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OK B
Very interesting introduction.
When you have access to more information
you could write an article for publication in
Italy & the U.S.

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Foreword

The informations appearing in this paper are almost all drawn from second hand material . Unfortunately, I have no direct experience whatever of the PR in Italy. All I knew was that some corporations have activities in favor of their employees -- for instance, collettive trips, kindergarten^{for workers' children} and recreational facilities for the workers and their families , etc.;*- some use to publish full pages of annual report on newspapers; some use institutional advertising ; meetings, convention, visits to the plant, courses, scholarships are sponsored by others. But I never thought to label these activities as PR. As a matter of fact, I scarcely knew what PR are.

Therefore I had to ask for information a practitioner (and fellow Fulbright grantee) His name is Mr. Giancarlo Bertelli; he is teaching and studying at the Columbia University and has just won the first scholarship for foreigners offered by the Hill & Knowlton. To Mr. Bertelli I entirely owe what now I know about PR in Italy.

The material he sent to me , however , is not very rich, somehow outdated and, what is worse , comes out directly from one of the Italian PR Association: so it is PR material in behalf of PR. Since I have no personal experience, however, I have to rely completely on it.

Outline

Historical outlines; historical and social background, first conventions.

Size and patterns of the PR community

Training of the new PR generations : schools courses, seminars.

What PR men are doing in Italy: (a) in business; (b) in public
administration

Two claimed distinctive marks: (a) Social consciousness ; ~~(b) Europeanism~~
(b) Europeism

Historical Outlines

Italian PR were officially born in Italy only in 1954. The reasons of this half - century's delay on the American PR are several. Among the most important, I think, are: (a) the obviously different social situation of a country little industrialized, plagued for a long time by poverty, illiteracy and lack of adequate media of communication; (b) Fascism, and the nationalistic isolationism which closed Italy to influences from abroad, its authoritarianism and disregard for public opinion; (c) the psychological heritage of Fascism, which formed a climate of apathy and distrust of the information media.

During and after W.W.II Italian journalists and advertising men came for the first time in contact with the world of American PR.

For quite a few years, though, the condition of the country were so difficult as not to permit the appearance of PR, which, after all, are a phenomenon of highly developed industrialism.

Before 1954 only two firms had PR offices -- Esso Standard Italiana and Shell Italiana -- while the Olivetti, though conducting a clear and remarkable PR policy had no separate office to handle it.

In 1954 two organizations were eventually framed up. One, in Rome, was formed specially by journalists with some experience in the American information services. This organiza-

tion , called A.I.R.P. (Associazione Italiana Relazioni Pubbliche Italian PR Association) claims to be more social-and-public-service-minded than the other that followed suit the same year Milan. ^{This} ~~The latter~~ group, called I.R.P. (Istituto ~~Italiano~~ di Relazioni Pubbliche, PR Institute) is formed specially by advertising and publicity men and is supposed to be more commercial-minded.

These organization were set up for two purposes:
 (a) to persuade ~~corporations~~ businessmen and public organizations of the need of PR; ~~and (b)~~ and (b), to train practitioners in the field.

Very small at the beginning the field was soon large enough as to allow the ~~the~~ birth of a kind of Trade Union , or rather Bar, among PR people (Sindacato Nazionale Professionisti di Relazioni Pubbliche).

This third group was an outgrow of the A.I.R.P., which seems to be the most ~~important~~ important of the PR organizations in Italy.

~~xxxxxxactivitiesxxxxxxgroupedxxxxtwoxxcategories~~

Among its "informative" activities, several items can be listed:

- a. A Magazine , called Relazion Pubbliche;
- b. An Information Agency , reviewing national and international news from the standpoint of PR.
- c. Debates on major issues .
- d. Meetings and conventions.

The last item is ^a specially remarkable. The first Convention sponsored by the A.I.R.P. was the "First International Convention on PR" (1956). Next came the "First National Study Convention on PR." (Rome, 1957). In 1960, the ~~XXXXXX~~ Second National Convention was held, in preparation of the second World Convention on PR, which met in the ~~SE~~. George Island in Venice. This event was co-sponsored by the I.P.R.A., International PR Association.

This last association, whose headquarters were in London, has been moved to Rome in 1961; the president of the A.I.R.P. became Secretatry General of ~~the~~ I.P.R.A.

Size and pattern of the PR community.

Despite the impressive names of organizations and conventions, the PR world is not very large in Italy. By August 1961 there were only one hundred professionals, grouped in the two associations. In the same time, another hundred were attending ~~the~~ PR schools. Presumably, by now there are no more than a few hundred PR professionals in Italy.

The ~~xxx~~ greater part of them work in PR offices ~~xxxxxxx~~ ~~xxxxxxxxxxxx~~ which nowadays are a ~~xxxxxxxxx~~ normal feature in all major corporations.

There are a number of PR agencies, but I could not get ~~xx~~ it. I rather suspect there are not many. Probably a dozen could be a likely guess. In addition, all the biggest American PR agencies opened Italian offices, specially in preview of ~~xxxxx~~ European Community.

Training of the new PR generations

PR are not a subject of study in Italian Universities. Therefore, special schools have been set up to train future PR professionals. The best of these schools is supposed to be the I.S.I.R.P. (Istituto Superiore Internazionale per lo studio delle Relazioni Pubbliche). Two types of programs are offered: a biennium for University graduates and practitioner with good experience in PR; and an annual course for university juniors, and high school graduates with experience in the activity and other categories of persons.

Among the subjects this school teaches are Psychology, Social Psychology, Sociology, Business Organization, Human Relations, Advertising Techniques, PR techniques, Communication Techniques, Market Research, Sales Management, etc.

A second school is operating in Milan, and a third one in Turin, with branches in several other cities.

Another type of training is offered by the A.I.R.P. This takes the form of Seminars to study problems in business and public-administration.

The A.I.R.P. also publishes books and other literature dealing with PR. Almost all PR books published abroad, and specially in America, have been translated in Italian: among them, the Cutlip and Center book, the Miller and Nielander, etc. Now also original Italian literature is available.

What PR are doing in Italy :

(a) in business; (b) in public administration

The Italian PR world takes great pain to distinguish its own methods and aims from those of the American counterpart. I do not know how much ^{of} this is a ~~xxx~~ true, and to what ~~x~~ extend this ~~x~~ is a mere claim. Certainly, the social - political economic environment the PR have to cope with in Italy is very different from the one we find in America.

Two separate sets of activities can be considered : the world of private business relationships, and the world of relationships between the citizen and the state.

(a) As far as the first is concerned, it is clear that the labor problems in Italy are very different from the ~~A~~mericans ones. Our labor unions are heavily tinted with politics. So we have the Communist union, the Social Democrat, the Christian Democrat, and others. The managers, therefore, have to cope not only with the usual labor requests, but also with ~~x~~ well defined ideological attitudes: which in the case of the Communist Union, is one of an open and permanent hostility to the managerial class as a whole. In this situation, it is extremely difficult for the PR to achieve those aims of "participation" that are the ~~ideals~~ ^{as} of American PR.

Difficult as they are, those objective are being pursued. But, as the hostility of the laborers are deep-seated (and often caused by very ~~xx~~ real conditions), it takes more than PR as a separate activity: it takes the whole policy of the corporation; it takes more facts and higher wages, instead of talk and

mimeographed letters.

Some of the corporations have been remarkably successful in lessening the hostility of their employees toward the "masters". Through a paternalistic policy of entertainment activities, "integration" of the workers in the corporation and good wages, that aim seemed to have been reached, for ~~instance~~ instance, by the Marzotto family. Count Marzotto's interests comprehend textiles, cosmetics, agriculture and hotels. He managed to create a real personal feud in the Venetian country, where the capital of his empire is. The political situation is so calm, there, that one member of the family is a Liberal Deputy at the Chamber by means of the votes from this region.

Another outstanding example is the Olivetti of Ivrea, near Turin. Without formal PR but with a very definite policy of high wage ~~and~~ "pride in the job", social securities, etc, Mr. Olivetti could not only make his industry one of the most advanced in the country, but could also build a very favourable labor-management relationship. Incidentally, he felt so thrilled by his success as to throw himself into politics: he founded a party of his own which, though doing quite well in Ivrea and neighborhoods, utterly failed elsewhere.

A most important example is the Fiat which employing the same techniques as the above firms, managed to relieve a great deal the pressure of the Communist trade union. It was in the middle fifties, I believe, that the Communists lost their majority in the internal elections at the Fiat.

Of course, it is difficult to say where the fight for survival ends, where PR begin. Probably it is a matter of degrees, of normal ~~development~~ evolution. As the major, hotter issues are settled

by the over-all policy of the corporation, the minor ones can be handled by informal ~~PR~~ PR and , later, by more definite PR ~~xxxx~~ activities. I think in Italy we are in a stage of ~~xxxxxxxx~~ transition between the latter two steps.

Of course, many of the major issue are still hot; the Communists are still strong; as a party, they are gaining votes. It is remarkable, however, that the Communist trade unions are not nearly as strong as they used to~~x~~, in the more evolved, industrialized areas of the North. As a consequence strikes caused by mere political ~~xxxxxx~~ reasons, once a common feature and a big headache of Italian economy, are now getting rarer and rarer.

- (b) The other big field Italian PR are interested in is the public administration.

There is in Italy a long tradition of distrust of bureocracy. Fascism, with its authoritarianism, made peolpe feel quite clearly that bureocracy is an invincib~~l~~e monster , to be avoided and ~~xxx~~ ~~ix~~ as the case may be, cheated as much as possible. The war led to a disintegration of the prestige of the bureocratic machine; the post-war period saw it moving painfully among distrust and contempt. To build up the confidence of the citizen to the state has been a long and difficult task, which is still far from being successful.

Again, here the conditions were so desper~~a~~te as to require not mere~~ly~~ PR, but a true policy of order, seriousness, efficiency; and again, as the basic objectives are being achieved, thre is ~~xxxx~~ room left for formal PR.

Th~~is~~s, a "Permanent Committee for PR in Public Administration"

II

sociological analysis accomplished by the PR in Italy opened to the PR function broader horizons than we did in the U.S."

^{second}
A third, and I think much more important claim is that
the Italian PR Community is fighting in favor of the European
integration: "Beside the routine activity of communication
with the opposite numbers in other countries, the A.I.R.P.
is working at the building of that Europeistic spirit which
is the necessary premise to the hoped-for unification of
our continent," For several reasons, this seems to be more than
a claim: firstly, ~~xxxxxxbyxxxItaly, xxxxxxxxxxxxxxxxxxxxxxxx~~
~~xxxxxxxxxxxxtra-nationalistxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~
~~xxxxxxx the Honorary xx Chairman of the A.I.R.P.~~ is the most
noted Italian "Eurocrat", prof. Giuseppe Caron, and in the
C.E.R.P. (Centre Europeen de Relations Publiques*, a federative
organization within the framework of the Common Market) the
Italians are actively represented; secondly, everybody in Italy
is in favor of the European unification (if we except the
communists and some die-hard nationalists' .

has been formed, under the supervision of the Presidency of the Council of Ministers . Other committees have been formed within several Government agencies, specially those more directly dealing with the public. Many municipal administrations have definite PR departments. The first was an experimental one set up as early as 1956 in the province of Vicenza, under the pressure of the A.I.R.P. ^{its} ~~The~~ activities seemed so successful that other municipalities, as Rome, Amalfi ^{and} Viareggio followed suit. I guess that by now many more have PR offices or , at least, a clear PR consciousness.

An interesting example of PR (I do not know whether a formal office was set up to handle it) were the circumstances of the enforcement of the new Traffic Code, in 1960. It is ~~noteworthy~~ noteworthy, by the way, that the politician heading the department by which the whole thing depended is one of the most open advocates of PR.

To let everybody know that a new Traffic Code was going to become effective all the mass media --Radio, television, press, outdoor signs, information racks -- were largely employed for many months. A symbol of the new code was invented, the Zebra (the stripes on the roads being the most conspicuous feature of the new law) and rubber zebras were set up at street corners in many a town. So nobody could possibly have ignored the event. The drum beating then continued for quite a few months, and the attempt to inculcate Italians a more disciplined "traffic-consciousness" is still going on , specially by means of radio and television.

stage events, take care of receptions, invitations, etc.

Pretty important, in Italy, are the PR activities of the SETAF (South Europe Task Force, i believe). In 1961 there has been a remarkable campaign to get the Americans acquainted with the place where they are, the people they are living ~~among~~ with, and specially their Italian fellow soldiers.

Two claimed distinctive marks

(a) Social consciousness; (b) Europeism

In general, the activities of the PR community are not ~~xxx~~ not yet- very conspicuous; but as it ~~is~~ a prfession doomed to grow and get more and more important, it would be interesting to see what are the ideas they push forward.

The first one is their alleged "social - mindedness). As I wrote before, I have no means to determine to what extend this claim is sincere. I found it in all the material I could examine : but all of it comes from PR organizations, and, more specially, by the Roman ~~RR~~ A.I.P.R., which is really supposed to be the less commercial of the two; I do not know what the Mialnese PR people say of themselves.

The claim is also made that the "European school of PR", ~~xxx~~ i.e. social~~i~~ consciousness, had "a certain influence on the later developements of PR in America" which, according to the Italian PR people, during the forties was slipping toward an exclusively commercial use of PR. I never heard anything like that in America, an therefore I am a little suspicious of this claim. But they even have a quotation of a Mr. Conger Reynolds, director of the "Private ~~xxxx~~ Cooperation" in the Department of State: " The

Speaking of ~~PR~~ traffic, a typical PR problem is the relationship between traffic police and citizens. The policemen are often charged of rudeness, ignorance, partiality, etc. Genoa has been the first municipality to receive official PR counsel on this problem.

Typical of Rome the problem of the rudeness and carelessness ~~of~~ of the public transportation personnel. The death of a young woman in a accident caused an uproar of public opinion, and PR ~~PRxpx~~

Another field of public life in which ~~xxxx~~ some form of PR are being felt is the school.

The democratization of ~~xxx~~ Italian life brought about also an "opening" of the schools. Beginning with the fifties, more and ~~xxx~~ stress has been put on the collaboration between home and school; meetings and interviews between parents and teachers, unknown in the highly authoritarian school system of the past, are getting almost universal.

Another new feature is the interest that the "maturity exams" at the end of the High School are arousing among the public. For almost a month, newspapers and magazines as well keep printing pages and pages with ~~xxx~~ the questions, the answers, the results of the exams, ~~xxx~~ pictures of the laboring students and all the rest of it. This is opening a new horizon, the relationship between school and press, which undoubtedly is a PR item.

The army is another field where PR are of some importance. In every higher command there is an officer whose duties are to check on, and keep record of, the press, deal with journalists,