

PR Survey Meeting Set



H. Hornish



C. D. Gordon

The changing aspects of public relations will be surveyed by speakers at an all-day symposium to be held at Portland State College Tuesday, Nov. 9, under the sponsorship of the Public Relations Society of America, it was announced by James Ferguson, president of the Columbia River Chapter of PRSA.

There will be two concurrent seminars on different phases of public relations and a panel of newspaper editors and TV commentators.

Ferguson said the program will bring together a group of regional public relations specialists who are working in the fields of trade associations, government, education, counseling and corporate public relations.

Panelists Slated

Panelists for the seminar in the non-profit fields will be Robert G. Waldo, Seattle director of University Relations, University of Washington; C. David Gordon, Olympia, executive vice president, Association of Washington Industries; William Dugovich Olympia, public information officer, Washington State Department of Highways. The moderator will be Robert L. Darnedde, editor, the Oregon Voter.

For the seminar on corporate and counseling PR the panelists will be J. David Sidon, Portland, director of public relations, Omark Industries, Inc., and Carl Byior & Associates, national PR firm; Arthur J. Petersen, Seattle, public relations manager, Allstate Insurance Co.; Harrison Hornish, Samoa, Calif., public relations manager, Georgia Pacific Corp. Moderator will be William Marsh, Portland PR counselor and Northwest district director of PRSA.

The changing relationships between public relations practitioners and public information media will be discussed by Donald Sterling associate editor, Oregon Journal; Forest Amsden, political analyst KGW-TV, and Robert Frazier, associate editor, Eugene Register-Guard. Moderator will be John Armstrong, director of Information Services, Reed College.