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## UF to Mark Historic Anniversaries

### 50 Years of Teaching Public Relations

A retreat and symposium will mark the 50th year of public relations education at the University of Florida. Edward L. Bernays, distinguished author, educator and senior statesman in the field, will address the symposium. He is considered "the father of public relations education."

The anniversary celebration is a joint project of the Department of Advertising and Public Relations and the UF Public Relations Advisory Council. Council member Billy Bowles, media resources director for General Telephone Co. of Florida, has chaired the special committee working with department chairman Dr. Joseph R. Pisani and Prof. Frankie A. Hammond, faculty chair of the program.

A retreat on Jan. 26-29, 1984, will bring together six respected public relations practitioners in corporate, health care, association, international, financial and counselor/agency fields. According to Pisani, "each practitioner will be asked to reflect on the impact of high technology on the future of his or her area."

Each expert will make a formal presentation at the two-day Gainesville symposium on Jan. 31-Feb. 1.

The first course titled "public relations" appeared in the 1934-35 University of Florida catalog. Bernays, now in his 90s and living in Boston, is generally recognized as having taught the first college course at New York University in the 1920s. He wrote *Crystallizing Public Opinion*, the first textbook in the field, and *The Engineering of Consent*. Bernays will review the "Last 50 Years" of public relations education and practice.

Dean Ralph L. Lowenstein is scheduled to conclude the symposium with an address on "The Future of Public Relations Education at the University of Florida."

The University of Florida program was cited in 1982 as the largest of its kind in the report, "Where to Study Public Relations — A student's guide to academic programs in the U.S. and Canada 1982."

A new Bachelor of Science in Public Relations degree awaits action by the Board of Regents. It is expected to be approved for the 1984-85 catalog.