

NEWS

The Evergreen State College
Olympia, Washington 98505

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Trying to meet the needs of the reading publics of The Evergreen State College with one bi-monthly publication proved frustrating at best, so the school's Office of College Relations began 1973 with three new publications.

"Because we have no student newspaper on campus, our one bi-monthly newsletter had to meet internal communications needs in addition to the information requirements of local residents and state legislators," Dick Nichols, director of information services, said. "We often published 16-page documents which included more news than most off-campus readers, including the legislators, wanted to know," Nichols said. "And, for on-campus readers, the publication did not appear often enough and hence was not as timely as it could be."

The solution being tried includes two new weekly publications: a four-page on-campus newsletter and a two-page off-campus newsletter. The latter will have a page of news briefs and a half page calendar of public events being offered on campus.

"The other half page will serve as a mailer, so we can send it out to the list of subscribers we had for the bi-monthly newsletter," Nichols explained. The off-campus publication will also be distributed on tables in more than 20 Olympia-area restaurants where, Nichols hopes, patrons will scan them while they wait to be served.

"We've been trying to figure out some alternative ways to get the Evergreen story to our neighbors. This restaurant approach may be one feasible solution."

The office will also begin publishing a monthly four-page Legislative Report, which will be mailed to the state's 98 representatives and 49 senators. "We can tailor this to meet their information needs more specifically with far less unnecessary news," Nichols said. "Most of them just don't have the extra time

Dick Nichols, Director
Information Services

to read a 16-page publication twice a month."

As one other means of spreading the Evergreen word, Nichols has also begun taping two new five-minute radio broadcasts each week which will include news of public events and 'hard' news briefs. The "Evergreen Newsletter on the Air" will be broadcast on Olympia's KGY radio, and a weekly "Evergreen Happenings" will be aired on Olympia's KITN and Chehalis' KITI.