

## CHAPTER 10

# *You Are in Public Relations*

**Y**ES, you are in public relations as soon as you accept a business position. Of course, you have been a part of the public relations of several groups even before you entered business, though you may not have realized it. That is to say, your conduct as a part of your school, your church, your clubs, your community, and even your country has helped to determine the public's opinion of those groups or organizations.

It has been said that the most important factor in determining our lives is our relation with the people with whom we come in contact.

In business work, the term *public relations* takes on new significance because public relations has become a motivating force throughout every modern business organization. Your company may have a Department of Public Relations which carries on a company program, but each individual on the payroll is a contributing member to that program.

### ***What Is Public Relations?***

You'll find many definitions of public relations. In fact, one hears this term and reads about it frequently in connection with a business or trade association; an industry such as Banking, Insurance, or Motion Pictures; a philanthropic organization such as

the Red Cross; a public service such as the Public Library or Public Transportation; and government services such as the Armed Forces or Savings Bonds.

A public relations program for a business concern aims to establish for the company a good reputation based on high moral standards and ethical principles.

Who is this public that determines the reputation of your company? It is all the people who have contact with the company or who hear about the company and who, by word or action, affect the company. That can mean a great many people! This is especially true when you realize that your company is not just a name or a group of officers. Your company is made up of people, including all the employees from the chairman of the board to the part-time worker. In this way, every employee of your company helps determine its reputation. Therefore, when you are employed you contribute to the public relations of your company.

The importance of people is a new concept of modern business which places an extra responsibility on each employee as well as on management. As an employee, you not only assume responsibility for your own reputation but you contribute to the reputation which the public attributes to your company.

### ***Publicity and Public Relations***

Public relations is not to be confused with publicity, which is just one of the tools of the public relations program. Publicity means acquainting the public with the goods, services, and policies of the company. Publicity is a word that has been abused by stunts and extravagant devices to get public attention for many kinds of products, affairs, and people. Use of good publicity to interpret the company to the public will be discussed in Chapter 11.

As part of the company public relations program, you should understand your relation to management, your co-workers, and the company's public.

### ***Management and Public Relations***

The management officers of your company have established policies to guide the public relations program. If your position

is one in which you sell goods or services to the public, you are taught the fundamentals of salesmanship in terms of good relations with your customers. Even if you do not meet the customer-public in your work, you do influence public opinion in your outside contacts.

The company reputation is your Number One business. Learn all you can about your business organization through company magazines, publications, letters to employees and to the public, and through advertisements and personal contacts with company personnel. Then you can speak with authority and confidence.

### ***You and the Public***

You are an ambassador of good will to make friends for your company. How often can you perform this assignment effectively?

If you are in a position of direct contact with the public, you should make a conscientious effort to study and practice the art of salesmanship. You may think you are selling just products or services but, always, you are selling the good will of your company. If you can, take a course in salesmanship. This has become a highly skilled profession in our competitive system of free enterprise. You can get books and magazines on salesmanship from the public library. Learn to be a good salesman.

Personal contacts represent an important method of establishing good public relations. These contacts may be during business hours or in your association with people outside of your work. These contacts may be person to person, or in small or large groups. Wherever you are known as an employee of the company you can build good will.

This responsibility can be most stimulating and helpful in developing your personality. You may be timid and hesitant about selling your ideas, your accomplishments, or your successes. But if you are convinced of the quality of your organization's products, services, and ethics, you will find it easy to sell ideas, accomplishments, and the success of your company. You will learn to think in terms of *you* and *we*. You will become more interested in people, how they think, what they need and want, and how they react to suggestions. Human relations take on new meanings when you represent a company instead of just yourself.

You will appreciate readily the importance of personal contacts if you stop to think why you shop at one store instead of another. You often go to the store to get a brand of goods you can trust. But if two stores sell the same brand, *you shop where you like the people*. Sometimes your choice of brands is decided by the reputation of the company or the people who represent the company.

You can directly and indirectly influence the financial success of your company by your good public relations.

### **Criticism and Complaints**

All of us like to receive praise and approval of our work. Generally, however, we learn more by conscientious analysis and appraisal of criticisms and complaints. Your work would be easier if everyone agreed with you, but personal opinions, needs, and wants differ.

In your work, give serious consideration to every complaint received from a customer. This is not an easy task. A natural reaction is to defend the company and to belittle the judgment of the complainer. But stop to think, "How can I win a friend?" If the complaint is received when you are talking to a person, you can establish a friendly attitude and try to understand that person's viewpoint. What are the facts about the product, the service, the causes for the complaint? Perhaps the complaint is justified. Mistakes do happen.

If the product is wrong or the service faulty, follow the company policy in correcting this situation, or get advice from the company on handling this case. Always make sure the customer understands that this is an exception and that you are glad it was reported to you. The confidence of the customer is of greater value than the cost of the product.

Often you will find that your company gives very definite instructions on handling complaints. There will be an established rule as to your attitude toward the cus-



A natural reaction is to belittle the judgment of the complainer.

tomers, the degree of authority to make amends, the method of reporting the complaint, and the follow-up procedure.

If the complaint is received in a letter, be prompt in answering. Take time to visualize the sender of the letter. And *always* give the benefit of the doubt to the writer. Be friendly and helpful and make a friend. Letters in answer to complaints will be a real test of your tact and your ability to turn a dissatisfied customer into a loyal customer. That is good public relations.

### ***Friendly Competitors***

Good relations between competitors is part of the modern practice of business today. Associations, institutes, and other organizations of companies with similar interests have established a code of ethics for mutual benefits and for good competitive practices.

In your loyalty to your company you may be overzealous. Never underestimate the value of a good competitor. Competition is the basis of our free enterprise system. You should be able to sell your company, its products, and its service on merit, without resorting to unjust references to your competitors in business. You should become informed on the products and practices of competitors but you will win more friends for your company if you play the competitive game fair. Criticism of another company, their products, services, or employees is not a socially desirable practice. Good public relations means good conduct in all business relations.

### ***Telephone Relations***

How are your telephone relations? Whether you make a call or answer a call, do you show the same friendly courtesy you would if you were talking directly to the person? Do you keep a pencil and pad handy to jot down names and important points? Do you always remember you are speaking for your company? Reread the suggestions for use of the telephone in Chapter 7. Telephone courtesy is often emphasized in company policy because the telephone plays such an important part in establishing a good reputation for your company.

### **Letters and Public Relations**

Do you write letters to your friends when you have some news to tell or when you can be of help to them? Then, you know the person to whom you are writing and can imagine the reaction to your letter. Perhaps you are like most girls and have been rather careless about the stationery you used, the appearance of the letter, spelling, and lapses of good English. You may have excused yourself by saying, "My friends understand me and won't care as long as they get a letter."

A very different situation occurs when you write a business letter to an unknown or slightly-known person. There, the cold facts of appearance and content speak to your public. There is no one to interpret your meaning or to say, "She means well."

When you are in business, you may find that letters become an important part of your contact work with the public. You may have to write many kinds of letters to many kinds of people. Their opinion of your company may be influenced by just *one letter* you write. Isn't that a sobering thought? Isn't it important that you make a conscientious effort to write the right kind of letter?

Although one of the most important ways to build good will is through personal contacts, letters can be almost as effective. Too, they reach a vast audience which you could never contact personally. Each business letter can be an ambassador of good will. Winning and holding good will is a big public relations job.

### **Your Attitude**

*You* is one of the most powerful words in the English language. We all like to feel important and to feel that a letter brings a personal message from the sender. The *you* approach connects the message from sender to receiver.

When you write a letter, try to visualize the person to whom you are writing. Write to a person, not to a name.

### **Learn From Letters Received**

You can learn many things from the letters you receive. Did the sender misspell your name or send it to *Mr.* instead of *Miss*? Was the company name wrong? A *you* approach in such a letter fails to carry much weight in giving a personal feeling.

Can you get an idea of a need or a desire from the mail you receive? Sometimes a letter points the way to a new approach in messages to the public. When someone takes time to write to the company, this fact indicates consumer reaction. If several letters bring a similar point of view, you should become more aware of the significance of the reaction.

Never underestimate the importance of letters received. Never take lightly the responsibility of reading and answering business letters.

### ***Practice Letter Writing***

Learn to write good letters, the kind you like to receive. From your analysis of the letters you receive, you can learn what to avoid as well as what words, phrases, and styles arrest your attention and give you a friendly feeling. Practice writing letters and reading them critically. Then rewrite them. Would you like to receive such a letter?

Sometimes you'll find that a company allows different kinds of stationery for special letters. This means that you may be able to have more personalized and less formal stationery than the standard business paper.

The form of the letters may be set by company policy but leeway may be given for salutations and closings for letters from your department. There is a trend to make business letters less stilted and formal so that the receiver feels the friendly personality of the letter writer.

The purpose or reason for writing the letter often determines the form of the salutation and close. The body or the real message varies in content and form but the spirit of friendliness should permeate even the most routine letter.

### ***The Aim or Purpose of the Letter***

Why should anyone take time to read your letter? Most business people are very busy. Today, so many kinds of mail are received in most offices and homes that yours must be distinctive in order to attract the interest and attention you wish.

You may have to write so many letters that you become bored and irked by the task. This need not be so if you appreciate the

importance of each letter as a good public relations service. Letter-writing can become a challenging work which requires continuous study and effort to improve your style. If you excel at letter-writing, you have learned the basic points of orderly thinking, clear expression, and personalized presentation, which will prove invaluable in many other areas of your work.

Every letter should be friendly, sincere, and personalized. Don't try to fool your public by big words that mean little. Short words that express your meaning are most effective. *You* is the key attention-getter. Strong verbs activate your message, whereas strings of adjectives may look amateurish. Aim to invite reading, give information, complete the message, avoid misunderstanding, and make a friend.

Remember that the person who receives your letter should get a mental picture of a company of friendly people.

### **Your Message**

The main part of your letter requires thought. The first sentence gets attention or loses it. The first paragraph sets the stage. Don't *back into* a letter. Give the reason for writing and let the receiver decide whether she is interested in finishing the letter.

Before you start the letter, think, *Why am I writing to you? What have I to say to you?* Think what you have to say and say it. Show the same courteous spirit you would if you were talking to the person.

Avoid stilted phrases like, "Yours of the 25th received." How much better to say, "Thank you for your letter of June 25th. . . ." or "How kind of you to take time to write to us about our new . . ."

Do not belabor a point or ramble along without a plan, but avoid terse and abrupt sentences that jolt the reader or fail to invite continued reading.

Questions are interest-getters. This is especially so if you ask for help or an opinion.

Will you help us decide what kind of booklet will be most useful to you and other women in setting up a savings plan? Enclosed are two ways of giving the same facts. Which one do you like better, number 41 or number 19? (Give a choice.)



Avoid sarcasm, criticism, or any indication that you doubt the sincerity or right of the sender to the opinion expressed in her letter. Praise first before you suggest a different opinion or give an explanation of a possible reason for the complaint.

You are very right in objecting to the advertisement if you have had difficulty in buying this lamp in your store. We sincerely appreciate your suggestion and shall contact your dealer to ask him to stock this lamp for you and other good customers. In the meantime, we hope you will enjoy glancing through the enclosed booklet which gives pictures and descriptions of other attractive home furnishings.

\* \* \*

Thank you for taking time to write to us. Of course, we are very sorry you are not completely satisfied with our lamp, but we appreciate your telling us about it so we can send one of our representatives to call on you to find the real cause of the trouble.

Some letters you receive may seem unjust and harsh. Your loyalty makes you rise to defense and you write a letter that sets the person in her place. That's all right. *Blow off steam* if you must but *never* send the letter! Put it aside for a day. Rewrite it. Read it aloud to someone and get the reaction. *Will my letter help to correct a feeling of ill will or will it antagonize the person who receives it?* You never know the many reasons that caused the writing of the complaint letter. Maybe the letter was a release for hurt feelings caused by something not related to your company.

Avoid dramatics. A letter is not a sales bulletin.

Avoid slang, overworked phrases, and *cute* expressions.

Avoid *I* and use *we* and *our*. Also sprinkle *you* liberally through your message.

Leave the reader with a feeling that your company is a good, friendly company, economically sound and socially desirable. That is good public relations.

### **The Office Memo**

Intercompany letters are usually written on different stationery than outgoing mail, to help mail distribution. If a memo, letter, or report is part of a file, give a title or a subject to the communication to make filing easier:

"Convention, National Association of Advertisers" or "Re: Convention N.A.A."

*Re* is an abbreviation of the Latin word *res*, meaning *thing*. *Re* is commonly used in business for *in re* or *in regard to* or *referring to*.

Keep office memos short, to the point, but complete in meaning. Don't neglect courtesies and the friendly cooperative approach. Avoid criticism of co-workers, opinions based on too few facts, or negative suggestions. Remember modern business is based on new ideas and an open mind to work out a problem together.

Re: Your Memo June 15.

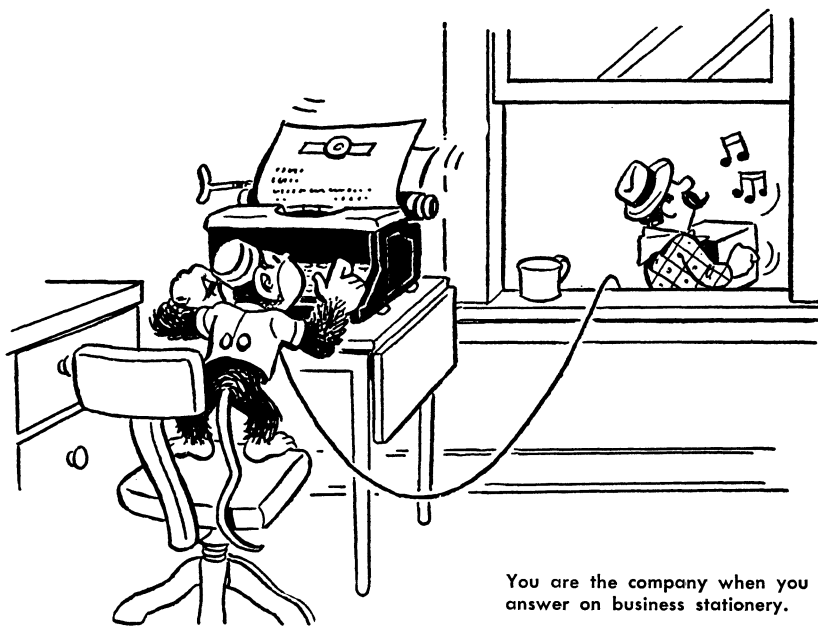
Your suggestion sounds like a good one, and I'll be glad to chat with you about the plans. I've been thinking about the problem and will bring my notes along to see if you think they have merit.

Set the stage for a good conference even though you can't agree with the proposed plan at the present. Listen to the whole idea. Then you may give your constructive suggestion for a change.

Cultivate good employee relations.

### **Letters Concerning Legal Affairs**

You may receive letters offering to sell an idea or a gadget. These require legal advice to avoid questions of patents, copyrights, etc. Do not attempt to handle this type of letter without legal advice. You are the company when you answer on business stationery. Your letter could prove costly.



You are the company when you  
answer on business stationery.

### **Letters for the Experts**

Your letter of June sixth asking for an explanation of the shortage of women's hosiery is sincerely appreciated. You certainly have a right to know why this shortage occurs.

We are referring your letter to Mr. L. R. James of Lee Company who is an expert on the many questions of supplies needed for the manufacture of hosiery.

Because of your interest in consumer problems, we are sending you some of our booklets about interior decoration and items which our company manufactures.

(Send a copy of this letter to Mr. James of Lee Company.)

Don't attempt to be an expert on subjects outside of your field. If someone in your company can answer the letter, send it to him. But if the letter refers to a product or problem outside of your company, suggest a person who can give help. If possible, make the connection so that the answer is handled promptly.

You may get questions about everything from battleships to mouse traps.

### **Letters Giving Reason for a Delay**

You may think we forgot your request for information on our film but we assure you that such is not the case. We are so sorry there has been a delay in publishing this brochure but you'll get your copy just as soon as it is off the press. We hope you'll agree that it is worth waiting for.

*(Delays are understandable, if explained.)*

### **Letters of Apology**

Will you please forgive our error in sending the wrong booklet to you? We misread your letter, perhaps because we have been receiving so many requests for the new booklet we sent you.

*(To err is human.)*

### **Thank You Letters**

*Thank you* takes so little time to say or write, yet how powerful these two words are.

*Thank you for your kindness to me when I was in your city.*

*Thank you for including me among your guests yesterday.*

Courtesies extended to you in a business capacity require the same expressions of appreciation as those of your personal life.

Write a note thanking those who helped you on a committee, who asked you to speak to a club meeting, on the radio, or in any other public relations capacity.

Even when a meeting is large and the guest list was selected automatically, write a note of appreciation. You may have been lost in the crowd, but you become a person in your thank-you letter.

### **Letters of Congratulation**

Congratulations and good wishes upon your recent admission to the Illinois Bar. We hope your future will bring you still higher honors and even greater successes. We are looking forward to serving you . . .

*(Make a new friend and customer.)*

Congratulations to you on completing the planned savings through an endowment policy. To start a plan requires foresight. To complete the plan as you have, requires real strength of character . . .

*(Keep a friend and customer.)*

### **Letters of Application**

Answer every letter received from an applicant even though there is no vacancy. Lend a hand. Be helpful and encouraging.

### **Requests for Information**

Take time to answer letters asking for information. Read the letter carefully so that you understand the real need. Perhaps



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you can send additional help in the form of booklets, reprints of articles, or advertisement. Be sure this material goes forward promptly.

#### ***Invitations Received***

You may receive invitations to openings, exhibits, publicity luncheons, and other business affairs. Good business etiquette is the same as personal etiquette. Write promptly. Show appreciation for the invitation. State your intention of accepting, give a reason for declining, or, possibly, suggest an alternate associate to represent your company.

#### ***Invitations Sent***

Invitations to company affairs may be formal or informal, depending on the nature of the affair and the people to whom the invitation is sent. Formal invitations are written in the third person in a manner similar to a wedding or reception invitation. Informal invitations should give the necessary information in an easily read way. State the reason for the meeting and the name and address or telephone number of the person to whom the reply is to be sent.

Will you have luncheon with us June sixth at one o'clock at the Lowry Hotel? Some of us at Lane Company would like to tell you about a new product we're introducing in this market.

We hope you can be with us. We promise to keep the presentation short so you will feel free to leave at 2:30 P.M. if you wish.

Sometimes novel features are used for invitations. But you had better consult your friends in advertising before you attempt a dramatized invitation. These can be a bit foolish.

#### ***Letters to Company Employees***

Here's the new booklet we offered in a recent advertisement. We want you to be one of the first to see it because we know you, too, are proud of the progress our company has made in this new work.

*(Strengthen the bond of cooperation and mutual interest.)*

#### ***Letters to Business Friends***

Your letter was a most welcome one because we were just noting on our calendar that convention time is almost here.

We'll be glad to meet with you to plan. . . .

Accept professional work in organizations without saying how

busy you are. If you can't work on a committee, give a better reason than that of being busy and offer to help in another way.

Do not be *high-hat* or formal with those in your line of work. Avoid boring them with talk of your work, your success, or your problems. These associates are naturally a bit critical and analytical of you and others in the same work. Teamwork and cooperation help all of you to give better service.

### **Requirements for Writing Letters**

A business letter is one of the most important tools in the business world. A letter can be worth a definite amount of money or can be an intangible, but equally valuable, item to the company as good public relations.

A good letter requires:

Understanding and imagination to know your subject and your public.  
Appreciation of and respect for human nature.  
Good command of English to express ideas clearly and concisely.  
Good judgment in selecting the proper approach to the message.  
A refined sense of humor and good balance in treating each person as an intelligent, honest individual, thereby gaining respect.  
Constant evaluation of its contents as a means of good public relations.

### **Talks, Radio, Television**

Public relations through appearances before groups requires special skill and real planning. Suggested help on these problems is given in Chapter 13.

### **Commercial Research**

Many companies have a Commercial Research Department or employ the services of a research organization to investigate and report on public thinking about the product, services, and good conduct of the company. Sometimes this is called *market analysis* because, by surveys and research, this department analyzes consumer attitudes toward products and the business behind the products.

One company's written code states that "to have good conduct, a business must be economically sound and socially desirable." Economic soundness means that the company must satisfy people's wants and must be run efficiently to make a profit. The Commercial Research Department makes planned contacts with se-

lected segments of the public to sample public opinion and report to management a true analysis of facts.

This is no work for a beginner. Too often, unskilled people attempt to get an expression of public opinion through personal interviews or through questionnaires.

In statistical analysis, it is most important that you have the skill to limit the problem; to select the type, size, and location of the group for *sampling*; to properly word the questions; and to set up the other mechanics of the survey.

In your work, you may want to conduct a little survey to get an expression of consumer likes and dislikes. The best advice to you is, "Don't, until you have read a recent book on the techniques of conducting a survey and can fully understand the mechanics of this work and the dangers of faulty conclusions." If you follow this advice, you will probably conclude that surveys of public opinion are scientific works to be handled by experts. If you are to do this kind of work, be prepared to study and learn the correct methods.

You probably will have occasion to hear and read reports of surveys. You may be asked to help set up a survey. If you wish to advance in your work, you will want to make a study of this important phase of business work.

People's likes and dislikes determine their opinions. It's the little things that count. You receive a letter that sounds stuffy, or unfriendly, or threatening. Your emotions influence your judgment, even though the sender of the letter did not intend to affect you in that way. A clerk in a store seems to treat you with disdain or suspicion. Your emotions cause you to form an opinion not only of the clerk but of the store that hired the clerk.

In this same way, the public forms opinions based on emotions and impressions. The Commercial Research experts aim to determine what the public likes and doesn't like about the products, services, and company. They try to determine what factors influence the emotions as well as the preferences of the all-important public.

Management bases many policies and actions on the result of scientific survey.

### **The Public Relations Department**

The Public Relations Department usually handles *external relations*, whereas the Industrial Relations Department is concerned with *internal relations*, as with employees. However, these activities are so interrelated that close cooperation is essential. As an employee, you will want to become acquainted with the people in these departments and their work. Their philosophies and methods of work will be helpful in guiding you in your contacts with the public.

The Public Relations Department is usually a storehouse of facts. Its members act as counselors to management and employees; they direct the written words that go to the public; and they advise those who talk to the public. Do not hesitate to consult with them on facts, policies, methods of presentation, and evaluation of your contacts with the public. Since you are in public relations work, you will increase your efficiency if you learn more about this work from those who have specialized and trained in this science.

### **Advertising**

Advertising has become an integral part of our free enterprise system wherein a variety of goods and services is offered to many people. Each person has a free choice to select the product or service which suits his needs and wants.

The advertising for a business concern is usually handled by a department which is distinct from the Public Relations Department. Advertising plays a vital part in the public relations program in presenting an honest story of company goods, service, and general conduct. Some advertisements may be devoted entirely to telling about policies or services to the community and nation.

You will learn a great deal about your company by making a collection of its advertisements. Study the message set forth in the advertisement so that you can keep up-to-date on recent developments as well as methods used in the presentation of ideas.

You may be called on to help with the background information used in an advertisement or in the evaluation of media such as magazines, newspapers, radio, television, billboards, car cards, etc. You may be asked to help as a specialist in your field, as a consumer, or as a part of the public to whom the message is sent. Modern



advertising is based on skilled work in research, techniques of presentation, and evaluation of results. You will find this a stimulating and fascinating activity of your company.

Whether you work with the advertising department or not, you will, no doubt, have occasion to discuss some phase of the advertisements with people you meet. You will be affected by this method of establishing the reputation of your company. You will want to be able to help interpret these messages in your contacts with the public.

### **Advertising Agencies**

Advertising agencies are established to help companies which may or may not have a department to handle advertising. Many agencies have Commercial Research Departments and Public Relations Departments to further their services to a company. In your work, you may be called on to meet with members of one or several advertising agencies that service your company. Friendly cooperation and an appreciation of the many skills that are required for such a service can make this a valuable association for you. As a reader of advertisements you are familiar with the objectives of attention, interest, and sales behind each ad. If you have an opportunity to work on an advertising program, you will be amazed at the work involved in collecting the facts, in developing the technique to give the right impression to the public, and in helping to influence public opinion in favor of the company.

### **Industry and Trade Associations**

Companies with similar interests usually join together in associations for mutual benefits, such as research, advertising, and public relations. Thus, we have associations for railroads, banking concerns, and insurance companies. You probably are familiar with the names of such trade associations as The American Meat Institute, The National Association of Radio and Television Broadcasters, The Public Relations Association of America, and The Association of National Advertisers. Your company may have membership in many associations. You may have an opportunity to participate in some of these associations and learn how these organizations work to set up standards of good conduct and

get credit for this good conduct. You will see that these associations strive to improve the public relations of all the members.

### **Public Relations and Government Agencies**

In your work as well as in your personal life, you must assume a responsibility for abiding by the laws and regulations of our national government. You may be asked to sign a statement that you will abide by certain trade regulations and practices between your company and the government. In any contacts with government agencies your conduct will be interpreted as that of a member of the organization for which you work. This is no idle responsibility. Get expert advice on how you should proceed in these contacts. Management of modern business expects employees to be law-abiding citizens and to conform to the spirit and practice of the law. This, too, is public relations.

### **Community Service**

Modern business management accepts the responsibility of community service as part of the public relations program. Whether you are in a large or small company you will find that community relations play an important role in the success of the business.

Your company will encourage participation in the Community Chest, Red Cross drives, and other community services. Members of management may serve as officers on the school board, hospitals, charitable organizations, civic planning boards, church organizations, etc. This leadership in community affairs has resulted from a growing philosophy that civic activity is a moral responsibility of business.

As an employee of the company you will be expected to be a good citizen, too. The *know how* gained in your work in business should make you a more valuable worker in community activities. However, since you are an employee, your civic activities cannot be disassociated from the company. Therefore, you may be wise to consult the public relations director before you become involved in the work of an organization, unless there is no question about the ethical purpose and practices of that organization.

Just as management assumes the responsibility of a good neighbor, you, as a member of business, should do your share for the

betterment of the community in which you live. That is part of good public relations.

### **Research**

Public relations is not just an activity. It is the motivating force for all activities. Modern business is alert to the importance of research to improve the standard of living through new and better products, greater efficiency of operation and distribution, and refinement and specialization of services. Your company may maintain a research laboratory or employ the service of research organizations. People expect business concerns to provide increasingly better products and services. Pasteur said, "Laboratories for scientific research are sacred places where the future is born."

You may find that your company not only maintains a research staff but also sponsors research programs in educational institutions. Grants-in-aid, fellowships, scholarships, and research awards totaling millions of dollars have been given to these institutions by industrial organizations. The findings of this research work are made available to other research workers and to the public.

This sponsorship of research is another phase of public relations. You should take an interest in the research work sponsored by the management of your company. You may have an opportunity to take part in this program and to help tell the public whom you contact of this extra evidence of good conduct.

### **Professional Organizations**

Most companies encourage participation in the professional organization related to your work. This is another evidence of the operative philosophy which your company applies to all activities which promote general welfare and good public relations.

### **Your Co-workers and Public Relations**

The loyalty of employees to the company and to their co-workers is not only sound business but is helpful in establishing the reputation of the company with the public.

You have met people who work in many different companies. Have you noticed that some people are intensely loyal to the products, the services, and the ethical practices of the company? Have you noticed the pride with which these people speak of

“our company”? Your good opinion of such a company is most naturally influenced by the loyal attitude of these employees. In some cases, the reverse situation occurs. Some employees may not respect the company or their co-workers, with the result that you form a negative feeling for the company based on the complaints and criticisms of the employees.

How you think, talk, and act with co-workers is important in the over-all public relations program of your company. A friendly, cooperative attitude is part of the good conduct which is so essential in internal as well as external relations of a company.

Develop an appreciation of the importance of your attitude and behavior toward management, co-workers, and the public. Put into practice the philosophy that public relations is the responsibility of everyone.

### ***Attending Business Meetings***

Attendance at business meetings will become more and more frequent as you progress in your work. These meetings may be short conferences or semisocial affairs such as a luncheon, cocktail party, or dinner. Never overlook the business significance of such a meeting nor the ethics required.

Acknowledge each notice or invitation promptly. Be a good member of the group and do your part to make the meeting a success. Be a good guest. Listen to the message and later write a summation of the purpose and results of the meeting. If this was a semisocial affair, write a *thank you* note just as you would for a social affair not connected with business. As a representative of the company, your conduct at meetings in the company and outside is public relations.

### ***Public Relations for You***

Remember that the aim of a public relations program is to establish a good reputation based on high moral standards and ethical principles. This means that you, as an employee, should:

Assume your responsibility for a share in the public relations program for your company.

Do a good job in contributing to the service to the public and the community.

Tell the public that your company and you are doing this service.

Explain how this service is being done.

Form the habit of thinking in terms of good public relations.

Never allow an exception to occur.