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Interview with Howard Keyo, Director of Public Information at the University of Maine

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Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: Interview with Howard Keyo

Date: 1955

Recording number: Reel-to-reel Tape 6, part 3

Length of recording: 2:39

[transcript begins]

Announcer: The following information on Howard Keyo is from a feature story which was done in the Spring of 1955.

Bill Mincher: How long have you been up here?

Howard Keyo: Well, Bill, I've been here about ten years now, in fact I'm in my tenth year here at the university.

Mincher: Are you a journalism major and did you go here at Maine?

Keyo: No, I didn't go here to Maine, Bill, I'm a graduate of Boston University. I did, however, major in journalism at BU, in fact, that's how I happened to go to BU. At the time, the university didn't happen to have a major in journalism, so I went to Boston University.

Mincher: Now, you had considerable outside experience, I know, before you came to the University of Maine. Can we go through that briefly?

Keyo: Well, I started my newspaper work on the papers in Boston, particularly the Boston Post, while attending college, and later worked for the Rumford Times in Rumford and the Independent Reporter in Skowhegan. And also I taught in Stevens High School in Rumford for a time, and during that time, ran the Rangeley Record in Rangeley during the summer vacation periods. I guess that's sort of the extent of my work up until the time of about 1942, when I went with the government as a Public Information Officer. I was Public Information Officer for the Office of Price Administration in Augusta from about 1942 to 46, when I came here to the university.

Mincher: Well now, to talk about this office here directly, what would you say, if we can get a capsule definition of publicity, as far as an organization like the University of Maine is concerned, just how is this department of value to the university?

Keyo: Well, Bill, we like to think that our publicity here is information that is disseminated for the purpose of informing the public about the many activities that go on here. We don't feel that we have

to issue publicity in the sense that a press agent would, to create stunts or gimmicks and so on. We simply feel that we should get out information about all the activities that go on here on the campus so that the public will know of these activities. The university is a tax supported institution and we feel the public really wants to know about the things that go on here.

[transcript ends]

For more information about this transcript, audio recording, or other materials in Special Collections at the University of Maine, contact:

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