

# Snyder Named Director of PR

By J. MICHAEL FOLEY

Philip A. Snyder, former director of public information at Westminister College was appointed director of public relations of Y. U. soon after Dr. A. L. Pugsley was named president.

In accepting his new position, Mr. Snyder said, "I am extremely happy to be back at Y. U., as there is something special about working at your alma mater." Mr. Snyder also feels that education is on the move, particularly at Youngstown University. With the forth-coming expansion of the University, Mr. Snyder revealed his reason for being here: "My job is to build public understanding of, good will toward, and support for American higher education and Youngstown University in particular."

Raised in Youngstown, Mr. Snyder graduated from South High, 1946, and following military service with the Marines, entered Youngstown University. In 1952 Mr. Snyder graduated with a B.S. in Business Administration. Additional studies have been received from Westminister College, New Wilmington, Pa.

Upon graduation from Youngstown, Mr. Snyder was made sales supervisor at the Pepsi Cola Bottling Company, in Youngstown. In 1953, Mr. Snyder headed to Pittsburgh, Pa., to become Assistant to the Office Engineer, for Richardson, Morehouse, Ram-

sey and Fisher, consulting engineers. This position was in connection with field activity in the construction of the Ohio Turnpike.

In 1955, Mr. Snyder was appointed to the advertising department of the General Fireproofing Company in Youngstown. He was also editor of the two company magazines for three years.

In 1963 he was made Director of PR at Westminister. In this position he was responsible for all news releases, ranging from internal administration news, to athletic competition.

Mr. Snyder's first year "will be spent in feeling my way along." He also feels, and has shown, that changes should be made when necessary. "However, he said, "President Pugsley will be the deciding factor on this, as shall any policy or program of the department of Public Relations."

Mr. Snyder is a man with great desire and he feels with student, alumni, and faculty support he will succeed in accomplishing his many goals. He feels that the "faculty, students, and alumni are the most effective public relations representatives of any university." He asks of the students, "rather than talk about something that they feel is bad, take it to the top to get an answer or have it corrected."