

# Concordia University Records Management and Archives

## Finding Aid - Public Relations Department fonds (I002)

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<http://concordia.accessmemory.org/index.php/public-relations-department-fonds>

# Public Relations Department fonds

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## Summary information

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<b>Repository:</b>	Concordia University Records Management and Archives
<b>Title:</b>	Public Relations Department fonds
<b>ID:</b>	I002
<b>Date:</b>	1963 - 2001 (date of creation)
<b>Physical description:</b>	18.3 m of textual records ca. 6,000 photographs 131 compact cassettes 89 videocassettes a few objects.
<b>Language:</b>	English
<b>Dates of creation, revision and deletion:</b>	

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## Administrative history / Biographical sketch

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### Note

From 1974 to 2001, the Public Relations Department worked to promote an identity for Concordia University which reflected its academic mission and values and developed a solid base of support in the community. To achieve its goals, Public Relations (PR) undertook communication activities which promoted the University in the media, managed media relations and advised within Concordia those who wished to organize events or obtain media coverage of their activities. Public Relations also answered inquiries from the media and served as a liaison with the appropriate faculties or University spokespersons.

Established in the wake of the Loyola College and Sir George Williams University merger in September 1974, the Concordia PR Department - called Information Office until September 1979 - initiated its activities on the basis of the former Sir George Williams University Information Office and Loyola College Public Relations and Information Office. The Department directly reported to Michael Sheldon, Assistant to the University Principal. The PR premises on both campuses were maintained until the beginning of the 1980s, when the Loyola campus PR office was closed. During the first years, the relations between the two campus offices were sometimes difficult. In February 1976, both respective Senior Information Officers positions were abolished and David Allnut (former Loyola News editor in 1969-1970) was appointed Director of Information in April 1977. During his mandate at Concordia, he co-founded in 1983 the Corporate Higher Education Forum to promote dialogue between the universities and the private sector. Following his departure, Ken Whittingham (Loyola BA '71 and former Loyola News Editor) who had been working at Concordia since 1982, was named Public Relations Interim Director, and Director in 1987. He kept this position until 1996 when Laurie Zack became the new Public Relations Director.

The Public Relations Department maintained regular contact with local and national media through regular news releases about Concordia academic, social and cultural events. It also maintained direct contact with Faculty, Administration, Students and Alumni mainly through internal information bulletins, and with publications like Transcripts. First issued in September 1974, Transcripts was the first Concordia-wide publication. It was replaced the following year by FYI and in 1977, by The Thursday Report, a weekly tabloid newspaper distributed during the academic year. This newspaper was also distributed locally and nationally to the media, government, corporate and academic representatives and was issued by Concordia until 2005. The Concordia University Magazine, a publication for alumni and friends of the University, began also in 1977 and remained the responsibility of Public Relations until it was transferred to Alumni Affairs, in 1985. It is also in 1977 that the SGW Campus Information Office produced An Illustrated Companion History of Sir George Williams University.

Public Relations provided expertise and support for designated projects, special lecture series, awards and convocation ceremonies and other University-wide interest events. It served also as the secretariat for various committees, including the Stone-Consolidated Lecture Series Committee and the Board of Governors Communications and Graduation Ceremonies Committees.

At end of 2001, the functions of Public Relations were divided between Public Affairs and Internal Relations and Communications.

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## Scope and content

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The fonds documents the Public Relations efforts to establish effective communication services for the first 27 years of Concordia. It mainly consists of documentation on academic, social and cultural events (e.g. convocations, lectures, award ceremonies) and on various administrative and academic matters. The fonds also includes some records from the Sir George Williams University Information Office.

The fonds mainly includes press releases, information bulletins, media coverage records, information files on University people and events; correspondence, addresses and speeches, promotional materials, and general administrative records. It also includes some sound recordings and moving images as well as a large amount of photographs.

The fonds is organized into the following series:

- I002/4120 Governing Bodies Committees
- I002/4130 Organizational Charts and Mandates
- I002/4210 University Policies and Procedures
- I002/5110 Planning
- I002/5112 Reports, Studies and Analysis
- I002/5113 Statistics
- I002/5160 University Events
  - I002/5160A Conference, Seminars and Lectures
  - I002/5160B Convocations
  - I002/5160C Homecoming
  - I002/5160D Memorial Golf Tournaments
  - I002/5160E Scholarships, Awards and Prizes
  - I002/5160F Shuffles
  - I002/5160G Special Events
- I002/5170 External Relations
- I002/5171 Conference and Seminars External

I002/5410 Internal News and Announcements  
I002/5420 Media Relations  
I002/5430 Media Coverage  
I002/5450 Concordia University Publications  
I002/6430 Pension Plans  
I002/7110 Funding and Investments  
I002/7210 Official Budgets  
I002/8110 Space Management  
I002/9211 Historical Evolution  
I002/9211A Buildings and Properties  
I002/9211B Concordia History  
I002/9211C Correspondence  
I002/9211D People  
I002/9211E Student Life  
I002/9211F Units and Programs  
I002/9211G Various topics  
I002/9211H Audio visual documents  
I002/9211I Photographs  
I002/9500 Sport Activities

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## Notes

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### **Title notes**

### **Immediate source of acquisition**

The documents were transferred to the Concordia University Records Management and Archives by Public Relations in 1989, 1992-2001; by Public Affairs and Government Relations in 2003; by Media Relations in 2006 and 2008; and by University Communication Services in 2009.

### **Arrangement**

The documents have been arranged in accordance to the University Records Classification and Retention Plan (RCRP), by the Records Management and Archives Department.

### **Restrictions on access**

There are no restrictions on access.

### **Finding aids**

Box listings available. For moving images and sound recordings, see the AV Document Database (I0002).

## Accruals

No further accruals expected.

## Other notes

- **Publication status:** Published

## Access points

- Textual record (documentary form)
- Graphic material (documentary form)
- Moving images (documentary form)
- Sound recording (documentary form)

## Series descriptions

### Series I002/9211I: Photographs

Date: 1967-1969 (date of creation)

Physical description: Photographs

#### File / item list

Ref code	Title	Dates	Access status	Container
01	File - SGWU 1967 Spring Convocation	1967		
I002-02-1344	Item - Convocation 1967	May 28, 1967		
I002-02-1347	Item - Convocation 1967	May 28, 1967		
I002-02-1348	Item - Convocation 1967 Photographed by Canada Wide Photo	May 28, 1967		
I002-02-1349	Item - Convocation 1967	May 28, 1967		
I002-02-1350	Item - Convocation 1967	May 28, 1967		
I002-02-1354	Item - Convocation 1967	May 28, 1967		
I002-02-1355	Item - Convocation 1967	May 28, 1967		
I002-02-1351	Item - Convocation 1967	May 28, 1967		
I002-02-1352	Item - Convocation 1967	May 28, 1967		
I002-02-1353	Item - Convocation 1967	May 28, 1967		
I002-02-1356	Item - Convocation 1967	May 28, 1967		
I002-02-1357	Item - Convocation 1967	May 28, 1967		
I002-02-1358	Item - Convocation 1967	May 28, 1967		
I002-02-1359	Item - Convocation 1967	May 28, 1967		
I002-02-1360	Item - Convocation 1967	May 28, 1967		
I002-02-1361	Item - Convocation 1967	May 28, 1967		
I002-02-1372	Item - Honorary Degree Citation	May 28, 1967		
I002-02-1373	Item - Honorary Degree Citation	May 28, 1967		

I002-02-1374	Item - Honorary Degree Citation	May 28, 1967
I002-02-1380	Item - Honorary Degree Citation	May 28, 1967
I002-02-1381	Item - Honorary Degree Citation	May 28, 1967
I002-02-1382	Item - Honorary Degree Citation	May 28, 1967
I002-02-1383	Item - Honorary Degree Citation	May 28, 1967
I002-02-1384	Item - Honorary Degree Citation	May 28, 1967
I002-02-1385	Item - Honorary Degree Citation	May 28, 1967
I002-02-1388	Item - Convocation 1967	May 28, 1967
I002-02-1389	Item - Convocation 1967	May 28, 1967
I002-02-1390	Item - Convocation 1967 Photographed by Canada Wide Photo	May 28, 1967
I002-02-1391	Item - Convocation 1967	May 28, 1967
I002-02-1395	Item - Convocation 1967	May 28, 1967
I002-02-1396	Item - Convocation 1967	May 28, 1967
I002-02-1397	Item - Convocation 1967	May 28, 1967
I002-02-1400	Item - Convocation	[May 28, 1967]
I002-02-1401	Item - Convocation 1967	May 28, 1967
I002-02-1402	Item - Convocation 1967	May 28, 1967
I002-02-1405	Item - Convocation 1967	May 28, 1967
I002-02-1406	Item - Convocation 1967	May 28, 1967
I002-02-1407	Item - Convocation 1967	May 28, 1967
I002-02-1408	Item - Convocation 1967	May 28, 1967
I002-02-1409	Item - Convocation 1967	May 28, 1967
I002-02-1410	Item - Convocation 1967	May 28, 1967
I002-02-1411	Item - Karl Gunnar Myrdal	May 28, 1967
I002-02-1412	Item - Karl Gunnar Myrdal Photographed by Sven-Gösta Johansson	[1967]
I002-02-1413	Item - Karl Gunnar Myrdal Photographed by Sven-Gösta Johansson	[1967]
I002-02-1415	Item - Amos Saunders	[1967]
I002-02-1416	Item - His Excellency Mr. Pierre Dupuy Photographed by André Larose	[1967]
I002-02-1345	Item - Convocation 1967	May 28, 1967
I002-02-1346	Item - Convocation 1967	May 28, 1967
I002-02-1368	Item - Convocation 1967	May 28, 1967
02	File - SGWU 1967 Fall Convocation	1967
I002-02-1367	Item - Convocation 1967	November 19, 1967
I002-02-1366	Item - Convocation 1967	November 19, 1967
I002-02-1417	Item - Portrait of Maurice Strong Photographed by Arnott Rogers Batten	[1967?]
I002-02-1365	Item - Convocation 1967 Photographed by Canada Wide Photo	November 19, 1967
I002-02-1398	Item - Stanley Goodman and Arthur Calvin	[November 19, 1967]
I002-02-1419	Item - Arthur Calvin Photographed by Canada Wide Photo	[November 19, 1967]
I002-02-1403	Item - Arthur Calvin and Stanley Goodman Photographed by Canada Wide Photo	[November 19, 1967]

I002-02-1399	Item - Stanley Goodman and Arthur Calvin	[Novembr 19, 1967]
03	File - SGWU 1968 Spring Convocation	1968
I002-02-1362	Item - Convocation 1968Photographed by Canada Wide Photo	June2, 1968
I002-02-1363	Item - Convocation 1968	June 2, 1968
I002-02-1375	Item - Convocation 1968Photographed by Canada Wide Photo	June 2, 1968
04	File - SGWU 1968 Fall Convocation	1968
I002-02-1369	Item - Honorary Degree Citation	November 22, 1968
I002-02-1370	Item - Honorary Degree Citation	November 22, 1968
I002-02-1371	Item - Honorary Degree Citation	November 22, 1968
05	File - SGWU 1969 Spring Convocation	1969
I002-02-1377	Item - Convocation 1969 - Honorary Degree recipients	[June 2, 1969]
I002-02-1376	Item - Edward F. Sheffield	[June 2, 1969]
I002-02-1379	Item - Percy Weissman	[June 2, 1969]
I002-02-1394	Item - Convocation 1969	June 2, 1969
I002-02-1378	Item - Robert H. L. Slater	June 2, 1969
I002-02-143	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-144	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-161	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-172	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-178	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-185	Item - Patrick Kenniff	May 9, 1986
I002-02-198	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-202	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-205	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-222	Item - Ground Breaking Ceremony for Vanier Library	May 9, 1986
I002-02-289	Item - Roadblocks to Learning	1975
I002-02-638	Item - Joseph Rogel	June 6, 1976
I002-02-837	Item - Ian Campbell	
I002-02-838	Item - Ian Campbell	
I002-02-853	Item - Harry Hill	October 1976
I002-02-1281	Item - Hall Building	[197-?]
I002-02-1288	Item - Hall Building	[196-]
I002-02-1289	Item - Hall Building	[196-]
I002-02-1290	Item - Hall Building	[196-]
I002-02-1291	Item - Hall Building	[196-]
I002-02-1292	Item - Hall Building	[196-]
I002-02-1293	Item - Hall Building	[196-]

I002-02-1294	Item - Hall Building	[196-]
I002-02-1295	Item - Hall Building	[196-]
I002-02-1296	Item - Hall Building	[196-]
I002-02-1297	Item - Hall Building	[196-]
I002-02-1298	Item - Hall Building	[196-]
I002-02-1299	Item - Hall Building	[196-]
I002-02-1300	Item - Hall Building	[196-]
I002-02-1305	Item - Political Science DebatePhotographed by Paul Hrasko	February 5, 1975
I002-02-1306	Item - John Metcalf & Alice Munro	1975
I002-02-1307	Item - Poetry Series '75	1975
I002-02-1308	Item - Business Symposium	January 23, 1975
I002-02-1309	Item - Business Symposium	January 23, 1975
I002-02-1310	Item - Unidentified Conference	[197-?]
I002-02-1311	Item - Margaret AtwoodPhotographed by Paul Hrasko	October 16, 1974
I002-02-1312	Item - Dr. Maureen C. Durley	March 17, 1975
I002-02-1313	Item - Dr. Maureen C. DurleyPhotographed by D. R. Divoak	March 17, 1975
I002-02-1314	Item - Dr. Maureen C. DurleyPhotographed by D. R. Divoak	March 17, 1975
I002-02-1315	Item - Cy HampsonPhotographed by Paul Hrasko	October 18, 1974
I002-02-1316	Item - Cy HampsonPhotographed by Paul Hrasko	October 18, 1974
I002-02-1317	Item - Dolores HuertaPhotographed by Paul Hrasko	October 25, 1974
I002-02-1318	Item - Dolores HuertaPhotographed by Paul Hrasko	October 25, 1974
I002-02-1319	Item - Grape Boycott DayPhotographed by Paul Hrasko	October 25, 1974
I002-02-1320	Item - Grape Boycott DayPhotographed by Paul Hrasko	October 25, 1974
I002-02-1321	Item - Sean KellyPhotographed by Paul Hrasko	March 3, 1975
I002-02-1322	Item - Sean KellyPhotographed by Paul Hrasko	March 3, 1975
I002-02-1323	Item - Phil BedardPhotographed by Paul Hrasko	March 3, 1975
I002-02-1324	Item - Dr. Quentin Lauer, S.J.Photographed by Paul Hrasko	March 20, 1975
I002-02-1325	Item - James Conway	1974
I002-02-1326	Item - Karin Mohabir	1974
I002-02-1327	Item - Guido Smit	1974
I002-02-1328	Item - John G. Wales	1974
I002-02-1329	Item - Fall Convocation 1974	1974
I002-02-1330	Item - Fall Convocation 1974	1974
I002-02-1331	Item - Fall Convocation 1974	1974
I002-02-1332	Item - Fall Convocation 1974	1974
I002-02-1333	Item - Fall Convocation 1974	1974
I002-02-1334	Item - Fall Convocation 1974	1974

I002-02-1335	Item - Fall Convocation 1974	1974
I002-02-1336	Item - Fall Convocation 1974	1974
I002-02-1337	Item - Fall Convocation 1974	1974
I002-02-1338	Item - John Bremer	November 10, 1974
I002-02-1339	Item - Fall Convocation 1974	1974
I002-02-1340	Item - Fall Convocation 1974	1974
I002-02-1341	Item - Fall Convocation 1974	1974
I002-02-1342	Item - Fall Convocation 1974	1974
I002-02-1343	Item - Fall Convocation 1974	1974
I002-02-1364	Item - Convocation 1967 Photographed by Canada Wide Photo	May 28, 1967
I002-02-1386	Item - Honorary Degree Photographed by Kenneth Bowe	[196-]
I002-02-1387	Item - Honorary Degree Citation Photographed by Kenneth Bowe	[196-]
I002-02-1392	Item - Convocation	[196-]
I002-02-1393	Item - Convocation	[196-]
I002-02-1404	Item - Honorary Degree Photographed by Kenneth Bowe	[196-]
I002-02-1414	Item - Unidentified Woman Photographed by Graphic Service (Marseille)	[196-?]
I002-02-1418	Item - Larkin Kerwin Photographed by Gaby	[197-?]
I002-02-1420	Item - Fall Convocation 1966 Photographed by Kenneth Bowe	November 18, 1966
I002-02-1421	Item - Convocation Photographed by Wilkinson Studios Ltd.	[196-?]
I002-02-1424	Item - Michael McClure	[March 22, 1968]
I002-02-1425	Item - Richard Pink Photographed by Paul Hrasko	June 6, 1976
I002-02-1426	Item - Unidentified Group	[197-?]
I002-02-1427	Item - Unidentified Group Photographed by Bowe Studio	[197-?]
I002-02-1428	Item - Professor Neil Compton	[196-?]
I002-02-1429	Item - Unidentified Man Photographed by Studio Jac Guy Enr.	[196-?]
I002-02-1430	Item - Unidentified Man	[196-?]
I002-02-1431	Item - Unidentified Man	[196-?]
I002-02-1432	Item - Unidentified Man	[196-?]
I002-02-1433	Item - Unidentified Man	[196-?]
I002-02-1434	Item - Unidentified Man	[196-?]
I002-02-1435	Item - Kenneth D. Adams Photographed by Bowe Studio	[196-?]
I002-02-1436	Item - Bernard Bloomstone	[196-?]
I002-02-1437	Item - Jack Bordan	[197-?]
I002-02-1438	Item - Jack Bordan Photographed by Arnott & Rogers Ltd.	[198-?]
I002-02-1439	Item - Grant Brown Photographed by Mike Haimes	September 1975
I002-02-1440	Item - C.F. Carsley	[197-]

I002-02-1441	Item - Pierre Dansereau Photographed by Walter Singer	[1971]
I002-02-1442	Item - Pierre Dansereau Photographed by Walter Singer	[1971]
I002-02-1443	Item - Pierre Dansereau Photographed by Walter Singer	[1971]
I002-02-1444	Item - Michel Despland	[196-]
I002-02-1446	Item - Wynne Francis	[196-?]
I002-02-1447	Item - Wynne Francis	[197-?]
I002-02-1448	Item - Martin Graham Photographed by Brian McNeil	[197-?]
I002-02-1449	Item - Martin Graham	[196-?]
I002-02-1450	Item - Elizabeth Henrik	[198-?]
I002-02-1451	Item - Colonel St. Clair Cecil Holland Photographed by International Press Limited	[1971]
I002-02-1452	Item - Douglas Insleay Photographed by Piroska Mihalka	November 1976
I002-02-1453	Item - Martin Deming Lewis Photographed by Bowe Studio	[196-?]
I002-02-1454	Item - Jim R. McBride	[1975]
I002-02-1455	Item - Brian McKenna	[196-]
I002-02-1456	Item - Elizabeth Homer Morton	[1970]
I002-02-1457	Item - Alfred Pellan Photographed by Pierre Charpentier	[1971]
I002-02-1458	Item - Harold Potter	[196-?]
I002-02-1459	Item - H. Quinn	[196-?]
I002-02-1460	Item - Prof. Frank R. Scott Photographed by Nakash	[196-?]
I002-02-1461	Item - Peter Seraganian	[197-?]
I002-02-1462	Item - T Sweig	[197-?]
I002-02-1463	Item - C. White	[197-?]
I002-02-1464	Item - William Yorston	[197-?]
I002-02-1465	Item - Unidentified Man and Woman	[197-?]
I002-02-1466	Item - K.C. Dhawan, Ben Queenan & Stirling Dorrance	December 7, 1976
I002-02-1467	Item - K.C. Dhawan, Ben Queenan & Stirling Dorrance	December 7, 1976
I002-02-1468	Item - Guido Molinari	[198-]
I002-02-1469	Item - Unidentified Man	[197-?]
I002-02-1470	Item - Unidentified Man Photographed by M. Bedford	[197-?]
I002-02-1471	Item - Andrew Allan Photographed by CBC Radio	[197-?]
I002-02-1472	Item - Sister Bachand Photographed by Paul Hrasko	[197-]
I002-02-1473	Item - Michel Despland Photographed by Advertising Service	[196-]
I002-02-1474	Item - Esse W. Ljungh Photographed by CBC Radio	[197-?]
I002-02-1475	Item - Hugh McQueen Photographed by Winston Cross	[197-?]
I002-02-1476	Item - Prof. Frank R. Scott	[197-?]
I002-02-1477	Item - Prof. Frank R. Scott	[197-?]

I002-02-1478	Item - Prof. Frank R. Scott	[197-?]
I002-09-035	Item - Inaugural lecture of the Chair in Hindu Studies	November 3, 1989
I002-02-893	Item - Dr. John Smola	[196-?]