Guide to the University of California, Santa Barbara, Office of Public Affairs Records

Preliminary arrangement and description by Special Collections staff, latest revision A. Demeter
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Collection number: UArch 114

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Descriptive Summary
Title: University of California, Santa Barbara, Office of Public Affairs Records
Dates: 1948-2002
Bulk Dates: 1960-1990
Collection number: UArch 114
Creator 1: University of California, Santa Barbara. Office of Public Affairs
Creator 2: University of California, Santa Barbara. Office of Public Information
Collection Size: 19.3 linear feet (45 document boxes, 1 artifact box, 3 binders, and 1 oversize flat box).
Repository: University of California, Santa Barbara. Library. Dept. of Special Collections
Santa Barbara, CA 93106
Abstract: The collection contains correspondence and memos, files from the Publications Office, news releases and clippings, and some subject files, including materials on animal research and the Proposition 3 construction bond.
Physical location: Del Sur, University Archives, 28B; 30B (box 46).
Languages: English
Access Restrictions
None.
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Preferred Citation
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Acquisition Information
Transfer from the UCSB Office of Public Affairs.
Scope and Content of Collection
From the Office of Public Affairs website, http://www.ia.ucsb.edu/pa/index.shtml:
"The Office of Public Affairs is responsible for telling the exciting and important story of UC Santa Barbara to the general public and our campus community. By working with local, regional, and national print and electronic news media, the office strives to generate press coverage of the extraordinary development of UCSB as a leading research institution and of the
people, programs, events, and activities that distinguish the campus. In addition to its public information and press relations functions, the office designs and maintains the UCSB web site, produces major university publications, and publishes 93106, the faculty and staff newspaper, and UC Santa Barbara Today, a magazine."
The Office of Public Affairs was formerly the Office of Public Information, renamed in 1994.
The collection contains correspondence and memos, files from the Publications Office, news releases and clippings, and some subject files, including materials on animal research and the Proposition 3 construction bond.

**Arrangement**

**Series I: Correspondence.** Contains general incoming and outgoing correspondence and memos between the Office of Public Information and community members, UCSB faculty, staff, and administration, and other UC campuses.

**Series II: George Obern.** Obern was director of the Office of Public Information for 30 years, from 1951 to 1981. This series contains mainly correspondence to and from Obern, as well as some subject files.

**Series III: Publications Office.** Contains files on Publications Office jobs for various campus publications, and some correspondence. Arranged alphabetically.

**Series IV: News Releases.** Series contains news releases published by the Office of Public Information and later the Office of Public Affairs on news relating to and affecting the university. Some of the news releases in this series were pulled from the Office of Public Information subject files and merged with this collection. Arranged chronologically by type.

**Series V: Subject files.** Series contain office administrative files on various campus issues, including animal research and the Proposition 3 construction bond. Arranged alphabetically.

**Series VI: Newsclippings.** Series contains clippings collected by the Office of Public Information from newspapers and magazines, with subject matter relating to the university. Some of the clippings in this series were pulled from the Office of Public Information subject files and merged with this collection. Arranged chronologically.

**Indexing Terms**
The following terms have been used to index the description of this collection in the library's online public access catalog.

University of California, Santa Barbara. Office of Public Affairs
University of California, Santa Barbara. Office of Public Information
University of California, Santa Barbara

**Related Material**

Office of Public Information biographical files, UArch 11. Contains biographical information on UCSB faculty, administrators, and other individuals associated with the university compiled by the Office of Public Information.

Office of Public Information subject files, UArch 12. Contains clippings, news releases and other documents relating to issues of campus interest, compiled by the Office of Public Information and arranged by subject.

Office of Public Information Isla Vista / student unrest files, UArch 36. Collection of materials collected by the Office of Public Information on student protests and Isla Vista issues, including the Bank of America burning and Isla Vista riots, ethnic studies protests, and the incorporation debate.

93106 and UC Santa Barbara Today, publications by the Office of Public Affairs, in University Archives Serials.

Some press releases and featured news articles are available online from the Public Affairs website, as well as the most recent issues of 93106 and UC Santa Barbara Today: [http://www.ia.ucsb.edu/pa/index.shtml](http://www.ia.ucsb.edu/pa/index.shtml)

**Series I: Correspondence**

| Box 1: 1-4 | 1951-1957 |
| Box 1: 5 | July 1963-Dec. 1965 |
| Box 1: 6 | "Charter anniversary-inauguration-dedication ceremony"
| Box 1: 7 | "Complete materials," Mar. 28, 1955
| Box 2: 1 | "Incomplete materials," Mar. 28, 1955
| Box 2: 2 | Intercampus, July 1964-Dec. 1965 |
| Box 2: 3 | Memos
| Box 2: 4 | July 1964-1965
| Box 2: 5 | 1972
| Box 2: 6 | 1977
| Box 2: 7 | 1981-1989
Series I: Correspondence

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Box 2: 6  1991-1994
Box 2: 7  2002
Box 2: 8  Staff conference, Riverside, Jan. 22, 1962
Box 2: 9  Staff conference, UCLA, Oct. 1963

Series II: George Obern

Correspondence

Box 2: 10  General, 1949-1963
Box 2: 11  General, 1966-1981
Box 2: 12  Calkins, William - Chief Publications Officer Statewide, 1963-1967
Box 3: 1  Chancellor's Office, 1964-1965
Box 3: 2  Luckman, Charles & Associates, 1953-1966
Box 3: 3  Publications Review Committee, 1969-1973
Box 3: 4  Santa Barbara News-Press, 1966-1970
Box 3: 5  Isla Vista riots, 1968-1970
Box 3: 6  Management Group, 1970-1973

Series III: Publications Office

Box 3: 7  Bradfield, Roger - Publications Manager, 1984-1988
Box 46: 1  Certificate, Member of the Greater Santa Barbara Advertising Club, 1967
Correspondence

Box 3: 8  General, 1983-1989
Box 3: 9  Re: catalog, 1986-1987
Box 4: 1  Thank you notes, 1982-1989
Box 4: 2  Job functions, 1979-1985
Publications

Box 4: 3  "Facts about UCSB," 1972-1985
Box 4: 4  "Logo Standards and Guidelines," 1995
Box 4: 5  Office of the President, 1990-1992
Box 4: 6  Misc. publications, 1972-1990
Publications jobs

Box 4: 7  Affiliates membership ad, n.d.
Box 4: 8  Application kit, Graduate Division, 1990
Box 4: 9-10  Campus Development Program, 1989
Box 4: 11  Chancellor's Auction/Dinner, 1990
Box 4: 12  Chancellor's Letters to the Community, 1990
Box 5: 1  Coastlines ad for Benefit Pool, 1990
Box 5: 2  Desmond Tutu Scholarship ad, 1990
Box 5: 3  Economics M.A. & Ph.D. booklets, 1988-1990
Box 5: 4  Faculty Recognition Award Ceremony program & ad, 1990
Box 5: 5  General Catalog 1990/91, 1990
Box 5: 6  Graduate Commencement program, 1990
Box 5: 7  Graduate School of Education 1990 Announcement, 1990
Box 5: 8  Hospice ad, 1989-1990
Box 5: 9  Multiple Sclerosis Dinner ad, Peter Jordano, 1990
Box 5: 10  "A new quarterly," 1990
Box 5: 11  Open House 1990, 1989-1990
Box 46: 2  Open House 1990 poster
Box 5: 12  Poster: Aerial shot of campus, 1990
Box 5: 13  Prospectus, 1984-1987
Box 5: 14  Regents presentation inserts, 1990
Box 5: 15  Shoreline newsletter, 1989-1990
Box 5: 16-17  Speakers’ Bureau booklets, 1975-1990
Box 6: 1  UCSB Foundation Annual Report, 1989
Box 6: 2  UCSB Foundation Charity Tax Strategies booklet cover, 1990
Box 6: 3  UCSB Foundation letterhead, 1990
Box 6: 4  "Unrestricted gifts to UC Santa Barbara," 1990
Box 6: 5  Misc. jobs, 1990
Series III: Publications Office

- Box 6: 6  Publications policy, 1985-1986
- Box 6: 7  UC Santa Barbara medal, 1983
- Box 6: 8  UC Santa Barbara seal, 1981-1984
- Box 47: 1-7  UCSB seals

Series IV:  News Releases

- Box 6: 9  Ledgers, list of releases to *News-Press*, 1948-1952
- Box 6: 10-12  Clip Sheet
  - 1967-1969

News Releases

- Box 6: 13-14  1961-1962
- Box 6: 15-16  Jan-Feb. 1963
- Box 8: 1-10  Feb-Nov. 1964
- Box 9: 1-10  Dec. 1964-Sept. 1965
- Box 10: 1-10  Oct. 1965-June 1966
- Box 11: 1-11  July 1966-May 1967
- Box 12: 1-12  June 1967-May 1968
- Box 13: 1-11  June 1968-May 1969
- Box 14: 1-12  June 1969-May 1970
- Box 15: 1-10  June 1970-Mar. 1971
- Box 16: 1-9  Apr-Dec. 1971
- Box 16: 10-14  1973-1978
- Box 17: 1-3  1979-1981
- Box 17: 4  Undated

President's Report

- Box 17: 5-10  1967-1972

University Bulletin

- Box 17: 11-17  1966-1973

University Edition

- Box 17: 18  1962
- Box 17: 19  Correspondence, 1962-1963
- Box 18: 1-4  1963-1966
- Box 18: 5  Correspondence, 1966
- Box 18: 6  1967
- Box 18: 7  Correspondence, 1967
- Box 18: 8  1968
- Box 19: 1-4  1970-1974
- Box 19: 5  Undated

Series V:  Subject Files

Animal Research at UCSB

- Binder 1  Notebook A
- Binder 2  Notebook B
- Binder 3  Notebook D

Policy information, 1963-1980

Box 20: 1  Policy information, 1963-1980

State Construction Bond, Prop 3, 1958

- Box 20: 2  Organizational material, 1956
- Box 46: 3  *Statewide University*, newspaper, "The State Must Build...,” Sept. 1956
- Box 20: 3-5  Organizational material, 1958
- Box 20: 6  Clippings and pictures (incl. slides), n.d.

Higher education

- Box 20: 7  Speeches, ideas, 1968-1971

Series VI:  Newsclippings
| Box 21: 6 | 1954 |
| Box 21: 7-8 | Jan-Feb. 1955 |
| Box 22: 1-7 | Mar-Aug. 1955 |
| Box 23: 1-3 | Sept-Dec. 1955 |
| Box 23: 4 | 1957 |
| Box 23: 5-11 | Jan-Aug. 1958 |
| Box 24: 1-9 | Sept. 1958-May 1959 |
| Box 25: 1-7 | June-Dec. 1959 |
| Box 25: 8-10 | 1965-1967 |
| Box 25: 11 | Dec. 1969 |
| Box 25: 12 | Aug. 1984 |
| Box 26: 1-5 | Sept. 1984-Jan. 1985 |
| Box 27: 1-4 | Feb-May 1985 |
| Box 27: 5 | UCSB News Clips |
| Box 28: 1-10 | Oct. 1986 |
| Box 29: 1-10 | Nov. 1986-Aug. 1987 |
| Box 30: 1-10 | Sept. 1987-June 1988 |
| Box 31: 1-9 | July 1988-Apr. 1989 |
| Box 32: 1-5 | May 1989-Jan. 1990 |
| Box 33: 1-8 | Feb-June 1990 |
| Box 34: 1-12 | July 1990-Feb. 1991 |
| Box 40: 1-9 | Nov. 1995-Sept. 1996 |
| Box 41: 8 | July 1997-Jan. 1998 |
| Box 41: 9 | Mar. 1998 |
| Box 42: 1 | May 1998 |
| Box 42: 2-7 | June 1998 |
| Box 43: 1-7 | Mar-June 1999 |
| Box 45: 1-8 | Feb-Sept. 2000 |
| Box 45: 12 | Aug-Oct. 2001 |