

Nebraska's Mr. PR to retire from UNL

by Dave Madsen

Most Nebraskans may not recognize his silvery gray hair, his conservative white shirt or even his bow tie. His voice, however, is probably familiar to many. His name is George Round, and on July 1, he is retiring as UNL director of public relations after 28 years on the job.

Round was graduated from the University of Nebraska in 1933. In that year, he also was appointed Agricultural Extension Editor. When the Department of Public Relations was established in 1945, he was selected as its director.

He remained extension editor until 1966 when his responsibilities as director of public relations became full-time. Round will stay on the UNL staff part-time as a professor of Information on East Campus.

During his tenure, he has been instrumental in developing a comprehensive information program to acquaint Nebraskans with their University. In this effort, he originated two radio programs, "Farm Facts and Fun" and "Your University Speaks." He is also the guiding force behind two television shows, "Backyard Farmer" and "Your Unicameral."

Recognized as a veteran leader in the field of college and university information work, Round served as national president of the American College Editors in 1955. He also received the U.S. Department of Agriculture's Superior Service Award.

He was chairman of the University's Educational Television Committee when that agency assisted in planning and negotiating the establishment of the University television station, KUON-TV.

Round's duties haven't been confined to Nebraska. In 1954, he was in Turkey with E.F. Frolik, dean of the College of Agriculture, helping to set up a new university there. He also was instrumental in obtaining 8,000 acres of land at Mead from the federal government for an agricultural field station.

Commenting on newsworthy incidents that may happen on campus, Round said he encourages the media to go directly to the source of the news rather than work through his office.

Round said that the success of the Department of Public Relations cannot be attributed to him alone. He said they have a small staff but it is "extremely competent."

"The University has been very good to me," he said. "I have enjoyed my work here very, very much. We get such splendid cooperation."

blurbs

The final segments of Sheldon Gallery's presentation of the *Civilisation* series features Part 13—"Heroic Materialism" at 2:15 p.m. today and Sunday.

Winding up the concerts and recitals at Kimball Recital Hall this year is the Collegiate Band

Concert on Thursday; Verdi's *Requiem* presented by the Orchestra and Oratorio Choir in the Coliseum at 3 p.m. Sunday; a concert on May 7 by visiting artists Grant Johannesen and Zara Nelsova and a faculty recital featuring Clarence Cooper on french horn May 8. * * *

Concerts within hitching or

driving distance: Tulagi's on the Hill in Boulder is busy as usual. Finnigan and Wood will be appearing there Tuesday through Saturday. Following them is Jim Croce, May 9-12. Canned Heat will be at the Kinetic Playground in Chicago Friday and Saturday. Buddy Rich and his orchestra will be at the Oar House in the Market in Omaha Sunday.

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