

## Public information officers spread A\&M's good news

By KAREN MCINTOSH Spreading Aggie pride and tra-
ditions nationwide through positive press coverage is the main goal of a small office located on thind
thoor of the Reed McDonald build${ }^{\text {ing }}$ We try to tell the A\&M story says lane Suephenson, the director of the OOffice of Public Information. "The fact that AkM is so
cellent makes our jobeasier. The Office of Public Inform (uion provides articles written by AskM professors and staff as well
as press releases, about A\&M to the wire services.
"Our primary mission is to provide information abour
vervity at the state and nation
level, Stephenson level, Stephenson says. As a result of the office's effors. lariy in pewspapers such as the New York Tines, the Wall Street Monitor. sumb.
office has the responsibility of
maintaining media relations. TTu maintaining media relations. The ween the school and the media, press appraised of what is of the on here, he says. "We are the ong
who make statement availate to Who make statements available to
the media when there are prob-
lems. the med
Stephe
Stephenson stresses positive re-
lations. -1 place high priority on lations "1 place high priority on
establishing and maintaining ex-
cellent reta cellient relations waith the pross at
che local, state and national level." he local, state and national level. He explains that the office
four writers and one photogra four writers and one photogra
pher divide the campus into different areas of coverage. like
newspaper beats newspaper beats. All stories geoerated by the
writing staff that are of interest to an electronic media audience are sent to Doug Barstow, an electro-
nic media coordinator, who is head-quartered in the KAMU ra
dio station. dio station
Barstow
able to 200 radio stations. is aval. In cooperation with KAMU, the
Office of Public Information is Office of Public Information warkeling on cestablish a microwave of the month. conferencining and the televising of special events such as sport events. "We could have our ow
television network." Stephenso Alevision network. Stephenson Another primary function of the office is publishing perrodkalk The
azines Fortunghty; At As A\&M
Quest, and Texas A\&M Iodav Quest; and Texas A\&M I oday
Sometimes the Office of Publi Information thas Office of Publi
connected to The Batrectl connected to The Battalion, Ste
phenson says. He savs people phenson says. He says people
come in to them with story ideas come in to th
or the paper "We don't have any infl sence over the Bath, we don't want in
Sephenson suys. We provide the
Batt Bath with all
duce, but they duce, but then.
them

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