



a course/April 17-21, 1972/New York City

Is your message coming across loud and clear?

CORPORATE PUBLIC RELATIONS MANAGEMENT



American Management Association

Your company may be doing
a great job, but do enough people
know about it?

CORPORATE PUBLIC RELATIONS MANAGEMENT

a course

April 17-21, 1972

New York City



We help your
company grow.
By helping your
people grow.

To Register — fill out and return the card. Or, wire or phone the Registrar at the address given. Registrations must be made in advance, and may be made up to the time of the meeting, subject to confirmation. Applicants should not come to the meeting without advance confirmation. Confirmed registrations cancelled later than one week before the meeting are subject to a \$25 service charge. Registrants whose applications have been confirmed and who fail to attend a meeting are liable for the entire fee unless they contact the Registrar prior to the meeting to cancel their reservations.

Hotel Accommodations — AMA does not arrange hotel accommodations. However, the Americana Hotel (7th Ave. at 52nd St.) will hold a limited number of rooms for registrants up to two weeks before your meeting starts. These rooms will be at either the Americana Hotel itself, or at the City Squire Inn (affiliated with the Americana) — both within one block of the American Management Association Building. To take advantage of this service, act promptly to be sure of accommodations. Please contact the Americana Hotel directly for reservations, mentioning AMA to assure preferred treatment.

Registration Fees — The full fee is payable in advance and includes the cost of all luncheons and meeting materials.

	AMA Members	Non- members*
5-day Course	\$425	\$490

*Nonmembers: Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.

TAX DEDUCTION FOR EDUCATIONAL EXPENSES

Treasury regulation §1.162-5 permits an income tax deduction for educational expenses (registration fees and cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills required in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition to retention of employment, job status or rate of compensation.

Please cut along dotted line and fold to insert in envelope.

AMERICAN MANAGEMENT ASSOCIATION, INC.

The American Management Association Building

135 West 50th St., New York, N. Y. 10020

Tel. (Area Code 212) 586-8100 (TWX 710-581-6530) Telex 12-6861

NAME _____			TITLE _____	
COMPANY _____ (Please use full name)				
DIVISION _____			SUBSID. OF _____	
STREET _____			TEL. NO. _____	
CITY _____	STATE _____	ZIP _____	<input type="checkbox"/> This confirms phone registration	

NAME _____			TITLE _____	
COMPANY _____ (Please use full name)				
DIVISION _____			SUBSID. OF _____	
STREET _____			TEL. NO. _____	
CITY _____	STATE _____	ZIP _____	<input type="checkbox"/> This confirms phone registration	

☐ Please register the above executives for AMA's Course #2523-03, CORPORATE PUBLIC RELATIONS MANAGEMENT, to be held April 17-21, 1972, at AMA Headquarters in New York City.

The full fee is payable in advance. Check enclosed. ☐

☐ I am entitled to the AMA Member fee.

☐ Please send membership information.

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American Management Association
 The American Management Association Building
 135 West 50th St., New York, N. Y. 10020

CORPORATE PUBLIC RELATIONS MANAGEMENT

a course prepared with the assistance of the PUBLIC RELATIONS SOCIETY OF AMERICA

Does your P.R. program go far enough in "selling" your company to its various publics?

That means top management too. Are they sold on the fact that they're getting their money's worth from P.R. despite staff and budget cut-backs?

Check these vital areas and see how well your P.R. program relates to corporate objectives:

NEW PRODUCTS — what are the latest techniques for introducing and publicizing them?

EMPLOYEE PUBLICATIONS — are they received with interest or merely apathy?

THE ANNUAL REPORT — Does it create a favorable impression of your company at the very first glance?

FINANCIAL DISCLOSURES — Do you understand the implications of the recent SEC actions?

INVESTORS — Are you impressing both the professional investor and your "Aunt Jane" individual shareholders?

THE PRESS — Does your story get the attention and exposure you feel it deserves?

SPECIAL INTEREST AND MINORITY GROUPS — Are you reaching them or turning them off?

DISASTERS AND EMERGENCIES — Are you set up to handle them in such a way that won't hamper your company's image?

MEASURING P.R.'s IMPACT — Are you thoroughly versed in the latest methods for gauging your department's effectiveness?

Spot your department's Achilles heel? AMA's exciting course — Corporate Public Relations Management covers all the latest methods for upgrading P.R. quality.

You'll learn from a faculty of Public Relations experts with broad, practical experience in the field. You'll see how a broader PR background can help you sell a better PR program to management.

Check the outline to see how much you'll cover.

Special feature — half-day session focusing exclusively on annual reports

and in-house publications — bring your mechanicals for the advice of experts.

You'll get actual practice in developing techniques that will enable you to get a better response for your efforts.

Act now to ensure your place.

Over-all registration is limited. So you should register today. Just fill in and return the clip-out card. Or, for immediate confirmation of your reservations, call or wire AMA's Course Registrar in New York City.

Why team attendance is important. It's one thing to come away from a course with valuable ideas, quite another to implement them. *The implementation of a new method usually requires the understanding and enthusiastic support of more than one person.* That's why — if your PR managers share responsibilities — it's vital they learn together . . . so they can pool their thinking and start building their plans for improving the PR program while in attendance.



When and Where

April 17-21, 1972

AMA Headquarters
New York City

Meeting starts Monday, 9:00 a.m.

Course #2523-03

Chairman:

ELIAS BUCHWALD
President
Burson-Marsteller
New York, N. Y.

Guest Speakers:

ISADORE BARMASH
Assistant to the
Financial Editor
THE NEW YORK
TIMES
New York, N. Y.

JACK R. RYAN
Director of
Public Relations
Olin Corp.
New York, N. Y.

WILL W. WHITE III
Senior
Vice-President
Wilson, Haight
& Welch/
Public Relations
Hartford, Conn.

BRUCE W. MARCUS
Senior Vice-President
Rogers, Cowan
& Brenner, Inc.
New York, N. Y.

JAMES E. MURPHY
Director of
Public Relations
& Merchandising
Owens-Corning
Fiberglas Corp.
Toledo, Ohio

MARTIN STONE
Chairman
Monogram
Industries Inc.
Los Angeles, Calif.

ROBERT JACKSON JR.
Director Public
Information
Argonne National
Laboratories
Argonne, Ill.

CHESTER BURGER
President
Chester Burger
& Co. Inc.
New York, N. Y.

ROBERT O. LEHRMAN
Vice-President,
Public Affairs
Consolidated Edison
Company of
New York
New York, N. Y.

VICTOR KIAM II
President
Benrus Corp.
Ridgefield, Conn.

WILLIAM F. NOONAN
Vice-President,
General Manager,
New York Office
Burson-Marsteller
New York, N. Y.

MARY POSNER
Vice-President
Harshe-Rotman
& Druck Inc.
New York, N. Y.

HERBERT C. ROSENTHAL
President
Graphics Institute Inc.
New York, N. Y.

CHARLES A. SENGSTOCK, JR.
Corporate Public Relations
Manager, Western Region
Motorola Inc.
Phoenix, Ariz.

EDGAR A. GRUNWALD
Editor
PURCHASING
WEEK
New York, N. Y.

GERARD VAN SCHENDEL
Public Relations Director
Union Minière
Brussels, Belgium

JOHN S. TOMKINS
Time Magazine News Bureau
New York, N. Y.

Course Outline

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. COMMUNICATIONS EFFECTIVENESS — PERSON TO PERSON

Semantic Aspects of Communicating by Mass Media. Interpersonal Communications — Factors — Blocks — Gateways. Group Task and Realistic Exercise in Person to Person Communications. How to Listen Effectively.

III. 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.

IV. 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.

V. CORPORATE IDENTIFICATION

The Development and Projection of Favorable Traits and Characteristics Continues to be an Important Function of a Sound Public Relations Program.

VI. MEASURING PROGRAM RESULTS

Public Research Facilities and Techniques. Other Sources of Information About the Public. Using Public Relations Research. Using Research for Organization.

VII. THE ANNUAL REPORT

The Public Relations Executive is Playing an Increasing Role in the Handling of the Corporate Annual Report. The Timing Necessary for Preparation, the Collection of Information, and Other Pertinent Data.

VIII. PUBLIC RELATIONS SERVICES

A Guide to and Critical Analysis of the Many and Varied Services Available to Public Relations Managers.

IX. PRESS RELATIONS

Establishing Good Press Relations. Planning and Preparing Publicity. Handling Accident and Disaster Problems. Preparing Feature Stories, Articles, Etc.

X. 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.

XI. PUBLIC RELATIONS AND ENVIRONMENTAL PLANNING

Environmental Pollution Activity Has Created an Urgent Need for Industry to Communicate with the Press and Government. This Demanding Assignment must Help Bridge the Gap Between Industry and Its Publics.

XII. 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?

XIII. WHY, WHEN AND HOW — OUTSIDE COUNSEL

Why, When and How Can an Outside Agency Complement Effectively an Internal Public Relations Staff. How Can their Time and Talent Be Used to Maximum Advantage.

XIV. WORKING WITH A MAJOR STOCK EXCHANGE

History and Function of a Stock Exchange. Advantages and Disadvantages of a Company Listed or Being Listed on a Stock Exchange. Techniques for Smoother Relations.

XV. 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 to Corporate Headquarters.

XVI. IMPACT OF MINORITY CRISIS ON PUBLIC RELATIONS

The Role that Public Relations Can Take to Help Management and Stockholders Play a Leading Role in Effecting Real Progress for the Disadvantaged.

XVII. 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.

XVIII. PUBLIC RELATIONS ASPECTS OF CORPORATE DISCLOSURE

Disclosure Requirements. Recent Developments and Decisions. The Disclosure System. Areas for Timely Disclosure. Insuring Disclosure Compliance and Avoiding Repercussions.

XIX. PANEL DISCUSSION

Full Group Discussion of Individual Problems.