COMPANY PROGRAMS FOR THE IMPROVEMENT OF PLANT-COMMUNITY RELATIONS

I. Principles and Techniques


Advocates "a return to the principles of neighborliness" and stresses the importance of "the right management attitude" to building good community relations. Among the techniques discussed briefly in this chapter are speakers' bureaus, plant tours, exhibits, films and slides, business-industry-education days, company literature, press relations, school programs, and company anniversaries.


A practical guide to principles and methods of conducting plant-community advertising campaigns. Stresses the fact that the success of such campaigns depends "on what management does to back up its campaign within its own organization and within the whole community."


The author's discussion of factors which influence community relations is based on the belief that "a personnel program can only attain full stature when its roots reach down into every part of the community; the administration of personnel must be firmly planted in good community relations and, conversely, good community relations can hardly exist without cordial and mutually satisfactory industrial relations."

Woodward, Julian L. and Elmo Roper. "The effective public for plant-

* Items from this list should be ordered directly from the publisher. Addresses are given in connection with each reference.

The authors claim that the reaction of most citizens to large companies in their community is “one of mild approval accompanied by little interest or knowledge.” Public relations programming is more effective when directed at the crucial minority who are distinguished by “their greater interest in the characteristics and performance of local industry.” They suggest means of locating these “effectives” and ways of using them.

2. SURVEYS, CASE STUDIES, AND SPECIFIC ACTIVITIES


A symposium of statements made by responsible executives of 18 large corporations regarding “the extent to which they are concerning themselves with the betterment of the communities in which their plants or sales offices are located.”


This survey indicates that “the importance of community relations programs seems to vary with the size of the community.” Topics covered include benefits of programs, types of activities, and means for evaluating their success.


Describes a clinic program conducted at plants in industrialized areas and sponsored by Wisconsin professional medical organizations which is “designed to give physicians a better appreciation of industrial practices and related medical problems.”


Provides information on the current professional movement to improve the general practitioner’s understanding of industrial medical problems and of the working environment of their patients. The article illustrates what can be accomplished by describing programs conducted at the Owens-Illinois Glass Company and the Curtis Publishing Company.

Cites numerous examples of good plant-community relations and concludes that "good fellowship in the plant and good citizenship in the community are very real 'factors of production,' and as such should receive the same attention from top management as any other factor of production."


Discusses the intangible factors involved in a plant transfer carried out by the Socony Paint Products Division of the Socony-Vacuum Oil Company. These were: "A sincere and honest desire . . . to retain as many as possible of the existing group of 210 employees" . . . and "A feeling that the paint mill itself should be as welcome in its new community as a family feels it wants to be when it moves to a new neighborhood."


———. Community relations: being a good neighbor. 53 pp. Proc.


These reports are based on the programs of 85 companies, large and small. They cover philosophy, objectives, organization, and techniques. The concluding pamphlet describes the programs of Quaker Oats, Standard Oil Company (Indiana), Kraft Foods Company, Carter Oil Company, Erie Railroad, Johnson & Johnson, Keystone Steel & Wire, Allegheny Ludlum Steel, and York Corporation.


Argues that "The people of the community have a perfect right to expect good industrial manners" and that the increasingly pressing problem of air and water pollution is "basically a public relations problem."

Based on a field study of community relations in several localities, the author states his conclusions and makes suggestions as to the "major elements" to be considered in reviewing community relations problems. He found that "the principal factor influencing community relations is employee relations." Also of importance were good management implemented by good public relations techniques and participation of plant executives in community activities.

3. **Company Financial Support of Community Activities**


A brief report on company gifts to charitable and educational institutions in 1950 covering company procedures, budgeting for donations, and yardsticks used to determine the size of gifts.


Discusses the advantages of the company foundation and gives examples of the various types already in existence.


A report on policies in industrial and nonindustrial corporations regarding contributions to charitable and welfare organizations.


Discusses the advantages and contents of written policies and reproduces the texts of a number of such policies.


Discusses the benefits to corporations of taking advantage of the permissive 5 percent tax exempt expenditures for educational, scientific, and welfare purposes under existing revenue laws. Points out especially the public relations value of such expenditures.