

PR executive discusses changes to the industry

Burson shaped public relations

BY CHARLOTTE MURPHY
STAFF WRITER

Harold Burson, co-founder of Burson-Marsteller, the world's largest public relations firm, presented Tuesday an overview of developments in the field of public relations.

Richard Cole, dean of the School of Journalism and Mass Communication, introduced Burson as the man who helped shape the field of public relations.

During his speech, Burson said the first exercise of public relations goes as far back as documents written to gain popular support for the American Revolution.

Burson detailed the growth of the field during the last 50 years, saying there is "no time when the impact of PR has been as great as it is today."

Putting his points in the context of the modern world, he pointed to the corporate events of the past several years that have sensitized chief executive officers on the need for effective public relations.

He said the growth of public relations in the corporate world has changed from a question of "How do I say it?" to "What do I do?"

Burson discussed complicated issues, such as corporate America's growing social responsibility and the relationship between the media and public relations. He said one of a company's most

important factors for corporate success is having a reputation of being a good corporate citizen.

Burson said factors such as the pervasiveness of the media and the speed at which news travels have contributed to the change. "This shift has been) putting stress on companies in managing how they behave around the world," he said.

Burson attributed his decades-long career to several defining moments in his company's history, such as winning the bid for the General Motors account as well as expanding into Geneva in 1961.

"I often wonder if I would have the guts to make that kind of decision now," he said.

He also talked about the love-hate relationship between public relations representatives and journalists. He said one of the major developments throughout the years has been the shift toward media invading all aspects of life.

"You can create a personality very quickly in this country, which can be a good or bad thing," Burson said. "This has had a terrible effect on public office-holders."

The audience was receptive to Burson's speech, paying close attention to his description of qualifications he looked for when hiring.

Leadership, self-motivation and good communication skills top the list, he said. He added, with a laugh, that it doesn't hurt to be the editor of a college newspaper, a reference to his humble beginnings.

Lisa Mabe, a junior public relations major, traveled from UNC-

"It's so encouraging to see someone from Tennessee growing up to be a multimillionaire."

LISA MABE, UNC JUNIOR

Charlotte to hear Burson speak.

To Mabe, he provided an example of the American dream.

"It's so encouraging to see someone from Tennessee growing up to be a multimillionaire with the most successful PR company in the world," Mabe said.

Contact the University Desk at udesk@unc.edu.

RHA

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Freshman Joey Polonsky, project manager for the assignment, said he hopes the site will compel students to vote.

VoteCarolina, a program initiated by the executive branch of student government to prompt campuswide registration, also is working with several groups to help disperse election information throughout campus.

Amon Anderson, chairman of the program, will be leading efforts to encourage students to register in Orange County or their home county before the deadline.

Along with registering voters, the program will provide transportation to district polling locations in and around Orange County.

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FINANCE

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the organization's mock wedding and Sangam Nite programs. The group also requested funding for Aaj Ka Dhamaka, a dance competition that raises money for a UNC Mahatma Gandhi Fellowship.

Committee members said they were reluctant to appropriate about \$5,000 for each event without seeing specific details.

In addition, members voted down the request to fund Sangam's second Sangam Nite, since the event will be held off campus. Typically, the Student Code does not allow for student fees to fund off-campus events.

Despite such sweeping funding cuts, Sangam officials said they understood the Finance Committee's concerns and knew it treats all organizations with the same amount of scrutiny.

"They were very rational and methodical," said Sumeet Banker, treasurer of Sangam.

The Campaign to End the Cycle of Violence received approval for \$500 to bring former CIA analyst Ray McGovern to the University on Oct. 20. McGovern worked for the CIA for 27 years under former Presidents John F. Kennedy and

STUDENT CONGRESS FUNDING

The Finance Committee of Student Congress met Tuesday night and approved \$25,929.60 in requests for student groups. Congress members will vote on the final appropriations next Tuesday.

GROUP	Amount Proposed	Amount Received
Sangam	\$ 19,806	\$ 9,150
UNC-CH Walk-Ons	\$ 1,469	\$ 275
Campaign to End the Cycle of Violence	\$ 1,946	\$ 1,946
Vote Carolina	\$ 579.21	\$ 579.21
Wordshed Productions	\$ 4,100	\$ 2,700
Graduate Romance Association	\$ 11,065	\$ 8,485
Unite for Sight	\$ 3,248.68	\$ 513.39
UNC Collegians for a Constructive Tomorrow	\$ 1,531	\$ 1,531
Executive Branch	\$ 750	\$ 750

SOURCE: STUDENT CONGRESS

OTH/MARY JANE KATZ

George H.W. Bush.

VoteCarolina's request for \$579.21 to publish and distribute a voter guide with precinct locations and Election Day transportation services also was approved.

The panel passed part of the Graduate Romance Association's request for speakers Amadou Koné from Georgetown University and Elena Poniatowska, an author and former journalist from Mexico City.

Jordan Selleck, president of UNC's College Republicans, attended the meeting to address concerns regarding funding that was approved for a speech by Oliver North. The group canceled

the speech and now is using the funding for two others.

"As scheduling progressed, (North) started to add costs," Selleck said.

"There was no other funding available. The only thing we had left to do was cancel."

Selleck said that in association with the UNC Federalist Society, the College Republicans now will use the money to bring David Limbaugh, brother of radio talk-show host Rush Limbaugh, to the University on Oct. 4.

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SUICIDE

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schedule a consultation with her or another professional.

"It's a useful way to help people confidentially access mental health resources for something which is often hard to discuss with someone else," said Bradley Gaynes, psychiatry professor and task force member.

Officials must do a better job recognizing those students who need assistance and focusing on how to help them, the task force's report states.

The report also addresses the difficulties of coordinating care and referrals with the restrictions of students' health insurance.

Jennifer Bushman, president of the Graduate and Professional

Student Federation and chairwoman of a CAPS advisory group, said the report's recommendations are reasonable and well-researched.

"It gave us specific things to work with," she said. "CAPS actually now has tangible goals to better suicide prevention treatment and depression treatment at UNC."

The service added two full-time psychologists and one full-time psychiatrist to its staff this fall.

Bushman said the task force's best idea was to create a permanent suicide prevention or mental health awareness group comprised of students, faculty and staff.

"The task force was charged with focusing on doing research elsewhere," she said. "The new group

would focus on internal issues and on suicide."

Task force members say they hope the formation of advisory groups will foster a climate of mental health awareness and will improve student access to campus services.

"The thing is, CAPS can't do it all," said Daniel Gitterman, task force member and professor of public policy.

"We need to do a much better job of training our (resident assistants) and anyone who comes into contact with students. Those most in need don't always report to CAPS."

Contact the Projects Leader at mbhanson@email.unc.edu.

BSM

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developed an involved service plan. His objective is to curb domestic violence, promoting "Awareness, Advocacy and Activism."

Through an anti-violence art show, workshops and a pledge signed by members of the BSM, Abrams said he hopes to positively affect young black couples.

BSM members will have the chance to pose questions to can-

didates in a forum at 5:30 p.m. today during the group's regularly scheduled meeting in the Upendo Lounge, located in Chase Hall.

BSM members can make their final vote Sept. 30 by visiting representatives in the Pit from 10 a.m. to 2 p.m. and at Chase from 5 p.m. to 7 p.m.

Winners will be announced at the BSM Ball on Oct. 1.

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PLEDGES

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He said a couple of parents already were aware that their sons had been asked to go on personal errands for fraternity brothers.

"The parents wanted to know if that was allowed under the new code," Tatum said. "We are emphasizing to the young people they have the right to say no."

Trustees have said they are

pleased with the developments, but Carter emphasized the importance of sticking to the regulations throughout the remainder of pledge season.

"We delivered a serious message," Carter said. "We are encouraged by the leadership we are seeing in the IFC and individual chapters."

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