

PUBLIC RELATIONS

**A GUIDE TO
INFORMATION SOURCES**



Alice Norton

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[**Library Public Relations
Ridgefield, Connecticut**]

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FOREWORD

Management processes continue to grow more complex and the range of factors relevant to contemporary decision-making mounts apace. Inevitably, the volume of published information and the number of institutions and agencies which aid in the identification of factual material increase correspondingly. The variety of materials, publications, and institutions useful in providing the factual basis for informed management judgments varies considerably from one field to another. Often, the businessman, government official, student, and librarian will lack a comprehensive and organized inventory of the resources available for fact finding in a particular field. One inevitable consequence is that the opportunity to apply appropriate factual information to the problem-solving process may be lost.

The MANAGEMENT INFORMATION GUIDE SERIES is being developed expressly in order to overcome this deficiency in basic business research tools. Each volume is edited by one or more individuals known to be expert in the subject matter of the field as well as in the information resources applicable to the problems of that field. Each is devoted to a topic of broad interest to business and professional personnel. Each work in the series is designed to direct the user to key sources by arranging, describing, and indexing published sources as well as the programs and services of organizations, agencies, and facilities, which in combination make up the total information scene of each of the fields covered.

PAUL WASSERMAN
Series Editor

PREFACE

The compiler of a book of information sources in the field of public relations faces two major challenges. The first relates to the scope of the field. Public relations practitioners have not yet agreed on the boundaries of their territory. The second obstacle is that, unlike the subjects of many books in this Gale series, public relations has no one strong, comprehensive library. The Public Relations Society of America's Information Center, however, does have the potential to become such a resource.

In defining the scope of the book the compiler was guided by the basic handbooks and the current thinking of leading public relations practitioners and professors. The problem of locating material was never completely solved. For this reason the section on public relations for special fields is far from inclusive. The information given should, however, lead the reader to other sources.

The other major section which is incomplete is the one on tools. Public relations practitioners use such a variety of tools that these could themselves become the subjects of a number of books. In fact, a book on printing is planned for this Gale series. Rather than omit these tools altogether, however, it seemed useful to include even this incomplete coverage.

In preparing the book the compiler had in mind the following publics as its major users: librarians in public, special, college and university libraries; public relations practitioners; and college and university public relations faculty and students. Some materials should also be useful for those without training in this field who carry out public relations functions, either as paid workers or volunteers. Because most of these publics need working tools, rather than historical documents, only a few materials published before 1950 are listed. Out-of-print items, however, have not been excluded. The section on international public relations was prepared for the book's primarily American audience.

Work on this book has been a stimulating second occupation during the two and a half years from late 1967 until early 1970. All of the work was done in New York, most of it at the New York Public Library and the Public Relations Society of America. The Brooklyn Public Library's Business Library and several special libraries also were helpful sources of information and materials. J. Carroll Batemen read the entire manuscript and offered valuable suggestions. Among the many others to whom the compiler is grateful are: Ruth Kimball Baum, Robert L. Bliss, Eleanor Blum, Scott M. Cutlip, Milton Fairman, Agnes S. Galban, L. L. L. Golden, Howard P. Hudson, Patricia Luthin, Mary

PREFACE

A. McNierney, Sylvia Mechanic, Donna Pierre, Elmo Roper, Marion L. Simmons, Dr. Frederick H. Teahan, and Harold N. Weiner.

The compiler hopes that every user will find the book of value and that its errors will prove to be minor ones.

Alice Norton

March 3, 1970

INTRODUCTION

Histories of public relations frequently trace its beginning back to ancient Greek and Egyptian times. It is generally agreed, however, that public relations as an organized field of work is a 20th century, American creation. The development of huge corporations, government agencies and other organizations; the growth of mass media; the rapid social changes in a complex society -- all these have led to the development of public relations.

And exactly what is public relations? Although there is still no one definition, leading practitioners are approaching agreement. A definition which describes the work of the best public relations practitioners and also sets a standard for all to follow is one formulated by J. Carroll Bateman, a former president of the Public Relations Society of America.

Mr. Bateman's definition is: "Public relations is the planned effort of a business organization or other institution to integrate itself into the society in which it exists."

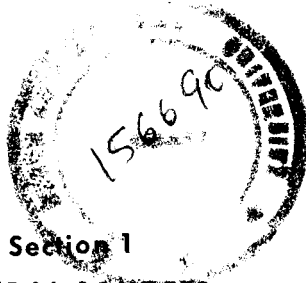
Based on this definition Mr. Bateman describes the public relations practitioner's role as having three aspects. "First, he is an evaluator of the attitudes, beliefs, trends and goals of society, with special reference to the client or employer whom he represents. Second, he is a counselor to management in the sociological area. Third, he is an expert communicator." Mr. Bateman believes that public relations should concern itself not with the manipulation of people but with their continuing education and that the public interest should always take precedence over the special interest of employer or client.

That public relations practitioners are still formulating a definition should perhaps not be surprising. After all, until the late 1940's the term publicity was the one most often used in dictionaries and encyclopedias and by libraries for the classification of materials. During the last 25 years, however, publicity has taken its rightful place as a valuable, but subsidiary, tool within the broader field of public relations.

During this time both the quality and quantity of materials have grown. For example, a number of the best items included in this book have been published within the last year. It seems certain that in the future the more than 100,000 men and women employed in the field (about one-fourth of them public relations practitioners) will rely more and more on sources of information to help them carry out their important work.

NOTE ON ABBREVIATIONS

Recent surveys among public relations practitioners and editors have shown that although the field is widely referred to as "PR" in conversation, opinion is divided on the preferred written form. The compiler joins those who use "public relations" in writing. In general other abbreviations are also avoided in this book. An exception is "PRSA" for the Public Relations Society of America.



Section 1

GENERAL SOURCES

Section 1

GENERAL SOURCES

HANDBOOKS AND DICTIONARIES

Three books which offer a general introduction to public relations are the handbooks by Stephenson and Lesly described below and the Cutlip and Center book which is described on p. 21 in the section, "Basic Guides." These not only give an overview of various aspects of public relations but also include bibliographies and other sources of information.

Among the four handbooks named below, Lesly and Stephenson are comprehensive. Revisions are published periodically and new editions of both are scheduled for 1970 or 1971. A businessman who includes public relations as part of his administrative work will find Dartnell useful. Adams is less formidable in size and scope and may therefore be preferred by the newcomer to the field.

Adams, Alexander B. HANDBOOK OF PRACTICAL PUBLIC RELATIONS. New York: Crowell, 1965. 319 p. photos. biblio.

More of an introduction to the field than a handbook, this will interest either a person training to be a public relations practitioner or someone who plans to hire one. The readable chapters on techniques are based on a sound philosophy. Appendixes: clipping services, picture sources.

Darrow, Richard W., et al. THE DARTNELL PUBLIC RELATIONS HANDBOOK. Chicago: Dartnell Corp., 1969. 944 p. photos. biblio.

The Dartnell staff has edited this book, which is updated about every two years, for management of medium-sized companies which do not have public relations specialists on their staffs. Theory and practical examples from the business world are well mixed. The book includes: general philosophy of public relations; internal communications with employees, external communications with stockholders and the community; tools and media with discussion of opinion polls and surveys; and international public relations. Appendixes: direct mail information; media using special interest news releases.

Graham, Irvin. ENCYCLOPEDIA OF ADVERTISING, 2nd ed. New York: Fairchild, 1969. 494 p. illus.

Although the more than 1100 entries focus on advertising, the book

Section 2
SPECIAL FIELDS AND SPECIAL PUBLICS

Section 2

SPECIAL FIELDS AND SPECIAL PUBLICS

The experienced public relations practitioner can move from industry to non-profit association to government agency and adapt his work to the needs of his organization. This orientation, however, will be accelerated if he consults the publications and public relations groups in his new field. The materials in this section are examples of those to which he may turn. They also can be of major importance as a guide to management when a trained public relations staff is not part of the organization.

Whenever possible at least one book in a field has been included. The reader then can use the bibliographies as guides to other materials. In general, theoretical information in these specialized books is not as sound as that found in the basic handbooks, but the examples and points of view are valuable.

PUBLIC RELATIONS COUNSELING

The practitioner who wants to operate his own firm will find help in the handbooks and general guides. From time to time journal articles offer practical advice. PRSA's counselors Section was formed for the exchange of ideas; the two pamphlets listed below suggest the interests which members share. The book indicates the type of help which can be found in materials on related fields.

Lyon, David G. OFF MADISON AVENUE. New York: Putnam, 1966. 246 p.

Written by an advertising man who opened his own firm in Connecticut, the book offers useful information for the public relations counselor who wants to know how to operate an office and attract new business.

Public Relations Society of America, Inc. Counselors' Section. FEES, CHARGES AND OVERHEAD IN THE PRACTICE OF PUBLIC RELATIONS. New York: 1961. 80 p.

This useful study report tells how public relations counselors establish their fees and how they report to clients. The information was gathered through written questionnaires and interviews. Extensive anonymous quotations give the flavor of the business attitudes of public relations counselors and suggest areas needing improvement.

Ibid. PUBLIC RELATIONS AND PUBLIC RELATIONS COUNSELING. New York: 1966. 12 p.

This pamphlet describes the services of the public relations counselor,

Section 3
PUBLIC RELATIONS TOOLS

Section 3

PUBLIC RELATIONS TOOLS

As a varied and changing field, public relations today encompasses no one set of tools and techniques. In fact, at the heart of the investigation of whether public relations is a profession is the knotty question of what constitutes its body of knowledge.

In the past, most public relations practitioners came from journalistic fields. And even now most public relations courses are taught in schools of journalism. This has led to an emphasis on the mass media, especially press relations. There has been, however, an increasing use of the findings and methods of the social sciences as well as closer collaboration with specialists in such fields as fund raising.

The areas included in this section of tools should not be considered exhaustive. These areas generally parallel those subjects covered in the basic handbooks. Undoubtedly a major influence on the selection has been the particular material with which the compiler has worked. Of course almost every area of this section could in itself become the subject for a Management Information Guide. A book in this Gale series is indeed being prepared on the field of printing. Among the many additional tools which might have been included are materials on public speaking and a comprehensive treatment of design and graphics.

ATTITUDE AND MARKETING RESEARCH

As public relations has developed beyond publicity into a broader management function, the role of research has increased. The public relations practitioner must be well-informed about the organization for which he works, its various publics and the society in which it operates. Research, under this broad definition, can include everything from a two-day literature search at the public library to a long-term survey conducted by specialists. Such study, which draws on many other other fields, must be a continuous part of the public relations process. In the larger public relations departments and consulting firms research specialists are sometimes included on the regular staff.

The one area from the broad field of research which is included in this book is that of attitude and marketing research. In earlier years much of this research might have been referred to as "public opinion studies." Obviously this important field, which is even younger than public relations, could be the subject of an entire book in this series. Background information on this research

Section 4
PUBLIC RELATIONS ASSOCIATIONS
IN THE UNITED STATES

Section 4

PUBLIC RELATIONS ASSOCIATIONS IN THE UNITED STATES PUBLIC RELATIONS SOCIETY OF AMERICA

Public Relations Society of America, 845 Third Ave., New York, New York 10022. Telephone: (212) 751-1940.

With more than 7000 members and 68 chapters, PRSA is the major national association and the primary spokesman for the field. Its present membership represents the following occupational categories: corporations, 31%; counseling firms, 31%; associations, 13%; colleges, 13%; and governmental agencies, 12%. (Approximate figures.)

The society was founded in 1948 when the American Council on Public Relations joined the National Association of Public Relations Counsel. In 1961 the American Public Relations Association merged with PRSA to make one national association.

Membership is open to qualified men and women who are actively engaged in public relations work. A voluntary accreditation program became compulsory on January 1, 1969. For those joining now, active membership requires five years of public relations experience on an executive level, approval of the Accreditation Board and the passing of written and oral examinations. A person who has worked in public relations for one year may be sponsored as an associate member. A college graduate who belongs to the Public Relations Student Society of America or meets its requirements may be sponsored for pre-associate membership. A PRSA member belongs both to a local chapter and to the national association. By January, 1970 PRSA had accredited 1734 members. The Counselors Section accepts as members those who are in executive positions in counseling firms. The Business and Professional Association Section includes members engaged in public relations for associations.

PRSA activities and services include:

- Annual national conferences; regional conferences, workshops and seminars.
- Chapter meetings, workshops and special chapter projects.

Publications:

- PUBLIC RELATIONS JOURNAL, monthly magazine;
- PRSA BULLETIN, monthly newsletter;
- PRSSA FORUM, semiannual newsletter published by the Public Relations Student Society of America;
- PUBLIC RELATIONS REGISTER;
- and a variety of pamphlets and reports.

Section 5
CAREER IN PUBLIC RELATIONS

Section 5

CAREERS IN PUBLIC RELATIONS BOOKS AND PAMPHLETS

Public relations is an expanding field which offers a variety of career opportunities. In 1967, THE PUBLIC RELATIONS QUARTERLY reported a survey of 1200 public relations counselors and corporation executives showed that 73% named as a major problem the scarcity of professional public relations practitioners. A PRSA study revealed that between 1964 and 1969 the percentage of graduates of journalism schools who entered public relations nearly tripled.

Information about public relations, its requirements and opportunities, can be found in the basic guides, handbooks and journals. Faculty members who teach public relations are good sources of information. Often they combine teaching with the practice of public relations. And the biographies and autobiographies of leaders can be helpful as career guides.

The Public Relations Society of America, either through its headquarters office or through local chapters, is a valuable source of information. PRSA produced and distributes the following free pamphlet:

Public Relations Society of America. AN OCCUPATIONAL GUIDE TO PUBLIC RELATIONS. New York: 1969. 24 p. biblio. Former title: LET'S CONSIDER PUBLIC RELATIONS.

Describes public relations work, including its advantages and disadvantages. Suggests qualifications needed and how to prepare for and find a position.

An example of a pamphlet on a specialized area is the following:

Baker, Madeline. CAREERS IN MUNICIPAL PUBLIC RELATIONS. Washington, D.C.: National League of Cities, 1965. 9 p.

Describes this specialized field briefly and outlines employment opportunities and educational requirements.

Bernays, Edward L. YOUR FUTURE IN PUBLIC RELATIONS, rev. ed. New York: Richards Rosen Press, 1966. 158 p. biblio.

Sound vocational guidance including a history of the field and current opportunities. Appendix lists colleges and universities which offer courses in public relations.

Brown, Mary Loretta Therese. ANGELA IN PUBLIC RELATIONS (A Dodd Mead Career Book). New York: Dodd Mead, 1964. 243 p.

A college girl spends a summer on the staff of a public relations agency in this novel written for teenage girls. The author is an

Section 6
INTERNATIONAL PUBLIC RELATIONS

Section 6

INTERNATIONAL PUBLIC RELATIONS

Public relations as an important function of management has been a 20th century American development. It should not seem surprising then that the growth of public relations outside the United States has been primarily stimulated by the growing international role of American business firms. Most of this development has taken place since World War II. Public relations, American-style, is strongest now in western Europe, Canada, South Africa and Japan. A number of Americans who work in this field believe it will continue to flourish best in those countries which have an economic and political structure somewhat similar to ours.

International public relations has been called "the growing edge" of the field and some American firms have offices abroad or even specialize in this work. Other public relations practitioners, however, believe that since the most effective public relations work will be carried out primarily by nationals of a country the term "international public relations" is a misleading one.

To help develop local skills abroad, some American companies conduct training programs. As an example of cooperative action the Council for Latin America, an organization of 150 American corporations, has sponsored public relations courses in various Latin American countries.

The International Public Relations Association helps to set standards and encourage communication. For instance, when the IPRA secretary, who has his headquarters in Athens, visited Japan during a world tour his speech on public relations was well covered by one Tokyo English-language newspaper.

The books and journals included in this chapter, as well as elsewhere in the book are, with a few exceptions, written in English. Except for the section on Great Britain they are primarily limited to United States publications.

GENERAL MATERIALS

Most of the general handbooks have sections on international public relations. The chapter in Stephenson's HANDBOOK OF PUBLIC RELATIONS gives information on agencies which work abroad. Robert Bliss, who is a former president of the International Public Relations Association and works in the field of international public relations, has prepared the international chapter for the next edition (1970 or 1971) of this handbook.

ABOUT THE AUTHOR

Alice Norton operates Alice Norton, Library Public Relations, a small firm in Ridgefield, Connecticut which specializes in services to libraries and other educational and cultural agencies. Before opening her own office her work included magazine editing, writing television continuity, editing a company publication and serving for nine years as public relations director for two public library systems. Miss Norton is a professional librarian, a member of the American Library Association, and an accredited member of the Public Relations Society of America.

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