

FORD MOTOR COMPANY INDUSTRIAL ARCHIVES

ACCESSION AR-65-83

884

PUBLIC RELATIONS

INVENTORY OF CONTENTS

IN BOX # 4 OF SMALL ACCESSIONS.

Reports submitted by Joseph D. Crumlish (Research and Information Department. Includes:

A five page summary representing "a consensus of public relations objectives resulting from interviews with key staff members. Staff comments and proposals for influencing public opinion are included.

Four main categories reflect the Company as

Producer

Marketer

Employer

Citizen

The study is submitted as possible public relations objectives for 1959-1963"

A five page report including: Peter F. Drucker's 8 point conclusions concerning establishment of objectives and measurement of performance.

Statements for Ford as producer...programs and outline of objectives for public relations aspects. Comments, programs and objectives are also outlined for Ford as Marketer, as Citizen and as Employer.

Inventoried May 18, 1965