

PUBLIC RELATIONS



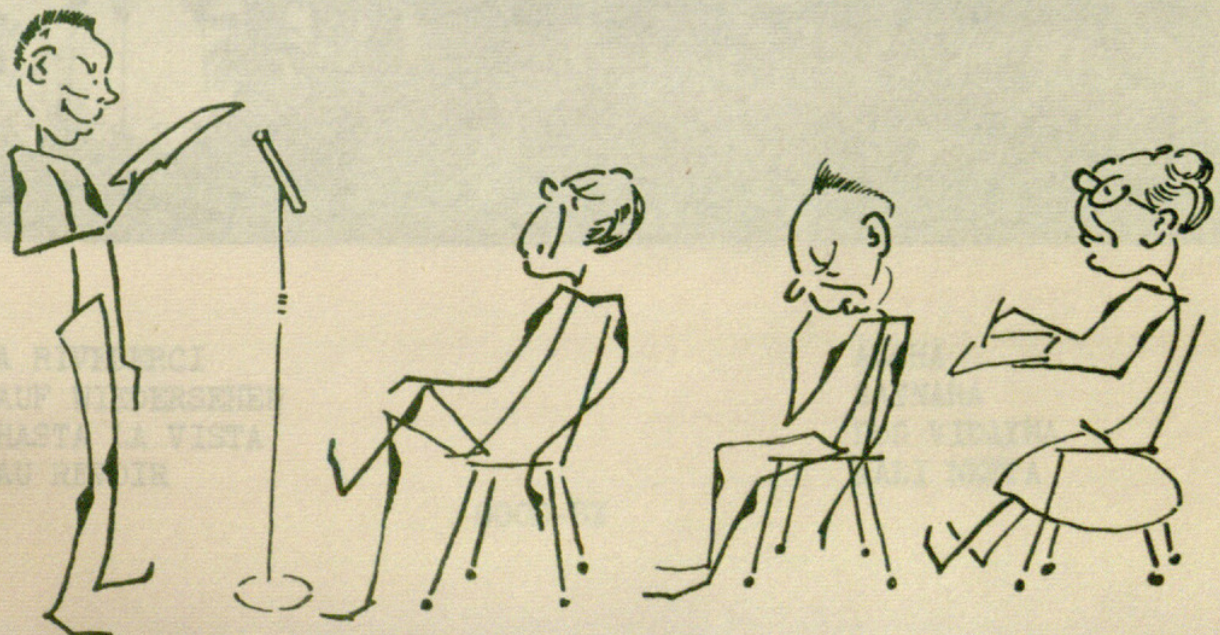
695 NEWSPAPER RELEASES
CARRIED THE STORY OF
THE ARBORETUM AND ITS
DEVELOPMENT.

STAFF MEMBERS VISITED AND GAVE TALKS ABOUT THE ARBORETUM TO 35 DIFFERENT ORGANIZATIONS, SUCH AS SERVICE CLUBS, CHURCHES, GARDEN CLUBS AND YOUTH GROUPS.

WE WERE INVITED TO PARTICIPATE IN 12 RADIO BROADCASTS.

SEVERAL TV NETWORKS COVERED VARIOUS PHASES OF THE ARBORETUM PROJECTS. NOTABLE AMONG THESE WERE A SERIES OF PROGRAMS BY JOE LITTLEFIELD ON HIS "GARDEN CHATS".

RESULTS OF ARBORETUM PLANT INTRODUCTIONS AND HORTICULTURAL RESEARCH WERE PUBLISHED BY STAFF MEMBERS IN LASCA LEAVES AND IN NATIONAL PERIODICALS AND BULLETINS.





1956. "Public relations." *LASCA miscellanea* 4, 38.

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