



THE
PRACTICE
OF
PUBLIC
RELATIONS

EDITED BY WILFRED HOWARD

THIRD EDITION

The Practice
of
Public Relations

The Institute of Public Relations defines public relations practice as 'the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.'

The Practice of Public Relations

Third Edition

Edited by

Wilfred Howard, MA, Dip.CAM, FIPR

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The spoken word: public speaking, committee speaking, television and radio interviews, cassette tapes for internal telephone systems. The printed word: national, provincial, overseas and free distribution newspapers and periodicals, internal and external journals, bulletins, direct mail, press advertising, posters. The electronic written word: word processing, Prestel, facsimile transmission. Visual and audio-visual aids: flip charts, overhead projectors, film, sound tape, audio cassettes, sound cartridges, slides, filmstrip, closed circuit television, video tape and cassette recorders, video/cartridge player, video disk,

video projection, computer graphics, interactive video, commissioning audio-visual programmes. Two-dimensional graphics: photography, hand-prepared artwork. Three-dimensional media: signs, displays, models. Composite media: special events, press conferences, sales presentations, facility visits, exhibitions, export promotions. Sponsorship. Educational activities. Acknowledgements.

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Contributors

Philip Barron, MIPR, FRSA, now runs his own consultancy. He started his career in advertising, but has been involved in journalism and public relations for over twenty years. Since heading Oxfam's PR operation for several years in the early 1960s, he has paid special attention to the promotional problems of charities and currently advises a number of voluntary agencies. He is a member of the Institute of Public Relations and a past Chairman of the Voluntary Movement Group. Aged fifty-six, Mr Barron is a member of the Society of Friends (Quakers).

Pat Bowman, FIPR, MAIE, entered public relations after thirteen years as a journalist, becoming public relations officer and editor to the Industrial Society in 1957. After two years there, two years as press relations officer to Bowaters and eleven years as press and public relations officer to British Aluminium, he was appointed head of public relations to Lloyds Bank in 1972. After thirteen years there he retired in 1985 and set up as an independent consultant. He has been Chairman of the Press and Public Relations Branch of the NUJ, a member of the board of examiners and of the professional practices committee of the IPR and a committee member of the City and Financial Group of the IPR. He was joint editor (with Nigel Ellis) of the *Handbook of Public Relations* (Harrap, 1963) and joint author (with Nigel Ellis) of the *Manual of Public Relations* (Heinemann, 1969, revised 1977 and 1982). He is also author of *The Sponsor's Guide* (Association for Business Sponsorship of the Arts, 1987). Aged sixty, he is married with two sons and two daughters.

Philip J. Circus, BA, DCA, Barrister, after graduating in 1973, spent a period on the staff of the Old Bailey and was called to the Bar by the Inner Temple in

1975. He then joined the legal staff of the Confederation of British Industry, where he was involved with industrial relations and employment matters. He became the Legal Adviser to the Institute of Practitioners in Advertising in 1977. In this role he provides a legal advisory service to advertising agencies and is closely involved with representing the interests of IPA members both at home and in Europe, particularly in respect to proposals for legislation. Philip Circus is also an associate partner in LAWMARK, the Marketing Law Advisory Service. Well known as a speaker at conferences and seminars, he is the author of many articles on the law relating to advertising and marketing, part author of *Practical Financial Management* and the new edition of *Butterworths Encyclopaedia of Forms and Precedents* and joint author of *Advertising and Solicitors: A Practical Handbook*. He has also been a contributor to a number of radio and television programmes and lectures widely, particularly to students of advertising and marketing. Philip Circus is a former Conservative councillor in the London Borough of Richmond-upon-Thames and was Vice-Chairman of the council's Policy and Resources Committee and Vice-Chairman of the council committee responsible for enforcing consumer protection legislation. He is also the holder of the Joe Routledge prize awarded by the Institute of Trading Standards Administration and is currently undertaking research for a Master's degree on the concept of a general duty to trade fairly. In 1987 he was Conservative Parliamentary candidate for Llanelli and is a long standing member of the Conservative Party's Greater London Speakers Panel.

John Cole-Morgan, BSc. (Agric.), Dip.CAM, FIPR, graduated in agriculture from the University of Reading in 1960 and after a year as a farm manager joined the Public Relations Department of the Animal Foods Division of Spillers Ltd. Specializing in agricultural public relations, he subsequently worked for the Agricultural Engineers' Association, Astral Public Relations as agricultural account manager and Fisons before entering government service as Head of Information of the Agricultural Research Council in 1971. In 1975 he went to the Department of Trade as Head of Publicity for the British Overseas Trade Board and in 1979 became Deputy Head of Information for the Department. From 1981 to 1984 he was Director of Public Relations to the British Council. In 1984 he became a PR consultant in the private sector. He has been a member of Council of IPR, Chairman of its International Committee and Chairman and Vice-Chairman of its Education Committee.

Kenneth J. Cook, Dip.CAM, FIPR, is a former Chairman of the Professional Practices Committee of the Institute of Public Relations. He was first elected to the Council of the Institute in 1969 and served for seven years. He was elected a Fellow in 1975 and for a second term on Council in 1978. He holds the CAM Diploma in Public Relations and has acted as an examiner for the

diploma. After national service with the RAF he began his career in the advertisement department of BBC Publications and moved to BEA Public Relations in 1960. He became a member of the department's management team in 1969 and joined British Airways Public Relations as Chief of Information Services in 1973. He is now a member of the senior management of the Public Affairs department. He is a past Chairman of the Airline Public Relations Officers Organization. He is married with two sons.

James Parkyn Derriman, dip.CAM, FIPR, Barrister, retired in 1982 as Secretary and Group Personnel Director of Charles Barker Group Limited. Following war service with the Merchant Navy, he was a journalist for ten years with the *Daily Herald*, Reuters, and the *News Chronicle*. He entered public relations in 1955 while working for J. Walter Thompson and subsequently joined Charles Barker in 1962 to form the public relations business now carried on by Charles Barker City Ltd. He was the President of the Institute of Public Relations 1973–4 and President's Medallist of the IPR in 1978. He is an Honorary Vice-President of CERP, the European Confederation of Public Relations, and a past President of CEDAN (the federal committee of European national associations for the public relations profession within CERP). He is also author of *Pageantry of the Law* (1955), *Discovering the Law* (1962), *Public Relations in Business Management* (1964), *Company-Investor Relations* (1969) *A History of the Charles Barker Group, 1812–1986* (not yet published), and joint editor (with George Pulay, MIPR) of *The Bridge Builders* (1979).

Jack Hand, FIPR, FAIE, was appointed Senior Press and Information Officer to the London Borough of Hounslow in 1984. Before entering local government he was a journalist for seventeen years, including two years with Army Public Relations in Germany. Then followed four years as the PRO for the New Towns of Harlow and Cumbernauld (Scotland). For ten years he was Principal Media Officer of Hammersmith LBC, and in 1978 was made Principal Information Officer to the Hong Kong Government, heading the PR Division of the Trade, Industry and Customs and Excise Departments for six years. Subsequently stationed in New York, he was responsible for the Hong Kong Government's public relations in North America. For three years he has served on the management committee of the Local Government Group of the IPR and was elected Vice Chairman in 1987. In 1978 he was elected to the IPR Council and for two years was Chairman of the London Government Public Relations Association.

Wilfred Howard, MA, dipCAM, FIPR, was educated at the City of London School and at Exeter College, Oxford, where he read honour classical Moderations and Greats. During the war he was commissioned into the

King's Royal Rifle Corps (60th Rifles), was wounded in Italy and then served as a staff instructor at the Royal Military College, Camberley, and on the staff in Burma. After management training with Bakelite Limited he was that company's press officer from 1949 to 1951 when he left to become deputy to the Chief Press Officer of GEC. He joined Turner & Newall in 1956, when he was appointed Publicity Manager of Ferodo, a T & N subsidiary. In 1961 he was asked to set up a Public Relations Department at Turner & Newall itself, and had managed it until his retirement in 1982. Turner & Newall makes a wide range of industrial materials and components. In the IPR he was a Council Member from 1967–76 and President in 1974–5. He was awarded the President's Medal in 1971. He is a member of the CAM Society, and was a Governor of CAM from 1972 to 1974 and again from 1978 to 1980. Other activities have included Chairmanship of the NW Publication Committee (1964–5), PRO to 'Operation Springclean' (Civic Trust for NW), Council Member of Buxton & District Civic Association, Chairman of Buxton's 'Save the Woodlands' Fund, Chairman of Buxton Playhouse Supporters' Club 1963–4, Buxton Parochial Church Council 1959–72, Chairman of Buxton Parish Christian Stewardship Campaign 1960–1, Secretary of Buxton and District Christian Aid Committee 1958–74 and currently Chairman, Buxton Musical Society and Secretary, Buxton and District Civic Association.

Henry L. James, CB, FCAM, FIPR, FRSA, during forty years in the Government Information Service was press and public relations adviser to four prime ministers and was seconded to the Rt. Hon. Margaret Thatcher, MP, for the initial six months of her administration. On leaving the public service he joined Vickers Limited as Public Relations consultant and later became Director-General of the National Association of Pension Funds (1980–6). He is now Publications Consultant to Tolley Publishing Ltd and an Associate Director with Godwins Ltd. He was President of the Institute of Public Relations in 1979 and a Member of the Council of the RSPCA (1980–4). He was awarded the President's Medal of the Institute of Public Relations in 1976 and was Alumni Guest Lecturer, Gustavus Adolphus College, Minnesota in 1977. He is a Vice-President of CAM.

Frank Jefkins, BSC. (ECON.), BA (HONS), MCAM, FIPR, ABC, MINST.M, FAIE, has nineteen books in print and others in preparation. For five years he was Rentokil's PRO, and then managed Scientific Public Relations for five years. Since 1968 he has run his own School of Public Relations with its annual summer school and short courses. He has run overseas courses in Belgium, Botswana, Cyprus, Egypt, Kenya, Ghana, Greece, Holland, Hong Kong, Indonesia, Kuwait, Malawi, Malaysia, Nigeria, Sarawak, Singapore, South Africa, Sweden, Trinidad, Zambia and Zimbabwe. He holds the Dip.CAM

(Hons) and was the first person to gain it in PR. His Fellowship of the Institute of Public Relations recognized his 'education work overseas'. He has served on Council and Board of Management of the IPR, and has chaired the International and Membership Committees. The IPR has awarded him the Sir Stephen Tallents medal for his outstanding contribution to education.

Graham Kemp, currently offers a marketing consultancy service as The Marketing Dimension and is Director General of the World Frozen Food Congress, which he founded. He was, for twelve years, head of public affairs at Bird's Eye, where he introduced in 1970 the first really open newspaper published by private industry in Britain. He also played a large part in that company's development of consultative councils. He is the author of *The Company Speaks* and *British Eating Out*; he was an industrial editor in his twenties and has devoted a considerable amount of time during the past few years to the problems of employee communication.

Geoffrey Lewis, FIPR, began working life as an apprentice journalist on a London suburban weekly newspaper. After war service he returned to journalism and worked for the *Daily Mail*, the *Evening Standard*, the *Sunday Express* and the *Woman's Mirror*, and was a regular contributor to a programme on the BBC overseas service. In 1961 he became Press Officer for the Institute of Practitioners in Advertising and joined the London County Council three years later as Chief Press Officer, transferring to the Greater London Council on its inception in 1964. When he retired from the GLC in 1982, he was its Director of Public Relations. Mr Lewis is a Past President of the Institute of Public Relations, a past Chairman of its Local Government Group and a founder Member and Past President of the London Government Public Relations Association. He has lectured extensively on local government public relations and has written a book on the subject.

David Morgan Rees, MA, LLB (Cantab), FIPR, Dip.CAM was born in South Wales in 1930, but is a Yorkshireman by adoption since 1965 when he joined Bridon plc, wire, wire rope and cordage manufacturers, as Group Information Manager. Based at the group's headquarters in Doncaster, he was until recently responsible for corporate public relations and for running an information service to employees in this country and overseas, as well as advising on management communication problems. Before this he was Joint Managing Director of a small family business in South Wales with a particular interest in export. He is now an independent PR adviser. He has written and broadcast on a variety of topics.

Michael Morley, FCAM, MIPR, is President of Edelman International Corporation. He started his career in local newspaper journalism after National