



BOASTING FIRST Pacific Northwest staff fully accredited by Public Relations Society of America is Rockey-Marsh Public Relations, Portland. President William W. Marsh (center) has been accredited since 1965. Newly accredited are staffers Chet Herald (left) and Tony Bacon.

—Special to DJC.

Pair accredited at Rockey-Marsh

Tony Bacon and Chet Herald Jr., account executives with Rockey-Marsh Public Relations, have become fully accredited members of the Public Relations Society of America.

Headed by president William W. Marsh, accredited since 1965, Rockey-Marsh is the Pacific Northwest's first public relations agency offering a fully accredited professional staff.

The designation, shared by some 2,000 of the national society's nearly 7,500 members, is granted on a combination of experience and successful completion of written and oral examinations designed to gauge professional competence.

The Portland firm, founded by Marsh in 1954, is now affiliated with Jay Rockey Public Relations, Seattle and San Francisco, and with Murray, Kraft & Rockey, Anchorage. The Rockey organization boasts four other accredited staff members: Jay Rockey, Mike Dederer and Robert Bucklin in Seattle, and Frank Lara in San Francisco.

Bacon is account supervisor for Moduline International of Chehalis and Public Power Council, Herald for Employee Benefits Insurance Co. and Oregon Electric Sign Association.