

## Professor Einstein Urges Organization

Professor Albert Einstein, famous scientist, is supposed to have one of the greatest brains in the world. Nevertheless, he conceded this week that he, and other intellectuals, can learn something from organized working men.

He issued a call to "The intellectual workers of the United States and other free countries" to organize and fight for "protection against fresh wars of aggression." That, however, is only part of the program.

Einstein declared the establishment of such an organization is also "urgently necessary to protect intellectual workers' economic status and to secure their influence in the political field." He added this significant comment:

"On the economic side, the working class serves as a model. They have succeeded, at least to some extent, in pro-

tecting their economic interests. We can learn from them, too, how this problem can be solved by the methods of organization."

The professor insisted that to economic power must also be added intelligent, effective action at the ballot box—a theory labor organizations have been preaching for a hundred years.

Einstein contended modern business methods make it "inevitable" that "the economic and political struggle will become more and more closely interwoven."

Because intellectual workers are unorganized, he emphasized, they are less well protected against exploitation than any other group. Therefore, to put it in a sentence: They should follow the example of other workers and organize.

## What Are Public Relations

The answer is very well defined in a recent issue of the California State Employee which reads:

"A public relations program is not something which can be imposed wholly upon an organization from the outside, or from the top down. Public relations is an organic growth within an organization. It is each member recognizing his responsibility to represent his organization in its best light in his every contact. It is the united effort of an organization to carry its part in a community—to show itself capable of unselfish interest and participation in the life of the community and the state.

Given this internal growth as a basis, a public relations program develops naturally. Fan-fare, high-powered speakers, head-line publicity—these are the things which are often accepted as a public relations "program." They are

actually the results or manifestations of a fundamental program, or lack of one.

When each CSEA member shows a friendly interest in a new employee, and is responsible for bringing that person to a chapter meeting and making him feel at home—that is public relations.

When every member performs his job of serving the public in a friendly and courteous manner—that is public relations.

When each member takes the time to explain the aims and objectives of CSEA to his friends who are not state employees—that is public relations.

If we accept this definition of public relations, then the success or failure of any program will depend, in the final analysis, upon individual members. HOW HAVE YOUR PUBLIC RELATIONS BEEN TODAY?