

**THE COLLEGE OF WOOSTER
PUBLIC RELATIONS:
A FINDING TOOL**

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Revised
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This collection consists of public relations material used to brand the institution at various points of time. Besides the individual items located in the archival boxes, the collection also includes a scrapbook containing "Samples of Literature Issued by The College of Wooster 1900 to 1915."

PUBLIC RELATIONS FINDING TOOL

BOX 1

THE ACADEMIC PROGRAM AT THE COLLEGE OF WOOSTER: AN
OVERVIEW

1988, 1989

ADMISSIONS CATALOGUE

1987-88, 1988-89

ADVANCING THE STANDARDS OF WOOSTER

1928, [n.d., Wishart era]

THE AIM OF THE UNIVERSITY OF WOOSTER

[n.d., Holden era]

ANOTHER PERSPECTIVE

[n.d.]

ANOTHER PERSPECTIVE: PORTRAITS OF AFRICAN-AMERICANS AT
WOOSTER

1999

APPEAL

[n.d.]

AS AN INDEPENDENT, LIBERAL ARTS COLLEGE

[n.d., Lowry era]

AT THE COLLEGE OF WOOSTER...IT'S ABOUT LIKE THIS

1967

BLACK STUDENTS AT THE COLLEGE OF WOOSTER

[n.d., 1980s?]

BRIEF FACTS

[n.d., Wishart era]

BRIEF WORDS AND TO THE POINT

1884

BUT YOU CAN AFFORD TO SEND YOUR CHILDREN TO WOOSTER

[n.d., 1938-1945?]

THE CAMPUS VISIT

1986

CENTENNIAL DEVELOPMENT PROGRAM

[n.d., Lowry era]

CHALLENGE

[1960s, Lowry era]

A CHRISTIAN, INDEPENDENT, LIBERAL ARTS COLLEGE

[n.d.]

THE CHURCH AND HIGHER EDUCATION

1961

THE CHURCH COLLEGE

1959

THE COLLEGE CALLS ITS ALUMNI: SOME REASONS WHY

1949

THE COLLEGE IDEA IN MEN'S MINDS [WITH PARTICULAR REFERENCE
TO WOOSTER]

1935-36

THE COLLEGE OF WOOSTER
[n.d., Lowry era]
THE COLLEGE OF WOOSTER IN BRIEF
1988
THE COLLEGE OF WOOSTER IS YOUR PRESBYTERIAN COLLEGE
[1950s]
THE COLLEGE OF WOOSTER STUDENT PROSPECTUS
[n.d., Copeland era]
THE COLLEGE OF WOOSTER VIDEO TOUR
[n.d.]
THE COLLEGE OF WOOSTER: A GOOD START
1920
THE COLLEGE OF WOOSTER: A LIBERAL EDUCATION
1987
THE COLLEGE OF WOOSTER: AN INTERNATIONAL COMMUNITY
[1978-80], 1986, 1989
THE COLLEGE OF WOOSTER: AN INTRODUCTION
1990, [n.d.]
THE COLLEGE OF WOOSTER: A TRADITION OF EXCELLENCE
1988
THE COLLEGE OF WOOSTER: A WORLD OF OPPORTUNITY
[n.d.]
THE COLLEGE OF WOOSTER: LIFE AT WOOSTER
[n.d., Lowry era]
THE COLLEGE OF WOOSTER: NO MATTER WHERE YOU GO
[1990s]
THE COLLEGE OF WOOSTER: OUR PATHS, YOUR JOURNEY
[n.d., Copeland era]
THE COLLEGE OF WOOSTER: PROSPECTUS
1994-95, 1998-99
THE COLLEGE OF WOOSTER: THE BIG PICTURE
[2003]

BOX 2

THE COLLEGE OF WOOSTER: TRADITION AND INNOVATION

1989-90, 1990-91, 1991-92

THE COLLEGE OF WOOSTER: WHY WOOSTER?

1990, 1991

THE COLLEGE OF WOOSTER: WORTH KNOWING ABOUT WOOSTER

1992

THE COLLEGE OF WOOSTER...STILL CHANGING LIVES

[2013-14]

THE COLLEGE ON THE HILL

[n.d., Lowry era]

COLLEGE TRAINING DEVELOPS POWER

[n.d.]

COLLEGE? AND/OR COUNTRY

[1940s]

COLLEGES AND UNIVERSITIES OF FOUR DENOMINATIONS IN THE WEST

1903

A COMMITMENT TO TEACHING AND TO THE TEACHER

1977

COMPUTERS...AND THE COLLEGE OF WOOSTER

[n.d., 1980s?]

CONVERSATIONS

[1992?]

A DIFFERENT PERSPECTIVE...THE COLLEGE OF WOOSTER

1991

A DIFFERENT PERSPECTIVE ON THE COLLEGE OF WOOSTER

[1983-1984?]

DO PRESBYTERIANS REALLY APPRECIATE?

[1930s]

DO THE RETURNS FROM THE UNIVERSITY OF WOOSTER WARRANT ITS
MAINTENANCE BY THE PRESBYTERIAN CHURCH?

[1906]

DO YOU BELIEVE IN PREPARATION FOR LIFE'S WORK?

[n.d.]

EACH AND EVERY STUDENT AT WOOSTER

2006, [n.d.]

EARLY DECISION

1988, 1990

EDUCATION FROM THE CHRISTIAN'S POINT OF VIEW ESSENTIAL

[n.d.]

THE ESSENTIAL INGREDIENT

[n.d., Lowry era]

EXPERIENCE WOOSTER

[n.d., Cornwell era?]

FACULTY LIFE AT WOOSTER

[n.d.]

FINANCING AN EDUCATION AT WOOSTER

1990

THE FINE ARTS
[n.d.]
FOUR QUESTIONS FOR PRESBYTERIANS
[n.d., Wishart era]
THE FRIENDS OF WOOSTER
[n.d., Lowry era]
FROM FARM TO COLLEGE
[n.d.]
GLIMPSES OF WOOSTER
[n.d., Campbell era]
A GLOBAL VIEW
1996 Jan.
GRADUATE QUALITIES AND EDUCATIONAL PLANNING
[2013?]
A GUIDE TO THE COLLEGE OF WOOSTER
1966
HOW FAR
1929
IMPORTANT FACTS CONCERNING WOOSTER UNIVERSITY
[n.d.]
AN IDEAL PLACE FOR SELF-DISCOVERY
[n.d.]
THE INFLUENCE OF THE CHRISTIAN COLLEGE
[n.d.]
IN RECENT YEARS YOU COULD HAVE HEARD
1980
INTERNATIONAL AMERICANS AT WOOSTER
[1989]
INTRODUCE YOUR FRIENDS TO WOOSTER
[n.d., Wishart era]
A JOURNEY OF THE MIND
[1975]
LIBERAL EDUCATION AT WOOSTER
[1970s]
NATURAL SCIENCES AT THE COLLEGE OF WOOSTER
[1980s, Copeland era], 1990
A NEW VENTURE FOR WOOSTER
[1955?]
OF WOOSTER
[n.d., Lowry era]
ONE IN MANY: THE COLLEGE OF WOOSTER
1985
PRESIDENT WISHART SPEAKS ACROSS HIS DESK
[1930s]
PROFILES OF QUALITY
[1989-1993?]

BOX 3

A QUICK LOOK AT THE COLLEGE OF WOOSTER

1960, 1963, 1964, 1966, 1968, 1969, 1970, [n.d.]

REFLECTIONS

[1991-1992], [1990s]

RELIGION AT THE HEART OF THE CAMPUS

[1944]

RELIGION ON THE CAMPUS

[n.d.]

RELIGIOUS ACTIVITIES ON THE CAMPUS

[n.d.]

RISK AND COMMITMENT

1970

SCIENCE AT WOOSTER

[n.d.]

SERVICE OF THE CHURCH COLLEGE TO THE DENOMINATION

[n.d., Wishart era]

SOME ADVANTAGES OF THE SMALL COLLEGE

[n.d.]

STRETCH THE VALUE OF AN EDUCATION

[1986]

TEACHERS AFFECT ETERNITY

1988-89

TELLING WOOSTER'S STORY

[n.d., Cornwell era]

THE THEME OF WOOSTER

[1951-52], [n.d., Lowry era]

THIS WE BELIEVE ABOUT EDUCATION AT WOOSTER

1966

TO YOUNG MEN AND WOMEN ABOUT TO CHOOSE A COLLEGE

[n.d., Wishart era]

TWENTY YEARS AFTER

1940 Jan.

THE UNIVERSITY OF WOOSTER

[n.d., Scovel era]

THE VALUE OF COLLEGE TRAINING AS EXPERIENCED BY

REPRESENTATIVE MEN

[n.d.]

VISITOR'S GUIDE

[1950?], [n.d., 1950s?]

WE WANT THESE THINGS FOR THEM

1966

WHAT COLLEGE TO CHOOSE FOR A SON OR DAUGHTER?

[n.d.]

WHAT SHALL I DO?

[n.d.]

WHEN CHOOSING A COLLEGE, EXAMINE YOUR PRIORITIES

1990

WHEN MR. EDISON CALLED WOOSTER ANSWERED

1928 June

WHOM WOOSTER WINS

[1920s-1930s?]

WHY GO TO COLLEGE?

1914 Oct.

WHY GO TO THE COLLEGE OF WOOSTER?

1914

WHY SHOULD THE DENOMINATIONAL COLLEGE LIVE?

[1910-11]

WHY SHOULD YOU GO TO THE UNIVERSITY OF WOOSTER?

[n.d.]

WOOSTER

[n.d., Wishart era and Copeland era]

WOOSTER GOES TO TOWN

[1936?]

WOOSTER VIDEOTAPE

[n.d.]

WOOSTER: A PLAN FOR DEVELOPMENT

[1940s]

WOOSTER: AN INTERNATIONAL COMMUNITY

1990 Aug.

WOOSTER: AN INVESTMENT FOR ALL PRESBYTERIANS

[n.d., Wishart era]

WOOSTER: YOUR JOURNEY BEGINS

[2017-2018]

A WORD TO THE WISE

[n.d.]

YES...MORE INFORMATION FROM WOOSTER

[n.d.]

YOU CAN KEEP IT A CHURCH COLLEGE

[n.d., Lowry era]