

# *Marilyn Laurie*

*Karilynn Cole & Meredith Keller*



## *A Well-Rounded Person*

- Trustee of Columbia University, the New York City Ballet and the New York Presbyterian Hospital
- Co-founder of Earth Day
- Laurie had an incredibly big heart for her planet and the movement around it.
- Volunteer for the first ever Earth day celebration
- Later became responsible for the “Earth Day” communications.
- AT&T had seen some of the work that Laurie had done and asked her to later join the company as their environmentalist.
- Mother of two daughters

## *A Well-Rounded PR Professional*

- President of Laurie Consulting
- EVP of brand strategy and advertising at AT&T
- SVP of public relations
- Chairman of the AT&T Foundation
- Elected to the Arthur W. Page Society Hall of Fame in 2002 and served as chair of the society
- Named one of the 100 Most Influential Columbia Alumni of all time

## *Two Way Symmetric*

- Digital age & globalization (1986-present)
- Organizational attitude: mutual adjustment

### **Two-Way Symmetric Model**

- ⌘ Purpose: Mutual Understanding
- ⌘ Communications: 2-Way, Balanced Efforts
- ⌘ Model: Group → Group ← Feedback
- ⌘ Research: Formative: Evaluate Understanding
- ⌘ Example:
- ⌘ Used Today: Regulated Businesses, PR Agencies, Associations

# *Principles & Values of PR from the PRSA*

- Act in the public interest
- Use honesty and integrity as your guide
- Ensure accuracy and truth
- Deal fairly with all publics
- Advocacy
- Honesty
- Expertise
- Independence
- Loyalty
- Fairness

# *Our Worldview Shapes our Ethics*

- Role of truth in relationships

- Zech 8:16
- 1 Peter 2:12
- Eph 4:15

- Giving voice to others

- Ps 106:3
- Pv 29:4
- Ps 33:5
- James 1:27
- Micah 6:8

## *Tell the Truth*

“Our business is crammed with pressures to subtly shade the truth—whether to tell powerful executives what they want to hear, to deny that we live in a transparent society and agree that potentially damaging facts can remain hidden, or to hype a brand until the marketing bears little resemblance to its real capabilities...When big trouble hits (sooner or later it always does) and it’s time to tell the truth, tell it fast and take accountability for what went wrong. There’s no time to build credibility and trust with customers, the media—or your client” - Marilyn Laurie

## *Take Away*

- Marilyn had many achievements including the president of Laurie counseling, advertising at AT&T, and especially becoming the first environmentalist to work with AT&T.
- Laurie also helped to start the Page Society, named after AT&T's first ever EVP of PR, Arthur W. Page.
- Of course, one of her biggest accomplishments included being Named one of the 100 Most Influential Columbia Alumni of all time



## *Resources*

The Plank Center for Leadership in Public Relations. (2019, May 14). PR Legend: Marilyn Laurie | The Plank Center for Leadership in Public Relations. The Plank Center for Leadership in Public Relations | Shaping the Future of Public Relations Profession Through Leadership, Mentorship and Diversity and Inclusion. Retrieved October 10, 2022, from <http://plankcenter.ua.edu/legacies-from-legends-in-pr/marilyn-laurie/>