

Marketing (Public Relations)

Title of Article	Publication	Date	Vol/Page Number
“Dean Attends White House Conference” by James C. Woods (Dr. John Garrick Hardy)	The Fresh-More	Feb 1956	Vol. 2, No. 2, p03
“ASC Participates In Polio Effort” by Dr. J. Garrick Hardy	Alabama State College Bulletin	Dec 1963-Jan 1964	Vol. 1, No. 3, p06
“Governor Proclaims “A.S.C. Day”	Alabama State College Bulletin	Nov-Dec 1966	Vol. 4, No. 2, p02
“ASU Featured On WSFA-TV”	Hornet Tribune	Oct 1970	Vol. 9, No 2, p01
“University To Be Feature On WSFA-TV Sunday”	ITEMS	Nov 13, 1970	Vol. 4, No 5, p01,03
“Reaffirmation-and the Media”	ITEMS	Dec 11, 1970	Vol. 4, No 9, p01,04
“In Show of Interest: Local Legislators Visit University”	ITEMS	Mar 26, 1971	Vol. 4, No. 22, p01-02
“German Guest Visits Alabama State University”	ITEMS	May 21, 1971	Vol. 4, No. 30, p03
“Television Station Films University Classes, Scenery”	ITEMS	Oct 15, 1971	Vol. 5, No. 4, p01
“ASU to Participate In ETV Series”	ITEMS	Oct 29, 1971	Vol. 5, No. 6, p03-04
“Dr. Simmon’s Article In National Magazine”	ITEMS	Nov 12, 1971	Vol. 5, No. 8, p02
“Legislator Visits ASU to Check On Needs”	ITEMS	Nov 12, 1971	Vol. 5, No. 8, p03
“Director, Students to Appear On ETV”	ITEMS	Nov 19, 1971	Vol. 5, No. 9, p06
“Federal Official Sends Letter of Appreciation”	ITEMS	Dec 17, 1971	Vol. 5, No. 12, p01
“Taylor’s Grandson Cited In Magazine (Newsweek)”	ITEMS	Jan 14, 1972	Vol. 5, No. 14, p04
“Development, PR Offices Move Reorganize”	ITEMS	Oct 13, 1972	Vol. 6, No. 4, p02
“Public Relations At ASU” by Charles Bragg	Hornet Tribune	Nov 1974	Vol. 13, No. 2, p03
“ASU Receives Glitterbug Award”	ASU ITEMS	Nov 1977	Vol. 8, No. 1, p02
“An Open Letter to the Alabama Journal” by Catherine Coleman	Hornet Tribune	Dec 1977	Vol. 16, No 1, p01
“Students Participate In Movie” by John N. Montgomery (Name of the Movie) “Sisters” Including Patrick Rankings, Patdro HARRIS, Shelia Johnson,	Hornet Tribune	Feb 1979	Vol. 18, No. 2, p01

George Staples, Dr. Otis Simmons, Gloria Rankins, Vivian Rankins, Kathy Johnson, Bonnie McCall)			
“Magazine Attacks ASU” by Denise Stanford (Newsweek)	Hornet Tribune	Feb 12, 1981	Vol. 23, No. 6, p01
“House Okays Resolution, Seeks Senate Approval” (Rep. Alvin Holmes)	Hornet Tribune	May 10, 1982	Vol. 25, No. 5, p07
“ASU Rated Excellent in NYSP”	Hornet Tribune	Aug 5, 1982	Vol. 24, No. 6, p03
“Ebony Features Three From University” (Kenneth Dean, John F. Knight, Jr., Jennifer Whittle)	ASU Today	Apr 16, 1984	Vol. 1, No. 4, p01
“Know Your Public Relations Liaison”	ASU Today	May 15, 1984	Vol. 1, No. 6, p02
“ASU Beauty Featured in Ebony”	ASU Today	Mar 31, 1985	Vol. 2, No. 7, p01
“Office of Records Is Commended”			Vol. 2, No. 7, p03
“ASU’s Cromartie and Forbus Recognized”	ASU Today	Nov 15, 1987	Vol. 4, No. 7, p04
“ASU’s Student Chapter PRCA Brave the Cold to Sell Newspapers” by Annette Sharp	ASU Today	Dec 15, 1987	Vol. 5, No. 1, p19
“Is ASU Reputation Deserved?” by Dale McGhee	The Hornet Tribune	Feb 24, 1988	Vol. 31, No. 2, p02
“ASU to Receive PR Awards”	ASU Today	Jun 15, 1988	Vol. 5, No. 7, p03
“ASU Featured in Phone Book”			Vol. 5, No. 7, p06
“White House Honors ASU Biology Student”	ASU Today	Nov 15, 1988	Vol. 5, No. 10, p04
“Boesak Visits ASU Campus”	ASU Today	June 1989	Vol. 6, No. 7, p01
“Trustees Featured in Newsweek” (Joe Reed)	ASU Today	Nov 1989	Vol. 6, No. 8, p03
“Communication & Public Affairs Wins Awards”	ASU Today	Oct 1990	Vol. 7, No. 2, p07
“Montgomery Church Recognizes ASU on Appreciation Day”	ASU Today	Dec 1990	Vol. 8, No. 1, p15
“ASU Is A Victim”	ASU Today	June 1991	Vol. 8, No. 5, p02
“Opposition Makes ASU Even Stronger: Officials Vow to Continue Educating Students”	ASU Today	Aug 1991	Vol. 8, No. 6, p04-05
“Critic of Institution Should Leave” by Lonnie Wesley	The Hornet Tribune	Aug 30, 1991	Vol. 2, No. 1, p11
“Critic of Institution Should Leave” by Robert Forbus, Jr.	The Hornet Tribune	Oct 1, 1991	Vol. 2, No. 2, p07

“ASU Student Wins Miss Alabama-USA Crown...Heads for Miss USA Pageant In February” (PICTURED: Toni Johnson)	ASU Today	Nov 1992	Vol. 9, No. 4, p01,04
“Johnson Wins Miss Alabama USA Crown: Former Miss Hornet Makes History in the State” by Kim Williams (PICTURED: Toni Yvette Johnson)	The Hornet Tribune	Nov 23, 1992	Vol. 4, No. 4, p01
“Reception for Toni Johnson, Miss Alabama USA...An Elegant Affair” (PICTURED: Toni Johnson)	ASU Today	Dec 1992	Vol. 10, No. 1, p03
“Letter to The Montgomery Advertiser from ASU employee on the Media Coverage of ASU” (From Jerry L. Bartley, reprinted from Montgomery Advertiser)	ASU Today	Apr/May 1993	Vol. 10, No. 3, p02
“Alabama State University License Plates...”	ASU Today	Aug 1993	Vol. 10, No. 6, p02
“ASU Alumnus Petitions for Lena Horne” by Kristen J. Barnes (PICTURED: Lena Horne, George Andrews, ‘51)			Vol. 10, No. 6, p09
“ASU Wins In Court” (PICTURED: Joe Reed. NOTE: The appointments of Jo Ann Paddock and Ross Dunn)	ASU Today	Nov 1993	Vol. 10, No. 9, p02
“ASU Responds to Bad Press” by Jenice Robinson	The Hornet Tribune	Nov 15, 1993	Vol. 5, No. 3, p03
“Faculty & Staff Notes” (Marilyn Wade)	ASU Today	Aug 1994	Vol. 11, No. 6, p10
“ASU Students Appear In Ebony Magazine” by Kim Williams (PICTURED: Fred Briers. NOT PICTURED: Tomoker German)	The Hornet Tribune	Oct 20, 1994	Vol. 6, No. 5, p02
“ASU vs. the Media” by Kim Williams	The Hornet Tribune	Feb 22, 1995	Vol. 6, No. 10, p07
“Golf Golf Golf: Celebrity Golf Tournament”	ASU Today	Feb/Mar 1995	Vol. 12, No. 2, p14
“Modern Icon: Rosa Parks” (PICTURED: Rosa Parks)	ASU Today	Summer 1995	Vol. 12, No. 5, p02
“Modern-Day Champion of Freedom Enters ASU’s Freshman Class” (PICTURED: Revonda Bowen , Donna Wilson)	ASU Today	Sept 1995	Vol. 12, No. 6, p01,05
“Historic Moments” (PICTURED: Alabama State University Marker)	The Hornet Tribune	Jan 27, 1996	Vol. 6, No. 5, p01
“Faculty & Staff Notes” (Julie DeBardelaben, Dena Pollard, Robert G. Forbus, Jr.)	ASU Today	Apr 1996	Vol. 13, No. 4, p08
“Faculty & Staff Notes” (Robert Taylor)	ASU Today	June 1996	Vol. 13, No. 5, p19,21

“Shedding Light On the Olympic Torch” (PICTURED: Dr. William H. Harris, Gov. Fob James, Bill Hicks, Tom Somerville, WVAS Radio Staff: Robb Taylor, Bill Boyton, Marcus Dilworth.)	ASU Today	July 1996	Vol. 13, No. 6, p07
“ASU’s Pat Floyd Plans A Capitol Celebration” (Picture)			Vol. 13, No. 6, p08
“Howard Was On NBC..Pass It On” (PICTURED: Bobby Howard)			Vol. 13, No. 6, p09
“ASU Helps Kershaw YMCA Track Team Reach For The Record” (PICTURED: Bill Chandler, John Knight, Jennifer Foster, Christa Whitacre, Sohl Chun, Curtis Ellison, Darryl Woods, Matthew Jordan, Desiree Davis)	ASU Today	July 1996	Vol. 13, No. 6, p12
“Faculty & Staff Notes” (Jacquelyn Battle)	ASU Today	Aug 1996	Vol. 13, No. 7, p12
“Get Into ASU...New Campaign Markets Majors”	ASU Today	Oct 1996	Vol. 13, No. 9, p20
“U.S. Parks Service Selects ASU As Site for Third Interpretive Center” (B1)	Hornet Tribune	Jan 15, 2011	p01,04A
“Communication Pioneer LaVonette Bartley Signs Off” by May Donnel (Picture) (ATH-1)	ASU Today	Fall 2012	Vol. 5, No. 3, p52-53,61
“Dispute Between ASU, Food Vendor Escalates” by Josh Moon (B1)	Montgomery Advertiser	Sept 21, 2014	
“Steve Harvey, ASU Announces Turkey Day Classic Partnership” (ATH-1)	@ A Glance	Mar 2016	Vol. 3, No. 2, p02
“ASU President Signed Marketing Deal with Steve Harvey in April” by Josh Moon (ATH-1)	Montgomery Advertiser	Jun 22, 2016	

(Revised: 11-2-2018)