

SM 1/8/66



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HON. WILLIAM HAMILTON  
PRESIDENT

July 29, 1966

Dr. P. D. McTaggart-Cowan  
President  
Simon Fraser University  
Burnaby, B. C.

*Answered*

Dear Pat:

I am sorry to have to miss your Senate meeting on August 1st, but that will be the first day of my vacation and I shall be away on my boat. Frankly, the pull of the Senate is not sufficient to make me change my plans!

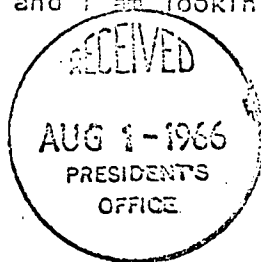
I write this letter with what I hope is a helpful suggestion. Please feel free to put it before Senate, if you wish, or to sidetrack it if you feel this is better.

Dennis Roberts has just been appointed Public Relations Officer for the university. I would strongly recommend that from the beginning of his work, he be asked to attend as an observer at Senate meetings. Indeed, if I could get away with the idea, I would go even further and say that he should be allowed to express an opinion on any occasion when he feels strongly, from a public relations viewpoint, about a subject which is under discussion by Senate.

Any public relations officer worth his salt is going to be constantly engaged in explaining to the public and to news media the policies of his organization, and attempting to develop a good public image for it. This can only be done in an intelligent and complete manner if the public relations officer knows the background of policies, how they were developed, how decisions were arrived at, and what forces were at work motivating them.

This does not mean to say that he releases all, or any of this information. The confidential nature of Senate discussions would be exactly the same as before. However, the decisions arrived at could be interpreted much more intelligently and convincingly, and the general public relations atmosphere of the university vastly bettered, when the PRO has personal acquaintance with such background.

Good luck with your meeting, and I am looking forward to being with you again in September.



Yours sincerely,

*Bill Hamilton*

William Hamilton

WH:lr