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Books

EDUCATIONAL administrators as well as professional public relations and publicity men can find practical and stimulating ideas in *Public Relations for Higher Education*, by Stewart Harral, '36ma, published last month by the University of Oklahoma Press (\$3.00). Avoiding the danger of pontificating on abstract theories of public relations, Mr. Harral, who is director of press relations for the University and a former newspaper man, attacks his subject in a down-to-earth manner that is convincing and effective.

As Mr. Harral points out, the public in recent years has been asking questions about higher education. Is it worth the price required to support it? How fully is it serving the needs of society, of business and industry, of the professions? How true is it that higher education has succumbed to the American mania for bigness?

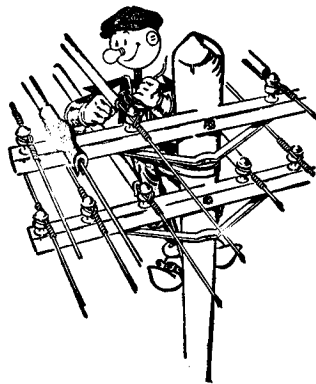
"These questions and many more like them deserve to be answered," he says, "through day-to-day effort on the part of alert, competently trained public relations personnel in our institutions."

Commenting that the importance of a public relations program has been underestimated by college and university heads, "perhaps because it is so intangible," Mr. Harral declares that the attainment of satisfactory public relations requires, in the end, "the participation of each administrator, every faculty member, the student body, the alumni, and the board of control," as well as "all agencies directly engaged in public relations activities: extension division, athletic department, publications department, alumni office, division of short courses, radio station, as well as the publicity office, on a broad front."

Writing from his own broad experience and a large fund of information gathered from men in key positions of colleges and universities over the nation, Mr. Harral covers in his book more than a score of phases of public relations in higher education, including the press, radio, exhibits, alumni activities, short courses, the role of administrators and faculty, pictorial publicity, extension programs, and the steps necessary to organize a public relations program.

One chapter in the book is devoted to the important part played by alumni in improving an institution's public relations. "To overlook the role which alumni, through intelligent and continuous support, play in lending strength and co-operation to the institutional program is to ignore one of the vital cogs in the interpretative machinery," Mr. Harral writes.

The author of *Public Relations for Higher Education* has served as associate editor of *The College Publicity Digest* and as vice president of the American College Publicity Association.



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