

# Community to Clackamas County

## Symes fine-tunes College's image

### Public to College events



Public Information Specialist Anne Tongue

public relations/information officer in November 1979, and since that time he said the PIO has become a more centralized organization.

With a bachelor's degree in speech and a master's in rhetorical theory and theater history, it is no wonder McMurdo equates the job of the PIO with that of a stage manager in a play. Hidden back in Clairmont Hall, the PIO has the power to direct the coverage of College events, and in the course of doing so has become, as McMurdo said, "An ombudsman of the public."

When it comes to working in the PIO, McMurdo said his co-workers are a big part of what he likes about his job. "They take pride in their work—they don't just punch in a time clock. The College is

a worthwhile institution, and it's easy to work with something you believe in," he said.

Tongue said she likes her job mainly because "I can keep my credibility as a journalist while at the same time work at PIO. I don't want to turn into a 'flack,' whom people don't respect," she said.

Tongue's background includes a political science degree which she attained at Portland State University, where she was also editor of the student newspaper, *The Vanguard*. Tongue also worked for the *Oregon Journal* for three years before coming to the College in 1981.

Tongue describes her work as "the other side of journalism, but it's important. I feel like I'm doing an important job," she said.

Like many large corporations, Clackamas Community College has a graphic identity. That is: The style of publications, the logotype identifying symbol and the school's emblems.

The organization responsible for the graphic identity is the College's Public Information Office and, more specifically, the graphics department of PIO, headed by Bill Symes.

Symes is the public information supervisor. His job consists of editing and organizing the production of the College's publications: A prodigious task.

"We have made a concerted effort to improve the graphic image of the College. We work on it all the time," Symes said. "We put a lot of thought into these things, especially the staff artists Ralph Rawson and Kevin Forney (see related article, this page). They put a great deal of thought into their work. I think you can see that in the things they produce."

Symes, Rawson and Forney are the entire graphic design staff, a fact which belies the awesome amount of work produced by PIO. "I don't think people understand the incredible volume of work we do here," Symes said. He lays a fair amount of the credit on his artists, Forney and Rawson.

"I believe they are two of the finest artists doing this kind of thing in any (of Oregon's) community colleges," he said.

Symes, 36, is a Californian and graduated from the University of Southern California, in Los Angeles, with a degree in Business Finance. After graduating,

he worked in marketing, writing internal publications for businesses and working closely with advertising agencies. Six years ago, he and his wife, Mary Jane, moved to Oregon.

Symes sees one of the main concerns in his job as maintaining the College's "look." "The graphic identity is a consistent look that we try to maintain so the community recognizes the College," he explained. "When someone in the community gets the schedule of classes, or a flyer or a catalogue, they should understand it is from the College before they even read the name."

One of the tools used for easy recognition is the logotype. Currently, the College's logo consists of the "Clackamas Community College," placed diagonally within a box.

However, PIO is experimenting with a new logo, one which may become the official emblem of the school. It consists of just the word "Clackamas," written out in a cursive style.

"We might go to the casual, written-out format because it is a more informal word-mark," Symes said. Although he prefers the new logo, he pointed out that the President's Council has the final veto power in the matter, due to the sensitivity of the matter (the logo would appear on all legal documents emanating from the College).

Despite that, Symes is not worried about PIO's decisions being over-ridden. "At this school, the publicity department is pretty much left alone to do what we think is right," he said.



Nelson cements unit together

Staff Secretary Kathy Nelson, above, is described by PIO personnel as "terrific," "a whirlwind," and "the one who keeps everything together around here." Nelson has been with PIO since 1976.

Unlike some secretaries, Nelson says she gets "Tremendous respect" from her co-workers. "There's a lot of respect for individuals and individual abilities here."

Among her other duties, Nelson handles the College's mailing lists, which include more than 25,000 labels. "In any one week, anywhere from 500 to 3,000 labels are issued," she said. "We're hoping to centralize that much more by using the computers."

Beyond her efficiency and energy, Nelson also provides another service for the PIO. "Every week, Kathy brings in a pound of fresh-ground coffee," Graphic Artist Ralph Rawson said. "There are some days when that's the only thing keeping the roof from falling down in PIO."



Ralph Rawson

## Graphic identity' for school

Portland.

In February 1980, he moved on to the College, working part-time on a job-sharing basis as a graphic artist. After four months, the job changed to full time.

"Things were really disjointed back then," Forney said. "The graphics department and PIO were in different buildings and hardly worked together at all. Then, Kevin McMurdo (public relations/information officer) merged the two units. We were skeptical about it at the time, but it has really paid off."

Rawson's education was accomplished in Illinois. He was born in Oregon but attended high school in Chicago. From there, he moved on to Illinois Wesleyan University and majored in painting.

Next, he attended the University of Illinois and

switched his interests to graphic design. "It was an absolute disaster," Rawson said. "They were working with a slick, Chicago advertising style, and I was used to Wesleyan's college-type format."

Eventually, he moved back to Wesleyan, dropped out of school to do some acting, re-enrolled and eventually received his degree in painting in 1980.

Rawson moved back to Portland and began freelancing, which he neither enjoyed nor prospered at. "I was very naive about the business aspects of the job," he said. Also, he had trouble adopting from the "solid, structured work at Illinois Wesleyan" to the less formal, less organized world of freelance work. Eventually, he applied for work at Clackamas Community College.

"Ironically, my resume and job application seemed tailor-made to the job," Rawson said. He began work in October of 1981.

Both Forney and Rawson enjoy their work and the College. "It's nice to be respected by the other people in the business," Forney said. "When it comes to graphic identification, we're at the forefront, I think."

Both artists give credit for their highly-rated to the College's Printing Technician, Dena Worthington. "In the past, we always said 'Well, we can't do that stuff, it's too hard to print' until Dena took the job. 'She's terrific,'" Forney said.

Rawson agreed, saying, "She's always willing to experiment. We will think of something that might or might not look good and she'll be as excited to try it as we are."

