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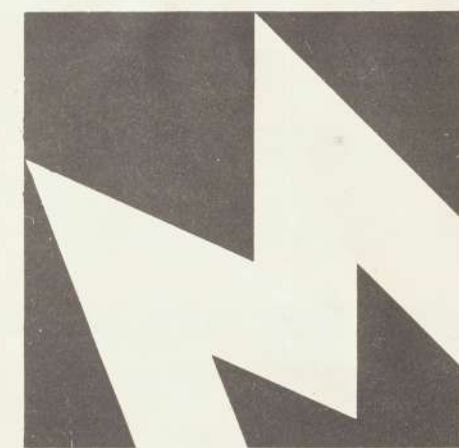
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PIO: Presenting Clackamas

McMurdo, Tongue link media,

Located on the outskirts of Clackamas Community College's campus, in Clairmont Hall, is the College's Public Information Office (PIO).

In operation since November 1968, the small-staffed office can be broken down into three sections: publications, graphic artists (see related story this page) and public information.

Although the PIO has been on campus for 15 years, little has been written about the work the public information department does for the College. What services do they provide for the College?

"I form a liaison between the College and the media," Public Information Specialist Anne Tongue said. Tongue makes up half of the public information team, her partner

being Public Relations/Information Officer Kevin McMurdo. Together, the two are responsible for making the media aware of the activities going on at the College.

Tongue's job is very much like a journalist's, as she gathers information concerning the College, writes the information up in the form of news packets and sends them out to prospective newspapers, radio and television stations who may wish to use the stories in their publications or broadcasts.

The news packets Tongue organizes are released once a week, and contain 10 to 15 news items, which Tongue gets from departments on campus, people calling in ideas to her, and a beat that she covers regularly, consisting of secretaries, faculty members,

and special interest groups such as the Environmental Learning Center and the Women's Center.

Every week, Tongue goes through her media lists to determine which media might be able to run any of the College's new items. This list consists of Clackamas County and the Metropolitan Area media. Tongue said she sends out information to 15 to 20 newspapers, more than 20 radio stations, and 10 television stations.

"You learn to tailor your releases, and send them (media) only what they can use," Tongue said. "I write the packets as straight news. The less work they have to do, the better they like it," she added.

But sending out news packets isn't the only writing Tongue does for the College. Included in the news packets is a summary of the events covered, and each month she designs a calendar of events for the news items. The supplements, or stories that are found in the College's class schedules are also the work of Tongue.

Although the PIO has been thought of as doing public relations work, Tongue stated this is not the case. "We don't need to promote the College, we just let people and the community media know what's going on campus," she said.

Tongue also said the work the PIO does is appreciated by the media. "The whole office is really well-respected, and we tend to get (story ideas) published," she stated.

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Public Relations/Information Officer Kevin McMurdo



Kevin Forney

Forney, Rawson creat

Whenever the community thinks about Clackamas Community College, they should visualize a clean, concise and complete image of the school. Seeing to this is the job of Kevin Forney and Ralph Rawson.

Forney and Rawson are the graphic artists for the Public Information Office. They create the "graphic identity" for the school (see related article, this page). It is a job they do extremely well.

"The PIO staff recently attended a conference at Southern Oregon Community College (SOCC)," Forney said. "It was funny because everything kept coming around to Clackamas. We're one of the few colleges (in Oregon) that even has a graphic identity. We're really respected out there."

For every publication that

originates in PIO, Forney and Rawson design the look, keeping it attractive, making sense and retaining the look of the College. "It's an amazing amount of work. We do an average of 60 publications per month," Rawson said. "We design publications for every department of the College, from the little things to major works like theater posters, the College's catalogue and class schedules."

Both men conceded that burn-out is a problem in their line of work, but agreed that they work around the issue. "We're lucky in that our jobs are constantly varied," Forney said. "We don't burn out because we trade off jobs."

Rawson agreed, adding, "We have a good combination of personalities. In this kind of work, you have a lot of personal 'ownership' in your projects. You take each work per-

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written by

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&
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&
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inches	1	2	3	4	5	6	7	8	9	10	11 (A)	12	13	14	15
L*	38.12	65.43	49.87	44.26	55.56	70.82	63.51	39.92	52.24	97.06	82.02	67.34	82.14	72.06	82.15
a*	13.24	18.11	-4.34	-13.80	9.82	-33.43	34.26	11.81	48.55	-0.45	-0.80	-0.75	-1.06	-1.19	-1.07
b*	15.07	18.72	-22.29	22.85	-24.49	-0.35	59.60	-48.07	16.51	1.13	0.23	0.21	0.43	0.28	0.19
Density										0.04	0.08	0.15	0.22	0.30	0.37

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