

Do Unto Others

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diction, etc., can be answered accurately.

Do—Remember that the time of the person you are serving is as valuable as your own, and anything you can do for him to save time and inconvenience will be appreciated.

Do—Show the same consideration of a problem presented by the least important person as you would give a request for information from the Governor himself.

Do—Treat fellow employees with the same courtesy that you show the public.

Don't—Let personal problems affect your work. The fact that you have a headache or are unhappy is important to you, but the important thing to the person you are serving is whether your manner is pleasant and your service competent.

Don't—Discriminate among the people you serve, putting forth time and effort to assist one person, and obviously hurry through the required routine for the next.

Don't—Criticize the work of a fellow employee to another person; his opinion of your superior ability or knowledge is unimportant compared with the fact that such criticism breaks down his trust in State service as a whole.

Don't—Neglect persons seeking information while you carry on other business — personal or official. When necessary, it is a simple matter to give recognition to the individual with a brief explanation that you will be free in a moment.

Don't—Refuse a request as though it were a pleasure to do so, but ex-

plain the reasons why such denial is necessary, and if possible offer assistance toward some other solution of the person's problem.

"There are as many 'Do's' and as many 'Don'ts' as there are types of situation that may arise in individual departments, but the above cover many of the general situations with which we are all familiar. Fundamentally, however, the establishment of sound public relations is simple:

"1. Let us visualize as the backbone of our public relations program every state employee consciously serving as a public relations representative in his daily contacts with the public.

"2. Let each employee be guided in his relations with the public by the way he himself would like to be treated were he standing on the other side of his own desk.

"3. The only possible outcome will be a better understanding and confidence between the people being served and those performing the service.

"4. Upon such a foundation of common understanding may be built a sound public relations program which will be accepted by the public as an expression of the good will of the public servants of whom they are justly proud."



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