

# The President's Corner

## BEEF UP YOUR CREDENTIALS

Enough time has now passed to convince even the most skeptical that P.R.S.A. accreditation is "for real."



Frank X. Long

It not only is growing in importance and significance within our field, but is also starting to be regarded with interest in broad business and institutional circles.

Your Chapter once again is doing its best to make it convenient and as easy as possible for you to gain this valuable recognition.

### TIME TO CRAM

Under Chairman Bob Gruver, the special two-day "cram course" to prepare for the accreditation exam has been scheduled for December 3 and 4. Temple University has once again displayed its cooperative nature by permitting use of its classrooms for the purpose.

While our record as a Chapter has been fairly good in terms of numbers of members accredited, there is real room for improvement.

If you are one of those who has been postponing this important personal step, here's your chance to step in and do something about it.

The accreditation activity, along with our annual awards program and installation of officers, will bring to a close a busy year for our Chapter.

With a solid group of leaders selected for 1971 and the prospect of good support from the membership at large, the new year looks like a winner.

## GERBNER CITES ROLE OF RESEARCHER

Dr. George Gerbner, Dean of the Annenberg School of Communication and featured speaker at the Chapter's last meeting, told those in attendance that the role of the researcher in public relations and advertising is a vital one.

He stressed the importance of accurate information in formulating any communications plans. A good researcher, he said, asks questions relating to the communicator's targets, his audience and the kind of credibility he is striving for and the expenditures he is willing to make to obtain it.

Dr. Gerbner stated that advertising is a form of manipulation and is based largely upon the theory of "Cognitive Balance," the relation between what people know and they do. He said that people of ten reject what they know in order to rationalize what they do. It is the advertiser's job, according to Dr. Gerbner, to support these people with all the arguments they need to maintain their position. He said that cigarette advertising is a good example of this approach.

The Annenberg dean stated that it is the job of people such as himself to study the deep-seated cultural change that is taking place today. The reasons, the causes and the cures relating to this transformation will, he said, enable communicators to do their jobs more effectively.



DR. GEORGE GERBNER, left, Dean of Annenberg School of Communications, University of Pennsylvania, speaker at last month's meeting, accepts plaque from Richard Thiers, right, president-elect of PRSA for 1971. Norman J. Mick, Manager, Internal Communications for Sun Oil Co. looks on.



Season's Greetings  
and  
Best Wishes  
for a very  
Happy New Year

