

UNFAVORABLE PUBLICITY CONCERNING COLLEGE

(Board of Trustees Meeting, February 12, 1967)

The Board discussed an unfavorable article which had appeared in a publication concerning the College. A discussion took place concerning the question of whether it would be better to respond directly to the article or to make positive information available through individual news releases and in other forms. It was agreed by the Board that a countering statement would serve only to give the author of the article the publicity which he sought and that the latter course was preferable.