

WRIGHT JACKSON BROWN WILLIAMS STEPHENS & BOND, Inc.

... a professional public relations counseling and service firm affording corporate, institutional and governmental clients the unique advantages of a multidiscipline approach to modern interpretive and communication needs.

The firm's principals and founders are young, black, informed, and intense. Their combined talents, training and more than thirty years total experience create of them a synectic group; individuals, each outstanding in his respective expertise, applying maximum insight and creativity to the solution of problems and the pursuit of opportunities presented the firm's clients.

Today's organization, whether engaged in private enterprise, education, or political administration, both affects and is affected by many publics. Delineating these publics, interpreting them accurately and formulating relevant, effective responses to their diverse interests is the province of the professional. And it's here that WRIGHT JACKSON BROWN WILLIAMS STEPHENS & BOND excels in three vital elements essential to any successful public relations program.

First, a profound understanding.

Through research, ideation and the ability to respond empathically to the client's need and the public's demand equally, the firm brings an extraordinary degree of perceptivity to bear on each assignment.

Second, knowledgeable planning.

At this point the disparate backgrounds of the principals coalesce into the firm's forte. Out of legal, entrepreneurial, political, social, public and corporate experience come reliable counsel and substantial design for action. Imaginative plans that are at the same time practical, bold and congruent with the client's intent can best be formulated by working in concert with his own staff.

Third, precise execution.

Knowing what to do isn't enough. Modern public relations requires a thorough knowledge of who can do it, and how. In this regard, WRIGHT JACKSON BROWN WILLIAMS STEPHENS & BOND offers each client a complete service. The firm maintains close relationships with other organizations which furnish such important supportive services as advertising, creative writing and graphic design, business and educational research, and relations with governmental agencies.

Achieving well-defined goals is the result of an aggressive, comprehensive program. Toward this end, the firm invites inquires concerning:

- . Corporate public relations counsel and service
- . Educational and non-profit institutional public relations
- . Governmental relations
- . Public relations for political organizations and campaigns
- . Personal, corporate or institutional publicity programs

- . Internal and employee communications
- . Sensitivity training and counseling on race relations
- . Communication techniques for the black community
- . Counseling for the small business
- . Coordination of meetings, conventions, and related activities (tours, socials, etc.)
- . News conferences and media tours
- . Preparation of booklets, brochures, press kits and related materials

WAYMON SCOTT WRIGHT

Trained in psychology, public relations and journalism at Morehouse College, University of Iowa and Syracuse University

Director of Public Relations, Voorhees College

Assistant Director of Public Relations, Atlanta Falcons

Staff Representative, Public Relations Department, The Coca-Cola Company

Member, Public Relations Society of America

Member, National Association of Market Developers

Member, Atlanta Press Club

Member, Board of Directors, Atlanta Junior Chamber of Commerce

President, Board of Directors, Ralph C. Robinson Boys Club

Member, Board of Directors, Metro Atlanta Boys Club

Outstanding Young Men of America, 1968

Outstanding Personalities of the South, 1969

SAMUEL WARREN JACKSON

Trained in economics, business administration, banking and public relations at Talledega College, LaSalle University and American Institute of Banking

Dean of Men, Morris College

Member, Morris College Public Relations Committee
Administrative Assistant, Special Services, C&S National Bank
Accounting Staff, General Electric Credit Corporation
Member, Atlanta Junior Chamber of Commerce
Member, Young Men on the Go

BENJAMIN DANIEL BROWN

Trained in social sciences and law at Clark College
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Coordinator, Community Relations, National Alliance of Businessmen
Instructor, Business Law, Clark College
Member, Georgia House of Representatives
Member, Board of Directors, Grady Homes Boys and Girls Clubs
Member, Board of Directors, Day Care Association of Atlanta
Member, Board of Directors, All-Citizens Registration Committee
Member, Board of Directors, Active Voters League
Member, Atlanta Junior Chamber of Commerce
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CHARLES CLARENCE WILLIAMS

Trained in political science, speech and drama, law at Florida A&M
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CHARLES RICHARD STEPHENS

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Reporter and Newsroom Assistant, WSB Radio, Atlanta
Member, National Public Relations Council
Member, Atlanta Junior Chamber of Commerce
Member, Mass Media Committee, Georgia Presbytery-United Presbyterian Church
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Member, Good Government Atlanta
Member, Better Schools Atlanta
Member, Board of Directors, Bedford-Pine Boys Club
Member, National Association of Y.M.C.A. Directors

HORACE JULIAN BOND

Trained in English and research at Morehouse College and Metropolitan
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Member, Georgia House of Representatives
Research Associate, Voter Education Project, Southern Regional Council

Member, Board of Directors, Robert F. Kennedy Memorial Foundation

Member, National Advisory Committee, Small Business Administration

Member, Young Men on the Go

Works published in LIFE, Ramparts, Negro Digest and other local and
national publications