records of a sensitive nature – personnel files, case records and those involving investigations, legal and other private matters. Privacy laws and restrictions imposed by the Library prohibit the use of names and other personal information which might identify an individual, except with written permission from the Director and/or the donor.

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Related Materials

Related Materials

WSU Public Relations Department: Centennial Records

Wayne State University Office of Media Relations Publications

Wayne State University South End Newspapers

Transfers

Boxes 14-21 are housed in the Audio Visual Department.

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Controlled Access Headings

- Public relations
- Branding (Marketing)
- Newspapers
- Detroit (Mich.)
- School management and administration
- Adamany, David W.
- Gullen, George E., Jr.

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- 16 Media coverage, 1994 (VHS)
- 17 WDET CNN Story, 1994 (VHS)
- 18 Funeral for Winter; Eng. Scholarships Error, 1994 (VHS)
- 19 Fast Boats, 1994 (VHS)
- 20 Master Tape: City Council vote for Belle Isle Fee, Brenda Scott, WSU BOG, 1994; Kids and television violence, Murali Nair, Communications, 1994 (VHS)
- 21 WSU College of Nursing 50th Anniversary, 1995 (VHS)
- 22 TV 7, MSU-DCL Editorial, 1995 (VHS)
- 23 TV 7, MSU-DCL Editorial, 1995 (VHS)
- 24 TV 7, Editorial, Chuck Stokes, MSU/DCL, 1995 (VHS)
- 25 Law Talk, David Adamany, 1995 (VHS)
- 26 Meet the Media Panel, 1996 (VHS)
- 27 University Public School, PSA, April 1996 (VHS)
- 28 WSU: The Place to Be, 1996 (VHS)
- 29 Richard Beltramini, Marketing, speaks on alcohol and tobacco ads, In Depth Detroit, TV 62, 1997 (VHS)
- 30 Mattell Dawson, \$200,000 gift; Commencement, 1996 (VHS)

Box 19

Black Entertainment Network Evening News; Ronald brown, WSU Political Science Professor; Barbara Rose Collins Congressional Race, 1996 (VHS)

- 2 Channel 7 Evening News; Benjamin burns, WSU Communication Professor; Barbara Rose Collins/FP "hate" quote, 1996 (VHS)
- 3 Jack Crusoe interview with Dave Manney, Channel 7, 1996 (VHS)
- 4 David Adamany, Channel 7, "Our Story," Robert Packer interview on Iraq w/Anne Thompson, 1996 (VHS)
- 5 David Adamany Retires, TV 50; World of Opportunity Image Ad, 1996 (VHS)
- 6 Denise Dador; Rosa Parks Story, Channel 7, 1996 (VHS)
- 7 Armenian Vision, Middle East TV 1996 (VHS)
- 8 Dan Bernard - Old Main Hall of Shame, Fox 2, 1996; Charles Parrish, 1996 (VHS)
- 9 Dan Bernard and Rich Fisher on Old Main Hall of Shame, 1996 Election - Clinton (VHS)
- 10 Gail Jenson - Gerontology, WSU, TV 20, 1996 (VHS)
- 11 Diane Brown and Linda Herskowitz interview on Women at Risk issues, 1996 (VHS)
- 12 David Adamany Resigns, Micah Materre reporting, Dec. 13, 1996 (VHS)
- 13 Lynne Schaefer, Channel 50 News on WSU Buildings on campus, 1997 (VHS)
- 14 Fox 2 Hall of Shame, Feb. 1997 (VHS)
- 15 Steve Stack on Crime Statistics, TV 7; Street Smarts - WSU Public Safety, TV 50 (VHS)
- 16 Home Improvement with Tim Allen (WSU mention), Feb. 18, 1997 (VHS)
- 17 TV News Old Main Coverage, 1997 (VHS)
- 18 Funeral for Winter, Channel 4, Carmen Harlan, Apr. 10, 1997 (VHS)
- 19 Editorial Old Main, Channel 7; Chuck Stokes (Adamany featured); Spotlight Program (Old Main with Lynn Schaefer), 1997 (VHS)
- 20 TV 50, News, 1997 (VHS)
- 21 Eyewitness Morning, Undergraduate Library, Sep. 1997 (VHS)
- 22 Richard Beltramini, Marketing speaks on alcohol and tobacco ads, 1997 (VHS)
- 23 Ribbon Cutting Ceremony - Old Main, Apr. 15, 1997 (VHS)
- 24 Politically Correct, TV 4, Jack Kay, 1998 (VHS)
- 25 Robert Sedler, Channel 2; TV 7 Crash Testing, 1998 (VHS)
- 26 CBS reception, 1998 (VHS)
- 27 Charles Hyde/Jerry Herron, Channel 2, Rape in Student Center, 1998 (VHS)
- 28 Irvin Reid on "For My People" TV show, Channel 50, 1998 (VHS)
- 29 Damon Keith - Edward Devitt Award, TV 2, 4, 7, news, 1998 (VHS)
- 30 WSU Ethanol Car, WTVS 56; Nightly Business Report, 1998 (VHS)
- 31 Channel 7 News, 1998 (VHS)
- 32 Irvin Reid Elected, News, 1998 (VHS)
- 33 Irvin Reid Elected, Channel 4 News, 1998 (VHS)
- 34 Irvin Reid, Straight Talk, 1998 (VHS)
- 35 Irvin Reid, Program: Comcast taping, Channel 6, 1998 (VHS)
- 36 Irvin Reid, Channel 4, 1998 (VHS)
- 37 President Reid and City Highlights, interview (Comcast), 1998 (VHS)
- 38 Lorenzini Lawsuit, TV 7, 1998 (VHS)
- 39 WSU Pharmacy Ceremony, 1998 (VHS)

- 40 Irvin Reid Inauguration, Sep. 17, 1998, Channel 4 (VHS)
- 41 Irvin Reid Inauguration, TV 7 (VHS)
- 42 WSU Advertisement, 1998 (VHS)
- 43 Irvin Reid; Hockey, 1998 (VHS)

Box 20

- 1 WSU Professor Shooting, Network coverage, Dec. 11-13, 1998 (VHS)
- 2 WSU Professor Shooting, Morning Edition, Dec. 11, 1998 (VHS)
- 3 WSU Professor Shooting, Fox News Now, Dec. 11, 1998 (VHS)
- 4 Marching Towards Justice, Feb. 3, 1999 (VHS)
- 5 Marching Towards Justice (Betacam) (VHS)
- 6 Marching Towards Justice (Betacam) (VHS)
- 7 Matel "Mat" Dawson Gift Presentation, Ap. 13, 1999 (VHS)
- 8 Matel Dawson, News Conference, 1999 (VHS)
- 9 "The Impact of Higher Education Upon the Future Economy," Adamany speech to The Women's Economic Club of Detroit, undated (VHS)
- 10 Mark Kahn - Labor Relations; Lance Franklin, The Stink/Garbage (VHS)
- 11 WSU: Education of Your Life, (younger audience) 1 minute of Black older audience (VHS)
- 12 Helen Thompson Press Conference, May 1999 (VHS)
- 13 WSU College of Pharmacy and Allied Health, 1999; Lila Lazarus' Good Health Report (VHS)
- 14 Mattel Dawson/Irvin Reid, Jun. 8, 1999; CBS Evening News with Dan Rather, Eye on America broadcast (VHS)
- 15 Fitness Center groundbreaking w/ Irvin Reid, Jun. 9, 1999 (VHS)
- 16 Chandice Covington; Breast cancer research, Jun. 1999 (VHS)
- 17 Chandice Covington; Breast cancer research, 1999 (VHS)
- 18 Chandice Covington, Jun. 29, 1999 (VHS)
- 19 WSU Pharmacy groundbreaking, TV 4, Sep. 15, 1998 (VHS)
- 20 WSU union negotiations, TV 2, Aug./Sep. 1999 (VHS)
- 21 Union negotiations, TV 7, 1999 (VHS)
- 22 Working Women, Jul. 1, 1999 (VHS)
- 23 School of Medicine Investigation - sexual harassment, TV 7, Oct. 1999 (VHS)
- 24 School of Medicine Investigation - sexual harassment, TV 7, Oct. 1999 (VHS)
- 25 Matel Dawson/Irvin Reid on the Oprah Winfrey Show, Oct. 22, 1999 (VHS)
- 26 Matel Dawson - Oprah Winfrey Show, Oct. 22, 1999 (VHS)

Box 21

- 1 Metal Dawson/WSU President Irvin D. Reid on the Oprah Winfrey Show, Channel 7, Oct. 22, 1999 (VHS)
- 2 WSU Football Season - First Game, Cable 76, Nov. 10, 1999 (VHS)
- 3 WSU Commencement, TV 50, Dec. 16, 1999
- 4 WSU Commencement, TV-4 WDIV, Dec. 16, 1999; Matel Dawson, CNN, Jan. 6, 2000 (VHS)
- 5 Matel Dawson/WSU President Irvin D. Reid, Jan. 2000 (VHS)
- 6 CNN Morning News, Matel Dawson and WSU President Irvin D. Reid, Jan. 6, 2000 (VHS)

- 7 Reverend Al Sharpton at WSU, TV 50, Jan. 11, 2000 (VHS)
- 8 Reverend Al Sharpton at WSU, TV-7, Jan. 11, 2000 (VHS)
- 9 Reverend Al Sharpton at WSU, TV-4, Jan. 11, 2000 (VHS)
- 10 WSU - M.L. King Jr. Memorial Luncheon Guest Speaker: James McBride, Fox 2, Jan. 17, 2000 (VHS)
- 11 "America, America" Cable TV Show (Visit to WSU Mortuary Science Department), Feb. 2000 (VHS)
- 12 TV-2 Working, "Working Women Segment," Professor Mary Niles, Feb. 23, 2000 (VHS)
- 13 TV-50, Crime Mapping for Detroit Police Department, Feb. 29, 2000 (VHS)
- 14 TV-2 - Vice President Al Gore at WSU; Town Meeting, Mar. 8, 2000 (VHS)
- 15 TV-4 Newscast - Vice President Al Gore visits WSU, Mar. 8, 2000 (VHS)
- 16 TV-7 Newscast, Vice President Al Gore Visit, Mar. 8, 2000 (VHS)
- 17 Robert Sokol Medical School, Mar. 2000 (VHS)
- 18 TV-4 Funeral for Winter, Apr. 6, 2000 (VHS)
- 19 Keith Collection - funded traveling exhibit on the 14th amendment, C-Span, Apr. 22, 2000 (VHS)
- 20 TV-2 Newscast - WSU Professor Speaks on Obesity, May 4, 2000 (VHS)
- 21 WSU TV-50 - Jeff Stoltman / Z's Restaurant, May 31, 2000 (VHS)
- 22 TV-50, WSU Professor Charged with Internet Solicitation, Jun. 22, 2000 (VHS)
- 23 TV-7 David Fasenfest - Urban Affairs, Jul. 20, 2000 (VHS)
- 24 George Stephanopolous from Good Morning America interviewed WSU Students and VP Al Gore (talk about Presidential race 2000), Sep. 26, 2000 (VHS)
- 25 Presidential Debates 2000, Craig Smith, WSU Communication Department Chair, TV 4, Oct. 17, 2000 (VHS)
- 26 Election Night TV, Nov. 7, 2000, 1 of 2 (VHS)
- 27 Election Night TV, Nov. 7, 2000, 2 of 2 (VHS)
- 28 WSU Election, TV-4, History Professor Marc Kruman, Nov. 8, 2000 (VHS)
- 29 Transition #299: A Summit on Transportation in Metro Detroit, 2000 (VHS)
- 30 WSU President Irvin D. Reid, Morning News, TV 2, MLK Day, Jan. 15, 2001 (VHS)
- 31 Mat Dawson Gift to WSU, TV 4; Domestic Violence, Feb. 15, 2001 (VHS)
- 32 TV 7 News - WSU Hanley Abramson, deputy dean of PAHP; Dr. Chasdi, Feb. 16, 2001 (VHS)
- 33 Mat Dawson Gift to WSU, TV-5, Feb. 16, 2001 (VHS)
- 34 WSU Expert John Melvin (race car drivers crash), TV-4, Feb. 19, 2001 (VHS)
- 35 TV-2 Funeral for Winter - WSU, Apr. 5, 2001 (VHS)
- 36 TV-4 Funeral for Winter - WSU, Apr. 5, 2001 (VHS)
- 37 Inner City Games/WSU, TV-4, Jun. 29, 2001 (VHS)
- 38 Inner City Games, TV-7, Jun. 29, 2001 (VHS)
- 39 TV-50, WSU Welcome Center, Jul. 13-15, 2001 (VHS)
- 40 Spotlight on the News, TV 7, Detroit 300: A Proud Legacy, Jul. 15, 2001 (VHS)
- 41 WDIV Detroit Police and WSU Computer Crime Fact Database, SW Detroit Police Zone, Aug. 3, 2001 (VHS)
- 42 Spotlight on the News, WXZY-TV Detroit, Dr. Irvin Reid, Aug. 19, 2001

- 43 "Flashpoint" with Dr. Irvin W. Reid, WDIV-4, Sep. 9, 2001 (VHS)
- 44 Ethics in Journalism Panel, Professor Sandra Combs Birdiett, Director for Journalism Institute for Minorities, WXYZ Ch.7, Nov. 8, 2001 (VHS)
- 45 "Wayne State University," Fox 2 News, WJBK-TV Detroit, Feb. 27, 2002 (VHS)
- 46 WJBK Fox 2 News, Joe Fisher apologized for writing "Islam Sucks," "Al Alen interviewed three students and Dr. Charles Brown, VP Student Development and Campus Life," Feb. 28, 2002 (VHS)