

Evolution PR

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Backgrounder

For Immediate Release

February 5, 2023

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Arthur W. Page

Arthur W. Page was a pioneer in corporate public relations and one of the most prominent figures in the history and development of industry.

He began his career at the magazine *World's Work*, which was published by his father's company, eventually becoming the editor and vice president of the magazine. During this time, he developed skills in communicating persuasively and understanding what motivates the public into action, which would later be key to his success in PR Counseling (Public Relations Museum, n.d.)

In 1927, he was offered a job by the chief executive of AT&T, where he worked until his retirement in 1948. During this period, he not only served as the company's first vice president of Public Relations (PR) but was also appointed as a corporate officer and elected to the Board of Directors.

His contributions extend beyond AT&T, as his philosophy and approach to PR led to the foundation of the Arthur W. Page Society a professional association which aim it the further study and practice of PR as a management function. Page believed relationships with stakeholders were the most important thing and that a company must listen to their publics, seek approval, and convey honesty and results and his work and beliefs have inspired the Arthur W. Page Society to develop what are now called *the Page Principles* consisting of seven principles that can be used as guidelines to follow when determining actions and behaviors as a PR professional (Arthur W. Page Society, n.d.)

Lastly his contributions to society not only remains in the development of PR but he also was an important figure in politics. He was involved with the U.S. Government where he amongst other things has worked for the several presidents of the United States. He was a consultant to Theodore Roosevelt and Dwight Eisenhower and he also helped preparing President Truman's announcement of the atomic bomb (Block, n.d.). His political work and especially his engagement in the WW II has made a change not only in PR, but in the world. He helped establish the Marshall Plan as well as the contribution to organizing the National Committee for a Free Europe (Public Relations Museum, n.d.).

In sum Page has been an influential and has in many ways shaped the industry of corporate PR. He has introducing new ideas and practices which expanded the field of PR from publicity to communication, reputation and relationship building.

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