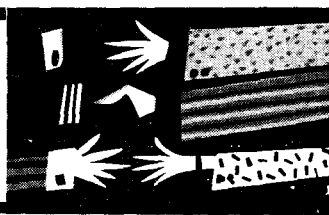


# Public Relations



## PR in the Advertising Agency

By L. L. L. GOLDEN

**W**HEN in January, 1956, McCann-Erickson, with drumrolls and blare of trumpet, set up a separate public relations firm, there were all sorts of prophecies and criticisms. Many of the old public relations practitioners who headed agencies of their own said it wouldn't work, that the conflict between the advertising function and the public relations function could not be resolved. Others predicted that the other large advertising agencies would have to follow McCann-Erickson, set up affiliates to serve their own clients, do an across-the-board job for them, and seek out clients who were not clients of the parent house for advertising.

Now, six full years after the event, it is worthwhile to examine what has happened.

The two largest public relations firms, Carl Byoir & Associates and Hill & Knowlton, are bigger than they were six years ago. The public relations agency business has increased in a number of firms. The advertising agencies, by and large, have gone their own way, some of them increasing their public relations services to their advertising clients, others still shunning any kind of public relations services for their clients.

Communications Counselors Inc., the McCann-Erickson (now Interpublic) affiliate, has changed management since it first started and is now expanding. Its top personnel have come from public relations agencies, two from Earl Newsom & Company and one from Ruder & Finn. CCI provides public relations services for both advertising clients and for clients who retain other agencies for their advertising. They offer counsel, do a product publicity job, give service for special events alone, do financial public relations, and in general act like any large public relations firm that has no affiliation with an advertising agency.

CCI's clients are divided roughly 50-50 between those for whom McCann-Erickson does the advertising and clients who use other advertising agencies for advertising purposes. In their

New York, Washington, and Los Angeles offices, CCI has sixty-five people on the payroll.

J. Walter Thompson, the world's largest advertising agency, has had a Public Relations-Publicity Department since the early Thirties. Its staff numbers 136 in New York and its other United States offices. The work it does varies widely from corporate and financial public relations to product publicity, but it is predominately related to product publicity. It does not take nonadvertising accounts as public relations accounts generally. In a few cases the sponsoring public relations client, such as an association, may not be directly an advertising account but it will be closely related to an advertising account. In some cases, JWT's public relations work within a client organization falls entirely under sales or advertising or both, in other cases under public relations. Usually, the firm's work is closely coordinated with advertising.

Batten, Barton, Durstine & Osborn, another of the very large advertising agencies, has a new head of its public relations department, formerly of Savage & Lee, a general public relations agency. BBDO has forty-five people on the payroll plus thirteen field representatives in the United States; it started its Public Relations Department in the early Thirties, a period when public relations probably had its quickest upsurge. BBDO does not take outside clients, except in a case where a client of the agency for advertising asks it to take on a group or associa-

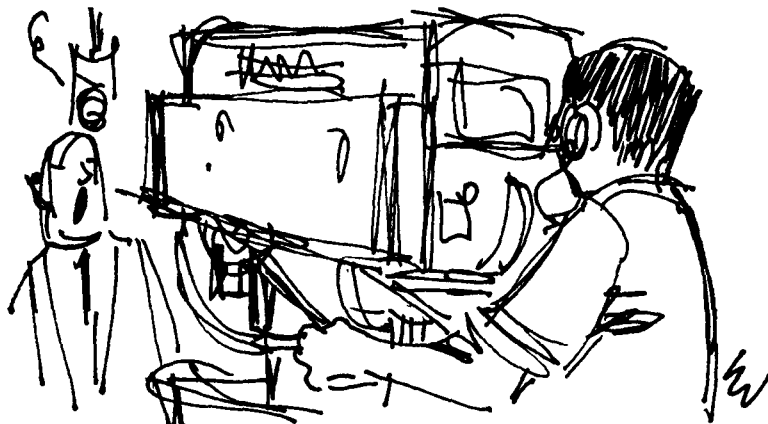
tion in some way related to its work. BBDO, with some major clients, works for the market development department, although it will provide public relations counseling in its broadest sense if the client asks for such service.

Young & Rubicam, another of the large advertising agencies, also began its public relations services in the early Thirties. Normally, no outside clients are serviced, except perhaps when a client of the advertising agency asks that a public service public relations function be undertaken. The staff which works largely in product publicity, numbers ninety-three people in its New York, Chicago, Detroit, San Francisco, and Los Angeles offices. In addition, the Television Program Promotion Department employs ten people and is separate from the Public Relations Department.

Benton & Bowles, which had a publicity department established in the early Thirties, has had a separate division for public relations since 1957. Called General Public Relations, it is the only separate public relations division, along with CCI, amongst the large advertising agencies. In the U.S. it works directly out of New York with seventeen employees and a little better than 70 per cent of its clients are not clients of the advertising agency. It takes clients from outside, as it chooses, and its head, an old Carl Byoir hand, runs General Public Relations as if it were a public relations agency not affiliated with an advertising agency.

It is therefore obvious that there is no single pattern of successful operation. And it is too soon to tell which is the most profitable or effective. Most certainly, there is no proof that the straight public relations agencies need despair about the competition from the advertising agency affiliates or departments.

In the long run, the decision about which is best will be made by the client—he will find which pattern gives him most effective performance for the job he thinks he wants and needs done.



# Individual Rights

Continued from page 38

bargaining unit would improve the quality of such representation, we urge the elimination of the right of states to go beyond the restrictions contained in the federal law. At the same time, however, we would include two additional provisos in the federal law—first, to insure that the individual “conscientious objector” to union membership retains the right to hold his job; and second, to delimit to some extent the range over which unions can extend their powers of exclusive representation.

The “agency shop” provision can serve as adequate protection for the “conscientious objector.” Under such arrangement a man may be required to pay a fee (usually equivalent to union dues and assessments) for the services performed by the union as exclusive bargaining representative, but need not actually join the trade union.

Next, although the trade union is properly designated as exclusive bargaining representative in the negotiation of substantive terms and conditions of employment, we feel that exclusive representation should not and need not result in forcing an individual to support a particular political party or candidate. The use of an employer's economic base for partisan political action is similarly questionable. The contribution of funds from the general treasuries of unions or employers to parties and candidates in federal elections is now prohibited and should remain so.

THE same prohibitions against the use of general funds for partisan political support should be extended to state and local levels. If either a union or a company wishes to organize support for one or another candidate or party, funds for that purpose should be solicited on a voluntary basis.

The legislation already enacted and the recommendations discussed above should help to enhance individual rights and the democratic conduct of labor organizations. It would be naïve, however, to assume that democratic processes can be “legislated.” The 1959 regulatory provisions and the recommended proposals just noted can, at best, do no more than provide a framework that permits democracy. The actual implementation must and will depend upon the private policies adopted by workers and unions themselves. Toward this end, we urge that unions consider a variety of structural devices to help maintain contact between leaders and members and to maintain the neutrality of judicial procedures within the union.

SR/January 13, 1962

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(Continued on page 80)

## CLASSIFIED

(Continued from page 79)

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# KINGSLEY DOUBLE-CROSTIC NO. 1450

Reg. U.S. Patent Office

By Doris Nash Wortman

DEFINITIONS	WORDS	DEFINITIONS	WORDS
A. Science of wave motion.	133 41 171 54 123 15 27 21 49 111	L. Titular creature "in the Moon" who turned out to be only a mouse in the telescope (satirical tale by 17th-cent. Samuel Butler).	81 44 102 25 4 91 158 147
B. In a manner evidencing the lack of inner restraints.	124 3 157 107 80 130 18 39 59 185 72 50 183	M. Swathed.	52 10 159 48 67 127 19 131
C. Important French poet, popular at court, but deafness prevented his career there; leader of 16th-cent. Pleiade.	165 113 178 95 186 101 154	N. Pertaining to the soul, or inmost essence.	6 70 87 33 47 161 11 38
D. Popular sentimental ditty of unrequited love (2 wds.).	7 108 141 37 176 85 148 55 164	O. Said of any entity surrounded by aliens.	140 82 105 110 60 65 23 56
E. Vermin infesting the water front of a city (2 wds.).	118 30 144 90 168 173 166 182	P. Style of ornamentation marked by extravagant curvature; feebly pretentious.	46 64 89 75 136 155
F. Object to which Puck's fairy compared himself in interplanetary speed (2 wds.).	1 169 32 114 188 14 139 99 83 152 93	Q. Strait bet. Borneo and Celebes, part of "Wallace's Line" separating fauna and flora of Oriental and Australian regions.	22 34 74 96 88 135 2 187
G. Conceded.	125 29 42 16 137 98 153 129	R. Of or pertaining to the setting sun.	26 122 20 106 142 66 145 73
H. When one expects to use one's savings (2 wds.).	31 138 180 97 167 115 8 163	S. German mineralogist, author of Baron Munchausen (18th cent.).	170 24 132 62 116
I. Enjoying an intimate and harmonious relation (2 Fr. wds.).	104 9 117 121 151 92 45 76 35	T. Incline again.	63 174 179 126 177 160 69
J. What Cervantes called the most difficult lesson in the world (2 wds.).	86 17 43 112 175 119 128 53 58 12 78	U. One of the commercially valuable solid forms of formaldehyde.	77 181 120 57 71 40 143 28 13 68 109
K. Paraguay tea (2 Sp. wds.).	184 146 94 149 51 156 5 79 100	V. Slender and graceful.	103 36 61 162 172 84 134

## DIRECTIONS

To solve this puzzle you must guess twenty-odd WORDS, the definitions of which are given in the column headed DEFINITIONS. Alongside each definition, there is a row of dashes—one for each letter in the required word. When you have guessed a word, write it on the dashes, and also write each letter in the correspondingly numbered square of the puzzle diagram. . . . When the squares are all filled in, you will find that you have completed a quotation from some published work. If read up and down, the letters in the diagram have no meaning. . . . Black squares indicate ends of words; if there is no black square at the right side of the diagram, the word carries over to the next line. . . . When all the WORDS are filled in, their initial letters spell the name of the author and the title of the piece from which the quotation has been taken. Of great help to the solver are this acrostic feature and the relative shapes of words in the diagram as they develop. Authority for spellings and definitions is Webster's New International Dictionary, Second Edition.

										1	F	2	Q	3	B	4	L	5	K	6	N	7	D	8	H	9	I			10	M					
11	N	12	J	13	U					14	F	15	A	16	G	17	J			18	B	19	M	20	R	21	A	22	Q	23	O		24	S		
		25	L	26	R	27	A	28	U	29	G	30	E	31	H	32	F	33	N	34	Q	35	I	36	V	37	D			38	N	39	B			
40	U	41	A					42	G	43	J	44	L	45	I	46	P	47	N	48	M			49	A	50	B	51	K	52	M	53	J			
54	A	55	D	56	O					57	U	58	J	59	B	60	O	61	V			62	S	63	T	64	P	65	O	66	R	67	M	68	U	
		69	T	70	N	71	U					72	B	73	R	74	Q	75	P	76	I			77	U	78	J			79	K	80	B	81	L	
		82	O	83	F	84	V					85	D	86	J	87	N	88	Q	89	P	90	E	91	L	92	I	93	F	94	K	95	C			
96	Q	97	H	98	G					99	F	100	K	101	C	102	L			103	V	104	I			105	O	106	R	107	B			108	D	
109	U	110	O	111	A					112	J	113	C	114	F	115	H	116	S	117	I			118	E	119	J	120	U			121	I	122	R	
123	A	124	B	125	G	126	T	127	M	128	J					129	G	130	B	131	M			132	S	133	A	134	V	135	Q	136	P	137	G	
138	H	139	F	140	O	141	D	142	R						143	U	144	E	145	R	146	K			147	L	148	D			149	K	150	U		
151	I	152	F	153	G	154	C	155	P	156	K	157	B	158	L	159	M	160	T	161	N	162	V	163	H					164	D	165	C	166	E	
167	H			168	E	169	F	170	S						171	A	172	V	173	E	174	T			175	J	176	D	177	T	178	C			179	T
180	H	181	U	182	E	183	B								184	K	185	B	186	C	187	Q	188	F												

Solution of last week's Double-Crostic will be found on page 12 of this issue.

JANUARY 13, 1962

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