

FOREWORD

From 1976 to March 2001, every issue of pr reporter – the weekly newsletter of behavioral public relations – had Pat Jackson’s unique “voice” shaping each story, teasing out the nuances that helped to focus our learning on key areas. Yet every now and then Pat would speak out without couching his ideas and passions behind someone else’s program, research or thinking.

This book is a collection of those times when Pat spoke out with his voice revealing his vision of public relations.

A MEMORY OF PAT AND PR REPORTER:

Wednesday nights were always pr reporter nights. After a full day of consulting work, a week of travel and deadlines both met and to come, Pat could always be found on Wednesday nights, wherever he happened to be that week, writing and editing the issue.

Early in his tenure as editor, Pat would be up till the wee hours of the morning preparing most issues from scratch – on a typewriter. As the years passed, he got more efficient (and some assistance), getting it done by midnight.

Every issue of pr reporter benefited from Pat's constant reading, travel, pr consulting work and his many collegial conversations. These not only satisfied his thirst for learning but also became fodder for the relentless 50-weeks-a-year deadline.

I can still see him on Wednesday nights with his tea and some overflowing dessert beside him as he sat in front of his computer typing away (and sometimes cursing a familiar computer billionaire when the entire thing crashed and he had to start over!).

Pat's underlying fire was his desire to share his passion for the profession and for its advancement. This is what kept him going constantly. He had great hopes for the world because of what he believed public relations at its best could accomplish. It's up to all of us now. Let's make him proud.

– Stacey Smith Jackson

BIOGRAPHY

PATRICK JACKSON, APR, FELLOW PRSA

Patrick Jackson was one of the 20th Century's most widely known and respected public relations practitioners.

Often called the “public relations counselor’s counsel,” he was committed to teaching other practitioners about the direction the profession was going and the strategy, techniques and philosophy needed to get there.

He spoke at seminars in 48 states and seven Canadian provinces – over 4000 speaking engagements in his 50 years of practice. He was most satisfied when he was among his colleagues teaching, talking and learning.

Among the many **professional and civic activities** that earned him his rightful reputation as a public relations legend were:

- Editor of pr reporter, the definitive newsletter of the field, 1976 – 2001
- Senior counsel of Jackson Jackson & Wagner, international behavioral public relations and management counseling firm founded in 1956, and noted for developing new strategies and techniques
- Co-author of *Public Relations Practices* (with Allen Center) the principal case study text used by practitioners and over 250 colleges
- President of Public Relations Society of America in 1980 and one of 26 Founding Members of the Society's College of Fellows in 1989
- Chairman, Board of Visitors, Defense Information School (a joint Congressional and Department of Defense appointment) for 10 years
- Curriculum advisor to six university public relations sequences; adjunct professor or visiting scholar at Boston University, Universidad del Sagrado Corazon (Puerto Rico), University of Central Florida and several others
- Trustee, PRSA and IABC Foundation
- Member, National Advisory Boards: University of South Carolina, Grand Valley State University, Ferris State (chairman), Ball State, Rowan University
- Chairman, Behavioral Sciences Division, Interdisciplinary Public Relations Research Conference
- Chairman, Counselors Academy Measurement Project
- Member, The Institute for Public Relations Measurement Commission
- Member, University of Tennessee College of Communications Board of Visitors

Among the **clients** he served were six Cabinet-level federal agencies and numerous government departments; many Fortune 100 or equivalent companies in a variety of industries; national educational organizations and school districts in 39 states; prominent colleges and universities; professional societies and trade associations; a wide range of healthcare institutions; and many nonprofit public interest entities.

For 15 years in the 60s and 70s, Jackson Jackson & Wagner became a **public interest public relations firm**, and was active in the environment, consumer, civil liberties, civil rights, physical rehabilitation and other movements. It was probably the first pr firm to work in the environmental area, beginning in 1964.

Honors and awards he received include:

- Gold Anvil, highest award in public relations for “career contributions to the profession,” 1986
- President’s Award, its highest, from the National School Public Relations Association, 1993
- Arthur W. Page Award from University of Texas, 1985
- First inductee of the Rowan College PR Hall of Fame, 1996
- Key Communicator Award from Glassboro State College
- National Public Relations Achievement Award from Ball State University, 1984
- Pathfinder Award from Kent State University, 1993, for “extraordinary leadership and vision in the public relations profession”
- Learning and Liberty Award, 1987, for “Outstanding Contributions to Education in Our Democratic Society”
- The 1978 Lincoln Award for “Outstanding Contributions to the New England Community”
- Inducted into Defense Information School Hall of Fame, 1999
- Patrick Jackson Leadership Award established in 1998, PRSSA University of Northern Iowa, given to students displaying integrity, ingenuity and leadership
- PRSA Educators Academy David Ferguson Award, 1998
- Listed in *Who’s Who in America* since 1976 and *Who’s Who in the World* since 1980

For three decades, Jackson was an active participant in **local and regional government bodies and civic organizations**, often serving as chairman, president or committee chair. These include land use and other regulatory or appeals boards, historical societies, conservation and agricultural organizations, social welfare, public broadcasting and several others.

Educated at Kenyon and Antioch/New England Graduate School, he held a master’s degree in organization development.

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