The Finding Aid of the Pepperdine University Office of Public Affairs Records 0065

Jessica Geiser and Jamie Henricks

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Pepperdine University. Special Collections and University Archives.

December 2012

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URL: https://library.pepperdine.edu/collections/boone-special-collections-university-archives.htm
Language of Material: English
Contributing Institution: Pepperdine University. Special Collections and University Archives.
Title: Pepperdine University Office of Public Affairs Records
Identifier/Call Number: 0065
Physical Description: 28.83 Linear Feet (23 boxes)
Date (inclusive): 1946-2014
Abstract: Materials in the collection come from various offices and departments on campus responsible for handling public relations and school publications at Pepperdine. Materials in the collection include subject and name files covering events, faculty and alumni; correspondence and interoffice memos; press releases for Pepperdine events and achievements; photographs; and newspaper clippings that focus on or mention Pepperdine.
Pepperdine University. Special Collections and University Archives.
Language of Material: Materials are in English.
Conditions Governing Access
Advance notice required for access.
Conditions Governing Use
Permission to publish, quote, or reproduce must be secured from the repository and the copyright holder.
Preferred Citation
[Box/folder# or item name], Pepperdine University Office of Public Affairs records, Collection no. 0065, Special Collections and University Archives, University Libraries, Pepperdine University.
Immediate Source of Acquisition
Most material in the collection originated from University Archives files. In addition, some material was transferred from the Office of Public Information.
Historical note
The Publicity and Publications office began at Pepperdine College in the early years of the school's existence, in order to manage the college's public relations needs as well as publications produced by the college and various schools. In the early 1970s, as Pepperdine transitioned to become a university, Publicity and Publications transformed into the Office of Public Information in order to better handle the University's growing public relations needs. Activities of the department included publicizing events on campus, monitoring Pepperdine's presence in the media, and coordinating media requests for faculty speakers. Around 2000, the Office of Public Information was incorporated into the newly formed Public Affairs division of Pepperdine's administration, and was renamed Public Relations & News. In the 2000s, Public Relations & News was further made a part of the Integrated Marketing Communications division of Public Affairs, which also includes creative services, web and multimedia, and content development teams.
Scope and Content
The collection consists of materials created and compiled by Pepperdine's various offices and departments responsible for handling public relations over time. The collection includes subject files, correspondence, interoffice memorandums, press releases, newspaper clippings, and VHS tapes related to Pepperdine. The subject and individual name files in the collection contain programs, brochures, articles, photographs, memorandums, press releases, and other items related to specific people or events on campus. Materials in the collection range from 1946 to 2008.
Arrangement
The collection is arranged in the following three series: Series 1. Publicity and Publications; Series 2. Office of Public Information; and Series 3. Integrated Marketing Communications.
Separated Materials
Commencement programs were removed and integrated into the Pepperdine University Commencement records.
Processing Information note
The collection was arranged and described by Jessica Geiser and Jamie Henricks in December, 2012.
Subjects and Indexing Terms
Photographs
Videocassettes
Memorandums
Clippings
The Finding Aid of the Pepperdine University Office of Public Affairs Records 0065

Brochures
Speeches, addresses, etc., American -- 20th century
Scholarships -- California
Fliers (Printed matter)
Articles
Advertisements
Universities and colleges -- California -- History
Christian education
Public relations
Press releases
Programs
Pepperdine University
Pepperdine University. Office of Public Information
Pepperdine University. Integrated Marketing Communications
Pepperdine College
Pepperdine College. Publicity and Publications

box 1-2
Series 1: Publicity and Publications 1946-1971
Arrangement
The series is arranged into the following three sub-series:
Sub-series 1.1: Subject Files Sub-series 1.2: Press Releases Sub-series 1.3: Newspaper Clippings

box 1
Sub-series 1.1: Subject Files 1954-1971

box 1
Breakfast Club 1959
box 1 Camp Tanda Christian Teen Camp 1968
box 1 Children's Librarian Award 1966
box 1 College of the Baton 1954-1958
box 1 Dallas Waves Fiesta 2013 June 2
box 1 Discovery Television Program 1957
box 1 Enrollment 1970
box 1 Fellowships for Teachers - Coe and Taft 1960-1969
box 1 Forest Lawn Writing Awards 1953-1960
box 1 Forum Arts 1951-1959
box 1 Harvey Billig Clinic 1953-1954
box 1 High School Advisement Day 1957
box 1 High School Careers Conference 1959
box 1 Human Relations Workshop 1956-1957
box 1 Independent Colleges of Southern California 1957-1961
box 1 Miss Pepperdine Television Program 1955
box 1 Moore, Gary - Director, Publicity and Publications 1958-1965
box 1 Music Department 1950s - 1960s
box 1 National Citizenship Program 1961-1964
box 1 Pepperdine Los Angeles Campus - Science Center 1963
box 1 President's Council 1954-1959
box 1 Psychology of Salesmanship Course 1956-1957
box 1 Seaver Learning Center 1970
box 1 Senior Class Day 1962
box 1 Travel Education Program 1956-1961
box 1 Twenty-fifth Anniversary Celebration 1961-1962
Series 1: Publicity and Publications 1946-1971
Sub-series 1.1: Subject Files 1954-1971

The Finding Aid of the
Pepperdine University Office of
Public Affairs Records 0065

box 1
Urban Affairs Program 1970-1971
Vermont Campus Community Relations 1969

box 1-2
Sub-series 1.2: Press Releases 1946-1965

box 1
Church Press Releases 1958-1964
box 1-2
General College Announcements 1946-1965, 1984-1986
box 2
Hometown News Releases 1957-1963

box 2
Sub-series 1.3: Newspaper Clippings 1946-1960

box 2-14, 18-22
Arrangement
The series is arranged into the following five sub-series:
Sub-series 2.1: Subject Files Sub-series 2.2: Individual Name Files
Sub-series 2.3: Correspondence and Memorandums Sub-series 2.4: Press Releases
Sub-series 2.5: Newspaper Clippings

box 2-6
Sub-series 2.1: Subject Files 1971-1989

box 2
The Acting Company 1981
box 2
Advertising (All Schools) 1982-1983
box 2
Advertising Programs Directory 1980
box 2
African Cultural Evening 1972
box 2
Alma Mater
box 2
Alpha Chi 1979
box 2
Alumni Banquet 1983-1984
box 2
Alumni - Conejo Valley
box 2
Alumni Medals of Honor 1987
box 2
Amahl and the Night Visitors 1981
box 2
American Ballet Theatre II 1981
box 2
American Folk Ballet
box 2
American Humanics 1981
box 2
American Vaulting Association 1980
box 3
Archival Project for South LA History 1973
box 3
Arms Control Conference 1986
box 3
Arts Gallery Program 1982-1983
box 3
Art Gallery Season 1979; 1981-1982
box 3
Aviation Management Banquet 1972
box 3
Babson Conference 1986-1987
box 3
Beep Baseball 1981-1984
box 3
Blueprint for Retirement Seminar
box 3
Boosters Association
box 3
Brakeley, John Price Jones Inc. 1982
box 3
Brief History of Pepperdine 1972
box 3
Brooks Institute 1975-1978
box 3
Build Our Parks Concert 1983
box 3
Calendar Listings 1986-1987
box 3
Campus Huggers 1983-1985
box 3
Chambers of Commerce 1984
box 3
Classic Film Series 1981
box 3
Colombian Gold Exhibit 1981
box 3
Compensation and EEO
box 3
Computer Camp 1983-1984
box 3
Computer Faire 1982-1983
box 3  Computer Literacy Program 1983
box 3  Consumer Health Corp. 1987
box 3  Corporate Cultures Seminar 1984
box 3  Dean's List Releases 1984-1986
box 3  Dietetics and Nutrition 1980
box 3  *Dimensions* 1979
box 3  The Dining Room 1986
box 3  Drucker-Powell Seminar 1979
box 3  Dukes of Dixieland
box 3  Eighth Annual Christian Choral Fest 1974
box 3  Eino Sculptures 1987
box 3  Employee Retirement Income Security Act (ERISA) Update Seminar 1977
box 3  Entertainment Calendar 1977-1978
box 3  Ethnic Studies
box 3  Extension Program - MA in Religion - Seattle, WA 1983-1985
box 3  Faculty Conference 1981
box 3  Film Schedule 1980
box 3  A Fire in My Bones - World Mission Workshop 1982
box 3  Flying Karamazov Brothers 1985
box 3  Freshman Follies 1988
box 3  Freshmen Summer Conference 1983
box 3  *Gilbert & Sullivan A La Carte* 1980
box 3  Grantsmanship Center 1978
box 3  Great Issues 1980-1981
box 3  Guest Speakers List 1978-1985
box 3  The Guthrie Theater - *Great Expectations* 1985-1986
box 3  Hawaii Campus - MA in Education Brochure 1971
box 3  Hawaii Presidential/Key Executive Conference 1981
box 3  *Hello Dolly* 1981
box 3  Hillview Acres 1988
box 3  Hoffman Electronics 1972
box 3  Honorary Degree Recipients 1972-1987
box 3  Intercollegiate Business Games and Conference at Emory University 1981
box 3  Intergeneration Services 1980
box 3  Jack Daniels Original Silver Cornet Band
box 3  John Briggs Consort 1981
box 3  Journalism Workshop 1973
box 3  Ken Norton Day 1973
box 3  Kitchen Cabinet - Reagan 1981
box 3  Klezmorim 1983
box 3  Korea Christian College 1987
box 3  Lions Club Check Presentation to Diana Hiatt 1981
box 3  Logo and Telecommunications Conference 1987
box 3  Long Wharf Theatre
box 3  Los Angeles Ballet 1977-1979
box 3  Los Angeles Bicentennial Pageant 1980
box 3  Los Angeles Chamber Orchestra 1979-1981
box 3  Los Angeles Philanthropic Foundation 1979-1981
box 3  Los Angeles Times 1978; 1983
box 3  Luce Clips Contract 1972
box 3  Mail Room
box 3  Malibu Business Guide and Directory
box 3  Malibu Kennel Club 1986
box 3  Man Affirmative 1973
box 3  *Man of La Mancha* 1986
box 3  Management Institute Seminars 1984-1986
box 3  Master Calendar 1983-1985
box 3  Master Calendar of Greater Los Angeles, Inc. 1984-1985
box 3  Marketplace Economics Game 1976
box 3  MBA for Athletes 1973
box 3  Media/Broadcast Log 1981-1983
box 3  Media Mailing 1985
box 3  Media Relations 1983-1985
box 3  Media Resource Guide/Speakers Bureau 1984-1986
box 3  Media Resource Guide/Speakers Bureau Resumes 1986
box 3  Merchants of Malibu 1979-1980
box 3  Mountain Lion 1987
box 3  Music Department 1970s
box 3  National Theatre of the Deaf 1980
box 3  Newcomen Society 1981-1982
box 4  Newcomen Society - M. Norvel Young Speech Drafts and Final Copy 1981-1982
box 4  New York Chamber Soloists
box 4  News Calendar 1982
box 4  Newsweek 1985
box 4  Nordhaus Memorial Lecture 1985-1986
box 4  Nursing Case 1981
box 4  Oakland Ballet 1981-1983
box 4  The Ohio Ballet 1980
box 4  On Campus Movies 1987
box 4  Optimist Club of Malibu
box 4  Optimist Tennis Tournament 1978-1979
box 4  The Pajama Game
box 4  Pasadena Dance Theatre
box 4  Pepperdine Associates Dinner Slide Presentation 1985
box 4  Pepperdine College Nationwide Citizenship Program
box 4  Pepperdine Malibu Campus - Administrative Building and CAPE Center Slide Presentations 1982-1983
box 4  Pepperdine Malibu Campus Tour Script 1984-1987
box 4  Pepperdine People 1984
box 4  Pepperdine People Appearances
box 4  Performing Artists Series 1979-1981
box 4  Personnel Slide Show
box 4  Perspective II
box 4  Peter's Project 1979
box 4  Pitney Bowes Meter Advertisement 1982
box 4  Poland Relief Project - Churches of Christ 1981
box 4  Porter, Jenny Lind - Order Forms
box 4  Porthole - Office of Public Information Calendar
box 4  Productivity Conference 1981
box 4  Professional Theatre Events 1986-1987
box 4  The Psychology of Consciousness and Suggestology Congress 1975
box 4  Psychology Department
box 4  Project Ocean Search 1973
box 4  Proposal Slide Scripts 1982-1983
box 4  Public Art 1987
box 4  Public Relations Society of America
box 4  Public Relations Society of Southern California Colleges/Council for the Advancement and Support of Education 1985
box 4  Religion in the Media - Angel Awards 1982
box 4  The Rhythm Kings
box 4  Rockwell International 1985
box 4  Royal Shakespeare Company
box 4  Scandinavia Today 1983
box 4  Scholarships - Armington Awards 1978-1980
box 4  Scholarships - Coe Fellowships for Teachers 1972
box 4  Scholarships - George Mayr Foundation
box 4  Scholarships - Lawrence Welk Music 1978-1979
box 4  Scholarships - Louisa Watson 1976
box 4  Scholarships - Rockwell Fellowship
box 4  Scholarships - Ruben Salazar Award
box 4  Scholarships - Seaver College Merit
box 4  Scholarships - W.W. Pace Ministerial Award
box 4  School of Business and Management - AACSB Survey 1980
box 4  School of Education - Marketing 1978
box 4  School of Law 1981-1984
box 4  School of Law - Dalsimer Moot Court Competition 1984-1987
box 4  School of Law Dinner 1984-1987
box 4  School of Law - Entertainment Law Symposium 1982-1984
box 4  School of Law - Masters Series on Trial Practices
box 4  School of Law - Nicholson, Gunnar W.E. Tribute 1985
box 4  School of Law - Placement Consortium 1985
box 4  School of Law - Sports Law Symposium 1984
box 4  Seaver College Community Orchestra 1980
box 4  Seaver College Graduation 1986
box 4  Seaver College Scripts
box 4  Seaver College Singers Tour 1984
box 4  Seaver College Singers and Community Symphony
box 5  Seoul Summer Olympics 1988
box 5  Smothers Fine Arts Theatre
box 5  Speakers Bureau - Other Universities 1978-1980
box 5  Speakers Bureau - Pepperdine 1979-1981
box 5  Sports Medicine Program
box 5  Stauffer Chapel
box 5  Steele Foundation
box 5  STEP Program 1976
box 5  Stress Seminar 1979
box 5  Student Activity Press Releases 1985
box 5  Student Catalog Photographs 1988
box 5  Student Pub. Banquet Photographs
box 5  Students Records Policy 1976
box 5  The Sumerians: Four Days in May (Sumerian Seminar) 1987
box 5  Summer and Smoke 1983
box 5  Summer Conference - Parents/Students 1979
box 5  Summer Institute 1981-1982; 1987
box 5  Surfside News Calendar
box 5  Surveys 1976; 1982
box 5  Taft Institute Government Seminar 1972-1981
box 5  Tar Spill Emergency 1986
box 5  Tax Exemption Status 1973
box 5  Tay-Sachs Prevention Program
box 5  Television Program - Seaver
box 5  Teller Lecture - Science and Survival 1979
box 5  Thanksgiving Youth Festival 1980-1982
box 5  Top Ten Reading List of Literature on Community Colleges 1981
box 5  Tournament of Roses Parade - Pepperdine Float Quest for Atlantis 1986-1987
box 5  Town Hall of California 1983-1984
box 5  Transportation for the Productivity Conference and CAPE Dinner
box 5  Travel and Study Brochures 1971
box 5  Tree Lighting Ceremony 1980
box 5  Type Catalogues
box 5  United States Borax
box 5  United States Olympic Academy VI 1982
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<td>Warsaw Philharmonic Chamber Orchestra Featuring Karol Teutsch 1982</td>
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<th>Individual Name Files 1971-1987</th>
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box 6  Christensen, Martin 1982
box 6  Clarey, Frederick J. 1984
box 6  Coffman, James Burton 1977
box 6  Colwell, W. Paul 1977; 1983
box 6  Cone, Karen 1987
box 6  Connally, John 1976
box 6  Craft, Dr. Larry N. 1976
box 6  Crary, Gordon B. 1977
box 6  Crawford, Donald 1982
box 6  Cross, Yvonne 1979
box 6  Crothers, G.L. 1981
box 6  Cummings, Theodore E. 1981
box 6  Curtis, John M. 1983
box 6  Dale, Francis L. 1979
box 6  Danielson, Walter G. 1980
box 6  Davenport, David
box 6  Day, Anthony 1974
box 6  Debonis, Nick 1981
box 6  Denney, Corwin 1978-1980
box 6  Desai, Morargi 1979
box 6  Devos, Richard 1979
box 6  Dial, Roy 1974-1975
box 6  Diener, Royce 1986
box 6  Drake, Eloise 1981
box 6  Dunlap, E.T.
box 6  Durney, W.W. 1978
box 6  Eilers, Joy 1980
box 6  Ellmore, W. Austin 1984
box 6  Eltinge, George M. 1977-1979
box 6  Emerson, Melissa 1987
box 6  Enders, Joe 1977
box 6  Ends, Earl 1983
box 6  Erteszek, Jan J. 1978; 1981; 1986
box 6  Eversley, Frederick
box 6  Ervin, R. Ferrell 1987
box 6  Fahringer, Herald Price 1982
box 6  Farber, Seymour 1977
box 6  Farkas, Pavel 1979
box 6  Farley, Elaine 1975
box 6  Farr, Beverly
box 6  Farrell, Doris
box 6  Fast, Nancy 1986
box 6  Faulkner, Leslie Hugh 1980
box 6  Feninger, Mario 1979
box 6  Fischer, Paul
box 6  Fisk, Elliot
box 6  Flamson, Richard J. Ill
box 6  Fletcher, Milton 1981
box 6  Fletcher, W.L. II 1982
box 6  Flint, Miles 1980
box 6  Florez, Charles A. 1982
box 6  Freeman, Joy 1975
box 6  Freitag, Alfred
box 6  French, Dorothy Kirsten 1986
box 6  Fricano, Tom
box 6  Foster, James J.
box 6  Furman, Stephen
box 6  Galvin, Charles O. 1979
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<tr>
<th>Box</th>
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Sub-series 3.2: Individual Name Files
Sub-series 3.3: Press Releases
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box 14  American Spirit Awards 2004
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box 14  Athletics - Midnight Madness 1996
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box 14  Center for Faith and Learning 2000-2006
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box 14  Church of Christ - History 1998-1999
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Pepperdine University Office of
Public Affairs Records 0065

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box 16 University Church 1998-2005
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- **Sub-series 3.3: Press Releases 1996**
- **Sub-series 3.4: Newspaper Clippings 1974-1999**
  - Chronological Clippings 1987-1999
  - Pepperdine History Clippings 1974-1999

**Retreats**

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**Public Affairs Retreat 2007 August**

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**University Affairs Retreat- Auto Museum 2008 August**

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**VHS Tapes 1990s-2000s**