

The Mathematical Association of America

(Incorporated)



Henry L. Alder
President

University of California
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6 October 1978

Professor James Peake
Department of Mathematics
Iowa State University
Ames, Iowa 50010

Dear Professor Peake:

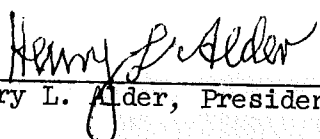
The Committee on the Exchange of Information on Mathematics (CEIM) met during the summer meetings of the MAA in Providence, RI. At that meeting, it was decided that a sub-committee of CEIM be formed to provide assistance and encouragement to the various Sections of the MAA in developing and expanding local publicity efforts. This sub-committee, to be called the Public Information Panel, would consist of one public information representative from each of the MAA Sections.


We envision the duties of the Section public information representative along the following lines. The representative would cultivate contacts with news media in the Section boundaries - TV, radio, newspapers and local magazines (if any) - so that information or news releases provided to the representative from the national office can be quickly channelled. The representative would provide information to local media about Sectional meetings, or individuals in the Section who are involved in National Meetings. The representative would be the primary contact in the Section for receiving newsworthy information from members of the Section and sending that information to the Chairman of CEIM. The public information representative might also search out local news media for stories pertaining to the mathematical sciences or mathematical education in the local area and refer these stories to the Chairman of CEIM for wider distribution among the membership.

It is our hope that at the next meeting of your Section Executive Committee you can give this matter considered attention and provide a nominee for the position of Section public information representative. The individual you nominate should be chosen carefully for we feel this is an important responsibility. It should be a person who is interested in furthering public relations regarding mathematics and willing to do the job well. It might be beneficial to select the individual from an institution which has a public relations office so that the individual can get some local expert aid in his/her own efforts. If you have a Section Newsletter, you might wish to consider its Editor as a possibility.

We look forward to receiving your nominations at an early date so that appointments can be officially made at the Winter meetings in January 1979. Please send the names of nominees directly to Professor James R. C. Leitzel, Department of Mathematics, The Ohio State University, 231 W. 18th Avenue, Columbus, Ohio 43210.

Cordially


Henry L. Alder, President


James R. C. Leitzel, Chairman CEIM