

COURSE IN CORPORATE PUBLIC RELATIONS MANAGEMENT

Course #2523-05

April 25-29, 1966

AMA Headquarters, New York City

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

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. THE MORAL RESPONSIBILITY OF PUBLIC RELATIONS

What Public Relations Is Not. Unwise and Improper Uses of Public Relations. Developing a Code of Ethics.

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 Is 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. PROJECT SESSIONS

Case Problem on Communication.

X. PREPARING A PUBLIC RELATIONS BUDGET

New York vs. Elsewhere — Outside Counsel, Graphic Arts, Other Public Relations Services.

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 Multi-Company 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. EMPLOYEE AND LABOR RELATIONS

Human Relations in Business. Communication from Management to Employee. Media of Communication with Employees. Communication from Employee to Management.

XVI. PROJECT SESSIONS

Case Problem on Advertising.

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. INTERNATIONAL PUBLIC RELATIONS

Climate of Public Relations Abroad. Public Relations of American Firms Overseas. International Public Relations Council. Foreign Public Relations in the United States.

XIX. CORPORATE CONTRIBUTIONS

Setting Up and Achieving Management's Objectives in Corporate Giving.

XX. BUSINESS FILMS

Examples and Discussion of the Effective Use of Business Films.

XXI. PANEL DISCUSSION

Full Group Discussion of Individual Problems.