GOOD PUBLIC RELATIONS

The important part that public relations play in the presentation and acceptance of any policy was demonstrated by the discussion that has taken place during the last few weeks. The student body must realize that the Campus's Proposal on Campus Living.

Those who drafted the Proposal should have realized that it would be greeted with apprehension by the student body. The administration should present its reasons for not considering the student body's point of view.

Likewise, the administration should present its reasons for requiring the dormitories to pay for themselves, and for considering them as a whole as far as finances are concerned, rather than taking each unit separately. The preparation of such a report would be good public relations.

Another phase of public relations concerned with external impressions. While the Technology News Service and the Public Relations Committee can do their part, every student who carries a campus card is an ambassador of either good or bad will, depending on the opinions of the Institute they have gained during the year.

Given the facts the student will be able to make sound judgments, that must be respected even though they differ from those of the administration. A student without good or bad will, depending on the opinions of the administration's position in this matter. We say...