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THE PRESIDENT HAS SEEN....

TAPING: PUBLIC RELATIONS WORLD CONGRESS

JULY 27, 1976

ON BEHALF OF THE PEOPLE OF THE UNITED STATES,

LET ME EXTEND A WARM WELCOME AND GREETINGS TO YOU WHO ARE

PARTICIPATING IN THE SEVENTH PUBLIC RELATIONS WORLD

CONGRESS. WE ARE HONORED THAT OUR COUNTRY HAS BEEN

CHOSEN DURING ITS BICENTENNIAL YEAR FOR THIS WORLDWIDE

MEETING OF PROFESSIONAL PUBLIC RELATIONS PRACTITIONERS.

IN THE NEXT THREE DAYS YOU WILL BE DISCUSSING SUCH

WORLD CONCERNS AS THE PRESERVATION OF PEACE, POPULATION

GROWTH, FOOD SUPPLY, ENVIRONMENTAL PROTECTION AND

ECONOMIC PROGRESS.

AS PROFESSIONAL COMMUNICATORS AND ADVOCATES, YOUR ROLE
IN BROADENING PUBLIC UNDERSTANDING OF THESE VITAL ISSUES
IS ESSENTIAL IF SOLUTIONS ARE TO GAIN PUBLIC SUPPORT.

I HOPE THESE MEETINGS WILL BE VALUABLE TO YOU, SO THAT
YOU WILL DEPART MORE KNOWLEDGEABLE ABOUT THE PROBLEMS
THAT FACE THE WORLD COMMUNITY, AND BETTER ABLE TO RESPOND
TO THE CHALLENGES THEY PRESENT.

IN AN ERA WHEN OUR SOCIAL VALUES ARE UNDERGOING SHARP CRITICISM, IT IS GRATIFYING TO NOTE THAT THE ORGANIZATIONS SPONSORING THIS WORLD CONGRESS HAVE CODIFIED HIGH STANDARDS OF PROFESSIONAL CONDUCT AND ETHICS.

THE PUBLIC RELATIONS SOCIETY OF AMERICA FOR EXAMPLE, PLEDGES TO ADHERE TO THE "GENERALLY ACCEPTED STANDARDS OF TRUTH, ACCURACY, FAIR DEALING AND GOOD TASTE," WHILE THE INTERNATIONAL CODE OF ETHICS CALLS FOR THE "FREE FLOW OF ESSENTIAL INFORMATION."

THESE ARE WORTHY STANDARDS AND I COMMEND THE
MEMBERS OF THE PUBLIC RELATIONS PROFESSION FOR SETTING
AND MAINTAINING THEM.

THE LITERATURE OF THE WORLD CONGRESS CONTAINS
A PHRASE THAT PARTICULARLY IMPRESSES ME. IT STATES:
"YOU HAVE SOMETHING THE WORLD NEEDS NOW!" I AGREE
THAT EFFECTIVE, PROFESSIONAL COMMUNICATIONS ARE
INVALUABLE IN THE DEVELOPMENT OF BETTER UNDERSTANDING
THROUGHOUT THE WORLD.

YOUR JOB, AT THIS WORLD CONGRESS AND IN THE YEARS
TO COME WILL BE TO TRANSLATE IDEAS INTO ACTIONS,
DOUBTS INTO DECISIONS, AND CONFRONTATION INTO COOPERATION.

YOUR EFFORTS CAN BE A LINK THAT JOINS TOGETHER
NATIONS, INSTITUTIONS AND PEOPLE.

IT IS A WORTHY CHALLENGE. IT IS A CHALLENGE

I AM CERTAIN YOU WILL ACCEPT.

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