

Indiana University South Bend Archives

Guide to IU South Bend Public Affairs Collection, 1930s- :

Summary Information

Repository:

Indiana University South Bend Archives
1700 Mishawaka Avenue P.O. Box 7111
South Bend, Indiana 46634
Phone: (574) 520 – 4392
Email: archiusb@iusb.edu

Creator: Indiana University South Bend

Title: **Guide to IU South Bend Public Affairs Collection, 1930 -**

Abstract:

The Office of Communications and Marketing (OCM) is Indiana University South Bend's in-house advertising agency. The Office of Communications develops the initiatives and delivers results that reinforce the goals and brand of Indiana University South Bend. The OCM advances the university through digital marketing, print, video, social media, television, radio and many other mediums. The OCM gives creative, integrated strategic marketing solutions and communication services for IU South Bend schools, colleges and departments. In addition to the OCM being the in-house advertising agency of IU South Bend, the *Daily Titan* is another major component that has information on IU South Bend. The *Daily Titan* is an advertising avenue for campus events and programs. It comprises of information on student life, student services, campus resources including faculty and staff.

Scope and Content Note:

This collection has three main components. The first, and by far the largest, component is made up of newspaper clippings of articles from (mostly) local papers. These newspaper clippings were articles written by the local papers, and were cut from the newspaper and grouped by month and year. These clippings are either about events occurring at IUSB, written by a faculty member of IUSB, or have some other connection or reference to IUSB. While the vast majority of the articles are about the regional campus in South Bend, there are some articles about IU Bloomington and other regional campuses.

The second component of the collection comprises press releases put out by the IUSB Public Affairs Office. Created by the IUSB Public Relations Office, these are documents that were sent out to local newspapers, television stations, and radio stations to alert them to things that were happening at IUSB. These press releases cover such topics as upcoming events at IUSB, students who won honors and awards, degrees conferred, and classes offered.

Finally, the smallest component of this collection is made up of the IUSB *Update*, a semi-weekly newsletter produced by the public affairs office and distributed to the faculty and staff of IUSB. These newsletters contain news about faculty honors and awards, new employees, as well as items of news about higher education in general. Most of the IUSB *Updates* in this collection date from 1992 to 1996.

In addition to these three main categories for material in this collection, there are some miscellaneous items also included, such as commencement brochures, informational pamphlets, and one departmental poster. The *Daily Titan* is also the main source of news at the IU South Bend campus and has some clippings included in the collection.

This collection currently occupies ten bankers boxes. It is arranged chronologically.

This collection is housed in Archives Room #009.

Administrative Information:

Access Restrictions:

This collection is open for research.
Advanced notice is required.

Usage Restrictions:

Copyright interests for this collection have been transferred to the Trustees of Indiana University. For more information, contact the Indiana University South Bend Archivist.

Preferred Citation:

[Item]: IU South Bend Public Affairs Collection, Indiana University South Bend Archives.

Processing Information:

Processed by IU South Bend Student Interns Justin Smith (2013), Miranda Pernell (2014) and Sarah Friedline (June/July 2015). Updated by Oyata Bulaya (Spring 2017 and 2018). Updated by Archives Assistant Emily Overmyer in 2018.

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