

FOR IMMEDIATE RELEASE

CONTACT:

ANN M. ENGLISH/(404) 355-8450

OR

MARCIA HERR/(213) 477-1904

AMERICAN MANAGEMENT
Associations

There's more to public relations than a smile and a handshake.

That's why the American Management Associations is presenting two vital courses for today's PR person who wants to do a more professional job.

BASIC PUBLIC RELATIONS, February 6-8, in Atlanta, is designed for newcomers to PR — with no more than two years' experience. This three-day course won't turn you into a seasoned pro. But it can give you a better handle on how to:

- make the most of press coverage
- work effectively with the media
- get your message across to all your publics

PUBLIC RELATIONS MANAGEMENT, February 13-17, San Mateo (San Francisco area), is for you if you're a new, part-time or assistant public relations manager. This week-long course covers the sophisticated skills you need to:

- run a successful PR operation — even with a limited budget and staff
- build a positive image for your company
- measure the results of your PR effort

For more information on these programs and how to register, turn the page . . .

Basic Public Relations

February 6-8, 1978/Royal Coach Motor Hotel, Atlanta

3-day meeting. Starts Monday, 9:30 a.m. Ends Wednesday, 4:00 p.m.

When registering, be sure to use the **PRIORITY NUMBER** indicated on the Registration Card.

Program Leaders

PHIL HARRISON, APR, *President*, Harrison Public Relations, Inc., Atlanta, Ga.

BRUCE HARRISON, APR, *President*, Harrison Associates/Washington, Washington, D. C.

AT LAST! A course that helps new PR people overcome the most common problems faced by beginners.

If you—or anyone on your staff—is new to Public Relations—these 3 intensive days of training are a must.

It's the place to get the fundamental grounding every PR professional needs to make it in this hectic business.

You'll get pointers on:

- overcoming the awe of contacting famous people
- knowing when to do "quick-and-dirties" rather than in-depth stories
- increasing the pick-up of your releases by the media
- zeroing in on the newsworthy angle in whatever your organization is doing
- improving communications with employees, stockholders, government and consumers
- identifying the public you want to reach

No matter what type of PR you handle — community relations, crisis PR, product publicity, corporate publicity, employee communications — this course can help you do that job better.

To register, mail the postpaid Registration Card on the flap. Or call the AMA Registrar in New York City at (212) 586-8100.

For more information on the course, call Ann M. English in Atlanta at (404) 355-8450.

Now you can train a large group of new PR people right in your own company. For details on using a live, custom-tailored version of this course, please contact Richard Gurman at AMA Headquarters in New York (212) 586-8100.

1.9 CEU's awarded. The CEU (Continuing Education Unit) is a nationally recognized, standard measure of achievement that you earn for participating in qualified programs of continuing education.

Course Outline

- **PUBLIC RELATIONS AND YOUR COMPANY**
Definition of public relations
Elements of public relations: researching, programming, implementing and evaluating
- **MAKING THE MEDIA WORK FOR YOU**
The media defined: their print and broadcast components
Characteristics of the press
Dealing with the media
Directories
- **HOW TO TURN OUT ATTENTION-GRABBING PRESS RELEASES AND PRESS KITS**
The nature, purpose and style of the press release
Developing the press kit
Assembling and updating the press kit
- **POLISHING YOUR PR WRITING SKILLS**
Writing for reading — trade press and feature articles
Writing for listening — speeches and radio/TV items
Editing copy for public relations purposes
- **HOW TO RUN SUCCESSFUL PRESS CONFERENCES AND PRESS INTERVIEWS**
How, when and why to set up a press conference or press interview
How to maximize the effectiveness of press coverage
Conducting the press interview
- **HOW TO USE AUDIO-VISUALS FOR MAXIMUM IMPACT**
Coordinating use of audio-visuals with your audience
Economics of audio-visuals
- **HOW GOOD PHOTOGRAPHY CAN ENHANCE YOUR PUBLIC RELATIONS MESSAGE**
Deciding when to use photographs
Effective placement of people, props and company or product identification
Photo captions
- **CREATING PUBLICITY FOR YOUR PRODUCT**
The professional approach to product publicity
Creative use of endorsements and tie-ins
How to arrange successful tours and exhibits

WHO SHOULD ATTEND

This course is specifically designed for the PR beginner — persons with no more than two years experience on the job . . . and those who have no background in PR but must handle some PR work as part of their job.

Public Relations Management

FEBRUARY 13-17, 1978/ROYAL COACH MOTOR HOTEL, SAN MATEO (San Francisco area)
5-day meeting. Starts Monday, 9:30 a.m., ends Friday, noon.

When registering, be sure to use the **PRIORITY NUMBER** indicated on the Registration Card.

Program Leader: ELIAS BUCHWALD, Vice Chairman, Burson-Marsteller, New York, N. Y.

Guest Speakers:

KEITH P. ROWAN, Vice President — Corporate & Financial Public Relations, Smith International, Newport Beach, Calif.

JOAN KRGA, Vice President & Director of Consumer Relations, Burson-Marsteller, Chicago, Ill.

TOM NUNAN, Vice President, Burson-Marsteller, Los Angeles, Calif.

GENE DROSSEL, Vice President — Public Affairs, Kaiser Steel Corp., Oakland, Calif.

GEORGE F. CAULFIELD, Vice President — Public Relations, Wells Fargo & Co., San Francisco, Calif.

DIANE GRAHAM, Assistant Vice President, Director of Consumer Affairs, Crocker Bank, San Francisco, Calif.

WILLIAM BRAVNELL, Principal, Financial & Corporate Communications, Tiburon, Calif.

JAMES S. COHUNE, Director of Public Relations, Foremost-McKesson, Inc., San Francisco, Calif.

THOMAS F. PELANDINI, Vice President, Public Affairs, Crocker Bank, San Francisco, Calif.

WM. R. (DICK) WILLIAMS, Community Relations Consultant, Berkeley, Calif.

NEWTON E. WISE, Staff Director — Employee Communications, Pacific Telephone, San Francisco, Calif.

Now — a course that covers the sophisticated skills you need to manage a successful PR operation — even with a limited budget and staff.

How do you keep stockholders and the financial community up-to-date on your image as an attractive investment?

How do you keep employees informed of the business realities in your firm — yet not tell more than top management wants to tell?

You'll get hard-hitting answers from PR professionals at this comprehensive week-long course.

They'll provide practical guidelines on situations you face every day on the job. Like how to:

- increase PR's involvement in your company's over-all marketing plan
- build product publicity that gets the pick-up you want
- improve your company's image with stockholders, consumers and the government
- measure the results of your PR effort

Plus, there'll be plenty of opportunity to bring up your own questions and problems.

An extensive Case Study helps you relate course material to your own work situation.

The study is drawn from the real world — not a textbook. You'll examine problems faced by PR people like yourself. Find solutions in such areas as financial PR, marketing, community relations, employee relations and public affairs. This Case Study shows you how to develop a total PR scheme step by step.

You'll be able to apply its lessons as soon as you're back on the job.

To register, mail the postpaid Registration Card on the flap. Or call the AMA Registrar in New York City at (212) 586-8100.

For more information on the course, call Marcia Horr in Los Angeles at (213) 477-1904.

Now you can have a live, custom-tailored version of this course run right in your own company. For complete information, call Richard Gurman at AMA Headquarters in New York (212) 586-8100.

2.8 CEU's awarded. The CEU (Continuing Education Unit) is a nationally recognized, standard measure of achievement that you earn for participating in qualified programs of continuing education.

WHO SHOULD ATTEND

If you are starting out as a PR manager, or are about to assume the position of PR manager, or if you perform some PR functions as part of your job, this course can give you an in-depth background in PR.

Course Outline

- **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. Assessing the company's needs. Determining priorities.
- **HOW TO ORGANIZE AND MANAGE THE PUBLIC RELATIONS DEPARTMENT**
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. Budgeting the public relations department.
- **MAINTAINING GOOD INVESTOR RELATIONS**
Objectives, responsibilities of shareowner relations. Planning a shareowner communications program. Working with financial community. Arranging appearances before security analysts' groups. Handling visits by analyst groups at corporate headquarters.
- **PUBLIC RELATIONS' ROLE IN POLICY-MAKING**
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.
- **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?
- **THE ANNUAL REPORT**
The public relations executive is planning 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.
- **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.
- **DEVELOPING A SOUND EMPLOYEE RELATIONS PROGRAM**
How an effective communication effort can help management reach its audience within the organization.
- **CONSUMERISM AND PUBLIC RELATIONS**
Understanding the currents. Early warning signals. Dealing with government agencies.
- **EFFECTIVE COMMUNICATIONS**
New approaches in the communications effort. Media relations. Understanding P.R. tools — developing publicity, special events, running a press conference.
- **MEASURING PROGRAM RESULTS**
Public research facilities and techniques. Other sources of information about the public. Using public relations research. Using research for organizations.