

# Public Relations Office Photograph CollectionLU.123

Public Relations Office Photograph Collection  
1955-2006



## Title Statement

Public Relations Office Photograph CollectionLU.123

## Publication Statement

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Janet D. Greenwood Library  
401 Redford Street  
Farmville, VA 23909  
Business Number: 434-395-2433  
ask@longwood.libanswers.com  
URL: <https://libguides.longwood.edu/home/asc>



## Notes

This collection is still being processed and not all photographs are currently described.

## Profile Description

**Creation:** This finding aid was produced using ArchivesSpace on 2023-08-07 13:53:06 -0400.

**Language Usage:** Description is written in: English, Latin script.

## Descriptive Summary

### Unit ID

LU.123

### Unit Date

1955-2006

### Still Image

A (Binder)

### Still Image

B (Binder)

### Still Image

C (Binder)

### Still Image

D (Binder)

### Still Image

E (Binder)

### Still Image

F (Binder)

**Still Image**

G (Binder)

**Still Image**

H (Binder)

**Still Image**

I (Binder)

**Language**

English .

**Extent**

4.5 Linear Feet 7 Photo Binders A-I

**Repository**

Greenwood Library Archives and Special Collections

## Administrative Information

**Conditions Governing Access**

There are no restrictions to access or use for research purposes.

**Processing Information**

First organized in 2006 by subject, in 2018 we began describing each photograph in a database, the order was disturbed during this process, but subjects stayed mostly together. In addition, the constant addition of photographs to this collection throughout the 2000s means it is a massive collection which is still in process and a full listing of photographs is not currently available.

## Biographical / Historical

The Public Relations office was responsible positioning the University in a positive and proactive manner. Responsibilities are broad and diverse, including primary and secondary publications, branding strategy, identity management, media relations, new media, Web communications, advertising, publicity, promotions, photography, and internal/external crisis communication. The Office was renamed Marketing, Communications and Engagement in the 2010s.

## Scope and Contents

The collection includes photographs, negatives, and contact sheets taken by the Public Relations office or a hired photographer for promotional publications and newspaper articles. The collection includes a large number of photos taken during Founders Day and the Miss Longwood pageants.

## Keywords

Longwood University

## Custodial History

The photographs, negatives, and contact sheets in this collection were transferred from the Public Relations Office to the Greenwood Library Archives over multiple years in the 1990s, and 2000s.

## Arrangement

These photos are grouped by subjects which were assigned by the Public Relations office. This collection has been described and arranged multiple times and not all photos are in original order.