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**Guest Speakers:**

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**RICHARD H. PEAKE, JR.**  
Director, Government & Public Affairs  
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**Film Presentation:**

**JOHN B. JOYNT**  
John B. Joynt & Associates, Inc.  
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# CORPORATE PUBLIC RELATIONS MANAGEMENT

**COURSE #2523-11**

**APRIL 21-25, 1969**

**AMA HEADQUARTERS, NEW YORK CITY**

**PROGRAM**

**I. SETTING FUNDAMENTAL CORPORATE OBJECTIVES**

Public Relations' Role in Reaching Short- and Long-Range Corporate Goals. Helping to Set a Corporate Business Philosophy. Contributions to Corporate Profitability. Meeting and Outlining Corporate Policies Necessary for the Proper Support in Establishing Objectives.

**II. THE ORGANIZATION ROLE OF PUBLIC RELATIONS**

Types of Public Relations Organizations. Place of Public Relations in Corporate Organizations. The Public Relations Manager. The Public Relations Counselor. Factors Affecting the Size and Structure of a Public Relations Organization.

**III. POLICY ROLE OF PUBLIC RELATIONS**

Public Relations as a Policy-Making Aid. Selling Public Relations to Top Management. Public Relations Reporting Directly to Top Management — the President — the Board of Directors. Public Relations as an Evaluator of Management Philosophy.

**IV. EFFECTIVE COMMUNICATIONS**

The Changing Nature of the Audience that Public Relations Wants to Reach Has Necessitated a New Approach in the Communications Effort. New Techniques and Their Acceptance Will be Explored.

**V. FILM PRESENTATION: THE PRINCIPLES OF ORGANIZATION**

**VI. THE ANNUAL REPORT**

The Public Relations Executive is Playing an Increasing Role in the Handling of the Corporate Annual Report. This Talk Will Discuss the Timing Necessary for Preparation, the Collection of Information, and Other Pertinent Data.

**VII. SHAREOWNER RELATIONS**

What Are Shareowner Relations? Objectives, Responsibilities of Shareowner Relations. Planning a Shareowner Communications Program. Media of Communications with Shareowners.

**VIII. RELATIONS WITH THE FINANCIAL COMMUNITY**

Telling the Company Story to the Financial Community and the Press. Arranging for Corporate Officers to Appear Before Security Analysts' Groups. Handling Visits by Security Officers at Corporate Headquarters.

**IX. CORPORATE IDENTIFICATION**

The Development and Projection of Favorable Traits and Characteristics Continues to be an Important Function of a Sound Public Relations Program.

**X. IMPACT OF MINORITY CRISIS ON PUBLIC RELATIONS**

The Role that Public Relations Can Take to Help Management and Stockholders Play a Leading Role in Effecting Real Progress for the Disadvantaged.

**XI. DEVELOPING A SOUND COMMUNITY RELATIONS PROGRAM**

Using Results Obtained in the Community and Industrial Climate Appraisal. Developing a Community Relations Program. Should this Be a Single or Multicompany Program? What Advantages Can Accrue to the Company for this Effort?

**XII. GOVERNMENT RELATIONS AND CIVIC AFFAIRS**

Growth Involvement of Government and Business. Government Relations in the State and Local Community. Communications with Federal, State and Local Officers, Legislators and Agencies.

**XIII. MARKETING PUBLIC RELATIONS**

Integrating Public Relations into an Over-All Marketing Plan. Aiding in Sales Conferences, Shows, Etc. The Publicity Approach. Penetrating and Developing Markets. Aiding Distributors and Dealers. Public Relations and Advertising. Problem Areas in Public Relations and their Marketing Impact.

**XIV. PRESS RELATIONS**

Establishing Good Press Relations. Planning and Preparing Publicity. Handling Accident and Disaster Problems. Preparing Feature Stories, Articles, Etc.

**XV. WHY, WHEN AND HOW — OUTSIDE COUNSEL**

Why, When and How Can an Outside Agency Complement Effectively on Internal Public Relations Staff. How Can their Time and Talent be Used to Maximum Advantage.

**XVI. PUBLIC RELATIONS ASPECTS OF TAKEOVER ATTEMPTS**

What Every Public Relations Practitioner Should Know About this New and Changing Corporate Activity to Give Maximum Service to his Company.

**XVII. MEASURING PROGRAM RESULTS**

Public Research Facilities and Techniques. Other Sources of Information About the Public. Using Public Relations Research. Using Research for Organizations.

**XVIII. PANEL DISCUSSION**

Full Group Discussion of Individual Problems.

*This meeting has been designed with the assistance of the Public Relations Society of America.*