



ST. MARY'S
UNIVERSITY

Digital Commons at St. Mary's University

Finding Aids

University Archives

2022

Inventory of Records: Communications-Public Relations

St. Mary's University Archives

Follow this and additional works at: <https://commons.stmarytx.edu/uafindingaids>



Part of the [Higher Education Commons](#)

Recommended Citation

St. Mary's University Archives, "Inventory of Records: Communications-Public Relations" (2022). *Finding Aids*. 5.

<https://commons.stmarytx.edu/uafindingaids/5>

This Article is brought to you for free and open access by the University Archives at Digital Commons at St. Mary's University. It has been accepted for inclusion in Finding Aids by an authorized administrator of Digital Commons at St. Mary's University. For more information, please contact egoode@stmarytx.edu, sfowler@stmarytx.edu.

St. Mary's University Archives
Inventory of Records
Communications-Public Relations
Subgroup Number UA 11

StMU

Saint Mary's University of San Antonio
One Camino Santa Maria
San Antonio TX 78228-8530 USA
Phone: 210-436-3011
www.stmarytx.edu

Descriptive Summary

Repository Blume Library Saint Mary's University, San Antonio, Texas
Creator University Communications Department/Public Relations Office
Title Communications-Public Relations
Inclusive Dates 1897-2009
Bulk Dates 1967-2009
Reference Code UA 11
Languages English
Extent 11 cubic feet of files, 25 linear feet of binders, 13 cubic feet of scrapbooks
Abstract Public relations at St. Mary's University was mostly *ad hoc* before 1967 consisting of announcements for student recruitment and promotion of sporting events. Consequently, most of the materials before 1967 consist of news clippings. After 1967 the University began a systematic program of conscious image projection that grew in sophistication to the point where all campus publications and public outreach efforts required approval by the communications/public relations office. The records after 1967 grow in complexity and diversity.

Administrative Information

Restrictions to Access: None
Usage Restrictions: None
Alternative Form of Material: None
Acquisitions Information: Records are transferred directly from the Communications office to the University Archives at irregular intervals when materials are no longer deemed to be of current usefulness.
Processing Information: Materials are organized chronologically except for drop files which are organized alphabetically by surname or by subject heading. Photographs are separated and arranged by subject headings in the Archives Photograph Collection. Campus publications issued by this office are classified with University Publications (see Campus Publications for a list).
Preferred Citation: Saint Mary's University Archives

Copyright Notice:

Antonio

Copyright retained by Saint Mary's University of San

Catalog Headings:**Separated Materials:**

Materials removed from the records include publications, photographs and objects. The publications listed below are limited to those issued in the name of the Communications/Public Relations office.

NEWSLETTERS

Calendar, 1979-1998, 378.76 J1 / PUBLICITY / 1979

This Week at Saint Mary's, 1963-1967, 378.76 J2 / PUBLICITY / 1963

This Week, 1967-1983, 378.76 J2 / PUBLICITY / 1967

This Week: A News Bulletin, 1991-1995, 378.76 J2 / PUBLICITY / 1991

St. Mary's University News Highlights, 1999, 378.76 J2 / PUBLICITY / 1999

St. Mary's University of San Antonio Weekly News, 1932, 378.76 J3 / PUBLICITY / 1932

Parenthesis: A Newsletter for Parents of StMU Students, 1979-1982, 378.76 J3 / PUBLICITY / 1979

ST. MARY'S SESQUICENTENNIAL BROCHURES, 2002

Sesquicentennial St. Mary's University, 1852-2002 Gala. Program, menu, timeline

Sesquicentennial St. Mary's University, 1852-2002 History. Illustrated brochure (48 pages)
378.76 L1 / 2002

PHOTOGRAPHS

The bulk of the University Archives photo collection was produced by the office of public relations/communications. From 1948 to the present, commercial photographers were retained to photograph events. For a list of these photographers, see the finding aids for the photograph collection.

OBJECTS

St. Mary's Sesquicentennial lapel pin, ribbon; V9 Box 4

St. Mary's Sesquicentennial-themed clothing; V5

Sesquicentennial Photo Exhibit; framed objects (six 4 x 8 foot panels)

Administrative History

The St. Mary's University Athletic Department hired Bill Rives as Publicity Manager from 1930-1931 to promote the football program. This resulted in the accumulation of news clippings in scrapbooks. During his presidency, Walter Buehler (1950-1961) established an "Office of Civic [Public] Relations." Public Relations Directors for that period were: Mr. Jack Mullen (1954), Brother Daniel J. Rabitt, SM (1956); Mr. Leo A. Yetman (1958), Charles O. Brown (1960). In 1958, because of a lack of space in the Administration Building (St. Louis Hall), the Public Relations office was moved to the downtown campus.

During the presidency of Father Louis Blume (1963-1973), Charles W. Kenworthey was hired as director of public relations beginning February 1, 1967. In 1967, a "Communications Committee" functioned as a subsidiary of the development program called "Education 6000." The goal of "Education 6000" was to grow enrollment to 6000 students in ten years (1965-1975) and to enlarge campus facilities sufficiently to service the added enrollment. The Communications Committee had about 38 members including the university president and the deans of the schools, businessmen from San Antonio, and the following administrators: Jack C. Hollimon, director of special resources; Charles W. Kenworthey, director of public relations; Al Notzon, director of alumni relations; and John Michel, associate director of admissions. Mr.

Kenworthy asked the committee for assistance in devising “a public relations guideline for St. Mary’s that would serve as baseboard statement of concepts and goals” to replace the former practice of “publicizing by guesswork and treating each PR opportunity as an isolated fragment unrelated to a total picture.” Thus began the notion of a coherent University “branding” and “marketing effort.

The branding and marketing functions have caused the public relations function to be closely associated administratively with development, student recruitment, and alumni relations. In 2002, the Public Relations Office was officially designated “Office of University Communications” to reflect an expanded mission scope” to unite the University’s marketing efforts...to deliver a clear, consistent and compelling message about St. Mary’s University.” In 2007, the scope of the Office of University Communications was extended to include world wide web coordination and development.

A partial list of personnel for this department includes: Charles Kenworthy, director of public relations (1967); Coit Butler, publicity assistant (1968); Annette Richardson, publications assistant (1968); Mr. Dave Roberts, director of public relations (1970); Barbara Williams, publicity assistant (1973); Ellen Sawyer, director (1980); Sylvia McLaren, assistant director (1980); Irma Guerrero, news and information officer (1981); Gary S. Whitford, publications editor (1982); Nancy A. Roth-Roffy, director university relations (1983); Sylvia McLaren, news and information officer (1984); Vicki H. Sledge, university relations (1988); Dianne Pipes, director of public relations (1987); Joan S. Canty, assistant director of public relations for news and information (1989); Charles H. Messer, Jr, assistant director of public relations for news and information (1990); Elizabeth Chamberlain, news and information officer (1993); Elizabeth Barbee, communications coordinator for the School of Law (2007); Bart Clarkson, web coordinator (2007); Jake Salazar, director of web development (2007); Nina Duran, publications coordinator (2007).

The Communications/Public Relations Office in the early days reported to the president and then since the 1960s to a vice president for university advancement/development.

Collection Overview

Public relations at St. Mary’s University was mostly *ad hoc* before 1967 consisting of periodic announcements for student recruitment and promotion of sporting events. Each effort was undertaken without reference to an overall plan. Consequently, most of the materials before 1967 consist of scrapbooks with news clippings of advisements or of reporting by the local press mainly of interscholastic sports. The first effort at a sustained publicity program begins during the 1950s. A permanent office with professional employees began to operate. In 1967, the president Reverend Louis Blume formed a Communications Committee and hired a director of public relations. After 1967 the University began a systematic program of conscious image projection in the service of advancement/development that grew size and responsibility as reflected in the office files to the point where all campus publications and public outreach efforts required approval by the communications/public relations office. The records after 1967 grow in complexity and diversity. By the 1990s, the office maintained drop files on all campus personnel and the main campus activities to provide its staff with research capability.

Summary of Series

Series 1: Office Files	
Subjects	1954-2008
Memoranda	1959-2008
Activity Reports	1956-1993
Correspondence	1952-1993
Series 2: News Clipping Scrapbooks	
<i>The Rattler</i> Scrapbooks	1897-1954
Clipping Scrapbooks	1930-1982
Series 3: Clipping Facsimiles	1942-2010
Series 4: St. Mary's News Releases	1962-2009
Series 5: <i>Campus Clippings</i>	1980-1998
Series 6: Drop Files for People in News	1990-2010
Series 7: Drop Files for Subjects in News	1990-2010
Series 8: Sesquicentennial Project	2001-2003
Series 9: Athletics Publicity	

Series 1: Office Files, 1954-2008

Arrangement Note: The file headings are supplied. The contents of several of the files have the appearance of being artificially constructed by assigned subjects. The records in Series 1 were formerly located in file cabinet drawer C10D but were relocated because of overcrowding in that drawer.

Location: R18J

Box 03 Folder 01	Personnel changes	1954-2007
Box 03 Folder 02	Committee for Public Image Policy minutes	1960-1965
Box 03 Binder 03	Communications Committee minutes	1965-1967
Box 03 Folder 04	Event Promotions	1960s-1980s
	Fashion Fair (undated), Carrera del Alamo II (1960), Fiesta Stage Band Concert (3/1982), Trade Fair (undated)	
Box 03 Folder 05	Correspondence regarding publications	1963-1999
Box 03 Folder 06	Master Calendar Project	1977, 1981-83, 1993
Box 03 Folder 07	Public Relations Self-Study: mission and goals	1982
Box 03 Folder 08	Media Contacts with StMU Faculty	1983-86, 1992, 2002
Box 03 Folder 09	Hill & Nolton Visit, Feb 29-Mar 1, 1984	1984
Box 03 Folder 10	StMU Image Survey (by telephone)	1980s-1990
Box 03 Folder 11	Publications Policy Statement	1983-2000
Box 03 Folder 12	Public Relations Video Tape Inventory	1987
Box 03 Folder 13	Community Connections Task Force	1990

Location: R18J

Box 03 Folder 14	Memoranda	1959-1979
Box 03 Folder 15	Memoranda	Apr 1980-July 1981
Box 03 Folder 16	Memoranda	Aug 1981-Dec 1982
Box 03 Folder 17	Memoranda	July 1985-Feb 20003

Location: R18J		
Box 03 Folder 18	Activity Report	Dec 1956-Jun 1957
Box 03 Folder 19	Activity Report	Jan 1959-Dec 1965
Box 03 Folder 20	Activity Report	Sep 1965-Sep 1966
Box 03 Folder 21	Activity Report	Oct 1983-Apr 1993

Location: R18J		
Box 03 Folder 22	Correspondence	1952-1972
Box 03 Folder 23	Correspondence	Jun 1980-Jul 1981
Box 03 Folder 24	Correspondence	Aug 1981-Apr 1982
Box 03 Folder 25	Correspondence	Nov 1983-oct 1986
Box 03 Folder 26	Correspondence	1987-1993

Box 03 Folder 27	Photography Management	1972-1985
	Price lists for free-lance contract photographers Ed Gaida (1972) and Eli Cantu (1981); publication release forms for event Aug 13, 1985	

Box 03 Folder 28	Professional Association recognition awards	1968-1975
	Printing Industries of America	1968, 1973
	San Antonio Advertising Club	1968-1969
	Internatl Assoc. of Business Communicators	1970-1973
	American College Public Relations Association	1968-1974
	American Alumni Council	1969-1975
	Alamo Industrial Editors Association	1969-1974
	National Bank of Commerce, San Antonio	1975

FS16-03 Folder 2	Professional Association recognition awards, 1968-1973	
------------------	--	--

Box 03 Folder 29	<i>Endeavor</i> : University Relations Newsletter from StMU	1994
	The holdings are limited to a single issue	

Series 2: News Clipping Scrapbooks, 1897-1982

Content Note: These are scrapbooks of news clippings, photos, and ephemera concerning sports and other events at St. Louis College, St. Mary's College and St. Mary's University

The Rattler Scrapbooks, 1897 to 1954

V6-2 SCRAP 2	Photos and graphics from <i>The Rattler</i> , indexed	1897-1937
	This is a home-made scrapbook with an elaborate handwritten index. It contains photos and graphics from <i>The Rattler</i> and possibly other In-house publications. All are on coated paper; no newsprint. Each Item is numbered by hand for the index but not sources are given. This album is similar to SCRAP 14.	

V6-7 SCRAP 14	Photos and graphics from <i>The Rattler</i>	1947-1954
	This is a fast bound scrapbook with blue leather cover. Its contains photos clipped from <i>The Rattler</i> . Each photo is numbered but no Index is included with the album. This album is similar to SCRAP 2.	

News Clipping Scrapbooks, 1930-1982

V6-2 SCRAP 3	StMU Athletics News Clippings	1929-1930
--------------	-------------------------------	-----------

This scrapbook is homemade and contains news clippings from the commercial press all carefully trimmed and pasted but most with no references. Football is heavily represented in the earlier years with basketball becoming prominent in later years.

V6-2 SCRAP 4A	“Publicity Record” compiled by Bill Rives, Publicity Mngr.	1930-1931
V6-2 SCRAP 4B	“Publicity Record” compiled by Bill Rives, Publicity Mngr.	1931-1933
V6-4 SCRAP 5	“St. Mary’s of Texas in the News” clippings	1933-1936
V6-4 SCRAP 6	“St. Mary’s of Texas in the News” clippings	1936-1937
V6-4 SCRAP 7	News clippings	1937-1938
V6-5 SCRAP 8	News clippings	1938-1939
V6-5 SCRAP 9	News clippings	1939-1940
V6-6 SCRAP 10	News clippings	1940-1941
V6-6 SCRAP 11	News clippings	1941-1942
V6-6 SCRAP 12	News clippings	1942-1944
V6-7 SCRAP 13	News clippings	1944 Sep-1959 May
V6-7 SCRAP 15	Basketball clippings	1958-1959
V6-7 SCRAP 15A	News clippings	1965-1971
V6-3 SCRAP 15B*	Basketball, Baseball	1961-1962
	SCRAP 15B and 15C are between blue velour boards holding standard, Black album pages to which are pasted clippings from the commercial Press. The origin of the albums is not given. *see 3 rd shelf for this	
V6-3 SCRAP 15C*	Baseball, Basketball	1963
	SCRAP 15B and 15C are between blue velour boards holding standard, Black album pages to which are pasted clippings from the commercial Press. The origin of the albums is not given. *see 3 rd shelf for this	
V6-? SCRAP 15D	StMU Advertisements (Velox format)	1965-1971
	This scrapbook contains the proof versions of paid advertisements by StMU. They are not clippings from newspapers.	
V6-8 SCRAP 16	News clippings	1967
V6-8 SCRAP 17	News clippings	1968
V6-8 SCRAP 18	News clippings	1969
V6-8 SCRAP 19	News clippings	1970
V6-9 SCRAP 20	News clippings	1971
V6-9 SCRAP 21	News clippings	1972
V6-9 -SCRAP 22	News clippings	1973
V6-9 SCRAP 23	News clippings	1974
V6-10 SCRAP 24	News clippings	Jan to Dec 1975
V6-10 SCRAP 25	News clippings	Jan to Dec 1976
V6-10 SCRAP 26	News clippings	Jan to Dec 1977
V6-10 SCRAP 27	News clippings	Jan to Dec 1978
V6-10 SCRAP 28	News clippings	1975 Sep-1980 May
V6-10 SCRAP 29	News clippings	1979 Jan-1980 Dec
V6-10 SCRAP 30	News clippings	1980 Jun-1982 Mar

Series 3: News Clipping Facsimile Series, 1942-2010

Arrangement Note: This series consists of 49, three-ring binders and 5 scrapbook albums shelved in chronological order houses plain paper copies of news clippings about St. Mary’s University from 1942 to 2010.

Processing Note: From the *Annual Report* for 1997-1998 by Brother Robert Wood, SM: "Another large project was reorganizing and photocopying all of the News Clippings from 1978 to 1982. These had been put into binders in helter-skelter order so that it wasn't possible to find any given day or month easily. Now all of these clippings are in chronological order (and the recopying saved a lot of space and paper). This took close to three months to complete."

R18L Binder 01	1942-1949
R18L Binder 02	1950-1952
R18L Binder 03	1960-1966
To	
R18L Binder 17	1979 Jan-Dec
R18L Binder 18	1980-1981
R18L Binder 19	1982 Jan-Dec
To	
R18L Binder 28	1987 Jan-May
R18L Box 1 Scrap 29	1987 Jun-Dec
R18L Box 2 Scrap 30	1988 Jan-May
R18L Box 3 Scrap 31	1988 Jun-Oct
R18L Box 4 Scrap 32	1988 Nov-1989 Feb
R18L Box 5 Scrap 33	1989 Mar-Jun
R18L Binder 34	1989 Oct-Dec
To	
R18L Binder 54	2009-2010

Series 4: St. Mary's News Releases, 1962-2009

Arrangement Note: The news clippings are arranged in chronological order and are housed in 1 folder (for 1962-1966) and in 57 three-ring binders (for 1967-2009). Very few releases exist for the years 1962-1966. In 1967, Father Blume formed a Communications Committee and hired a director of public relations. Subsequently, the number of the news releases grew exponentially and the format became more professional.

R18L Folder 01	1962-1966, typescript carbon copies
R18L Binder 02	1967 Jan-Apr, use of printed headers begins
R18L Binder 03	1967 May-Dec
R18L Binder 04	1968 Jan-Apr
To	
R18L Binder 58	2009 May

Series 5: *Campus Clippings*, 1980-1998

Content Note: *Campus Clippings* is the title of an informal campus publication. The following statement appears on its cover: "*Campus Clippings* is produced periodically by the Public Relations Department as a representative sampling of news items about St. Mary's University that appear in the press." *Campus Clippings* appeared in serially numbered issues from 1 to 18 (1980-1988). Then it grew greatly in number of pages and was designated by date only without issue numbering. Finally, the product was much reduced in size and retitled, "*St. Mary's University News Highlights: A synopsis of local, regional and national media coverage*," from May 1987 to fall 1988.

R18L	August 11, 1980 to September 1988, numbered as Issues 1 to 18
To	
R18L	June 1991-October 1991 to May-July 1996
To	

R18L

May 1997 to Fall 1998 as “News Highlights”

Series 6: Drop Files for People in the News, 1990-2010

Arrangement Note: This record series consists of manila folders arranged in alphabetical order by surname. Into each manila folder is placed any hardcopy document concerning that person. The contents of each folder can include news releases, memoranda, news clippings, tear sheets, photographs and ephemera. For some folders, unusually large accumulations of photos or ephemera have been removed for separate storage (C25B-100) with a separation notice filed in their place.

Location: File Cabinet Drawers

C17b A Names A to F
C17b B Names G to L
C17b C Names M to S
C17b D Names T to Z

Series 7: Drop Files for Subjects in the News, 1990-2010

Arrangement Note: This record series consists of manila folders arranged in alphabetical order by subject. Into each manila folder is placed any hardcopy document concerning that subject. The contents of each folder can include news releases, memoranda, news clippings, tear sheets, photographs and ephemera. For some folders, unusually large accumulations of photos or ephemera have been removed for separate storage with a separation notice filed in their place.

A to D

R18J Box 04	Access St. Mary’s, Tuition-free education	2009
R18J Box 04	Alice Franzke, PhD Award / Feminist award	2008
R18J Box 04	Alumni Athletic Convocation Center	1979-2002
R18J Box 04	Alumni Athletic Convocation Center	2003
R18J Box 04	Art Department	1987-1997
R18J Box 04	AT&T Center for Information Technology	2000-2003
R18J Box 04	Barrett Memorial Bell Tower	2006-2007
R18J Box 04	Bill Greehey School of Business	2003-2009
R18J Box 04	Bill Greehey School of Business Photos	
R18J Box 04	Blume (Louis J.) Library	1998-2006
R18J Box 04	Center for Conciliation and Arbitration	1991
R18J Box 04	Center for Global Business	1992-2010
R18J Box 04	Center for Global Securities and Terrorism Law	2003-2007
R18J Box 04	Chaminade, William-Joseph – Marianist Founder	2000-2010
R18J Box 04	Christmas Cards, StMU cards	1993-2000s
R18J Box 04	Colleges with a Conscience, community involvmnt	2004
R18J Box 04	Continuing Studies	1997-2007
R18J Box 04	Counseling Center	1983-1995
R18J Box 04	Distinguished Law Award	1998-2013
R18J Box 04	Drama Department	1995-2017

E to N

R18J Box 05	Earth Sciences	1996-2009
R18J Box 05	Economic Impact, StMU on local economy	1996-2003
R18J Box 05	Education Trust, National survey rating	2005-2010

R18J Box 05	Foreign Service Graduates	2006
R18J Box 05	Garni Hall, renovation project	1989
R18J Box 05	Gateway Project, renovation project	2001-2004
R18J Box 05	Graduate School	1996-2006
R18J Box 05	Heritage Club, 50 th anniversary alumni	1981-1997
R18J Box 05	Honors Program, scholarship assistance	1988-2001
R18J Box 05	International Education Program foreign enrollment	1995-2004
R18J Box 05	International Relations lecture series	1998-2002
R18J Box 05	Junior Guild Student Wives' Club	undated
R18J Box 05	Keefe Field, V. J., use by other teams	1994-1996
R18J Box 05	Latina Letters Literary events series	2005-2009
R18J Box 05	Law School-International Law Program	1992
R18J Box 05	Learning & Leadership Development Center adult literacy	1997-2003
R18J Box 05	Madla Legislative Internship Program, Texas state capitol	2009
R18J Box 05	MARC (Minority Access to Research) at St. Mary's	2008
R18J Box 05	Marian Health Care Award (Awarded by StMU SET)	2005
R18J Box 05	Marianist Beatification, Spanish martyrs	1990-1996
R18J Box 05	Marianist Forum, Community of faith	1985-2000
R18J Box 05	Marianist Universities Meeting (MUM)	2003-2004
R18J Box 05	Marianists	1999-2004
R18J Box 05	Marianists	2000
R18J Box 05	Natural Bridge Cavern, StMU connection	1997-2005
R18J Box 05	National Service Honor Roll, StMU named to	2008-2012
O to Z		
R18J Box 06	O'Connor Chair Spanish Colonial History of TX	1981-2001
R18J Box 06	Orientation, Freshmen students	1996-2014
R18J Box 06	Peace Commission (StMU President's)	1998-2008
R18J Box 06	Peace Commission (StMU President's)	2009-
R18J Box 06	Planning (PIM), Campus Taskforce	1980, 1995
R18J Box 06	Pre-Med (Mexican-American Enrollment statistics)	1979-1994
R18J Box 06	Presidential Award Distinguished Leaders Ceremony	2003-2016
R18J Box 06	Residential Life	1993-2017
R18J Box 06	Saint Louis Hall Texas Historical Site Designation Proposal	2007-2008
R18J Box 06	Saint Mary's Statistics, Money Magazine's Rankings	1990-1993
R18J Box 06	Saint Mary's Sports Complex Funding Proposal	2007
R18J Box 06	University Center	1987-1998
R18J Box 06	University Park Neighborhood Association Goals Report	2004
R18J Box 06	US News & World Report Rankings	1994-2003
R18J Box 06	US News & World Report Rankings	2011
R18J Box 06	Vice President for Mission	2001, 2011
R18J Box 06	Vision 2006: StMU Strategic Plan	2001
	V. J. Keefe Field see Keefe Field, V. J.	
R18J Box 06	Woodlawn Marianist Community	1997-2004

Series 8: Sesquicentennial Project, 2001-2003

Administrative History Note: The Public Relations Office prepared the plan for the Sesquicentennial observance which extended over two academic years, 2001-2002 and 2002-2003. The official celebration was during the 2002 calendar year. Public Relations designed a special Sesquicentennial version of the St. Mary's logo to mark all promotional materials. Public Relations obtained a new podium and backdrop banners bearing the logo for use at any event. A video of 4 ½ minutes and a historic photo exhibit of six panels (each 4 x 8 foot in size) were also available for campus events. Many other promotional materials such as pins, mugs, and clothing bearing the special logo were generated during the year.

PROJECT RECORDS

Arrangement Note: The records are housed in 12, 3-ring binders; 30 linear inches of extent, 2001-2003

R18K Binder 01	Sesquicentennial Working Notebook Public Relations Plan Timeline of Activities Events Media Publications/Promotions Miscellaneous Message/Vision/History Other Facts	2002
R18K Binder 02	Sesquicentennial Gala Check List Memos, Reports Scripts/Publications Logistics Expenses Hotel	January 11, 2002
R18K Binder 03	Sesquicentennial Gala Final Report Event Formulary/Addenda Lists Checklists and Timelines Correspondence Meetings Budget: Income and Expenses Publications and Scripts Corporate Table Sales Contracts Invitations and Reservations List Final Report and Thank You Letters	February 18, 2002
R18K Binder 04	Sesquicentennial Rededication Final Report Faxes/Emails/Phone Calls Letters/Memos Budget/Expenses Checklists/Plans Scripts/Formulary Printing/Publications Committee and Meetings Research Guest Lists	September 13, 2002
R18K Binder 05	Sesquicentennial Campus Celebration Working Budget Correspondence Logistics Expenses	September 13, 2002

	Lists	
	Invitations/Programs	
	Plaque	
R18K Binder 06	Sesquicentennial Three-Year Budget Breakdown	September 1, 1999
R18K Binder 07	Sesquicentennial Public Relations Plan, 2001-2003	
	Timeline of Activities	
	Events	
	Media	
	Publications/Promotion	
	Miscellaneous	
	Messages/Vision/History	
	Other Facts	
R18K Binder 08	Sesquicentennial Public Relations Plan, 2001-2003	
	Additional copy	
R18K Binder 09	Sesquicentennial Public Relations Plan, 2001-2003	
	Additional copy	
R18K Binder 10	Sesquicentennial Publication Working Papers	Fall 2001
	Final	
	Contents/Meetings	
	History/Abdo	
	SM Leaders/Wood	
	Women/Villareal	
	Sports/Metzger and Janson	
	Buildings/Elliot	
	SM Profiles/Various	
	Law/Johnson	
	Alumni Association	
	Miscellaneous Columns	
	Trivia	
	Timelines/Chronology	
	Other Post Gold & Blue Stories	
R18K Binder 11	Sesquicentennial Budget	Fall 2002
	Magazine Publications	
	Special Events	
	Sesquicentennial Gala	
	Celebration Party	
	Commencement Exercises	
	Promotion	
	Consultants	
	Banners	
	Stationery	
	Window Decals	
	Photographic Display	
	Uniform Patches	
	Advertising	
R18K Binder 12	Sesquicentennial Planning	1998-2001
	Meetings	
	Correspondence	
	Calendars	
	Ideas/Goals	
	St Mary History	
	Research	
	Campaign	

Series 8: Athletics Publicity

Descriptive Note: This series consists of three-ring binders into which were collected publicity materials relating to St. Mary's University athletics.

Original Newspaper Clippings, All Sports, 1959-1966, 1980-2001

Descriptive Note: This series of three-ring binders contains original newspaper clippings glued to pages and arranged in chronological order by academic year. Each binder contains all sports for one year. In some cases, two binders were used for one year if the number of clippings necessitated it.

Location: R18H

1959-1961

1964-1965

1965-1966

1980-1981 ... continuous annually to 2000-2001

Facsimile News Clippings Arranged by Sport, 1989-2001

Location: R18H

Baseball	1998-99 to 2000-2001
Basketball (Men's)	1988-1989 to 2000-2002
Basketball (Women's)	1989-1999 to 2000-2001
Golf	1989-2000
Softball	1989-1999 to 2001
Volleyball	1998-1999 to 2001-1002

Purposefully Constructed Collections, 1902-1988

Location: R18H

Sports Trivia, 1902-1959

Descriptive Note: Consists of a three-ring binder containing heterogeneous materials mostly in facsimile but not all, about various sports at St. Louis College and St. Mary's University including: baseball, basketball, and football.

Sports History Information, 1920s-1980s

Descriptive Note: Consists of a three-ring binder containing facsimiles of various types of documents about all sports at St. Mary's University arranged by sport. Basketball coverage ranges from 1925 to 1988.

Sports Programs Collection, 1961, 1981 to 1984

Descriptive Note: Consists of three three-ring binders with the athletic programs for all sports punched and arranged in chronological order for those years.