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## Public Relations

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# DICTA

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## Calendar

January 3—Denver Bar Association regular monthly luncheon meeting at 12:15 P.M., Chamber of Commerce Building.

January 8—Denver Bar Association's Legal Institute on Law Office Management, 9:30 A.M., in Auditorium of Mountain States Telephone & Telegraph Co.

## Public Relations

By WM. HEDGES ROBINSON, JR.,  
*President, Colorado Bar Association*

Lawyers deal with public relations every day. The relationships between lawyers and clients, and the lawyer and the courts, and the lawyer and the community are public relations. If the impressions from these contacts are good, then the public relations are beneficial; if the impressions are adverse, then the result is detrimental. Publicity and public relations, however, are not the same thing. Too often we lawyers confuse publicity with public relations.

Frankly, as lawyers we have the poorest public relationships of any professional group in this state. We have an obligation to maintain general approval of government based upon law and the orderly administration of justice. We have a duty to secure public confidence in our judicial system, of which the lawyers are a part.

We have undertaken at great expense to ourselves a program of civil procedural reform. Yet its value to our citizens is little understood or appreciated by the public. We are now embarked in a tremendous effort to make our courts more workable and more efficient. It is doubtful if many of the most intelligent laymen know even the basic fundamentals of this system. We have other programs of equal public significance—the establishment of a parole and probation system, the creation of a state bar, the revision of our criminal statutes and procedure. Yet what knowledge does the public have of these things which must vitally affect them all?

In fact we may ask an even more basic question? What knowledge does the public have of the function and duty of a lawyer in our society?

It is high time that we awake from our mystical day-dreams and become realists. In Colorado, we are making a start in this direction. The Public

Relations Committee, under the capable leadership of Sydney Grossman, has outlined an essential program of public relations which is printed elsewhere in this issue of DICTA. The Board of Governors at its meeting on December 3, 1948, sanctioned the principle of radio and newspaper advertising and urged local associations to use both mediums wherever possible. The Junior Bar Section will cooperate with the state committee and the local associations wherever possible.

We have an important contribution to make to the life of our state. Judicial reform, parole and probation reform, the state bar act, criminal code revision—surely no group in Colorado has a more worthwhile program to offer our people. The program should not fail simply because we fail to make people understand it.

Finally, let us all, individually, charge ourselves with the obligation of telling people everywhere about this vital program of ours. We cannot do less.

## **Program of the Public Relations Committee of the Colorado Bar Association**

By SYDNEY H. GROSSMAN,  
*of The Denver Bar, Chairman*

### 1. *Radio Program.* Thirteen weeks commencing in January, 1949.

Watch and listen for your Association program on the following Colorado stations: Denver, Fort Collins, Boulder, Greeley, Colorado Springs, Pueblo, Trinidad, Grand Junction, La Junta, Walsenburg and Durango. The thirteen-week program authorized by the Board of Governors of the Colorado Bar Association has been reviewed by radio experts and is considered the finest type of public relations program in that category. These radio programs are under the direction of skilled technicians and have a sales value in their presentation with little dramas and other situations. The President of the local bar association in each of the various districts in Colorado is urged to call to the attention of the members of the bar the time and place of these forthcoming programs. Mr. Ken White, the radio editor of the Denver Post, will give advance publicity to these programs through that medium.

### 2. *Will Pamphlets.* "Why Make a Will?—See Your Lawyer."

The Denver banks are preparing will pamphlets urging the public as a whole to consult their lawyer and impress upon them the indispensable need of a lawyer in that connection. It is contemplated that other pamphlets on title examinations and other types of real estate undertakings will be forthcoming soon, and, later in the year, pamphlets on contracts and partnerships.

### 3. *Cooperation with County Clerks, Public Trustees and Other Court Officials.*

A program to educate the various County Clerks and Recorders and