

Oct. 27, 1952

MEMO TO: The TCU Faculty

FROM :

Ellsworth Chunn

Ellsworth Chunn, Director of Public Relations

MARY COUTS BURNETT LIBRARY
TEXAS CHRISTIAN UNIVERSITY
FORT WORTH, TEXAS

NOT FOR PUBLICATION

This is to thank you again for your splendid co-operation during the past year. Your numerous scholarly activities, achievements and honors have enabled me to carry out my purpose in publicizing Texas Christian University in the most favorable light. Below are some statistics which record your accomplishments:

The office of public relations released a total of 545 news items to newspapers, radio stations, and magazines from Sept. 15, 1951, through August 31, 1952. This figure represents only the general news information about TCU and does not include sports coverage, or our numerous home town stories about successful students.

It does not list, of course, the 25 television programs and 10 special radio programs which appeared on local stations.

With your help in doing significant things that were newsworthy, the Fort Worth newspapers printed 8,928 column inches of news. (A column inch is 2 inches wide and one inch deep).

Newspapers and magazines outside Fort Worth printed 3,483 column inches of material and pictures.

Texas Christian University had 1,017 inches of display advertising in newspapers and periodicals last year.

Church papers and magazines printed 1,548 inches of material.

This means that TCU received favorable publicity in 14,976 column inches of printed material, or 1,248 feet of it. If you read all of it, then you read nearly a quarter of a mile of TCU's story. You read TCU's story in an account 4 times as high as the Adolphus Hotel, higher than the Eiffel Tower, nearly 3 times higher than the Chicago Tribune tower, and longer than the new liner "United States"!

We maintain a complete string book day to day and all news items on TCU are clipped and pasted into it. If you are interested in the news about TCU at any time, you are welcome to look at this scrap book.

Please keep up the good work and let us know when you or your students are doing anything newsworthy. We like to hear about books you are going to have published; your inventions; offices to which you have been elected; prizes you have won; and all other items describing your scholarly achievements. We want the news of real significance about TCU.