



Herbert Willmore

25th Anniversary Physically Disabled Students' Residence Program

February 6, 1987

25th Anniversary Physically Disabled Students' Residence Program Steering Committee Agenda, February 6, 1987

- I. Introductions
- II. Format of the Event
 - A. Buffet Lunch
 - B. Program
 - 1. Speaker
 - 2. Recognitions
 - a. Officials
 - b. Participants
 - c. Parents
 - d. Staff
 - 3. Entertainment
- III. Publicity (Sharon Bonney)
- IV. Graphics (Mary Ann Hiserman)
- V. Funding the Event
- VI. Special Guests
- VII. Printed Program
- VIII. Exhibit: photos, publications
- IX. Next meeting - 1st week in March?

**** 25th Anniversary ** Physically Disabled Students' Residence Program Steering Committee**

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Attendant Referral

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Reunion Publicity

February

- A. Public Information Office send out news release.
 - main focus is results of employment survey
 - secondary foci
 - a. Hook into the up-coming reunion
 - b. Concern over funding
 - c. Brief vignettes of graduates
- B. Survey article in Berkeleyan with a side bar featuring the SA's.

March-April

- A. Video tape (10-15 minutes long) produced for "Open Window", describing the program and following students for a few days.
- B. Develop publicity piece from Office of the President.

April

- A. Feature stories on reunion to run in LA Times, Chronicle, Tribune, Examiner, Fresno paper, Sacramento Bee, etc.
- B. Three part TV series (channel 4 or 2 most likely stations) to run week before the reunion.
- C. TV coverage of reunion.
- D. Photo exhibit display highlighting program participants with their quotes.
- E. Reunion "Yearbook" commemorating the program and the day.