

Hill and Knowlton International

Providing Public Relations Counsel and Services

in



United Kingdom

France

The Netherlands

Belgium

Switzerland

Italy

West Germany

Scandinavia

Canada

Japan

Australia

New Zealand

United States

150 East 42nd Street, New York 17, N. Y.

Introduction

Hill and Knowlton International was established in 1952 to provide the same kind of public relations counsel and services in the international field that Hill and Knowlton, Inc. has provided within the United States since 1927.

The growing need for such international public relations is highlighted by these factors:

1. The jet age and advances in methods of communication are eradicating time and distance and bringing people and places closer together. Public opinion needs no passport.

2. Literacy, education and higher living standards are spreading throughout many lands. The desire of all peoples for a better life is urgent and universal, and therefore overseas markets are widening.

3. As consumer demand grows, productive capacities in the industrial nations are growing apace, and selling conditions in world markets have become more keenly competitive. This is true not only among the countries of the free world—the competitive threat of the Soviet bloc is becoming more and more ominous.

4. In Europe the coming of the Common Market is an historical development of vast commercial significance. Six European countries have joined together to reduce and eventually to eliminate trade restrictions and to provide for the free flow of capital and labor among the member countries. This will create a huge single consuming area with a population almost equal to that of the United States. Negotiations for an even broader free trade area including the United Kingdom, the Common Market countries and other states of Europe would, if successful, create an integrated market with a population larger than that of the U. S.

In the new competition in a smaller world, business has an imperative need to win and maintain the understanding and good will of new and unfamiliar communities.

The function of Hill and Knowlton International, described in the following pages, is to help business achieve such public support abroad.

Hill and Knowlton International

Hill and Knowlton International provides a broad range of public relations services throughout Europe, Australasia and the Far East, and North America.

Representative services include:

1. Counseling on all aspects of a client's international public relations plans and problems, together with the development and execution of immediate projects and long-range programs.
2. Public opinion studies and market surveys to evaluate the general climate and specific problems which may affect company operations in new and unfamiliar communities.
3. Counseling in the important area of government relations with business and regular reporting and recommendations for appropriate action on political, economic, trade and social developments which may affect business planning.
4. Assistance in all phases of press relations and publicity—newspapers, magazines, radio and television, trade publications.
5. Advice on the public relations aspects of marketing, as well as formulation and execution of programs for communicating corporate information to key groups of customers and prospects, and distributors and dealers.
6. Development and implementation of programs for communicating effectively with employees—ranging from company-wide magazines to local management newsletters and meetings.
7. Formulation of long-range community relations programs, and on-the-spot assistance in handling special events in local plant communities.
8. Assistance in developing effective communications with shareholders and the investment community—including shareholder meetings, annual reports and other publications.

9. Development of programs to promote industry-education cooperation through teaching aids, business-education workshops and seminars, scholarship programs and other means of financial assistance to education.

The firm also publishes and distributes *Letter from Western Europe*, a periodic newsletter on the public opinion and political trends affecting business interests in the area, edited by veteran European observers.

A recent publication, *Europe's "Alphabet" Agencies and Agreements*, lists and describes major international organizations which regulate or influence economic and trade policies of the Western European nations.

Hill and Knowlton International is composed of three principal elements:

- the senior officials and international specialists of Hill and Knowlton, Inc. in New York headquarters.
- subsidiary companies in Europe and the Far East which coordinate Hill and Knowlton International's activities in these regions.
- a group of independent associated firms located throughout Europe, Australasia and the Far East, and Canada.

This organizational pattern enables Hill and Knowlton International to bring the joint capabilities of experienced American and foreign public relations practitioners to bear on international problems. An American client, for example, receives the same quality of counseling and services on overseas activities as Hill and Knowlton provides on domestic activities.

Moreover, the operations abroad for such clients are conducted by resident nationals who are thoroughly familiar with languages, customs and conditions in their local regions.

This system also enables Hill and Knowlton International to provide flexibility in its services—in a single country, or in any combination of countries within a region such as Europe, and in any measure according to the specific needs of the client.

In Europe, for example, the international work of the associated firms is coordinated through Hill and Knowlton International, N.V. with offices in The

Hague and Dusseldorf. Several of the European associates are stockholders and directors of this subsidiary company.

This European company also serves as a two-way street for American clients by collecting and transmitting useful information to them from Europe.

The organization and principal personnel of the major components of Hill and Knowlton International are as follows:

Hill and Knowlton, Inc.

*150 East 42nd Street
New York 17, New York*

Charles E. Allen
Director of International Operations

Hill and Knowlton's headquarters in New York is the overall coordinating office for the firm's various activities in foreign fields. The headquarters office counsels American clients in developing and effecting overseas public relations programs; and it performs the same function for foreign clients operating in the United States.

Charles E. Allen, Director of International Operations, was formerly Director of Public Relations for Crown Zellerbach Corporation. He was Director of Public Affairs for the United States Mission to the United Nations from 1952 to 1954, after serving as a Foreign Affairs Officer in the U. S. Department of State.

His previous career includes research and teaching in international relations and communications at Stanford University's Hoover Institute; public relations with the U. S. Navy Department; and editorial work on newspapers.

Hill and Knowlton International, N. V.

*Main Office: Raamweg 43
The Hague, The Netherlands*

*Loet Velmans
Managing Director*

Hill and Knowlton International, N. V., incorporated in 1956, coordinates and supervises work in European countries for American clients; and it also counsels European clients and assists in implementing local programs.

Loet Velmans, Managing Director of Hill and Knowlton International, N.V., is a native of The Netherlands and a former newspaper correspondent who has lived extensively in France, England, the Far East and the United States. He joined Hill and Knowlton, Inc. six years ago, and prior to his present European assignment worked at the firm's New York headquarters.

*West German Office:
Flinger Strasse 68
Dusseldorf*

*Dr. Manfred Zapp
Director*

The West German branch office of Hill and Knowlton International, N. V. is under the direction of Dr. Manfred Zapp who, prior to joining the Hill and Knowlton organization, operated his own public relations counseling firm in Dusseldorf. Dr. Zapp is a recognized authority on international economics and is well-known in Germany as the author of several books on economic and historical subjects. He was for many years foreign correspondent for a number of German newspapers and news agencies, and is an established specialist on both the long-range implications and day-to-day developments of the evolving European Common Market trade agreements.

United Kingdom

Campbell-Johnson Limited
16 Bolton Street
London, W. 1

Alan Campbell-Johnson
Chairman & Managing Director

Campbell-Johnson Limited, founded in 1948, is today one of the leading public relations firms in the United Kingdom. Among the firm's domestic accounts are the Association of British Pharmaceutical Industry, the Tobacco Manufacturers' Standing Committee, Esso Petroleum Company and Thomas Hedley & Company Limited.

Mr. Campbell-Johnson, founder and Chairman, is a director of Hill and Knowlton International, N. V. He is also a fellow and past president of the British Institute of Public Relations. Prior to establishing his independent public relations practice, he was Assistant to the Public Relations Manager of the London Press Exchange (1937-39), and during World War II served as a staff officer at Headquarters, Supreme Allied Command, South East Asia. During 1947-48 he was press attache to Lord Mountbatten in India during the Transfer of Power.

Mr. Campbell-Johnson is the author of many books including *Eden: The Making of a Statesman* (1938, revised and republished 1955), *Viscount Halifax* (1941) and *Mission with Mountbatten* (1951). He is a Companion of the Indian Empire (CIE), an Officer of the British Empire (O.B.E.), and was awarded the Legion of Merit by the United States.

Among the directors of Campbell-Johnson Limited are the Lady Tweedmuir, M.P., and G. Le B. Kidd, O.B.E.

France

Franck Bauer & Associates
97, boulevard Malesherbes
Paris 8^e

Franck Bauer
Director

Franck Bauer & Associates have carried on public relations activities for many important French and foreign industrial groups, including Sud-Aviation, Procter & Gamble (France), the French Association of Manufacturers and the French Association of Electrical Industries.

Before founding his own public relations firm Mr. Bauer held French Government posts, first as Assistant to the Minister of Information (1946-47) and subsequently as Personal Assistant to the Minister of Town and Country Planning (1947-49). His earlier career includes experience as a correspondent in the Far East for Agence France Presse. Mr. Bauer is co-author of *The European Man and the Common Market* published in France and in the United States, and a contributor to the American Management Association report, *The European Common Market—New Frontier for American Business*. He is a member of the International Public Relations Association and is Vice President of the Association of French Public Relations Counsels.

The Netherlands

Hollander en van der Mey
Raamweg 43
The Hague

Frans E. Hollander
Director

In 1951 Frans E. Hollander organized The Netherlands' first public relations counseling firm. Hollander clients today include four large trade associations as well as several Dutch and foreign companies and institutions.

Mr. Hollander's previous career includes twelve years in journalism and advertising (1933-45) in both The Netherlands and Indonesia, and study of market research in the United States in 1938. He was Head of the Planning Department, Netherlands Government Information Service (1945-47) and Director of Information of the Royal Netherlands Army (1947-51). Mr. Hollander is a director of Hill and Knowlton International, N. V. and a member of the Council of the International Public Relations Association.

Belgium

Eric Cypres and Associates
50, Boulevard du Regent
Brussels

Eric Cypres
Director

In 1952 Eric Cypres established his own public relations firm which has since acted as independent consultant for a number of European and overseas clients including the Belgian Post Office, the Swiss Watchmakers Association, Aluminium Limited of Canada, the Brussels World's Fair and Sabena Belgian World Airlines.

During World War II Mr. Cypres served as an officer in the Belgian Army in Belgium and Great Britain. In 1946 he became General Representative for the Benelux countries and the Belgian Congo of the *New York Herald Tribune's* American and European Editions.

Mr. Cypres is a director of Hill and Knowlton International, N. V. He is a founding member and Vice President of the Belgian Center of Public Relations, a member of the International Public Relations Association, and served as Chairman of the First World Congress of Public Relations held in Brussels in June 1958.

Switzerland

*Walther von Lilliencron & Associates and
Dr. Paul Eisenring
Strassburgstrasse 15
Zurich*

Mr. von Lilliencron has an extensive journalistic background which includes editorial positions as Chief Feature Editor of Reuters' Zurich office; Managing Director of West Press Limited; and Swiss representative of Agence France Presse, and a Scandinavian and a German news agency. In 1948 Mr. von Lilliencron was engaged by a large international advertising agency to handle activities in Switzerland for its public relations accounts. Since 1948 he has organized and implemented large-scale public relations campaigns for a number of other Swiss and foreign clients.

Dr. Paul Eisenring obtained his doctorate in law after studies at the Universities of Zurich and Bern. His experience includes various editorial positions as economic correspondent for Swiss and foreign newspapers and as Editor-in-Chief of *Schweizerischen Handels Zeitung*, one of Switzerland's leading economic publications.

Italy

*Italian Public Relations Associates
Via Campo Marzio 12
Rome*

Vincenzo Picone
Director

Vincenzo Picone is co-founder of Italian Public Relations Associates which was organized in 1956 to serve large Italian industrial firms. The group also specializes in public relations problems and programs in the atomic energy field.

Mr. Picone, who holds a law degree from the University of Naples, pursued graduate studies in political science and economics at Harvard University, the University of California and the Graduate School of the New School for Social Research. He has worked in the United States as a journalist for American news agencies and as a correspondent for the Italian press.

Scandinavia

*Lennart Lagebrant
Public Relations
Regeringsgatan 12
Stockholm, Sweden*

Lennart Lagebrant
Director

Lennart Lagebrant founded his firm in 1953. Among its clients are The Society of Motor Manufacturers and Traders (British Motor Industry), A. B. Cloetta (a large chocolate manufacturer of Sweden), The Coca-Cola Company in Sweden and Grundig Radio and TV. Prior to entering the public relations field Mr. Lagebrant was a journalist for two leading Swedish newspapers.

Canada

*Cockfield, Brown & Company Limited
185 Bloor Street, East
Toronto 5*

J. N. Kelly
Director
Public Relations Division

Cockfield, Brown & Company Limited, Canada's largest advertising agency, maintains a Public Relations Division which operates in Montreal, Winnipeg and Vancouver, as well as Toronto. This organization has a clientele of major industrial concerns and trade associations.

J. N. Kelly joined Cockfield, Brown & Company in 1945 and two years later became a director of the firm and head of the Public Relations Division.

He previously held positions as City Editor of the *Vancouver Star* and later as Editor of the *Vancouver News Herald*. During World War II he served as National Director of Public Relations for the Canadian Red Cross.

Japan

Foreign Reports Tokyo, Limited
Room 110, Naka 8th Building
8, 3-chome, Marunouchi
Chiyoda-ku, Tokyo

Harry F. Kern
Director

Foreign Reports was founded in early 1956 as a consulting service for private business organizations in the field of international relations. The Tokyo office, under the management of I. Urashibara, was opened in response to requests by Japanese business interests for a similar service.

Harry F. Kern, founder and Director of Foreign Reports, held various editorial positions with *Newsweek* from 1935 through 1956. From 1950 to 1956 he was Editor-in-Chief of *Newsweek's* international editions. He is a member of the Council on Foreign Relations, Chairman of the Policy Committee of the American Council on Japan and a member of the National Press Club (Washington) and Overseas Press Club (New York City).

Australasia

Hill and Knowlton Proprietary, Limited
752 George Street
Sydney, Australia

A. F. D. Rodie
Managing Director
Owen O'Brien
Deputy Managing Director

Hill and Knowlton Pty., Limited was founded in 1954 and is a wholly owned subsidiary of Hill and Knowlton, Inc. The Australian company serves a number of local corporations and business associations and handles public relations in

Australasia and the Far East for American clients operating in those areas.

A.F.D. Rodie, Managing Director, entered the public relations business in Sydney in 1950 after a number of years as a senior member of the editorial staff of the *Sydney Sun Telegraph*. He had worked on both New Zealand and Australian newspapers before war service as an officer in the Australian Imperial Forces.

Owen O'Brien, Deputy Managing Director of the firm, was formerly Managing Director of Commercial Relations Services Pty. Limited which merged recently with Hill and Knowlton Pty. Limited. During World War II Mr. O'Brien was Director of Public Relations for British Commonwealth Forces in Japan and Korea, and prior to this had a distinguished career in journalism.

New Zealand

New Zealand Public Relations, Limited
88 Oriental Parade
Wellington

William J. Green
Managing Director

New Zealand Public Relations, Limited offers public relations services throughout New Zealand and the Pacific islands of Fiji, Samoa and Tahiti for both local and overseas companies and organizations. The firm's clients include leading oil, drug and automobile companies.

William J. Green, an experienced former editor and leading political and industrial journalist, founded South Pacific News Service, New Zealand's only free enterprise news agency. He has traveled widely in the Pacific area, the United States and the United Kingdom.

Hill and Knowlton International, N. V.
Serving Western Europe and the United Kingdom

Directors

- John W. Hill, *Chairman*** Chairman of the Board, Hill and Knowlton, Inc.
- Bert C. Goss** President, Hill and Knowlton, Inc.
- Richard W. Darrow** Executive Vice-President, Hill and Knowlton, Inc.
- Charles E. Allen** Director of International Operations, Hill and Knowlton, Inc.
- Edward W. Barrett** Dean, Graduate School of Journalism, Columbia University, and formerly Assistant Secretary of State for Public Affairs, U.S. Department of State.
- Alan Campbell-Johnson** Chairman and Managing Director, Campbell-Johnson Limited, London.
- Frans E. Hollander** Director, Hollander en van der Mey, The Hague.
- Eric Cypres** Director, Eric Cypres and Associates, Brussels.