

27 November 1965

PRSA Assembly Elects Wolcott As President

Robert B. Wolcott, Jr., president, Robert B. Wolcott Associates, Inc., Los Angeles, was elected 1966 president of the Public Relations Society of America at the annual meeting of the Society's Assembly of Delegates held in New York City, Saturday (Nov. 20). Mr. Wolcott's election to head the 5,100 member organization was announced by 1965 president, Ovid R. Davis, vicepresident of the Coca-Cola Co., Atlanta.

Mr. Wolcott said he hopes to spend his year in office, beginning Jan. 1, working on a program to improve the public relations of the public relations people. Part of his plan, he said, is to activate the PRSA in support of important public questions dealing with social, economic and moral issues.

"We should articulate all sides of a major public issue," he stated. The name for this effort will be Program for Responsible Service to America (taken from the initials of the PR society.)

Other officers elected at the meeting included J. Carroll Bateman, general manager, Insurance Information Institute, New York, vicepresident; James G. Shea, general public relations manager, Southern Pacific Company, San Francisco, secretary. John H. Sattler, manager, Northeast public relations office, Ford Motor Company, New York, was re-elected treasurer.

Elected to the PRSA directors were Edwin E. Dowell, Kennecott Copper Corp., Salt Lake City, Utah, and Edward P. VonderHaar, Xavier University, Cincinnati, Ohio.

The PRSA National Eligibility Committee reported moves whereby the Society will be more selective in granting mem-

bership. "As you know, the Society is attempting to constantly upgrade the kind of new people admitted to membership. As public relations continues to grow in professionalism, we must strive to be more selective," it was stated.

This is reflected in the fact that 19 applicants were turned down this year. The largest number had been rejected by chapters. Seven applications were turned down by the national committee and two by the Society's board.

Last week PRSA announced a preliminary list (E&P, Nov. 20) of 430 public relations men who have been accredited under the Society's professional accreditation program which began this year.

It was reported that the Society's financial status at the end of October showed total gross receipts of \$393,270.

Glen Perry, director of public relations, E. I. du Pont de Nemours & Co., Inc., Wilmington, was elected as president of the Foundation for Public Relations Research and Education. Ward B. Stevenson, vicepresident, First National City Bank, New York City, was chosen Foundation vicepresident.