



College of Communication Arts and Sciences Records UA.15.8

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University Archives and Historical Collections

Conrad Hall
943 Conrad Road, Room 101
East Lansing , MI 48824
Business Number: 517-355-2330
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Summary Information

Repository:	University Archives and Historical Collections
Creator:	Michigan State University. College of Communication Arts and Sciences
Source - dnr:	Sarbaugh, L. E.
Title:	College of Communication Arts and Sciences records
ID:	UA.15.8
Date [inclusive]:	1946-2015
Physical Description:	2 Cubic Feet
Language of the Material:	English .

Preferred Citation

Researchers wishing to cite this collection should include the following information:
"Item title, Collection title, Collection Identifier, Michigan State University Archives & Historical Collections, East Lansing, Michigan."

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Historical Note

The College of Communication Arts was created in 1955 at which time housed the journalism and speech departments. Before the creation of the college, journalism was offered in the School of Business and Public Service, and speech classes were offered in the School of Science and Arts. In 1960, the Advertising Department was added as well as Department of Television, Radio and Film. In 1976, the college became known as the College of Communication Arts and Sciences.

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Scope and Contents

The records from the College of Communication Arts and Sciences include research reports about various forms of communication in rural South America, Africa, and Asia. There are also materials from the Communication Studies Committee (1953-1955), radio and television conferences (1946-1956), and the A.I.D. Diffusion Project (1964-1966). Other materials include educational television brochures and pamphlets, WKAR dedication program, and the proposal for a study on operational conditions on educational television at MSU. There is also a college strategic plan for 2004-2008.

The Electronic Resources includes a film about George J. Wallace, which was created through the Knight Center for Environmental Journalism (under the College of Communication Arts and Sciences); and issues of two e-Newsletters, *CAS News* and *CAS Office for Research Monthly Update*.

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Administrative Information

Publication Statement

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Conditions Governing Access

Collection is open for research.

Conditions Governing Use

Permission to publish material from this collection must be obtained from University Archives & Historical Collections, Michigan State University.

Conditions Governing Access

Legal Status: Donor(s) have transferred any applicable copyright to Michigan State University but the collection may contain third-party materials for which copyright was not transferred. Copyright restrictions may apply. Property Rights: Michigan State University.

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Controlled Access Headings

- Advertising -- Study and teaching
- Communication
- Communication -- Research
- Communication -- Study and teaching
- Environmentalism
- Journalism
- Pesticides -- Environmental aspects -- United States
- Research -- Brazil
- Research -- Colombia
- Research -- India
- Research -- Kenya
- Research -- Nigeria
- Research grants
- Social media -- Research
- Television broadcasting
- Universities and colleges -- Graduate work
- Annual reports
- Newsletters
- Photographs
- Video recordings
- Wallace, George John, 1906-
- Michigan State University
- Michigan State University. AID Diffusion Project
- Michigan State University. Communications Studies Committee
- Sarbaugh, L. E.

Preservica Public URL

<https://msu.access.preservica.com/archive/sdb%3Acollection|067acf31-717a-4b60-a29b-16bf3826d5df/>

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Collection Inventory

Title/Description	Instances	
AID Diffusion Project Phase 11: Concepts, Definitions, and Suggestions on Measurements, February 1966	box 478	folder 1
AID Diffusion Project: Mass Media and Interpersonal Communication in National Development. AID, January 1966	box 478	folder 2
AID Diffusion Project: "Paired Comparisons Analysis of Source Credibility Among Peasants", July 10, 1966	box 478	folder 3
Applications to National Surveys in Developing Countries, February 1968	box 478	folder 4
Bibliography to the Diffusion of Innovations, July 1967	box 478	folder 5
Brochures, 1974, 1988, 1991, undated	box 478	folder 64
Code Book for the MSU Diffusion Documents Center, October 1, 1967	box 478	folder 6
Codebook for Data from Two Colombian Peasant Villages: Pueblo Viego and La Canada, Undated	box 478	folder 7
Codes and One-Way Analysis for 3 Colombian Peasant Communities: Pueblo Viego, San Rafial, Cuatro Esquinas, February 1966	box 478	folder 8
Codes and One-Way Analysis for 3 Kenya Peasant Communities: Samia, Dabonda, Bomet, July 1966	box 478	folder 9
College of Communication Arts, Undated	box 478	folder 10
Communication Arts Alumni Association Board of Directors Meeting Minutes, May 12, 1972	box 478	folder 65
Communication Arts at MSU, Undated	box 478	folder 11
Communications Developments in Michigan, 1974		
Communication in Eastern Nigeria: An Experiment in Introducing Change, July 1968	box 478	folder 12
Communication in India: Experiments in Introducing Change, May 1968	box 478	folder 13
Communication Channels in the Diffusion of Technology: Combining Mass Media and Interpersonal Channels, Undated	box 478	folder 14
Communication Studies Committee 1953	box 478	folder 15

College of Communication Arts and Sciences Records UA.15.8

1954	box 478	folder 16-18
1955, Undated	box 478	folder 19
Credit in Rural Brazil: A Comparison between Farmers Holding Loans from Acar, Banks, Private Holders, and Those who are Non-Credit Holders, June 10, 1968	box 478	folder 20
Divisional Major Material: Language and Literature, 1947-1955	box 478	folder 21
Divisional Major Material: Fine Arts, 1948-1955	box 478	folder 22
Empathy Mass Media and Modernization in Rural Brazil, November 1967	box 478	folder 23
Educational Television: Brochures and Pamphlets, Undated	box 478	folder 24
Educational Television: Dedication of WKAR-TV, 1954	box 478	folder 25
Expectations 71, 1971	box 478	folder 26
Graduate and Undergraduate programs brochures, 2008	box 478	folder 70
Health Innovation and Family Planning, May 1968	box 478	folder 27
Human Communication: International and Cross Cultural Implications, Series 1 and 2, circa 1971, 1972	box 478	folder 67
Intercom newsletter, Fall 1966, Fall 1967	box 478	folder 68
Memos, 1969, 1972, 1990	box 478	folder 69
Methodological Background of the Phase I Brazil, May 1968	box 478	folder 28
MSU Communicator, 1966, 1971, 1973	box 478	folder 29
Organization and Research Staff, November 23, 1964	box 478	folder 30
Paired Comparisons Analysis of Source Credibility among Peasants, July 10, 1966	box 478	folder 31
Paper Presented at Association for Education in Journalism. "Mass Communication and the Diffusion of Innovations: Conceptual Convergence of Two Research Traditions", August 28-31, 1967	box 478	folder 32
Paper Presented at Conference on the Application of Science to Marketing Management, Adoption and Diffusion of New Products Emerging Generalizations and Hypothesis, July 12-15, 1966	box 478	folder 33
Paper Presented at the American Sociological Association Comparison of Generalization from Diffusion Research on Agricultural and Family Planning Innovations	box 478	folder 34
Paper Presented at the Second World Conference of Rural Sociology: Experience with Gorss Natural Research Flu Diffusion Project in Brazil, Nigeria, and India, August 6-9, 1968	box 478	folder 35

Paper Presented at the Symposium on the Application of Systems Analysis and Management Techniques to Educational Planning: "Developing a Strategy for Planned Change", June 12-13, 1967	box 478	folder 36
Paper Presented to the Seminar on Transfer of Technology: "Diffusion of Innovation to Peasants in Brazil, India, and Nigeria", June 1968	box 478	folder 37
Preliminary Bibliography: Preparation of Materials for New Locations, January 22, 1964	box 478	folder 38
Radio and TV Conferences		
1946-1947	box 478	folder 39
1948 (July-September 1947)	box 478	folder 40
1948 (October-December 1947)	box 478	folder 41
1948	box 478	folder 42-46
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1953	box 478	folder 52
1954	box 478	folder 53
1955	box 478	folder 54
1956	box 478	folder 55
Simulation of Innovation Diffusion, February 2, 1965	box 478	folder 56
Speech Study at MSU, October 4, 1962	box 478	folder 57
Sucess E Franoso De Programas Agricolas Em 76 Commidades Do Estado De Minas Gerais, Brazil, June 1968	box 478	folder 58
The Master Communications Facility for MSU, November 19, 1962	box 478	folder 59
The Necessity for Integrity in communications in the 20th Century, September 28-30, 1955	box 478	folder 60
Impact of Operational Conditions Upon Educational Television Programming Philosophy and Accomplishment at Michigan State 1954-1974- Proposal for a Study by Faye E. Smith, 1974	box 478	folder 61
Communications Development in Michigan, 1974	box 478	folder 62
Proposal for a Communication Center, Undated	box 478	folder 63
Strategic Report for 2004-2008 (Oversized)	box 478	

Annual Reports

Title/Description	Instances
Unpublished	box Annual Reports
1956-1957	
1957-1958	
1958-1959	
1959-1960	
1960-1961	
1961-1962	
1962-1963	
1963-1964	
1964-1965	
1965-1966	
1966-1967	
1967-1968	
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1969-1970	

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Photographs

Title/Description	Instances
Commencement. Groups, 2010	box 478 folder 71

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AV Materials

Title/Description	Instances
CD-ROM	
The Campaign For MSU, 2002	box 5834 disk Campaign4MSU
DVCAM Tapes	
Alumni Awards, undated	

	box 5834	cassette DVCAM
CAS Keynote Speakers, October 7, 2005	box 5834	cassette DVCAM
CAS Lobby Dedication, October 7, 2005	box 5834	cassette DVCAM
Comm Arts 2010 Commencement Slides, May 5, 2010	box 5834	cassette DVCAM
INgage/MSU Press Conference, March 1, 2010	box 5834	cassette DVCAM
MiniDV Tapes		
Unmarked (4 tapes), April 23, 2009	box 5834	cassette miniDV
Unmarked (4 tapes), undated	box 5834	cassette miniDV
VHS Tapes		
2008 Edward Zabrasky Lecture: Perspective On New Media & Public relations" , November 7, 2007	box 5834	cassette VHS
PA Books,"Luke Swank". Author, Howard Bossen., 2005	box 5834	cassette VHS
<u>Conditions Governing Use:</u> Conditions Governing Use Permission to publish material from this collection must be obtained from Pennsylvania Cable Network.		
Siebert Lecture: Steve Sternberg (USA Today), November 6, 2006	box 5834	cassette VHS

"Dying to be Heard" Video, 2007

Digital Object: [Dying to be Heard: 2021-11-15](#)

Scope and Contents

This video entitled "Dying to be Heard", created through Michigan State University's Knight Center for Environmental Journalism and produced by Lou D'Aria and students of the Knight Center in 2007. It is a video about George J. Wallace and his research into the environmental effects of pesticides. The film's creation correlates to what would have been the 100th birthday of Rachel Carson (May 27), author of the book "Silent Spring", which played a pivotal role in the environmental movement in the United States.

Preservica Public URL

<https://msu.access.preservica.com/archive/sdb%3Acollection|4824025e-08b4-4678-9d24-3e1ea4856077/>

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Serials

Preservica Public URL

<https://msu.access.preservica.com/archive/sdb%3Acollection|dae7a9b3-5fb4-4c6b-b8f7-42e4f927725c/>

Title/Description	Instances
#205: Communicator (Communication Arts and Sciences), 1974-2007	
CAS News e-Newsletter, 2013-2016	
Digital Object: CAS News Web Captures	
Digital Object: CASnews PDFs: 2022-03-30	
Preservica Public URL	
https://msu.access.preservica.com/archive/sdb%3Acollection e757294d-905f-4446-bcee-7d0f2ed04777/	
<i>CAS Office for Research Monthly Update, 2014-2015</i>	
Digital Object: CAS Office for Research Monthly Update PDFs: 2022-03-30	
Preservica Public URL	
https://msu.access.preservica.com/archive/sdb%3Acollection e9903e4e-16b3-4d99-9958-e15da54e0bcc/	

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