

For Public Relations Success...

Put the Wisdom of EDWARD L. BERNAYS to Work For You... *PLUS Two-For-One FREE OFFER...*

Dear Public Relations Colleague:

Do you ever wonder about the future of public relations and where you will be heading? Most thoughtful people share these concerns.

Do you ever worry about the conflicting points of view you hear from management and clients and professors and the media?

Why not find out what the man they claim started it all--Edward L. Bernays--has to say: on the practice of public relations, counseling, management, education, licensing, the whole thing!

Edward L. Bernays is the best known name in public relations in the entire world. (pr Reporter has just confirmed this for the umpteenth time.) He is a tough minded, independent thinker, who is not swayed by the turbulent contemporary currents of thought. He is a persistent advocate of the constant refining of the field he has shaped.

Now you can have in your hands the fruits of his thinking over the past twenty years--the first book he has written since "Biography of An Idea" hit the public relations best seller lists in 1966.

"The Later Years" is truly the public relations book of the decade.

As the well known consultant to the field, Chester Burger, says, "His ideas are what's remarkable about 'The Later Years.' He is a source of original ideas, and they are always solid."

And Dr. John Bitter of Alabama State University writes, "Every practitioner should purchase and read it."

If you are one of those fed up with the trivia and superficiality characteristic of a lot of writing about PR, you will welcome this book. If you are looking for someone with courage and belief, you will find him in this amazing, vigorous man who is already past his 95th birthday. In the words of Dr. Marvin N. Olasky, of the University of Texas, "The writings of Edward L. Bernays, who created the expression 'public relations counsel' during the 1920's, are worth a second look

Public Relations Quarterly

44 West Market Street, P.O. Box 311 • Rhinebeck, New York 12572 • (914) 876-2081

by practitioners who want to understand as well as act... It was Bernays during the 1920's who gave public relations practitioners not just a job and a paycheck, but a purpose...."

In this book, Bernays speaks out boldly on the problems facing you and me in public relations:

The Outlook for Public Relations: "Public relations and public relations counsel are here to stay for as long as our democratic society stays. Under the extremes of right or left, Fascism or Communism, there is no room for public relations..."

Needed: An Ombudsman for Public Relations: "I suggest the Public Relations Society assume leadership and appoint an ombudsman. Public relations professionals are often the victims of unjustified character assassination..."

Down With Image, Up With Reality: "We must describe our activities with meaningful words, comprehensible to all who determine the climate of opinion in a democratic society..."

Plan Your Future, Don't Gamble on It: "The planning for goals places the planner at a great advantage over the non-planner. Public relations practitioners who adopt this method for their principals as well as for themselves will find life more satisfying all around..."

Needed: A New Master's Degree: "A public relations practitioner in the complex world not only needs to be a professional who can apply the findings of the social sciences to problems of adjustment and human understanding. He also needs expertise in the field he is advising and consulting with..."

The Case for Licensing and Registration for Public Relations: "Today unqualified individuals can call themselves public relations practitioners. And, unfortunately, often do to the detriment of the public and the profession alike... This is not true of the term medical doctor, certified public accountant, lawyer or other profession..."

Do Our Educational Facilities Meet Our Needs? "...set up independent public relations centers that call on various colleges and departments for relevant courses, and that, similar to law and medicine, only graduate degrees be given..."

The PR Proficiency of the Reagan Administration: "...Indications to date show the administration has little knowledge or understanding of modern day public relations..." (written in 1981)!

Advertising Agencies, Stay Out of Public Relations: "Advertising agencies buying up public relations organizations is as if a medical instrument manufacturing company took over a medical college or a law book publisher bought out a law college."

Let's Exclude the Incompetent and Unqualified from Public Relations: "Any transgressor who has called himself or herself a public relations practitioner and is sent to jail... may continue in the field..."

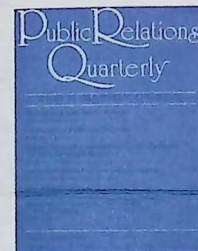
And so it goes--direct, blunt, thoughtful, a perspective only possible from a person who has been practicing what he preaches for 67 years!

Physically, it's a handsomely produced book with 31 candid photos scattered throughout the text, and a color oil painting reproduced on the cover. Clearly, if you buy only one PR book this year, this is the one. And the cost, only \$9.95. You may obtain it immediately through the enclosed order form.

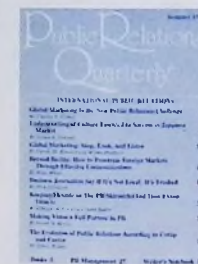
BUT THERE IS MORE.

You can continue to get the latest thinking and writing of Edward L. Bernays in the Public Relations Quarterly for which he writes a regular column. If you're not a subscriber, and if you act fast, you can obtain four back issues free in our introductory Two-For-One Offer. All of which means that for the regular \$20 subscription price, you are getting a \$40 value.

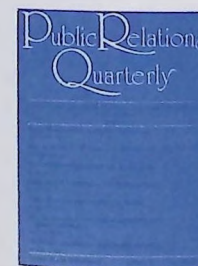
We have set aside for you four issues for which we planned over-runs for promotional purposes. Like so much of PRQ, the articles are both timely and timeless:



FALL 1986: "What Is the Public Interest?" is a question, whose innumerable, usually contradictory answers are implicitly and explicitly considered by four major articles: "The Sources of Public Interest Activism" by Seymour Martin Lipset, Ph.D.--"The Maturing of Public Interest Groups," by Douglas J. Bergner--"Enlisting the Sheriff," by Marvin N. Olasky, Ph.D.--and "A Systems Model for Corporate Issue Management," by Richard Alan Nelson, Ph.D. and Robert L. Heath, Ph.D., from the business executives' point of view.



SUMMER 1986: "International Public Relations," termed by Sam Black, past president IPRA, as "outstanding," this issue goes into global marketing, effective communication, understanding of culture--features PR consultants James B. Strenski, Rene White, Dick Elfenbein, and professors Charles T. Crespy and Albert Walker.



SUMMER 1985: "What Every Publicist Should Know About Media Directories" is one of those articles you want to keep by your side. Written by the well known publicist Richard Weiner, it reviews in depth 16 directories and services that can make life easier for you. Issue also has article on Washington public relations and "How to Handle a PR Crisis," by Wayne L. Pines.



MARCH 1985: Contains a "how to" article on managing creative people plus a comprehensive, hitherto unpublished bibliography of the subject--a discussion of the 11 major mistakes made by PR firms in the losing (or non-gaining) of clients--and a solution to the problem of unduly restrictive government regulation, by Ronald N. Levy.

If you haven't been reading PRQ, I think you'll like its thorough approach to the big questions we all face in the field. But it doesn't overwhelm you with heavy, unwieldy articles. It's laid out in attractive book-style readable type, each article self-contained rather than jumping to back pages--and interspersed with several regular columnists. In addition to Edward Bernays, they include Roy Leffingwell on the social sciences, Lyle Erb on writing and language, and Dr. E.W. Brody on public relations management. And there's a thorough book review section.

PRQ is the only completely independent periodical serving public relations. This means we can speak out--and we do--on any subject without checking with a board or membership.

Typical is a recent issue which opens on the first page with a two column letter--"Chase vs. Bernays"--in which the eminent practitioner, Howard Chase, lambastes Bernays for his various "old/new crusades" over the years. Despite our affection for Bernays, we had no hesitancy in running this hostile statement without even telling him about it. As we do with all of our articles, what we print is what we think will be useful and interesting to our readers--and various points of view are always welcome.

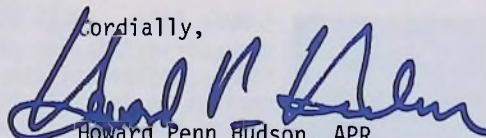
Please take advantage of this unusual offer--

--The specially selected back issues, described above--free--with your subscription to PRQ--to help you become better informed and better armed to conduct your own practice of increasingly successful public relations. In effect, to have on your side the thinking and recommendations of some of the best qualified persons in the field, both practitioners and academics.

We hope you'll join us by subscribing--plus, of course, getting your own copy of the one book you should have in your library this year--"The Later Years," by Edward L. Bernays.

Simply give us your instructions on the order form and return. Thank you.

Cordially,


Howard Penn Hudson, APR
Editor in Chief

P.S. The supply of back issues is limited, but the odds are that the early birds will get four issues free. Later responders may get fewer. So better act now.