



How ASARCO Held Open House in 28 Places

Having plants located in many parts of the country can snarl a company's open house celebration. But snarls can become advantages with a plan like this.

COMPANIES WITH WIDELY scattered plants may find a special challenge and a unique opportunity in anniversary celebrations.

The challenge is to organize an event that works with uniform effectiveness public relations-wise for and with all departments and plants of the company with its geographic diversity of personnel and facilities.

The opportunity is to stage a promotion that is bigger and more impressive by virtue of that very diversity and sprawling size.

American Smelting & Refining Co., New York, strived for uniformity as the key to efficiency and results at the open house held simultaneously in 28 plants throughout the country to commemorate the company's 50th anniversary April 4.

Groundwork for the event was a carefully prepared memorandum sent to all plant managers, outlining a detailed procedure for holding open house at a local plant. Preparing the memorandum, management attempted to overlook nothing. Suggestions covered everything from design of invitations to provisions for housing visitors under shelter in the event of inclement weather.

The objectives of the outlined procedure were: (1) to save time and ex-

pense for plant managers and (2) to help achieve a uniform and successful nationwide open house.

Although recognizing the value of uniformity, management realized that it could go too far. In keeping with the company's policy of local autonomy, management merely recommended the procedure in the memo, advising plant managers that "should any of these suggestions conflict with your local requirements or conditions the decision will rest with you as to whether to follow the suggestions."

The extensiveness of the memo is demonstrated by the suggestions on use of invitations, which included:

1. Design printed invitations to resemble wedding invitations—for making the most dignified and flattering impression. Discuss with local printer.
2. Personalize as much as possible invitations written in the form of letters. Plant managers should sign letter invitations.
3. Invite employes and their families, suppliers and local business men.
4. Cull the list of employes carefully to make sure that none is omitted, even if employed only for a day.
5. Invite retired employes and make sure the reception committee gives them special attention. Arrange for the plant photographer, or one hired

for the occasion, to take retired employes' pictures, to be sent to local newspapers.

6. Mail invitations to the homes of employes.

7. Include information on special transportation provided for open house.

Omitted from the suggested program were:

1. Speeches.
2. Formalities of any kind involving company executives.
3. Formalities involving civic or labor leaders.

With minor deviations, plant managers followed the company's recom-

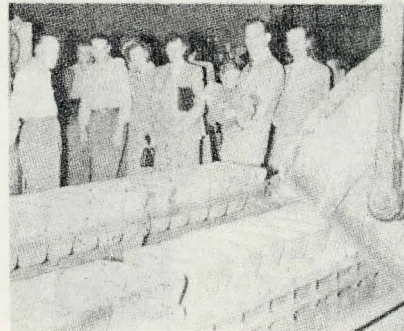
CAPITALIZING on the unusual to get publicity for the company's 50th anniversary and open house, American Smelting & Refining Co. called attention to 605-foot smokestack of its Selby plant near San Francisco as the tallest in the world. Result: Dramatic picture with story on anniversary.



mendations enthusiastically. They opened refineries and smelters for exhibit, and displayed both raw materials used by the plant and products produced.

Trained guides escorted visitors in groups of 10 or 25 on planned routes through the plants. In larger plants, a pass-along system was used so that each guide was responsible for only one area, on which he was an expert, and introduced succeeding groups to

the next guide in the adjacent area. Chairs and benches were located along the route.



PASS-ALONG system was used to escort visitors through ASARCO plants. Trained guide explains works in one area in which he is specialist, then passes group on to next guide in adjacent area.

Safety measures included direction markers, painted lines to mark the route and precautionary signs. Explanatory signs were placed near machines and processes.

Refreshments included a large, frosted anniversary cake, which provided news-picture publicity material as well as nourishment. Skeleton crews on the job were allowed to take time off in relays for refreshments.

Souvenirs included ash trays and gilded key-rings inscribed with the company name and anniversary dates. Children received candy and toys.

Publicity material, included historical information about the company, was supplied by the company to all plant managers, who handled all their publicity locally, including advertisements in local newspapers.

The company's open house drew 100,000 visitors, including most of the 32,908 employes. Tangible results included much local newspaper publicity, letters from open house guests, inquiries from other companies interested in holding open house. The hoped-for intangibles were better employe and community relations.

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