The Knothole, April 14, 1965

SUNY College of Environmental Science and Forestry Student Body

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Continuing with the talk entitled, "The Public Image of the Professional Forester" I said:

"Public opinion as a continuing force feeds as readily on falsehood as it does upon fact. In one sense public opinion is a sort of a vacuum, pulling into itself that which is available by way of information, ideas or concepts, regardless of how this information, ideas or concepts are acquired. If the information, ideas and concepts are provided by planned public relations type activities, wherein a lumber company for instance has a story on the work of the professional forester, public opinion draws into itself these ideas. In the absence of any guidance directed toward true aspects of a profession, public opinion will draw into itself half truth, untruth and ideas congered up by those who are uninformed - or they may be planted deliberately by those who oppose the professional forester."

"Having said that public opinion is a constant force within our society drawing unto itself the various stimuli provided by many segments of society including those provided by the trained public relations worker, let us ask the question "What is the present image of the professional forester?"

"To begin with, we all know that the status of the professional forester or public image of the professional forester is much different in Europe than it is in America. Even in Europe the image of the professional forester will vary from one country to another. In the United States this image will vary from one part of our country to the other."

"Public opinion, will reflect the effort that has been made, or the lack of effort that may have been made, to create a public image of the professional forester. Generally speaking, we can say that the public image of the professional forester in the United States is strongest where Forest Service information and education activity has been greatest."
The 52nd College of Forestry Annual Banquet is scheduled for April 13, at Hotel Syracuse. Festivities are to begin at 6:30 P.M. according to Michael Storey, social chairman of the Student Council.

Judge Harold "Sam" Kessinger will give the main address. Known throughout the country as a banquet lecturer, Judge Kessinger has won a wide reputation for his unique style of interpretation and delivery. He is a master of deadpan humor and presents a popular treatment of problems affecting lives, liberties and the future of free peoples of the world. A three-term New Jersey Jurist, he has given lectures in all 50 states, Canada, Cuba, Mexico and England.

Charles Baker, president of Student Council, will introduce honored guests, followed by a talk by Dean Shirley. Michael Storey will present the barbecue and Robin Hood cups, and Samuel Perry, president of the Alumni Association, will present the Alumni Memorial Awards.

CANDIDATES FOR BS - JUNE & SEPTEMBER, 1965

A list of the tentative candidates for graduation in June and September, 1965 has been posted on the bulletin board outside Room 107 Bray Hall. Will all candidates please check this list. If your name does not appear and you consider yourself a candidate for June or September, please see me. If your name appears and you consider yourself not a candidate, please come in to discuss the matter with me.

L. J. Belanger
Registrar

THE PARTY

The Party, Friday night, sponsored by the Junior Class was a success. I would like to thank publicly Dr. Ketchledge, Dr. Wommack and their wives for chaperoning. Their efforts were appreciated by all who attended.

Peter P. Feret

REGARDING THE RETURN OF PHOTOS AND SLIDES FROM THE ROBIN HOOD PHOTO CONTEST

All those who have not picked up their slides or photos after today's convocation, please place a notice in my box in the student lounge stating where and when I can return your slides and photos.

Peter Egan - box "E"