



NEW YORK CHAPTER
THE AMERICAN INSTITUTE OF ARCHITECTS
115 EAST 40th STREET, NEW YORK (16)

THE OCULUS Vol. VII No 4

DECEMBER 1945

Next Meeting; SHORT BUSINESS SESSION - THURSDAY DECEMBER 27th

4:30 P.M. - Usual place -no meal involved

PUBLIC RELATIONS.

The Chapter voted in October, 1944, to try out a limited Public Relations program of Press Releases. The money for this was appropriated from the Reserve Fund for a three-months' trial. At the end of the trial period, the members voted to continue the program for a year.

To carry on this work, we engaged Mr. J. P. Lohman at \$200. a month to act as Publicity Director. His report, covering 15 months, shows 129 publications of releases. Of these, 86 appeared in the Metropolitan papers, and 43 in trade journals.

Mr. Lohman's resignation, which will take effect December 31st, brings up the question of what to do next. Our Committee on Public Relations and our Executive Committee feel that this amount of money can be spent to better advantage, and a plan is now under consideration.

In brief, the plan is to increase the Chapter Office Staff by another assistant to the Executive Secretary, whose main work will be to make contacts with newspapers, press associations, photo and feature syndicates, magazines, radio, newsreel, movie and, just as important, lecture bureaus. Thus, we will be doing our own publicity. No program of this kind, however, can hope to succeed without the fullest personal cooperation by the members themselves.

This PLAN will be presented for discussion at the next Chapter meeting. We must also adopt a BUDGET for 1946. Our stand on PREQUALIFICATION will be re-stated by the President in the light of required action on a Federal Public Works list, scheduled for the January meeting.

In view of the holiday rush, we aim to close the meeting at 6:00 P.M. So please be prompt. Note the date now -

4:30 P.M. Thursday December 27

The following have applied for AIA membership and assignment to this Chapter:

Candidates

1. Carl Conrad Braun
 2. John Shobor Burrows, Jr.
 3. Kenneth B. Gibbons
 4. William Adolphus Gustafson
 5. Albert Melniker
 6. Ralph Pemorance
 7. Albert E. Schaefer
- and for Associate membership in the Chapter:
8. Joachim Cajetan Accurso

Sponsors

- E. J. Gambaro and Walter H. Kilham, Jr.
Alfred Fellheimer and George Licht
Morris Kotohum, Jr. and J. Stanley Sharp
Francis Keally and Greville Rickard
John T. Briggs and Matthew DoI Gaudio
Simon Broines and Richard Roth
George Cavalieri and Matthew DoI Gaudio
Anthony J. Daidone and A. Henry Johnson