

A Discussion on Public Relations

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While the previous speaker stressed the value of keeping local people informed on the actions taken by the Board of County Commissioners and the office of the County Road Supervisor through newspapers and radio, I feel that he overlooked two important key functions of public relations work.

First, commissioners and road supervisors should require themselves to appear before Lion's clubs, Kiwanis' clubs, Rotary clubs, and Chambers of Commerce to explain the status of their county road work as it fits into a general, overall road improvement program. They should know how their particular road network and road problems fit into the state and national picture. They should urge these various commercial and industrial organizations to appoint road committees; committees to assist the county governing boards in accomplishing a better job, roadwise, for the county as a whole.

All commerce has a stake in road improvement. Solicit their help, their advice, and their good will. As an engineer with several years of county road engineering behind me, I can speak with experience on the value of these commercial club contacts. The clubs welcome you to explain what you are doing, how you are financed, what your future plans may be, and whether or not you are being handicapped in any manner. Somewhere in the county, once each week, at the least, a commissioner or supervisor should be telling the highway picture, national, state and local to the people of the county.

Second, each county should proudly publish an annual report of county highway activities. Enough should be printed that many may be passed out to social groups, commercial groups, men's clubs, and leaders in the county.

The need for better public relations on a nation wide level is so strongly felt that on next May 6 there will be a meeting in Washington of some 40 national commercial and service organizations, such as from dairy highway user, retail, automobile, oil, rubber, etc., to start the ball rolling nationally on "Project—Ade-

quate Roads." Choosing the initials of this slogan, the group to date, has been called the PAR Committee.

I recommend that you affiliate yourself, personally, with some public relations effort in support of your highway program.