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## **Guide to the San José State University Public Relations and Publications Records MSS.2009.03.11**

Robert Donahue, 2009.

SJSU Special Collections & Archives

2009

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**Language of Material:** English

**Contributing Institution:** SJSU Special Collections & Archives

**Title:** San José State University Public Relations and Publications Records

**creator:** San José State University Public Relations and Publications Dept.

**source:** San José State University. Library. Special Collections & Archives

**Identifier/Call Number:** MSS.2009.03.11

**Physical Description:** 28.0 boxes(27.42 linear feet)

**Date (inclusive):** 1942-2007

**Abstract:** The San José State University Public Relations and Publications Records, 1942-2007, are comprised primarily of newspaper clippings, photographic materials, press releases, faculty files, and newsletters created by the campus.

**Access**

The collection is open for research.

**Publication Rights**

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**Preferred Citation**

San José State University Public Relations and Publications Records, MSS-2009-03-11, San José State University Library Special Collections and Archives.

**Processing Information**

Collection processed by Alicia Deadrick. Finding aid EAD encoded by Robert Donahue. Reviewed by Danelle Moon and Erin Louthen. Series V created and accruals added by Samira Habibi in March 2018.

**Project Information**

This finding aid was created as part of the Survey and Cataloging Project, a two-year San José State University Library grant project funded by the National Historical Publications and Records Commission. The project began in 2008. The Project Director is Danelle Moon. The Project Archivist is Erin Louthen.

**Organizational History**

In 1857 the San Francisco Board of Education established Minns' Evening Normal School for current and prospective teachers in the city. Named after its principal, George W. Minns, the institution was formally established as the first California State Normal School by the State Legislature in 1862. A decade later, the Legislature voted to move the Normal School to San José, and the school relocated to its new home on Washington Square prior to the fall term of 1872. After a fire destroyed the Normal School building in 1880, the Legislature authorized \$200,000 to construct a new building on the same site. Completed in 1881, the building was commonly referred to as the Second State Normal School. After several names and curriculum changes, Minns' Normal school is now San José State University, offering more than 134 bachelor's and master's degrees with 110 concentrations, and is recognized as one of the top public universities granting such degrees in the West. The Office of Public Relations and Publications was created in 1953 under the leadership of President John T. Wahlquist (1952-1964). The department created and disseminated news releases and announcements to the university community, including specific academic departments and the general public. The Public Relations and Publications Department is now known as San José State University's Office of Public Affairs and it continues to serve as the communication link to the campus and external community.

**Scope and Content of Collection**

The San José State University Public Relations and Publications records, 1942-2007, include newspaper clippings, press releases, photographic materials related to campus, faculty information with accompanying photographs, budget summaries, newsletters and informational brochures. Information documenting the 1965-1967 budget crisis is well-represented by files, newspaper clippings, summaries, and press releases. Newspaper clippings and press releases also chronicle the tumult of the late 1960s, including riots, protests, sit-ins, and campus demonstrations. Three newsletters are included in the collection, two of which were produced by San José State: San José State College/University News (1966-1977) and Campus Digest (1969-1971).

**Arrangement**

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This collection is arranged into five series: Series I. Faculty Records, 1956-1967; Series II. Newsletters, 1942-1977; Series III. Newspaper Clippings and Press Releases, 1953-1971; Series IV. Chancellor's Office Releases, 1965-1978; and Series V. Photographic Materials, 1970-2007.

**Related Materials**

San Jose State University Office of University Relations records, MSS-2009-03-06.

**Subjects and Indexing Terms**

San José State University -- Public relations

San Jose State College -- Faculty

College publications -- California -- San Jose (Calif.)

College student newspapers and periodicals -- California -- San Jose (Calif.)

San José State University Public Relations and Publications Dept.

San José State University. Library. Special Collections & Archives

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**Series I. Faculty Records 1956-1967**

**Series Scope and Content Summary**

This series contains general public relations files about San José State College faculty members. Each file includes information concerning a SJSU faculty member, such as degrees held, past work experience, family, and a photograph.

Box 1

**Faculty Record Cards, "A-FE" 1956-1966**

Box 2

**Faculty Record Cards, "FI-LY" 1956-1967**

Box 3

**Faculty Record Cards, "MC-SPR" 1958-1967**

Box 4

**Faculty Record Cards, "STA-Z" 1958-1966**

**Series II. Newsletters 1942-1977**

**Series Scope and Content Summary**

The Office of Public Relations and Publications was created in 1953 under the leadership of President John T. Wahlquist (1952-1964). This series consists of newsletters, two of which were produced by San José State and the third is a national educational newsletter entitled *Impact* (1959-1974). The department produced the *Campus Digest* (1969-1971) and *San José State College News/San José State University News* (1966-1977), which served as one of the primary communication vehicles for the campus. This series also includes publicity information regarding the 1964 election and Proposition 2, a ballot measure created to provide grant funding for campus building construction projects in the California State College system.

**Arrangement**

The series is arranged chronologically by publication.

Box 25-28

**Campus Digest 1952-1983**

**Scope and Contents**

124 Issues plus Indexes

Box 5

**Impact, Impetus, San Jose State College News, San Jose State College Reports, and Publicity on Prop 2 1959-1974**

Box 6

**San José State College News 1966-1968**

Box 7

**San José State College News and San José State University News 1968-1972**

Box 8

**San José State University News 1973-1977**

Box 9

**San Jose State College Promotional Booklets 1942-1967**

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Box 10-16, 24

**Series III. Newspaper Clippings and Press Releases 1953-1971**

**Series Scope and Content Summary**

The bulk of the Public Relations and Publications Department records consist of newspaper clippings and press releases relating to events that occurred at San José State University over a 20-year period.

**Arrangement**

The series is arranged chronologically by date and alphabetically within each year.

Box 17-18

**Series IV. Chancellor's Office, Board of Trustees, News Releases 1965-1978**

**Series Scope and Content Summary**

This series includes news releases received by the San José State College Public Relations and Publications Department from the California State College's Chancellor's Office. These news releases were distributed at the campus level and to the general public. Many of the announcements document the California budget crisis during this time period, as well as Governor Ronald Reagan's higher education policies, and the measures SJSU undertook to stay afloat during the economic downturn.

**Arrangement**

The series is arranged alphabetically.

**Series V. Photographic Materials 1970-2007**

**Arrangement**

This series is arranged into 11 sub-series.

**Scope and Contents**

This series consists primarily of slides and negatives that include the SJSU campus and campus life, as well as those used for several campus publications.

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**Campus Life 1980-ca. 2003**

Box 19, Folder 1

**Campus Life Photos (1 of 3) 1980-ca. 2003**

Box 19, Folder 2

**Campus Life Photos (2 of 3) 1980-ca. 2003**

Box 19, Folder 3

**Campus Life Photos (3 of 3) 1980-ca. 2003**

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**Photography and Graphic Design Archives 1994-2007**

Box 19, Folder 4

**Alumni 2003-2006**

Box 19, Folder 5

**Back-up Disks 1994-2006**

Box 19, folder 6

**Campus 1999-2007**

Box 19, Folder 7

**Commencement 1996-2007**

Box 19, folder 8

**Facts and Maps 2003-2006**

Box 19, folder 9

**Homecoming 2005-2007**

Box 19, folder 10

**King Library 2001-2006**

Box 19, Folder 11

**Miscellaneous 2004-2007**

Box 19, folder 12

**Sesquicentennial (1 of 2) 2006-2007**

Box 19, folder 13

**Sesquicentennial (2 of 2) 2006-2007**

Box 19, folder 14

**Spartans in Desert 2006-2007**

Box 19, Folder 15

**Students and Staff 2001-2006**

Box 19, Folder 16

**Washington Square Magazine 1997-2005**

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**San Jose Normal School**

Box 19, Folder 17

**San Jose State Normal School Photos (1 of 2)**

Box 19, Folder 18

**San Jose State Normal School Photos (2 of 2)**

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**San Jose State University Subject Files 1970-1997**

Box 19, Folder 19	<b>Administration Negatives 1982-1987</b>
Box 19, Folder 20	<b>Administration of Justice Negatives 1986-1987</b>
Box 19, Folder 21	<b>Alumni Negatives (1 of 2) 1980-1988</b>
Box 19, Folder 22	<b>Alumni Negatives (2 of 2) 1980-1988</b>
Box 19, Folder 23	<b>Alumni Associations Negatives 1981-1990</b>
Box 19, Folder 24	<b>Alumni Association Membership Negatives 1981</b>
Box 19, Folder 25	<b>Art Negatives 1988</b>
Box 19, Folder 26	<b>Awards, Gifts, and Endowments Negatives 1982-1988</b>
Box 19, Folder 27	<b>Boccardo, Tau Delta Phi Negatives 1980</b>
Box 19, Folder 28	<b>Business, School of, Negatives 1985-1987</b>
Box 20, folder 1	<b>California Negatives 1982-1983</b>
Box 20, Folder 2	<b>California States University Negatives 1982-1984</b>
Box 20, folder 3	<b>Campus (Aerial Views) Negatives 1986</b>
Box 20, folder 4	<b>Campus (Artwork) Negatives 1981-1985</b>
Box 20, folder 5	<b>Campus (Buildings) Negatives 1975-1987</b>
Box 20, Folder 6	<b>Campus (General) Negatives (1 of 4) 1973-1988</b>
Box 20, Folder 7	<b>Campus (General) Negatives (2 of 4) 1973-1988</b>
Box 20, Folder 8	<b>Campus (General) Negatives (3 of 4) 1973-1988</b>
Box 20, Folder 9	<b>Campus (General) Negatives (4 of 4) 1973-1988</b>
Box 20, Folder 10	<b>Campus (Maintenance) 1985</b>
Box 20, Folder 11	<b>Campus (Tower Hall) 1980-1989</b>
Box 20, Folder 12	<b>Career Planning and Placement 1984</b>
Box 20, folder 13	<b>Classroom Situations Spring 1985</b>
Box 20, Folder 14	<b>Commencement 1972-1983</b>
Box 20, Folder 15	<b>Commencement 1998</b>
Box 20, Folder 16	<b>Construction and Demolition 1984-1985, 1990</b>
Box 20, Folder 17	<b>Dance 1981 and 1985</b>
Box 20, Folder 18	<b>Deans 1986-1989</b>
Box 20, Folder 19	<b>Dedications 1982-1984</b>
Box 20, Folder 20	<b>Dignitaries 1984-1985</b>
Box 20, Folder 21	<b>Dormitories May 1981</b>
Box 20, folder 22	<b>Engineering 1983-1990</b>
Box 20, Folder 23	<b>Entertainment 1981</b>
Box 20, Folder 24	<b>Foundry</b>
Box 21, Folder 1	<b>Fullerton 1989-1990</b>
Box 21, folder 2	<b>Golden Grads 1982, 1983, and 1986</b>
Box 21, folder 3	<b>Historical</b>
Box 21, Folder 4	<b>Homecoming 1981-1982</b>
Box 21, Folder 5	<b>Housing December 17, 1986</b>
Box 21, Folder 6	<b>Industrial Studies 1980-1989</b>
Box 21, folder 7	<b>International Center 1980-1989</b>
Box 21, folder 8	<b>L.A. Olympics Negatives 1984</b>
Box 21, Folder 9	<b>Lectures October 24, 1986</b>
Box 21, Folder 10	<b>Library (Clark) 1981-1982</b>
Box 21, Folder 11	<b>Library (Construction) 1979-1981</b>
Box 21, Folder 12	<b>Library (General) October 1984</b>
Box 21, Folder 13	<b>Library (Wahlquist) 1980-1983</b>
Box 21, Folder 14	<b>Marching Band Negatives (1 of 2) 1980-1983</b>
Box 21, Folder 15	<b>Marching Band Negatives (2 of 2) 1980-1983</b>
Box 21, Folder 16	<b>Mass Communications Negatives 1980 and 1985</b>
Box 21, Folder 17	<b>Meteorology Negatives 1985-1987</b>
Box 21, Folder 18	<b>Moss Landing Negatives 1980-1982</b>
Box 21, Folder 19	<b>Music Negatives 1980-1988</b>
Box 21, Folder 20	<b>News and Publications 1981-1983</b>
Box 21, Folder 21	<b>Nutrition and Food Service Negatives Fall 1988</b>
Box 21, Folder 22	<b>Open House Negatives 1982-1983</b>

Box 21, folder 23	<b>Past Presidents Negatives</b>
Box 21, Folder 24	<b>President's Function Negatives 1982</b>
Box 21, Folder 25	<b>Registration Negatives 1970-1983</b>
Box 21, Folder 26	<b>Recreational Center 1986-1989</b>
Box 21, Folder 27	<b>Research Negatives 1984</b>
Box 21, Folder 28	<b>ROTC Negatives 1981-1984</b>
Box 21, Folder 29	<b>San Jose City Negatives 1980-1988</b>
Box 21, Folder 30	<b>San Jose City Negatives 1997</b>
Box 21, folder 31	<b>Scholarships Negatives October 13, 1982</b>
Box 21, Folder 32	<b>Science Classroom Negatives 1981-1985</b>
Box 21, Folder 33	<b>Special Education Negatives 1972 and 1984</b>
Box 21, Folder 34	<b>Special Program Negative 1982-1984</b>
Box 21, Folder 35	<b>Sports Negatives 1981 and 1986</b>
Box 21, folder 36	<b>Sports (Men's) Negatives 1981 and 1983</b>
Box 21, Folder 37	<b>Sports (Women's) Negatives 1981-1990</b>
Box 21, Folder 38	<b>Stadium Negatives 1980</b>
Box 22, folder 1	<b>Staff Negatives (1 of 3) 1981-1988</b>
Box 22, folder 2	<b>Staff Negatives (2 of 3) 1981-1988</b>
Box 22, folder 3	<b>Staff Negatives (3 of 3) 1981-1988</b>
Box 22, Folder 4	<b>Steinbeck Center Negatives 1985</b>
Box 22, Folder 5	<b>"Still Lives" Negatives 1985</b>
Box 22, Folder 6	<b>Students (Black) Negatives 1985</b>
Box 22, Folder 7	<b>Students (Disabled) Negatives 1984-1987</b>
Box 22, Folder 8	<b>Students (General) Negatives 1981-1987</b>
Box 22, Folder 9	<b>Students (Hispanic) Negatives 1985</b>
Box 22, Folder 10	<b>Students (Older) Negatives 1985</b>
Box 22, Folder 11	<b>Theater Arts Negatives 1980-1981</b>
Box 22, Folder 12	<b>University Night Negatives 1981-1982</b>
Box 22, Folder 13	<b>University Police Negatives 1980-1987</b>
Box 22, Folder 14	<b>Visiting Artists and Professors 1986-1987</b>
Box 22, Folder 15	<b>Wild Art Negatives 1980-1981</b>

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**Slides 1980-1998**

Box 22, folder 16	<b>Slides (1 of 2) 1980-1989</b>
Box 22, folder 17	<b>Slides (2 of 2) 1980-1989</b>
Box 22, Folder 18	<b>Slides (1 of 2) 1997-1998</b>
Box 22, folder 19	<b>Slides (2 of 2) 1997-1998</b>

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**Slides and Negatives 1995-1999**

Box 22, Folder 20	<b>Slides and Negatives 1995</b>
Box 22, Folder 21	<b>Slides and Negatives (1 of 2) 1998-1999</b>
Box 22, Folder 22	<b>Slides and Negatives (2 of 2) 1998-1999</b>

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**Slides of Campus 1990-1999**

Box 22, Folder 23	<b>Slide of Campus (1 of 4) 1990-1998</b>
Box 22, folder 24	<b>Slide of Campus (2 of 4) 1990-1998</b>
Box 23, Folder 1	<b>Slides of Campus (3 of 4) 1990-1998</b>
Box 23, Folder 2	<b>Slides of Campus (4 of 4) 1990-1998</b>
Box 23, Folder 3	<b>Campus Negatives July 1999</b>

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**Undated Negatives**

Box 23, folder 4	<b>Negatives (1 of 4)</b>
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## Undated Negatives

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Box 23, folder 5	<b>Negatives (2 of 4)</b>
Box 23, Folder 6	<b>Negatives (3 of 4)</b>
Box 23, folder 7	<b>Negatives (4 of 4)</b>

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**University Advancement 1995-1997**

Box 23, folder 8	<b>University Advancement Negatives (1 of 3) 1995-1997</b>
Box 23, Folder 9	<b>University Advancement Negatives (2 of 3) 1995-1997</b>
Box 23, folder 10	<b>University Advancement Negatives (3 of 3) 1995-1997</b>

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**Viewbook 1995-2002**

Box 23, Folder 11	<b>Baseball Player Development Contract (PDC) Negatives</b>
Box 23, folder 12	<b>Bolanos Viewbook Negatives</b>
Box 23, Folder 13	<b>Negatives and Slides (1 of 2) 1995-1999</b>
Box 23, Folder 14	<b>Negatives and Slides (2 of 2) 1995-1999</b>
Box 23, Folder 15	<b>Negatives of JR, Maria, and Senga August 1999</b>
Box 23, Folder 16	<b>Rick Mackinnon August 1999 August 1999</b>
Box 23, Folder 17	<b>San Jose Catalog/Viewbook 2000-2002</b>
Box 23, Folder 18	<b>San Jose State University Basketball Viewbook Negatives 1995</b>
Box 23, Folder 19	<b>San Jose State University Viewbook/Catalog Negatives: Graduation May 1999</b>
Box 23, Folder 20	<b>Slides and Negatives of Stephanie Apache 1997</b>
Box 23, Folder 21	<b>San Jose State University Viewbook Profile Negatives: Debrah Cairness</b>
Box 23, Folder 22	<b>San Jose State University Viewbook Negatives: Disability</b>
Box 23, Folder 23	<b>San Jose State University Viewbook Negatives: Dwayne Farley August 8, 1995</b>
Box 23, Folder 24	<b>San Jose State University Viewbook Negatives: Fausto 1995</b>
Box 23, Folder 25	<b>San Jose State University Viewbook Negatives: Hispanic Women Group-Dorms</b>
Box 23, Folder 26	<b>San Jose State University Viewbook Negatives: Indian Res Woman 1995</b>
Box 23, folder 27	<b>San Jose State University Viewbook Negatives: Jerome 1995</b>
Box 23, Folder 28	<b>San Jose State University Viewbook Negatives: Kert Do July 1999</b>
Box 23, folder 29	<b>San Jose State University Viewbook Negatives: Marilyn Prez 1995</b>
Box 23, folder 30	<b>San Jose State University Viewbook Negatives: Nedney/Tattoo 1995</b>
Box 23, Folder 31	<b>San Jose State University Viewbook Negatives: Nguyen, Sang 1995</b>
Box 23, Folder 32	<b>San Jose State University Viewbook Negatives: Redela Culaton</b>
Box 23, Folder 33	<b>San Jose State University Viewbook Negatives: Rico Vargas</b>
Box 23, Folder 34	<b>San Jose State University Viewbook Negatives: Rodriquez 1997</b>
Box 23, folder 35	<b>San Jose State University Viewbook Negatives: Vahid Mansobi 1995</b>
box 23, Folder 36	<b>San Jose State University Viewbook Negatives: Women's Golf Team</b>
Box 23, Folder 37	<b>San Jose State University Viewbook Negatives: Yoko</b>

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**Washington Square Magazine 2001**

Box 23, Folder 38	<b>Washington Square Magazine: Shark Art Slides (1 of 3) Winter 2001</b>
Box 23, Folder 39	<b>Washington Square Magazine: Shark Art Slides (2 of 3) Winter 2001</b>
Box 23, folder 40	<b>Washington Square Magazine: Shark Art Slides (3 of 3) Winter 2001</b>

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