

IHPRC 2012 Presentations

In alphabetical surname order, with author(s) affiliation and title of paper

Author(s) & Affiliation	Title
<u>KEYNOTE SPEAKER</u>	
Günter Bentele Leipzig University	Is a general (and global) PR-historiography possible? Questions, Problems and Proposals
<u>CONFERENCE PRESENTATIONS</u>	
Ed Adams & Brad Rawlins Brigham Young University	Out of Obscurity: Heber J. Grant's Public Relations Efforts to Bring the Mormon Church into a National Positive View
Carol Ames California State University, Fullerton	Entertainment Public Relations History: Publicity Pioneers Who Created Today's Global, Celebrity-Obsessed Culture
Richard Bailey & Gareth Thompson Leeds Metropolitan University & London Metropolitan University	A Case Study of Public Relations Practice in 10 Downing Street during the Thatcher Government from 1980-1981
Bilgen Başal Istanbul Bilgi University	The Past, The Present and The Future of Public Relations Activities in Turkish Health Care Sector
Banu Bıçakçı & Pelin Hürmeriç Yeditepe University	The Milestones Influencing Public Relations Profession in Turkey: Insights from the PR Pioneers
Thomas H. Bivins University of Oregon	"... an intense scrutiny of his actions": Edward Bernays and the dilemma of ethics versus opportunity
W. Timothy Coombs & Sherry J. Holladay University of Central Florida	The Great Automobile Race of 1908
Ramon Girona & Jordi Xifra University of Girona & Pompeu Fabra University	<i>The Rampart We Watch</i> and the beginnings of PR war films in America
Seiya Ikari, Takashi Kenmochi & Koichi Yamamura Tokyo Keizai University, Nagoya Bunri University & Media Gain	A Century of Public Relations in Japanese Corporations
Jane Johnston & Jim Macnamara Bond University & University of Technology Sydney	History of public relations' scholarship in Australia
Cheryl Ann Lambert & Abra Landau Boston University	Principles of the public relations profession: The enduring relevance of Arthur W. Page
Margot Opdycke Lamme The University of Alabama	Power, Control, and Public Relations: 1920-1935
Fraser Likely, Margaret Rudolf & Jean Valin; Likely Communication Strategies Ltd, M Rudolf Associates & Valin Strategic Communications	The Strategic and Professional Evolution of the Canadian Federal Government's Communication Community Over the Last 25 Years

Clila Magen Bar-Ilan University	The Israeli Mossad and the media: Historical and theoretical perspectives
Janet Rice McCoy & Cheri Hampton-Farmer Bowling Green State University & University of Findlay	Cradle-to-Grave Recruitment: The Woman's Foreign Missionary Society of the Methodist Episcopal Church
David McKie & Jordi Xifra University of Waikato & Pompeu Fabra University	Re-resourcing PR history's next stage: New historiography and other relevant stories
Elina Melgin ProCom & University of Helsinki	Early history of PR associations in Finland – Public diplomacy issues on the agenda during the early years
Paulo Nassar & Mateus Furlanetto University of São Paulo & ABERJE	Public Relations in Brazil: its history and its challenges
Bonita Dostal Neff Valparaiso University	A Global Analysis of the Public Relations Body of Knowledge: A Comparison and Contrast of International Associations
Joe Saltzman University of Southern California	The Image of the Public Relations Practitioner in Movies and Television, 1901-2011
Andi Stein California State University, Fullerton	Promoting the Pleasure Dome: Press Agency and the Promotion of Adolph Sutro's Tropic Baths
Jessalynn Strauss Xavier University	From the Last Frontier to the New Cosmopolitan: A History of Casino Public Relations in Las Vegas
Dustin Supa Boston University	The Influence of Influence: Lobbies and Lobbyists in the Development of the American Political system
Margalit Toledano University of Waikato	PR history retrieved: The case for purposive sampling and empathetic interviewing
Robert Wakefield Brigham Young University	Personal Influence and Pre-Industrial United States: The Early Relationship Model that Needs Resurgence in U.S. Public Relations
Tom Watson Bournemouth University	Advertising Value Equivalence – PR's orphan metric
Debbie Yi-Chen Wu Fu Jen Catholic University	Historical Development of Public Relations Industry in Taiwan: 1950s-Present
Heather M.L. Yaxley Bournemouth University	Life on Mars: Career experiences of women in British public relations (1970-1989)

Is a general (and global) PR- historiography possible?

Questions, Problems and Proposals

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THE Third INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE;

8-9 July 2010; Bournemouth University

Agenda

- 1 Questions and Problems
- 2 Possible Answers:
 - a) Stratification models,
 - b) „Neo-Institutionalism“ in Sociology,
 - c) „Mediatization“ as a driver for the change of (organizations and) societies
- 3 Some Conclusions

- 1. Questions and Problems**
2. A Short Look
3. Possible Answers
4. Conclusions

1**Questions and Problems**

Questions and Problems

1. Questions and Problems
2. A Short Look
3. Possible Answers
4. Conclusions

- When, under what **conditions** did Public Relations really **begin** and **emerge**?
- Did public relations already exist in ancient Greece and Rome (Bates 2006, Lamme/Russell 2010, many others) or in the Middle Ages or did PR only come into being during the industrial age (Ronneberger/Rühl 1992, Bentele 1997, many others)?
- Why not before? Why not in the Stone Age (ca. 3-4 million years – 4500/2000 years BCE)? Why not in times of homo neanderthalensis and homo sapiens (middle Stone Age)?

Questions and Problems

1. Questions and Problems
2. A Short Look
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- Was there a Big-Bang of Public Relations? When?
- Criteria? What meaningful criteria should apply in determining the beginning of PR? What criteria should be established in order to discuss public relations from a historical standpoint? The name Public Relations itself? Certain forms of activities?
- Is the existence of certain forms of organizations and the existence of certain societal phenomena (like a developed media system) a precondition for the existence of PR?

Questions and Problems

1. **Questions and Problems**
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- Why did PR departments (worldwide) emerge not earlier than in 19th century?
- Why did the occupational / professional field develop only at the end of 19th century or the begin of 20th century?
- Why does PR education, why do PR associations, why does professionalization in PR occur only in the 20th century?

Questions and Problems

1. **Questions and Problems**
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- Is the line between pre-history and history of Public Relations (e.g. Broom 2009) defined precisely enough?
- What criteria can be given for distinguishing between the various periods of Public Relations? The change of political systems? Economic criteria? Technological Criteria?
- Do these criteria apply globally, for each continent and each country, or are they only valid for certain continents, countries and historical periods?

Questions and Problems

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- Is the concept 'public relations' (Grunig/Hunt (1984: the management of information and communication processes between an organisation and its publics) sufficient and clear enough, to mark a begin of Public Relations?
- Is it primarily the existence of particular tools of communication or communication technologies, or is the beginning of PR only defined by the basic socio-historical and socio-economic conditions? This seems to be a crucial question (Ronneberger & Rühl, 1992)
- What precisely is to be understood by 'PR precursors' or a PR prehistory? Is there a prehistory of public relations and a 'real' PR history, as many textbooks, written not only in the United States, see it?

Questions and Problems

1. **Questions and Problems**
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- In Germany during the Nazi period, for example, was there such a thing as industrial public relations (albeit under a different name [propaganda]), or was this period a PR-free one. That is, was everything absorbed by propaganda activities, which had nothing to do with public relations?
- Did public relations exist in the German Democratic Republic (GDR) or in other Eastern European countries, formerly socialist or communist countries albeit with a basic socialist understanding? Are the differences between PR and propaganda only semantic gimmicks or games (Kunczik 2010)? Or are there clear

Questions and Problems

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- Answers especially to the last two questions seem to be crucial to PR historiography. Why? It becomes clear, that any PR historiography presupposes, first, conceptual preconceptions and theories of public relations – in this case an acceptable differentiation between PR and propaganda – and that, secondly, it becomes clear, that
- the history of PR cannot be considered independently of different forms and structures of societies, political and economic systems, and the structure of ‘the public sphere’. PR historiography must be embedded in a (theoretical) frame-work of social history, national histories, and world

Questions and Problems

1. **Questions and Problems**
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So many questions, so many (different) answers or no answers to some of these questions?

I have some answers to some problems and questions, but maybe, not all of you would agree with all of my answers!

Some Answers

1. Questions and Problems
2. A Short Look
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- PR has not existed for 20,000 or 2,000 years
- If we think about rational (sociological) criteria for the existence of Public Relations, we will come to the conclusion, that PR (in a narrower sense) began to exist during the 19th century, in the time of industrialization.
- A pre-condition for PR in this sense was specific forms of public communication, the appearance and growth of specific (industrial and political) organizations, their need of communication specialists, literacy, development of mass media systems, dispersed audiences, etc.

Current Situation of PR-Historiography: 2 different approaches

approach / Criteria	fact- and event- oriented approach	model- and theory- oriented approach
Methods	a) Collecting facts and datas; historical categorisation b) Distinguishing periods	a) Systematic concept of terms; theory based collecting of facts b) Structured
Scientific goals	Description	Description <u>and</u> explanation
Theory basis	No theoretical basis	Terms, typology, theories
Functions	Exploring the field; ideal: scientific basics	Scientific functions; increase of professionalism
Examples	e.g. Bernays, Cutlip, Oeckl	Grunig, Bentele, others

Current Situation of PR-Historiography

A short look at the situation of PR historiography:

- Only in one country (US) public relations historiography seems to be at a more advanced stage (some specialized professorships in PR, regular articles about PR history in different scholarly journals, etc.)
- In many other countries, PR historiography still seems to be in its infancy
- A new period began in 2010: IHPRC in Bournemouth, UK
- A closer look at the literature and the Bournemouth papers shows:

1. Questions and Problems

2. **A Short Look**

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Current Situation of PR-Historiography

Three different types of studies in public relations history:

- **A) National PR histories** of a valuable but in many cases rather descriptive nature. Examples include L'Etang (2004) for the UK, Kunczik (1997) for Germany, Szondi (2010) for Hungary and many others, and history chapters, especially in American text books. Cutlip (1994, 1995) had a global claim, but these were, in fact, national PR histories; Vercic & Sriramesh (2009) and van Ruler & Vercic (2004) both offered very short overviews about a variety of national histories.

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Current Situation of PR-Historiography

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- **B)** The second type: focussing on specific aspects of national or international PR history
 - Organizations like Krupp, Siemens, AEG
 - Famous practitioners (Ewen, 1996), such as Edward L. Bernays (Tye, 1998), Ivy Lee (Hiebert, 1966, Arnold 2012); Hundhausen (Lehming, 1997) and Albert Oeckl (Mattke, 2007) in Germany.
 - Case studies: historical development of smaller segments of the professional field, very often in one country (e.g. Beke 2011), PR Associations (L'Etang 2012), etc.

Current Situation of PR-Historiography

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- **C)** The third type: Reflective, meta-theoretical or methodological studies. Approaches to public relations historiography are discussed as well as different periodization models, etc. Examples include Bentele (1997), L'Etang (2008), Hoy (2002), Raaz & Wehmeier (2011), and Lamme & Russell (2010)

Types of PR historiography

1. Questions and Problems
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If we additionally distinguish between

- a fact and event-oriented type of historiography (characteristics: gathering data, bringing them in a historical order, little or no conceptual and theoretical foundation)
- and**
- a model-and theory-oriented type of historiography (reflects the conceptual basis, uses models and theories, delivers descriptions, but also explanations for processes, changes, etc.)

Types of PR historiography

1. Questions and Problems
2. A Short Look
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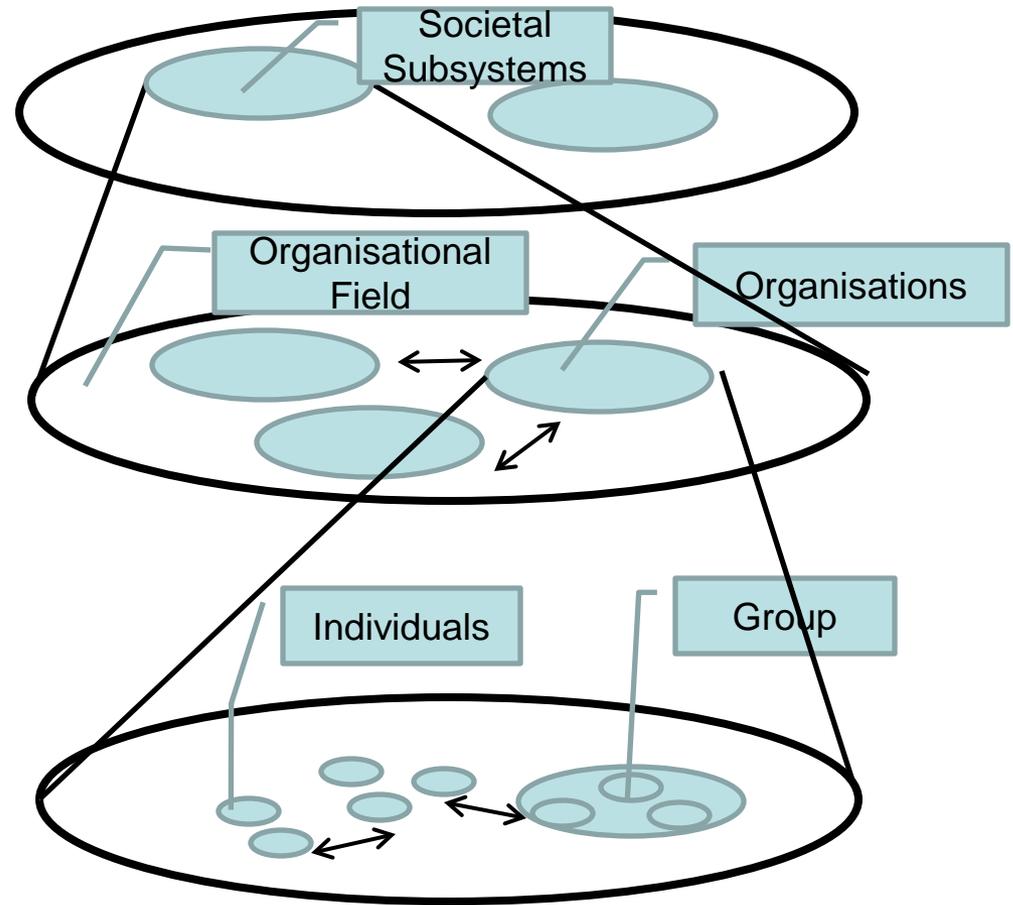
- There are many studies of the fact and event-oriented, descriptive type,
- Fewer studies of the model and theory-oriented type
- Very few of the reflective, metatheoretical type of studies

Three levels of Public Relations

Macro level

Meso level

Micro level



Source: Sandhu (2011, 87)

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1. Questions and Problems
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2

Stratification Models, Neo-Institutionalism and Mediatization

Stratification Models?

Stratification Models :

- used to describe different developmental (historical) processes
- are well known in philosophy, biology, psychology and the theory of knowledge
- in context of PR history they can be helpful to describe the evolution of communicative structures, means, and procedures

1. Questions and Problems
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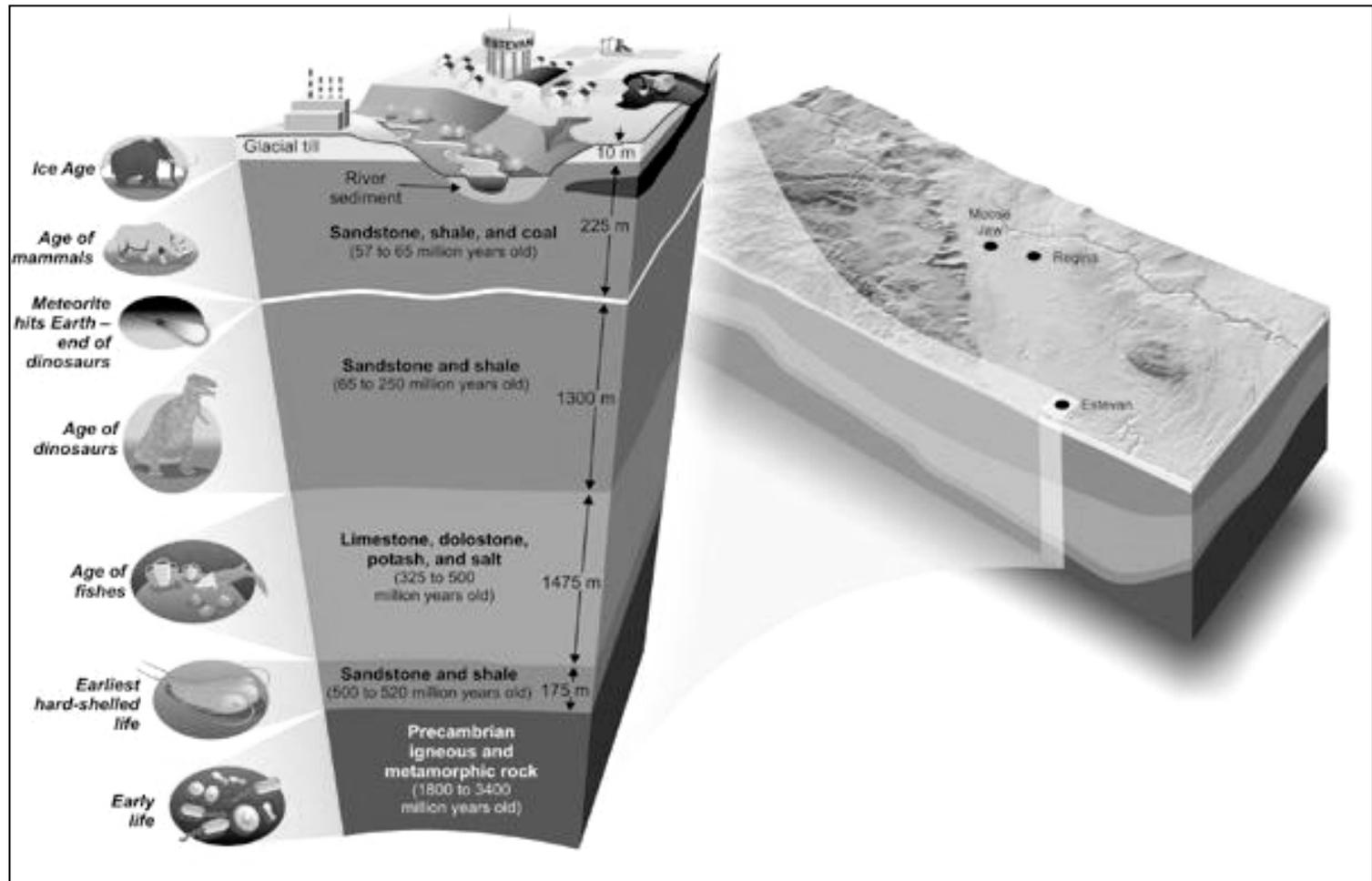
Stratification Models?

Stratification Models – Use & Origins

- Philosophy (Aristotle, Nicolai Hartmann, etc.)
- Physics (e.g., Werner Heisenberg)
- Biology (Evolutionary Epistemology)
- Geology
- Literature Theory (Strata Poetics)
- Theory of Knowledge/Theory of Science
- (Developmental) Psychology
- Information Science
- Communication and Media Science

1. Questions and Problems
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Stratification Models in Geology

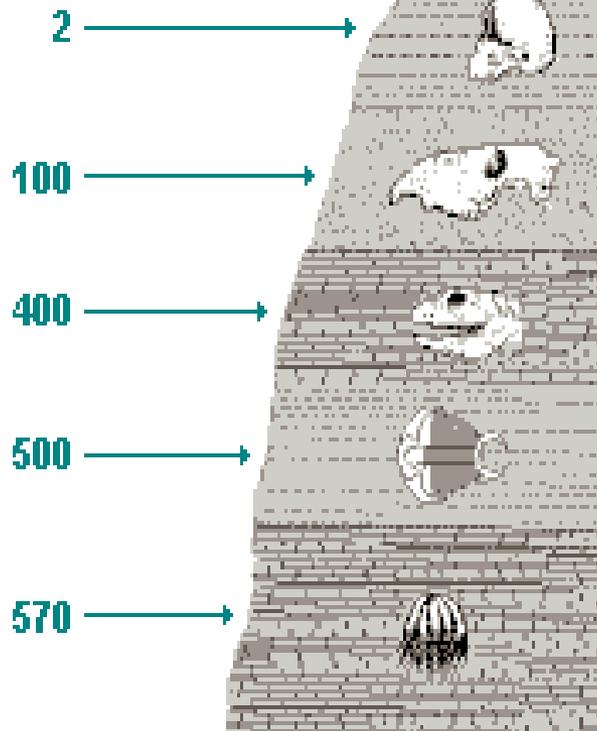


1. Questions and Problems
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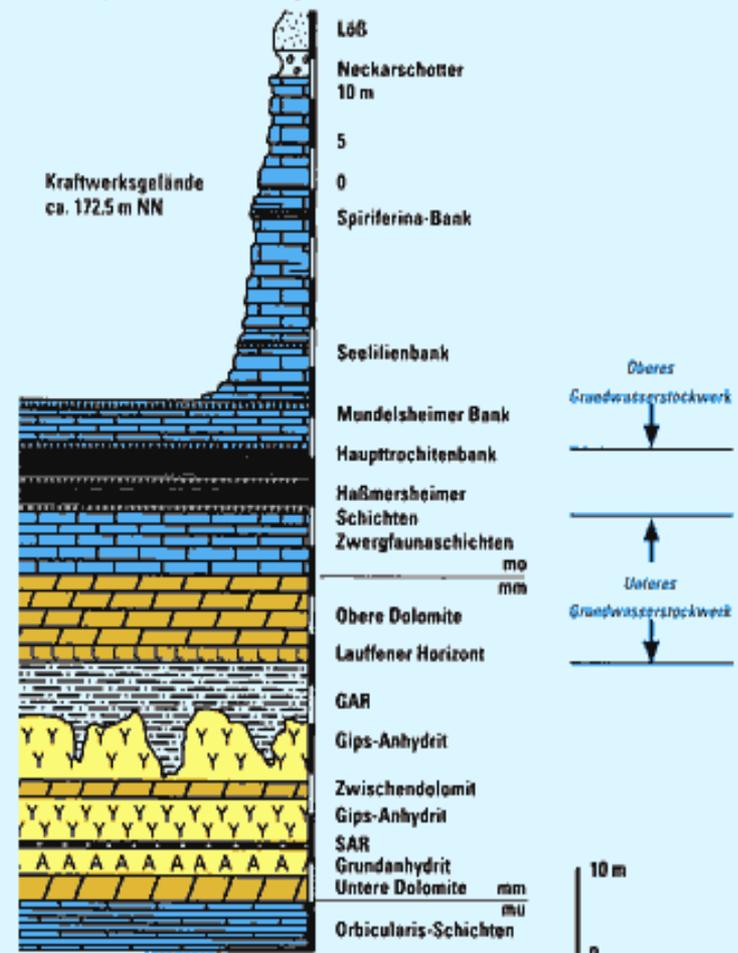
1. Questions and Problems
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Geological Stratification Models

millions of years ago



Stratigraphisches Übersichtsprofil am GKN - Standort



Stratification Models in Biology (Riedl,

1. Questions and Problems
2. A Short Look
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4. Conclusions

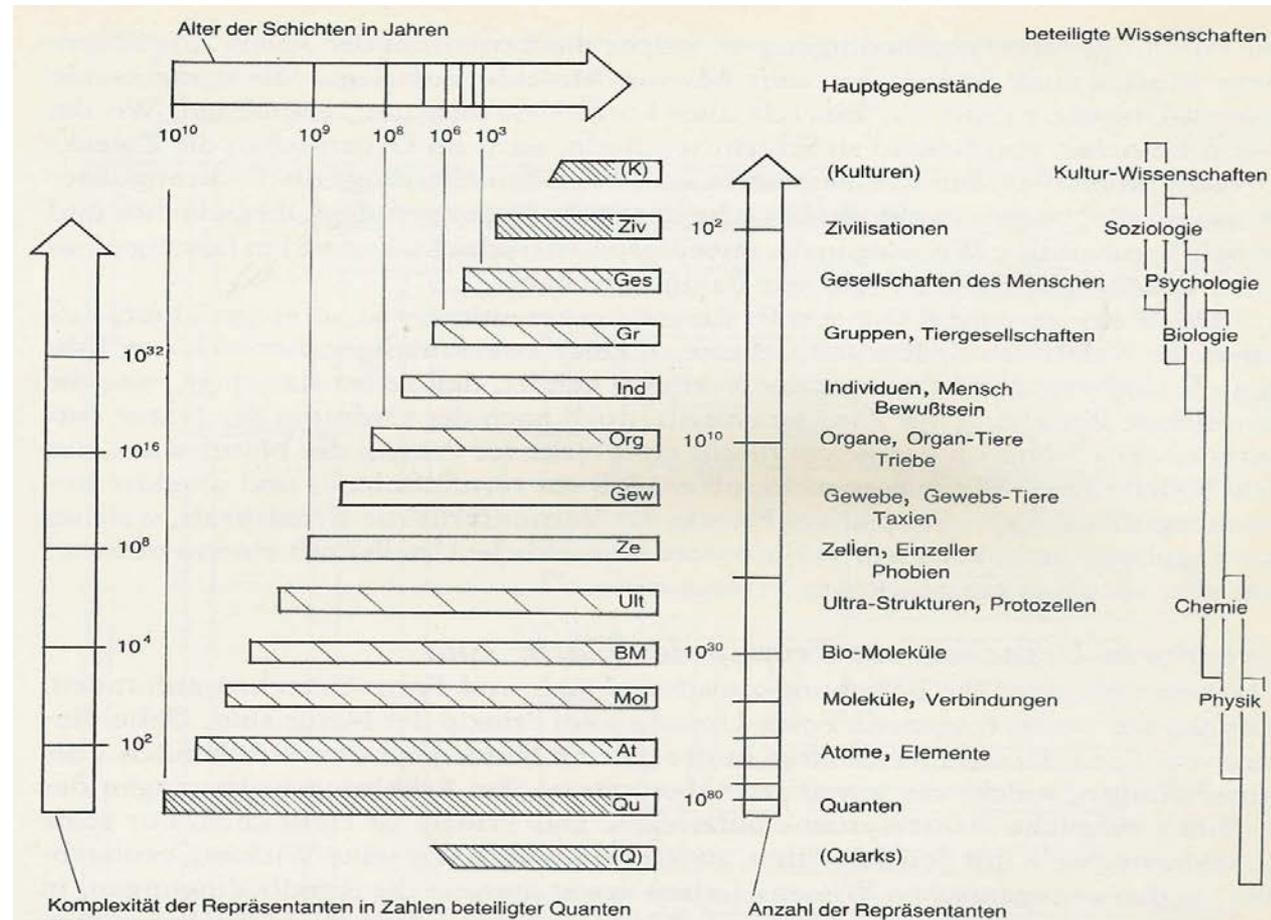


Abb. 53. *Der Schichtenbau der realen Welt*, stark vereinfacht auf ein Dutzend Schichten mit annähernd gleichem Abstand ihrer wachsenden Organisation. Die Pyramide ergibt sich aus dem Alter der Schichten und der Komplexität sowie der Zahl der Repräsentanten (nach RIEDL 1978/79).

Stratification Models in Biology

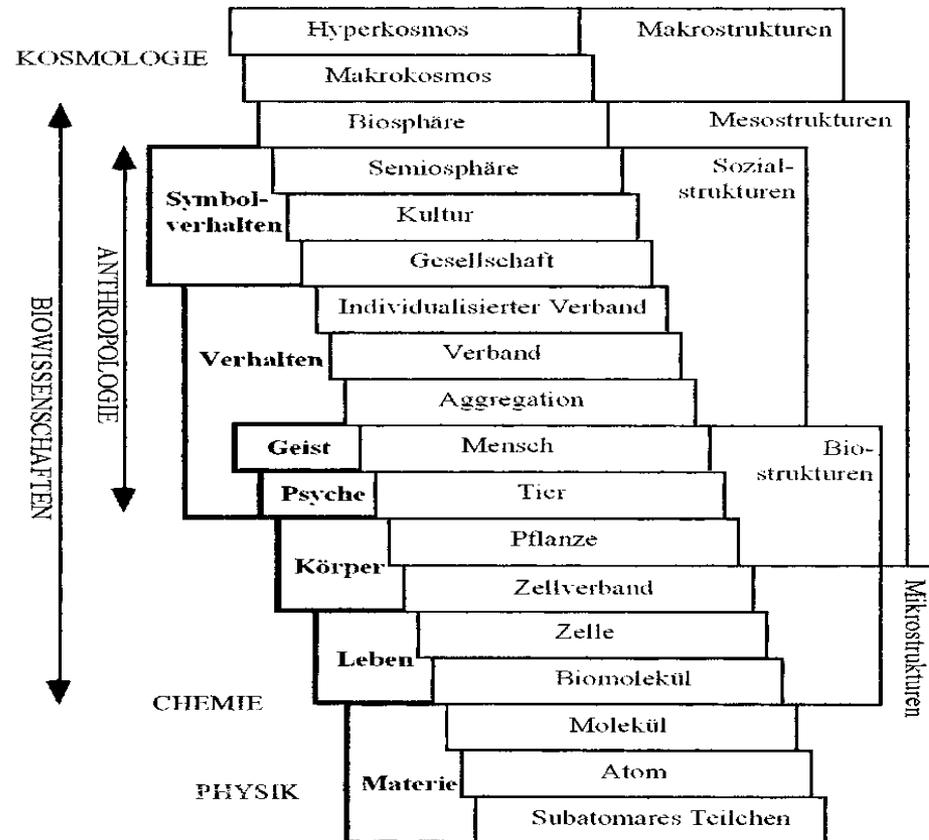


Abb. 2.4: Ein differenziertes Schichtenmodell der Realität zusammengestellt in Anlehnung an Popper/Eccles (1982), Riedl (1985), Medicus (1985), Oeser (1987), Habermas (1987). In der Mitte die aufeinander aufbauenden Realitätsebenen, Links die verschiedenen Emergenzen, rechts die Strukturebenen. Die Anthropologie umfasst als Wissenschaft die Ebenen vom Tier (im Sinne eines Tier-Mensch Vergleichs) bis zur Semiosphäre.

1. Questions and Problems
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Stratification Models?

What are the benefits of stratification models?

- Important: biological stratification models are not Big-Bang theories (theories without explanatory power), each layer is building up on the fundament of an older layer and
- Each layer contains essential elements of the older layer
- Some core principles can be distinguished: differentiation, specialisation, hierarchisation
- Such models can describe and at least partly explain human historical processes of larger social entities

1. Questions and Problems
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Bentele: Five Strata of (Global?) Communication and PR history (1997)

1. Questions and Problems
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Public Relations as a Social System
20th century

Public Relations as an occupation and as a professional field
19th century

Communication of Organizations (functional PR, PR-instruments) **End of Middle Ages, Modern Age**

Public Communication
Antiquity, Middle Ages

Interpersonal Communication (different functions of communications)
History of Mankind

Bentele: 5 Strata and 7 Periods of German PR history (2009)

Source: Bentele (1997, 2009)

**#5: Public Relations is developing as a Social System:
20th century**

#4 Emerging occupational field: 19th century

#3 Communication of Organisations: End of Middle Ages, Modern Age

#2 Public Communication: Antiquity, Middle Ages

#1 Stratum: Interpersonal Communication: History of Mankind

#7 period: growth of PR research and science, Internet, professionalization, globalization: 1995 -

#6 period: boom of the professional field and professionalization: 1985 to 1995

#5 period: consolidation of the professional field: 1958 to 1985

#4 period: new beginning and upturn: 1945 to 1958

#3 period: press relations and propaganda under the Nazi Regime: 1933 to 1945

#2 period: consolidation and growth: 1918 to 1933

#1 period: emergence of the field: mid 19th century to 1918

Pre-History of Public Relations

Stratification Models?

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Questions (for discussion):

- Is this model a German / European one?
- Can such a model be valid in a global context?
- *Are similar or other stratification models possible for Asia, Africa, America if we keep in mind temporal disparities in world history?*
- **Is it possible to reach a unified, global model?**

Another theoretical framework for PR historiography:

Sociological Neo-Institutionalism:

- Based on earlier economic, political and especially sociological approaches (e.g. Karl Marx, Max Weber, Emile Durkheim, Talcott Parsons, but also Mead, Schütz, Bourdieu, Giddens)
- Sociological Neo-Institutionalism (U.S.) was developed: Meyer/Rowan (1977), DiMaggio/Powell (1983), Zucker (1977), Powell/DiMaggio (1991); Scott (1994/³2008), etc.

1. Questions and Problems

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Three pillars of Institutions (Scott 2008, 51)

	Regulative Pillar	Normative Pillar	Cultural-cognitive Pillar
Basis of compliance	Expedience	Social obligation	Taken for Grantedness; Shared understanding
Basis of order	Regulative Rules	Binding Expectations	Constitutive schema
Mechanism	Coercive	Normative	Mimetic
Logic	Instrumentality	Appropriateness	Orthodoxy
Indicators	Rules, Laws, Sanctions	Certification, Accreditation	Common beliefs, Shared logics of action
Basis of Legitimacy	Legally sanctioned	Morally goverened	Comprehensible Recognizable, Culturally supported

Another theoretical framework for PR historiography:

1. Questions and Problems
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- Institutionalization as a new key concept, which includes processes (and analyses) on three societal levels (macro, meso, micro)
- “Organizational Field” as a key concept, which allows new (integrative) perspectives of analyses
- Differentiation between three types of isomorphism (processes of institutionalisation):
 - coercive (formal and informal pressures on organisations)
 - normative (professionalisation)
 - and mimetic (uncertainty as a powerful source that encourages imitation)

How can Neo-Institutionalism be applied to PR history?

Elements (pillars), which can be responsible for the process of institutionalisation (Scott 2008, 47 ff.):

- Regulative elements (legislation by national and supranational organizations, rules set up by other regulative organizations (like stock market, self regulations, Corporate Governance codes in the area of financial communications; see Köhler (2011))
- Normative elements (emergence of professional associations and their communicative networks, professionalisation, codes of conduct, ethical codes, etc.)
- Cultural-cognitive factors (best practices, sense of entitlement of stakeholder groups, etc.)

1. Questions and Problems

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Some phases in the institutionalization of PR

1. Questions and Problems
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- (Organizational) building and (societal) emergence of specialized press (communication) departments in organizations (e.g. ministries, companies, etc.). One important reason for the building of specialized departments: necessities originating from (organisational) division of labor
- Establishment of Public Relations as a discrete communication function in organizations
- Development from lower hierarchical department to a staff function, reporting line to CEO
- Mechanisms of isomorphic change (coercive, mimetic, normative) lead to diffusion of similar structures (PR as a process and diffusion of innovations)
- Professionalization processes (political influence at early stages, PR education in practice and at universities at later stages, influence of associations, reflective mechanisms like PR ethics; PR counsels, etc.)

What is mediatisation and what impact does it have?

What is mediatisation?

- Mediatisation can be defined as a process in society by which all kinds of organisations and societal subsystems are affected by the “logic” of the media system (awareness rules, news values rules, entertainment rules), which develops to a driver system in society and forces other systems to adapt themselves.
- Historically the emergence of Public Relations departments in (different) organisations can at least partly be explained by the power and the evolution of the media system (some empirical evidence)
- Mediatisation seems to be a powerful societal mechanism which had and still has impact on the organisational communication structures

1. Questions and Problems

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1. Questions and Problems
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4. **Conclusions**

**3**

Some Conclusions

Some conclusions

1. Introduction
2. Strata Models
3. Conclusions

If we put together some demands of PR theories and the idea of stratification models as an idea for PR historiography, we come to a Functional-Integrative model of PR historiography

- **Functional:** *PR history can be developed in a context of superordinated societal subsystems (e.g. politics, economy, society, technical development, etc.)*
- **Integrative:** *PR history developed in a context of neighbouring fields of public communication (e.g. journalism, advertising, marketing, propaganda)*

Some conclusions

- The question when PR began, and how it developed is a theoretical and methodological challenge
- No Big Bang of Public Relations. Public Relations emerged from earlier organised public communication processes, and these processes themselves emerged from (interpersonal) human communication processes
- PR history should be embedded in a history of public communication (including journalism, advertising, propaganda, etc.)

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Some conclusions

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4. **Conclusions**

- Stratification models (as it is used in other disciplines, which deal with evolutionary problems) which distinguish different strata, building up one stratum on each other, seems to be a good solution, solving several theoretical problems for PR historiography.
- Stratification models should be discussed as a possibility to describe and explain human communication and PR history
- On this basis, different national PR history models (distinguishing different periods) can be developed and can be linked with different strata
- Comparative research (between two and more countries) can be a first step

Some conclusions

1. Questions and Problems
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3. Possible Answers
4. **Conclusions**

- Case studies, organisation-related communication histories, research about the role of important persons in PR history are still important, but more comparative and reflective research would be good
- A general, globally directed and integrated PR-historiography seems to be possible, if we develop general evolutionary models of the evolution of Public Relations and try to integrate the explanatory aspect more than now
- Stratification (i.e. evolutionary) models and the new institutionalism approach can help in this process.



**Thank you very much for your attention.
Any questions?**

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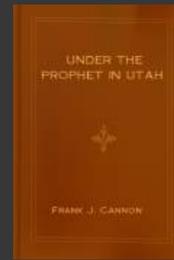
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**OUT OF OBSCURITY: HEBER J. GRANT'S
PUBLIC RELATIONS EFFORTS TO BRING
THE MORMON CHURCH INTO A NATIONAL
POSITIVE VIEW**

**ED ADAMS, BRIGHAM YOUNG UNIVERSITY
BRAD RAWLINS, ARKANSAS STATE UNIVERSITY**

“An erroneous impression obtains quite generally that the Mormon evil will die out of itself. No evil dies out of itself. And the Mormon evil is such a peculiarly suspicious blend of between fanaticism and carnality as to create a very serious menace to American moralities and liberties for some time to come. This being the true state of things it becomes necessary to deliberately lay plans for a long and carefully ordered campaign against Mormonism.”

– *New York Observer and Chronicle*, March 6, 1902



- Between 1909 and 1911, the Salt Lake Tribune ran 119 stories on post-manifesto polygamy
- Reed Smoot hearings – Headlines: “The Mormon Curse and Cure,” “Mormon Religion Called Immoral,” “Mormon Church a Trust,” “Mormon Law Breakers,” “Mormon Veiled Threat,” and “Extirpate the Mormon Ulcer
- Newspapers in the U.S. South portrayed Mormon missionaries as “bad-low men,” “hyenas of society,” “emissaries of hell,” and “false teachers” who brought their “lustful doctrine of polygamy” into southern homes with designs to lure “silly women” into “social bondage.” Another account in the South described the Mormons as the “most degraded, ignorant, selfish, vice-stricken people on the face of the earth
- In Great Britain, Winifred Graham’s novels proved to be even more damaging to the Mormon Church in that country. Graham became an ardent Anti-Mormon crusader. She wrote 88 novels, and Mormons were a particular focus for several novels; *Ezra and the Mormon* (1907), *The Love Story of a Mormon* (1911), *The Sin of Utah* (1912) *The Mormons: A Popular History* (1913), *Judas of Salt Lake* (1916). The preface to “Love Story” stated, “Mormonism is dull and unintelligible. Girls who emigrate from England to Utah find themselves members of an immorally constituted society.”



"Mormonism Is on the Wane in Utah." Courtesy Library of Congress.

- Articles in Muckraking magazines: *McClures* (1910), *Colliers* (1911) *Pearson's* (1911) *Cosmopolitan* (1911, 1912) and *Everybody's* (1911, 1912)
- Zane Grey, best-known novel of its time, Riders of the Purple Sage, (1912) Mormons portrayed poorly in this book and in its sequel, 1915
- Sugar Trust Hearings, 1910, 1911, 1913, 1917, Proceedings and articles in national newspapers about the Mormon monopoly over sugar
- The film, *A Mormon Maid* in 1917, "arguably the most potent and important anti-Mormon film."

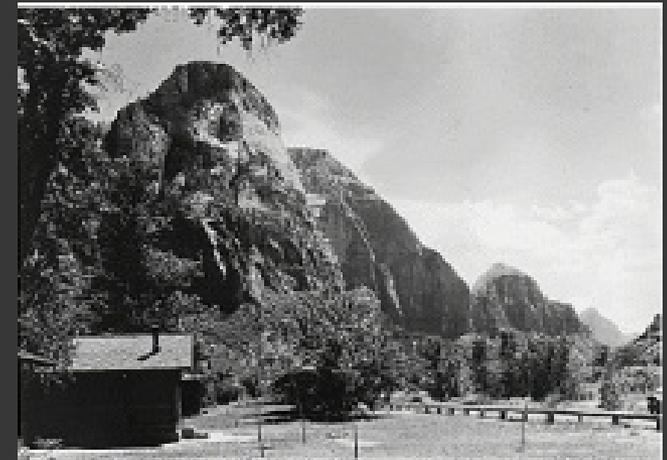
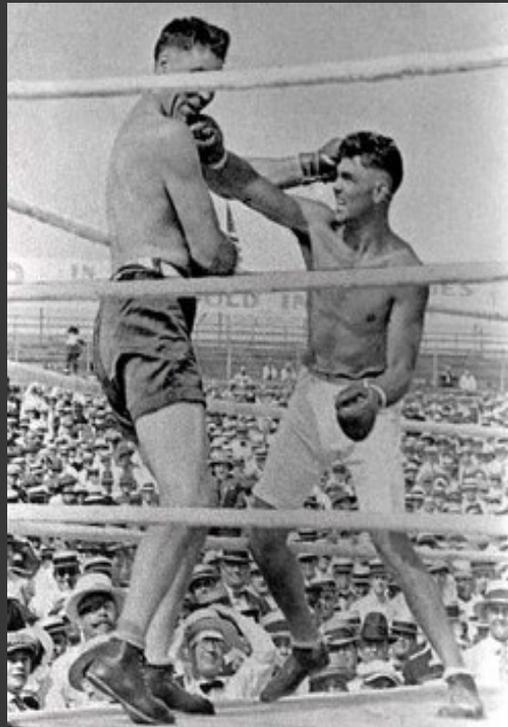


President Joseph F. Smith's administration did develop significant historical sites, such as Joseph Smith's birthplace in Vermont, the Smith farm in New York, important sites in Missouri, and Carthage Jail in Illinois; built a Church visitors bureau, and the Hotel Utah in Salt Lake City. However, his public national perception as a Polygamist and as a Monopolist during a time of a large anti-trust movement made it difficult for him to be a spokesperson for the Church. The end of his life sequestered him from the public even further, necessitated by the Influenza Epidemic of 1918.

Heber J. Grant



Heber J. Grant's tenure as president and prophet began as transportation and communication advances were coming to Utah. These changes along with the establishment of Zion National Park and the national popularity of boxer, Jack Dempsey, created increased public interest and access to Utah.



1. Outreach to “key publics.” Essentially identifying and analyzing your key publics-the various groups of people who affect or interact with your organization with an issue or issues

- Congressional “Smoot” Hearings, 1904-1907
- Congressional “Sugar Trust” Hearings, sporadically from 1911-1917

Invitations and access to the Tabernacle for prominent political speakers, as well as personal visits.

- Former President William H. Taft, Feb. 19, 1919. Speaks in the Tabernacle. He speaks there again in 1920.
- Pres. Woodrow Wilson visits Utah and speaks in the Tabernacle, Sep. 23, 1919
- Franklin D. Roosevelt, Vice-Presidential candidate, Aug 27, 1920.
- James M. Cox, Ohio Governor and U.S. Presidential Candidate, Sep 15, 1920.
- Heber J. Grant and Reed Smoot visit in the home of Chief Justice William H. Taft, Oct. 24, 1921 and again on May 13, 1922.
- President Warren G. Harding, 26 June, 1922 visit with President Grant. Round of golf. Accompanied by future Presidents Calvin Coolidge and Herbert Hoover.
- Convention of WWI veterans held in Tabernacle, June 24, 1924. Many former politicians and nationwide businessman speak and then meet with the first Presidency.
- William McAdoo, U.S. Secretary of the Treasury and future U.S. Senator from California, Sep. 1924.
- Herbert Hoover visits Heber J. Grant in 1925 and again in 1926.

- Heber J. Grant's speech before the Kansas City Knife and Fork Club, Dec 1920.
- Elders David O. McKay and Hugh J. Cannon embarked on a tour of Church schools and missions in every part of the world, 1920-21. During their year-long journey they visited countries all over the world. Visit world leaders where possible and interview with local press.
- President Grant and Reed Smoot, make visits to cabinet members, Senators, Congressmen. Played a round of golf and talked with local newspapers in 1921 and 1922.
- Plays golf and goes horseback riding with President Warren G. Harding in late June of 1922.
- Reed Smoot dedicates the Brooklyn New York Chapel. Dedication covered by the *New York Times*.
- Elder James E. Talmadge receives "favorable" press in Europe



Heber J. Grant's candid demeanor and homespun stories make him a favorite among the press.



Utilizing various media as a tool to accomplish aims

“I find no difficulty whatever in in getting publicity in various papers, and whenever I travel, in different cities east and west, the north and south, those who have interviewed me have given correct reports of the interviews.”

– Heber J. Grant

Radio

- Heber J. Grant speaks on the initial radio broadcast of KZN (KSL) on May 6, 1922
- General Conference broadcast via radio, October 23, 1924
- Mormon Tabernacle Choir broadcasts some of it's performances in 1925 (weekly broadcasts begin July 1929)
- The first efforts to carry the gospel through mass media started with a series of six national broadcasts over CBS called the "Church of the Air." March 3, 1933



Mormon Tabernacle Choir

1873 – 1923. Five tours in 50 years. No invitations, mostly chapels

1926 California Tour: San Francisco, Sacramento, Oakland, Hollywood Bowl, San Diego, Pomona, San Bernardino, and Long Beach California, and Reno Nevada.

1934 Century of Progress Exposition Tour: Seven days of concerts in Chicago, Illinois at the invitation of Henry Ford. Concerts in Independence, MO and Denver, CO en route home

1935 California-Pacific International Exposition Tour: Concert in San Diego at invitation of Henry Ford, Inglewood Bowl, California.

1936 Memorial Day Tour: Zion National Park, Utah (Memorial Day) at invitation of Union Pacific Railroad.

1939 Tour: Sun Valley, Idaho, at invitation of Union Pacific Railroad, other parts of Idaho.

1941 Tour: Hollywood Bowl, San Francisco

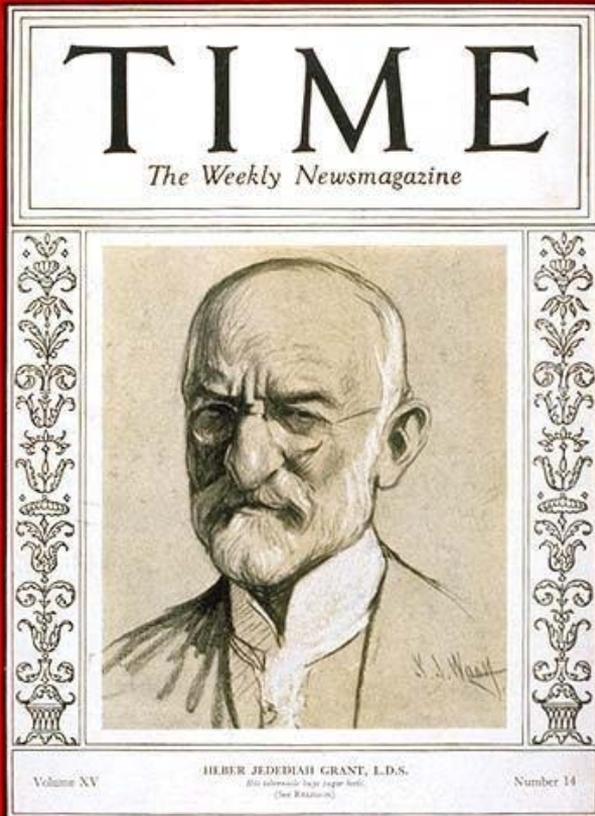


Film

- President Heber J. Grant playing golf, 1920, Clawson Brothers Films
- The *Exodus of a New World*, the Church announces a deal with Pioneer Film Company on March 24, 1928 to create the film which becomes *All Faces West* in 1929.
- Hays Committee
- Film: *Union Pacific*
- Film: *Brigham Young*. “I endorse it with all my heart and have no suggestions. This is one of the greatest days of my life. I can't say any more than ‘God Bless You.’” – Heber J. Grant



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LDS Church Public Relations

- The Church Radio, Publicity and Mission Literature Committee was organized. Stephen L. Richards served as its chairman and Gordon B. Hinckley was the executive secretary of this committee. October 1935

Conclusion

- Heber J. Grant and the Church appear to utilize some initiatives and concepts central to public relations
- By 1919, public relations as an industry and even as a concept is still developing.
- WWI helped stimulate the development of public relations as a profession. Many of the first PR professionals, including [Ivy Lee](#), [Edward Bernays](#), [John W. Hill](#), and [Carl Byoir](#), got their start with the [Committee on Public Information](#) (also known as the Creel Committee), which organized publicity on behalf of U.S. objectives during World War I.
- It is doubtful that Heber J. Grant had much insight on this committee or its workings. He appears to have had an innate sense of media relations and enjoyed working with the press.
- Limitation of this study is it examines the press coverage of the church. More insight could be gained by looking at Heber J. Grant's papers.
- The Mormon Church does benefit from more positive media coverage. Newspapers appear to be enamored with a Golfing Prophet with a "homespun" demeanor. Radio is desperate for good content. Happy to have Church-generated material and the church has some available and willing to produce more. Film becomes tempered under Will Hays.

Thank you

Entertainment Public Relations History: Publicity Pioneers Who Created Today's Global, Celebrity-Obsessed Culture

IHPRC, Bournemouth

July 12, 2012

Carol Ames, Ph.D.

California State University, Fullerton

Communications Dept. comes@fullerton.edu

—Being caught in a photo with a star got you fired.

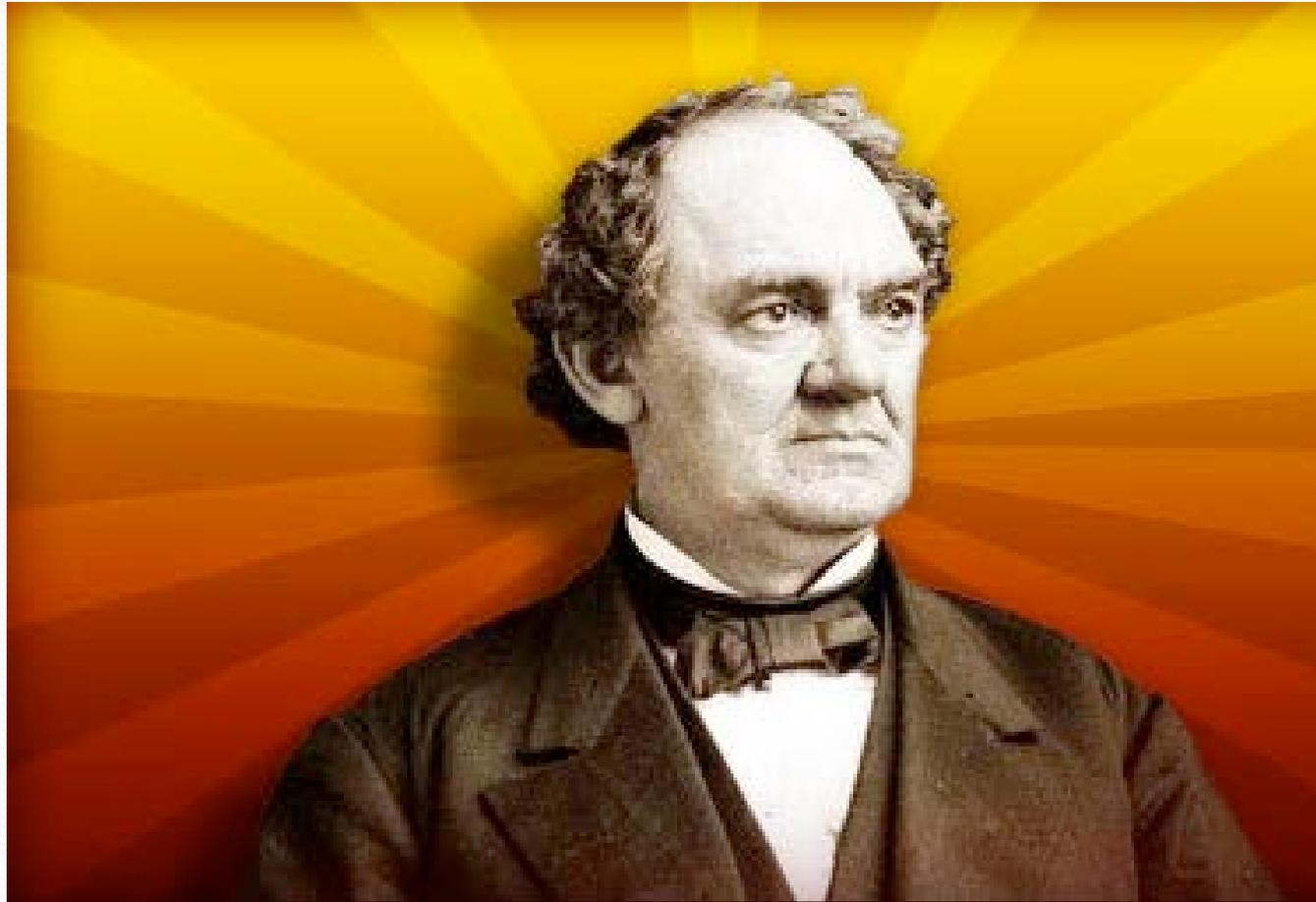
Henri Bollinger,
Pres. of the
Entertainment
Publicists
Professional
Society



The anonymous
publicist

• vs. **The Showman**

P. T. Barnum



Lit. Review

- Miller, K. (2000). U.S. public relations history: Knowledge and limitations. In: Roloff, M.E., Ed. *Communication Yearbook*. 23, pp. 381-420. Thousand Oaks, Calif.: Sage.
- --Questions the emphasis on big business
- --Wants studies of religious organizations, small business, non-profits, social activists, entrepreneurs

Conti.

- Lamme, M. O., & Russell, K. M. (2010). Removing the spin: Toward a new theory of public relations history. *Journalism Communication Monographs*. 11 (4), 280-362.
- --PR “not progressive....consistent over time....no founding date” (p.355)
- --includes encyclopedic tables of PR tactics through centuries

Then and now:
Entertainment PR's Goal =
Open the show!

Then word-of-mouth results in great attendance

Lit. Rev. Hollywood histories

- focus on stars
- or on the studio moguls --The “Showmen”

Best Book: The Fame Formula

Borkowski, M. (2008). *The fame formula: How Hollywood's fixers, fakers and star makers created the celebrity industry*. London: Sidgwick & Jackson.



<http://moblog.net/view/871827/a-portrait-of-mark-borkowski>

Publicists covered

- Harry Reichenbach
- Harry Strickling
- Henry Rogers
- Warren Cowen
- Pat Kingsley

Lit. Rev.

- Davis, R. L. (1993). *The glamour factory: Inside Hollywood's big studio system*. Dallas: Southern Methodist University Press.
- --Good chapter on studio publicity departments

Lit Review

- Sennett, R. S. (1998). *Hollywood hoopla: Creating stars and selling movies in the golden age of Hollywood*. New York: Billboard Books.

--primary sources included press books

Research Questions:

- Q₁—Who were the pivotal pioneers?
- Q₂—Were the pioneers' tactics innovative?
- Q₃—Which of Lamme & Russell's 5 themes?
- Q₄—How did they use new media?

Primary Sources

Interviews with elder publicists

Materials in private hands

Archival Sources

Academy of Motion Picture Arts &
Sciences

Ronald L. Davis Oral History Collection
of Southern Methodist University

The Barnum Template for Ent. PR

Motivation = Profit

Goal = Deliver the audience opening night

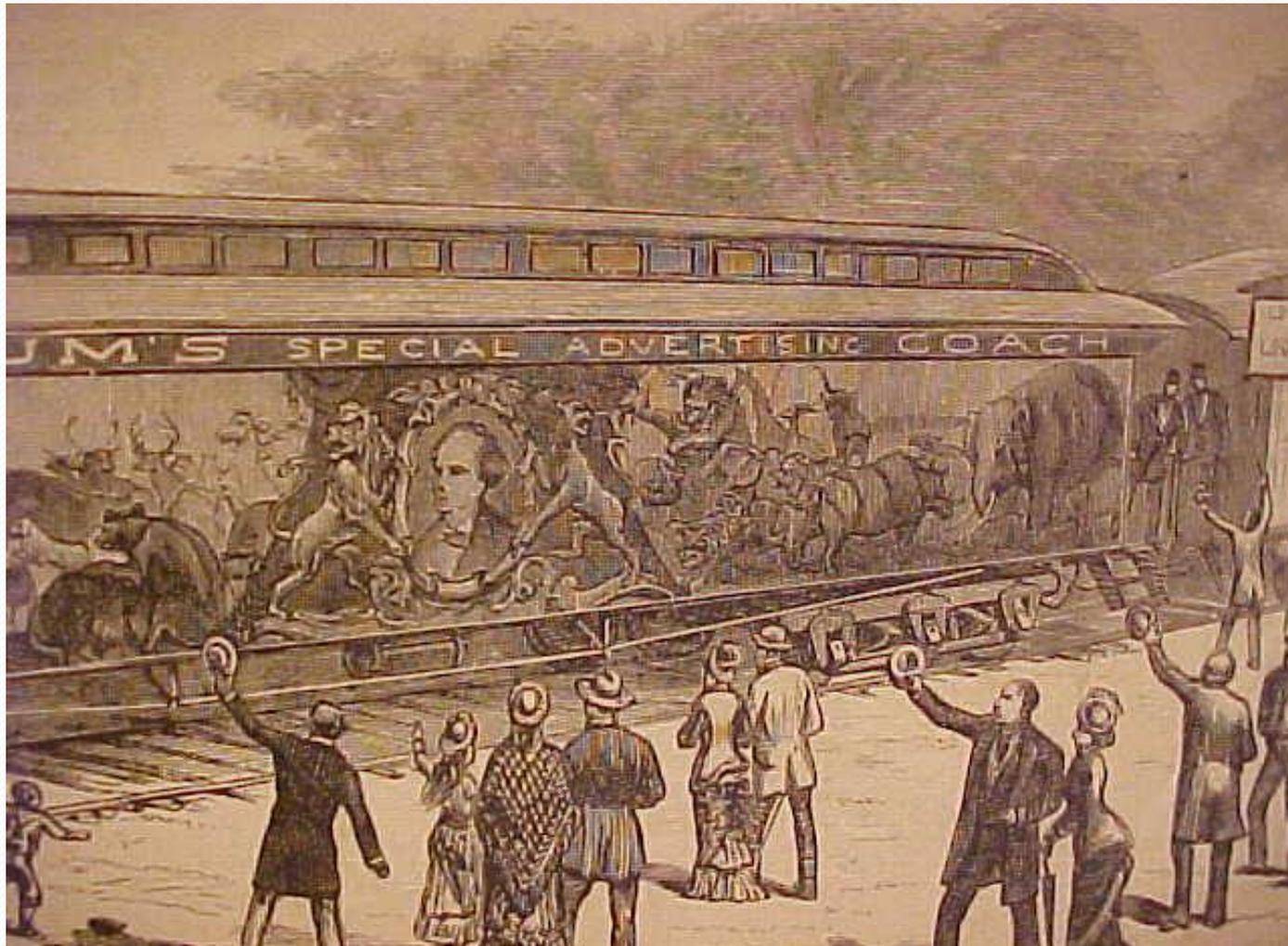
Tactics, per Lamme & Russell

- Family friendly
- Creating controversy
- Editorial previews
- Inventive ad design
- Lighted transparencies (new media)
- Endorsements
- Stunts
- Exploited his own name

The value of the Barnum name?

- \$87,850 from one venture in the 1870s
- =50 % of the profits
- His multiple partners split the rest

Advertising Coach as “Coming Attraction”



"Summer Entertainments – 4.5" x 9.5" woodcut print 1878

Circus Parade

Day before Opening

- Goal = to Open the show
- Bring 1st night audience
- Create word-of-mouth buzz to supplement the advertising
- The prototype of all 'pre-opening hoopla'

Nickelodeons

Selling “moving” pictures

Edison Patents Trust

one-reel films +

Entertainment Pioneers

- From the Garment Industry:
 - William Fox—coat liner
 - Samuel Goldfish (Goldwyn)—glove salesman
 - Adolph Zukor—furrier
 - Marcus Loew—furrier

Sons of a Shopkeeper:

Warner boys

- Buy projector
- Buy film—12-minutes
- Tour Pennsylvania

EDISON FILMS

PATENTED AND COPYRIGHTED.

Replete with Thrilling and Exciting Incidents in Fourteen Scenes.

THE GREAT TRAIN ROBBERY

Was shown to entire-
able houses during
New week in New
York at the following
Theatres:

Hartig & Seaman's
Circle Theatre
Proctor's 126th St.

SEND FOR FULLY
ILLUSTRATED
AND
DESCRIPTIVE
PAMPHLET.



Keith's 14th St.
Harlem Opera House
Tony Pastor's
Eden Musee
Huber's Museum
Orpheum, Brooklyn
Comedy Theatre
Orpheum Music Hall

LENGTH, 110
FEET.
PRICE, \$111.
CODE WORD,
VACUUMAN.

Edison Exhibition Kinetoscope, \$115.00. Edison Universal Kinetoscope, \$75.00.

MAIN OFFICE and FACTORY, Orange, N. J.

EDISON MANUFACTURING CO., NEW YORK OFFICE: 83 Chambers St.

OFFICE FOR UNITED KINGDOM: 52 Gray's Inn Road, Holborn, London, W.C., England.

EUROPEAN OFFICE: 32 Ruepport Hotel George, Antwerp, Belg.

SELLING AGENTS:

THE KINETOGRAPH CO. 41 E. 21st St., New York

KLEINE OPTICAL CO. 82 State St., Chicago, Ill.

PETER BACIGALUPI 502 Market St., San Francisco, Cal.

THE ORIGINAL AND ONLY



Warner “Buzz Screening”

May 28, 1905—Opened a storefront

Nickelodeon

Next—moved into distribution

Tactic: Customer newsletter

The Duquesne Film Noise
PUBLISHED MONTHLY BY
DUQUESNE AMUSEMENT SUPPLY CO., Inc.
Licensed by Moving Picture Patents Co.

163-165 Bakewell Building, Pittsburg, Pa. 235-237 Monticello Arcade, Norfolk, Va.
SAM WARNER, Editor Price—100 Kazambles—American Money Free: JACK WARNER, Asst. Editor.

Entered in Every Moving Picture Theatre as First-Class Matter.

Volume 1 **APRIL, 1909** **Number 3**

WE ARE THE ONLY FILM EXCHANGE ISSUING ITS OWN MAGAZINE—WATCH OTHERS FOLLOW



S. L. WARNER
Editor and Manager Norfolk Office of
Duquesne Amusement Supply Co.



J. J. WARNER
Asst. Editor and Manager Film and Supply Dept. Norfolk
Office Duquesne Amusement Supply Co.

JUST RECEIVED PATHÉ'S PASSION PLAY.
Three thousand and two hundred feet in length and
highly hand-colored. Write today for rates. We also
have a great quantity of advertising matter at a very low
price, some signs of different hand bills, and other things
of interest to exhibitors. The arrangement

NOTICE.
Vaudeville Department.
Mr. Harry Mitchell, formerly with Harry Von Tilzer,
Music Publishing Co., is now in charge of our large
Vaudeville Booking Department and will be glad to meet
you.

Sperling & Millner, 1998, 146ff

Small business publicity to big business public relations

- When a local theater owner
- Developed a chain
- Or moved into distribution
- Took on Edison's monopoly
- Moved into production and national distribution

Famous Players in Famous Plays (Famous Players-Lasky, Paramount)

Founder--Furrier

Adolph Zukor—

The Public is Never Wrong, 1953



Paramount History

- Zukor ran a penny arcade
- Opened an upstairs theater with Edison's projector
- Started producing
- Wanted "A good inside man (production) and a good outside man (sales/publicity)"

B. P. Schulberg

- Outside man
- Named company: Famous Players in Famous Plays
- Brand positioning: classy
- Bought the U.S. rights to Sarah Bernhardt in *Queen Elizabeth*
- 4-reels
- Prestigious Broadway premiere
- Forced the Patents Trust to grant a license

Stars

- Charlie Chaplin
- Mary Pickford—“America’s Sweetheart”—per Schulberg

Publicist—Harry Reichenbach

- Repped a magician in France
- Worked for Lasky
- Puppet master in Barnum mold
- Hoopla to “open a picture”
 - See Borkowski, pp. 78-87

Per A.C. Lyles

- In 1940s, Paramount PR had 75 staff
- Publicists
- Planters
- Star-development
- Serviced 400+ accredited press

Fox

1909—Couldn't get movies from the Edison Patents Trust

Began producing

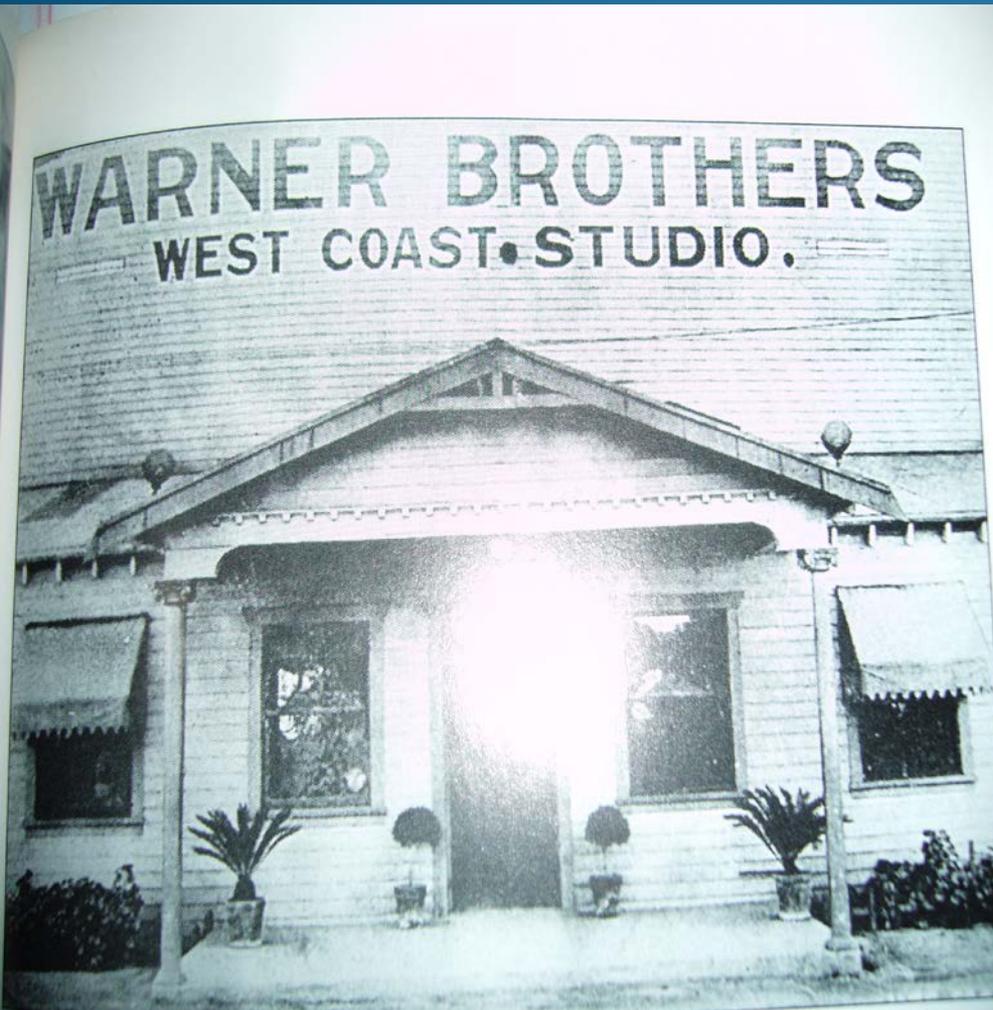
1916—Moved to Los Angeles

Wilfield Sheehan—studio head

Stars: 12+ films per year

- Theda Bara
- Tom Mix

Warner Bros.



Facing page top: Harry...

Based on a bestseller

Based on a true story

- W.W.I. *My Four Years in Germany*

Warner publicity—Focus on Stars!

- Hal Wallis—age 20
- Then Bob Taplinger
- Later Bill Hendricks—”Publicity began when Warner Bros. bought a story; it never stopped until the picture was released” (Davis, 1993, 142)



Rin Tin Tin

A WARNER BROS. STAR



Franchise Star

Marty Weiser—donated papers to Academy of Motion Picture Arts and Sciences

- Known for PR stunts
 - Lauren Bacall, *To Have and To Have Not*, 1945
 - Named a new volcanic island “Bacall Island”
 - Having troops 4500 miles away “interview” Bacall

New Media 1925 -- Radio!



W.W.II.

- Warners spoke out in the press:
- 1937 “We are the descendants of immigrants...”

Weiser campaign—*Sons of Liberty*

- 1939
- To Weiser: “...we don’t want ‘lovely’ editorials or fine reviews...We want those newspapers to tell their readers to go to the theatre to see the picture” (Blumberg, 1939, May 17).

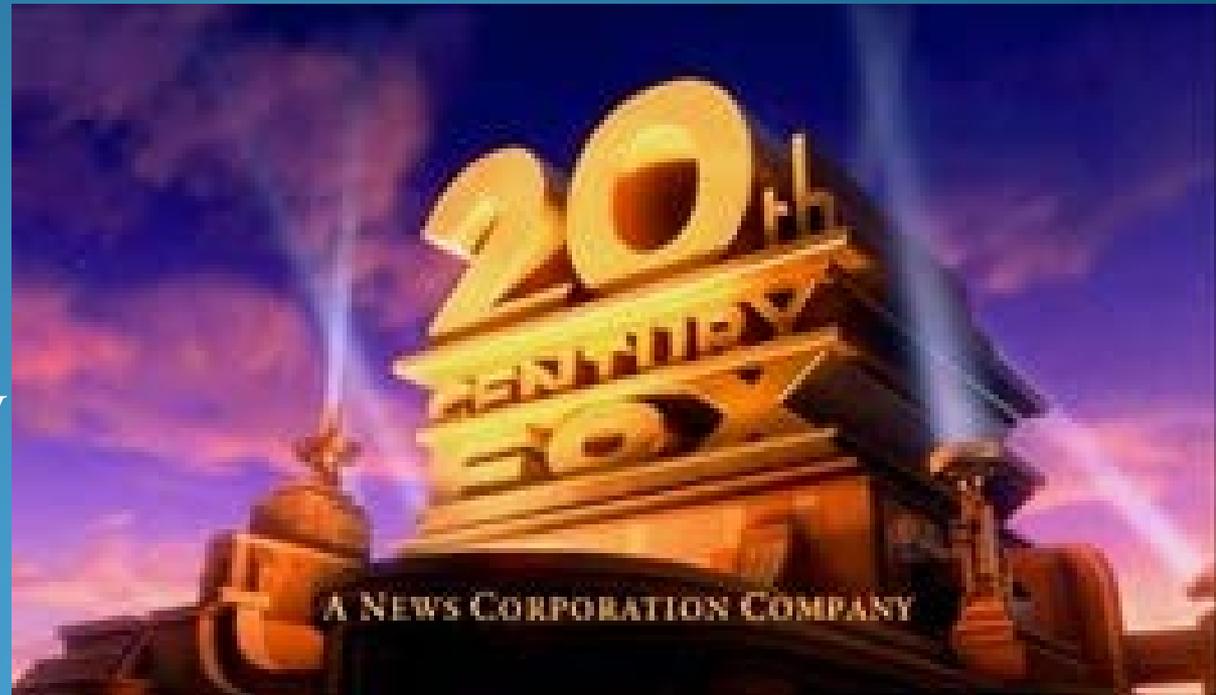
Twentieth Century Founded (1933) and Merged with Fox (1935)

Darryl F. Zanuck

Joseph M. Schenck

Nicholas Schenck

Harry Brand—Publicity



Publicity—50% beyond production costs

- Stars:
 - Shirley Temple
 - Will Rogers
- The O of SWOT
 - *The Country Doctor*—re: the Dionne quintuplets
 - Sonja Henie—Olympic fame

1948—U.S. vs. Paramount Pictures Supreme Court Decision

Studios must divest theaters

The end of the “studio” era

Harry Brand—“One of the heralds of hyperbole known as the Hollywood Press Agent”—Obit, 1989



MGM

Louis B. Meyer

Selznick

Howard Dietz—East Coast Pub.

Howard Strickling—West coast Pub.

Walter Seltzer

publicist

planter for the dailies

Depression Promotion

More sensationalistic

More gimmicks

More merchandise tie-ins

Warner Bros.

- --Bill Hendricks (1937). *Charles ‘Chick’ Lewis Present the Encyclopedia of Exploitation*
 - Compendium of stunts and PR ploys
 - Look here before you claim to have invented an original tactic!

- 
- --Bill Hendricks (1949). *Showmanship in Advertising: The Fundamentals of Salesmanship in Print*
 - “Showmanship means alertness in sensing public response and adapting selling strategy to public mood or reaction” (xiv).

Hendricks

- “A time-honored show business axiom asks the question—*does it sell tickets?*” (p. 219).

Publicity in the post-studio era

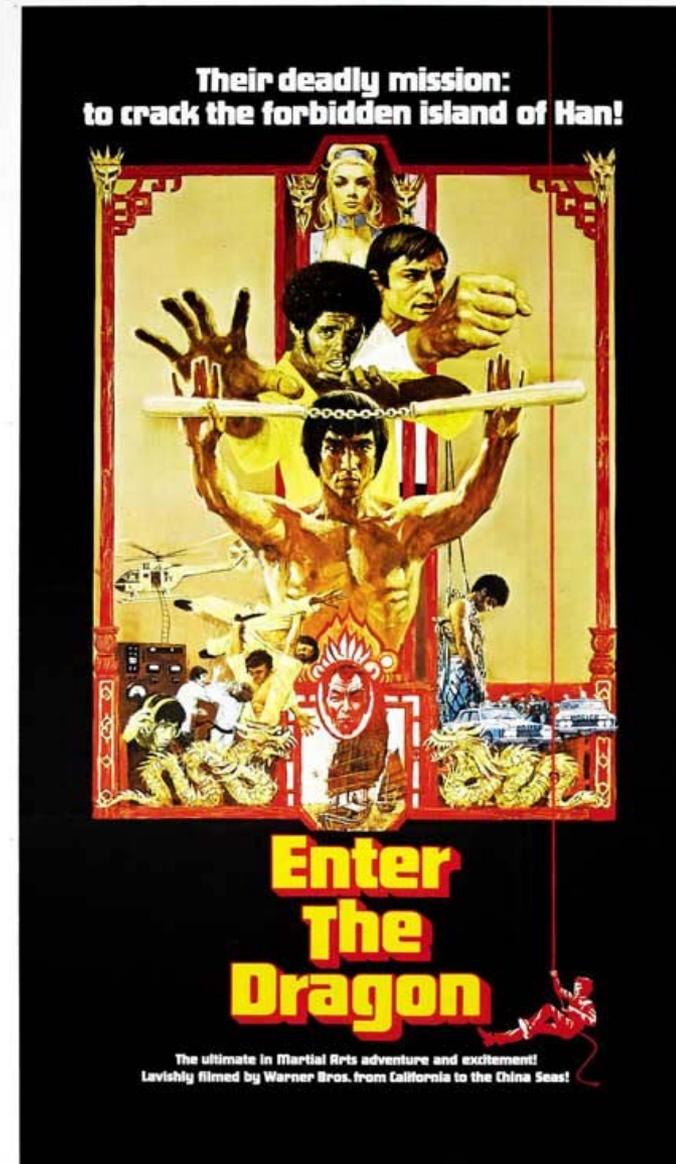
Stars move between studios

Stars may not cooperate with publicity

Many publicists are freelance

Marty Weiser--publicity
Enter the Dragon (1973)
starring Bruce Lee

- Giveaway flipbook
- Promotions at martial arts events
- Dragon Race



BRUCE LEE · JOHN SAXON · AHNA CAPRI "ENTER THE DRAGON"
Co-Starring **BOB WALL · SHIH KIEN** and Introducing **JIM KELLY** Musc: Lalo Schifrin
Written by Michael Allin - Produced by Fred Wertraub and Paul Heller in association with Raymond Chow
Directed by Robert Clouse - PANAVISION® · TECHNICOLOR® · Celebrating Warner Bros. 50th Anniversary
ORIGINAL SOUND TRACK ALBUM ON WARNER BROS. RECORDS
A Warner Communications Company

Memo re: Marty Weiser's work

- “A little showmanship plus a tremendous amount of effort can be made to pay-off. As this is being written, DRAGON (in its opening day at the same theatre) is running double the boxoffice take of LIVE AND LET DIE...”
- (Bruce Lee had died a month earlier)

Summary of Results

Q1: Pivotal Pioneers?

- B. P. Schulberg
- Al Wallis
- Harry Brand
- Howard Dietz
- Howard Strickling
- Walter Seltzer
- Bill Hendricks
- Marty Weiser

Q2: Who was innovative compared to Barnum?

- Goal is “To open the show”
- All follow the Barnum template

Q3: Which motivation?

- Profit, profit, profit

Q4: Use new media?

- Yes, everything and anything.
- Entertainment PR leads in uses of new media
- <http://www.youtube.com/watch?v=DH7qq7OjJO8&NR=1&feature=endscreen>



10 DOWNING STREET

From the Press Secretary

Bernard Ingham and the Downing Street press office under Margaret Thatcher

*Presented at the International History of Public Relations
Conference, Bournemouth, July 2012*

Richard Bailey, Leeds Metropolitan University &
Gareth Thompson, London Metropolitan University



10 DOWNING STREET

Introduction

From the Press Secretary

- About the subject
- About the research
- About the authors

*Hebden Bridge from
near Heptonstall*



1. Life and career (Richard Bailey)
2. Downing Street: the early years (Gareth Thompson)



Life and career

10 DOWNING STREET

From the Press Secretary





The Labour years

10 DOWNING STREET

- Born 21 June 1932 in Royal Infirmary, Halifax
- Father Garnet was an industrial weaver and Labour councillor from 1947
- Lived at Albion Terrace, Heptonstall Road, Hebden Bridge; family later moved to new house in nearby Mytholmroyd (see right)
- Failed 11 Plus and left school at 16; joined *Hebden Bridge Times*
- Married Nancy Hoyle (3 November 1956)
- Halifax office of *Yorkshire Post* (1952); northern industrial correspondent for the *Yorkshire Post* in Leeds (1959)
- *The Guardian* correspondent in Leeds (1962)
- Unsuccessful Labour candidate in Leeds Council election (1965)
- *The Guardian*, London (1965); overlooked for promotion to labour correspondent (1967)



1 Birchenlee Close, Mytholmroyd



62 Gleanings Avenue, Halifax

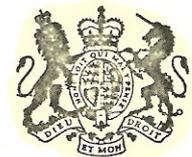


Government comms

10 DOWNING STREET

From the Press Secretary

- Press adviser to Prices and Incomes Board (1967)
- Chief Information Officer at new Department of Employment and Productivity under Barbara Castle (1968)
- Retained in Department of Employment in Conservative administration (1970)
- Chief Information Officer, Department of Energy (1973)
- Later worked for Tony Benn at Department of Energy



Crombie 1947

10 DOWNING STREET

From the Press Secretary

- ‘Departments require Information Divisions: -
 - To create and maintain an informed public opinion about the subjects with which the Department deals. This is the purpose which most properly is to be regarded as informative. It is much wider in scope than what is usually associated with the term “Public Relations.”
 - To use the methods of publicity, where suitable, to help the Department to achieve its purpose.
 - To assist and advise in all matters bearing on relations between the Department and the public with which it deals. This is the purpose more commonly described as “Public Relations”.
 - To advise the Department as to the reaction on the public of a policy present or contemplated.’

From the report of the Crombie Committee (1947) (INGH 1/8)



Ingham 1974

10 DOWNING STREET

From the Press Secretary

- Ingham's paper on 'The nature, purpose, structure and organisation of the Government Information System' was presented at a Sunningdale conference of government information officers, October 1974
- The purpose of government communication is:
 - 'to play its part in meeting and maintaining an informed public on the Government's policies, legislation, services and activities both at home and overseas, with the objective of informing the public of its rights and responsibilities, and of seeking understanding and support for Government policies without entering into party political controversy or advocacy.
 - 'The voice of the Information Officer is... one of a number which should be heard in the formulation of policy.'

INGH 1/8



Qualities required

10 DOWNING STREET

From the Press Secretary

- Characteristics of government information officers:
 - ‘Lively intelligence and intellectual curiosity;
 - a positive approach to communications with the public;
 - political “feel” – an ability to grasp the implications of policy and a basic awareness of what is – and what is not – possible;
 - an ability to write simply, clearly and quickly and to communicate orally to audiences of all levels;
 - management ability, with particular reference to the allocation of resources;
 - application, basic integrity and toughness of mind to uphold it.’

INGH 1/8

1979: Into Downing Street



10 DOWNING STREET

From the Press Secretary

- Ingham's appointment announced in September 1979
 - He took over from Henry James, who had accepted the post on a six-month contract following Mrs Thatcher's election in May 1979
 - Ingham immediately deployed his experience on broadcast media and enthusiasm for the popular end of the media spectrum
 - Ingham appears keen to assert himself over the Saatchi and Saatchi advertising executive, Tim Bell, and the TV producer, Gordon Reece, who Thatcher rated as an adviser with "a unique insight into the medium...and grasp of popular taste."

Thatcher, 1993:20

1979: Into Downing Street



10 DOWNING STREET

From the Press Secretary

- “I think there is an inevitable tension between Messrs Bell and myself because they are deeper into showbiz than I will ever be, appearing in the gossip columns.”

Ingham, 1991:352



January 1980: Broadcast interview



10 DOWNING STREET

From the Press Secretary

London Weekend Television's Weekend World was chosen - in preference to the BBC – for the first set-piece broadcast interview in January 1980 with Brian Walden.

Ingham was praised by David Cox, the producer, for his level of preparation:

“You should be congratulated for ensuring that the Prime Minister was well briefed enough to display such incredible command of the subjects we covered.”

THCR 5/2/4



January 1980: Broadcast interview



10 DOWNING STREET

From the Press Secretary

- The eight pages of briefing notes include 4 pages of specimen questions. One question gives a glimpse into Ingham's views on the radical changes underway in the country at the time:
- “How do you see the future unfolding? Are you not asking the British people to take a terrible beating?
- Or do you believe that they are ready for really drastic surgery – that, notwithstanding the reflex actions of trade unions, there is a basic and deep rooted yearning in Britain to snap out of it and that we are prepared to take our medicine?”

(THCR 5/2/4)

Public Relations Practice at 10 Downing Street



10 DOWNING STREET

From the Press Secretary

- Ingham's public relations practice is confident and advisory to a client whose strengths could become weaknesses in a media interview.
- For example, he encourages avoiding too much detail in a May 1980 BBC Radio 4 interview for the World This Weekend:
- “Could I also ask that you eschew economic detail? Please deal in easily understood concepts – after all, people will be eating and drinking while they are listening to you.”

THCR 5/2/4

Public Relations Practice at 10 Downing Street



10 DOWNING STREET

From the Press Secretary

- Ingham worked hard to include the more popular media in the schedule of interview engagements and by-line articles he arranged for the Prime Minister.
- In the Press Digest for 29 April 1980, he proudly reports to the Prime Minister:
- “Your articles in Woman’s Own and Illustrated London News picked up, especially favourable in populars.”

THCR 3/5/1

Public Relations Practice: Honesty, integrity and humour



10 DOWNING STREET

From the Press Secretary

Honesty and integrity are qualities stressed by Mrs Thatcher in her written assessment of Bernard Ingham.

His notes to the Prime Minister also reveal a sense of humour and proportion.

On 12 February 1980, in response to the poor health of the Yugoslavian President, Marshall Tito (who died on 4 May 1980), the Prime Minister received a note from Ingham suggesting that:

“As Tito teeters again, I thought you might like to keep by you at home for night duty purposes the following material....”



INGH 2/2/3

Public Relations Practice: Honesty, integrity and humour



10 DOWNING STREET

From the Press Secretary

In another press digest, Ingham refers the Prime Minister to a press article on 24 March 1980 which reports:

“Cardboard cut-outs of the Prime Minister being sold for £6.95 as a party gimmick.”

THCR 3/5/1



Or “insidious undermining”?



10 DOWNING STREET

From the Press Secretary

“What seemed beyond any doubt is that those on the Prime Minister’s staff were responsible for encouraging the leaking of a selective and misleading quotation in order to discredit a senior colleague.”

He goes on to express distaste at the “insidious undermining technique of Bernard Ingham and the press office at Downing Street.”

Heseltine, 2000: p339





The view of client journalists

10 DOWNING STREET

From the Press Secretary

“Despite the media prominence of the PM’s devoted spokesman, Bernard Ingham, this government was not wholly given over to ‘spin’.”

Aitken and Garnett, 2002: 289

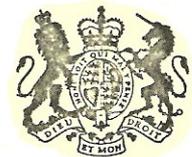
“Mrs Thatcher’s press secretary was faithfully transmitting her view; that was very much his skill.

There were often times when he gave her view, even though he had not had a specific discussion with her about the matter in hand. He had an uncanny way of sounding like her when he talked.

But unlike Alastair Campbell, Tony Blair’s press secretary whom in many ways he resembles, Mr Ingham clung to his status as a civil servant and head of the government’s information service. “

Sergeant, 2001:248





10 DOWNING STREET

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The Milestones Influencing Public Relations Profession in Turkey: Insights from the PR Pioneers

A.Banu Bıçakçı PhD, Asst. Prof.

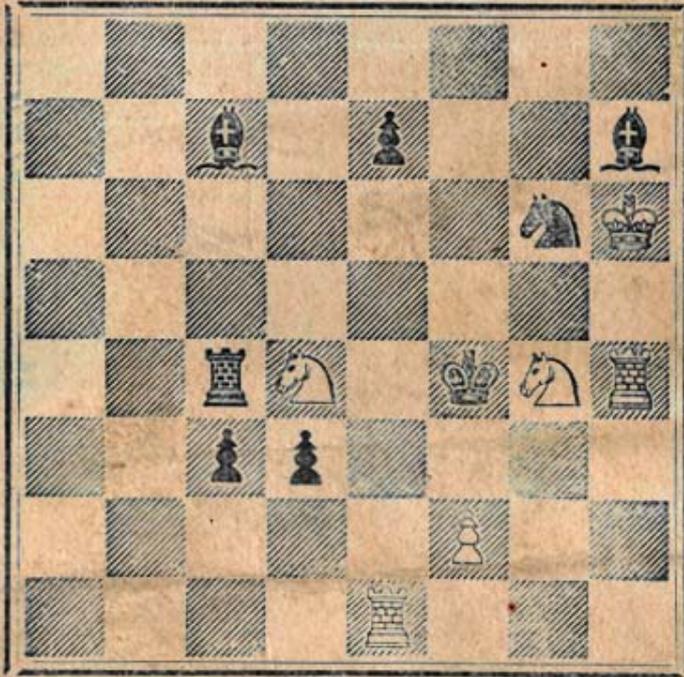
&

Pelin Hürmeriç PhD, Asst. Prof.

Yeditepe University

Istanbul Turkey

BLACK.



WHITE.

White to play, and mate in four moves.

The following is an instructive game played between M. Von HEYDEBRAND and M. DE RIVIERE.

(Scotch Gambit.)

WHITE (M. Von H.)	BLACK (M. de R.)	WHITE (M. Von H.)	BLACK (M. de R.)
1. P to K 4th	P to K 4th	20. Q Kt to K B 3rd	Q R to Q B sq
2. P to Q 4th	P takes P	21. K B to K sq	P to K Kt 4th
3. K Kt to K B 3rd	Q Kt to Q B 3rd	22. Q to K 2nd	P to K R 4th (a)
4. K B to Q B 4th	K Kt to K B 3rd	23. Q Kt to Q 2nd	Q takes K P
5. P to K 5th	P to Q 4th	24. Kt takes Kt	P takes Kt
6. K B to Q Kt 5th	K Kt to K 5th	25. Q takes R P	Q takes Q
7. Kt takes P	Q B to Q 2nd	26. R takes Q	Q R to K sq
8. B takes Kt	P takes B	27. Q R to K sq	B takes Kt
9. Castles	K B to Q B 4th	28. P takes B	R takes R
10. P to Q B 3rd	Castles	29. R takes R	R to K sq
11. Q Kt to Q 2nd	Q to K 2nd	30. R takes R (ch)	B takes R
12. Q Kt to K B 3rd	K B to Q Kt 3rd	31. P to K R 4th	P to Q B 4th
13. P to Q R 4th	P to Q R 4th	32. P takes Q B P	B takes Q R P
14. P to K R 3rd	P to Q B 4th	33. P takes K Kt P	B to Q B 3rd
15. K Kt to K 2nd	P to Q B 3rd	34. B takes P	K to Kt 2nd
16. B to K B 4th	P to K B 3rd	35. P to K B 3rd	K to Kt 3rd
17. B to K R 2nd	P to K B 4th	36. K to B 2nd	P to Q R 5th
18. Q Kt to Q 2nd	P to Q B 5th	37. B to Q B sq	P to K R 5th
19. K Kt to Q 4th	P to K B 5th	38. K to his 2nd—and wins.	

Introduction

- Beginning of PR in Turkey: various approaches
- Methodology
 - In-dept interviews
 - Documentary sources
 - Economic, sociologic & political contexts
- Objective

(a) The fault of the Game. If, instead of playing thus, Black had boldly marched forward with his K Kt Pawn, it is pretty evident he would have been master of the situation in a very few moves.

1- ANTECEDENTS OF PR

- **Single Party Phase (1920-1946)**
 - **Foundation of Turkish Republic**
 - **One-way, government dominated PR**
 - **“Image building era”**
- **Multi Party Phase (1946-1960)**
 - **Name of the profession mentioned**
 - **Mass media in the election campaigns**

Single party phase (1920-1946)

The 1920s and early 1930s were a time of radical change in Turkey

Turkish politicians have identified their primary goals as ‘westernization’ in order to be more integrated with the European political system by adopting certain values and practices (Şenyuva, 2006, p.21)

Anatolia Agency (Anadolu Ajansı-<http://www.aa.com.tr>) and General Directorate of Press and Information (Matbuat ve İstihbarat Umum Müdürlüğü) were constituted (Brocket, 2014)

in 1920 by Mustafa Kemal Atatürk, the founder of the Turkish Republic.

Atatürk’s Revolutions

Atatürk’s revolutions are acknowledged as the primary drive towards reforming a democratic relationship among the public themselves and between the public and the institutions of the Republic. Even if they were not titled as such, Atatürk’s actions, words and reforms, like the introduction of a new alphabet, the hat and the tractor, his statements such as “the peasant rules the people”, his famous “Nutuk” (declamation), specifying April 23rd as the children’s holiday, and May 19th as the youth national holiday (Keloğlu, 2003 in İşler 2006, p.5) were important PR activities. These activities led by Atatürk had a great effect on the public in terms of adapting to the social and political reforms. In conclusion, all these reforms were accepted by them easily and there were hardly any negative reactions (İşler, 2006, p.5).

a- Single Party Phase (1920-1946)



- In 1920, Mustafa Kemal Atatürk constituted:
 - Anatolia Agency (AA)
 - General directorate of Press and Information

First sponsorship of political and professional manners took place in 1931

Original organizations such as People's Houses built in 1931, People's Orator Organizations built in the same year and People's Rooms built in 1932 are remarkable efforts in terms of communicating with the public in this period.

First beauty contest was held in Turkey that presented the image of a modern and civilized country abroad. In 1932, Miss Turkey Keriman Halis was selected as Miss World, as a projection of a "modern" positive national image (Shissler, 2004).

Miss Turkey becomes Miss Universe

«Miss Universo 1932»

El título de «Miss Universo» ha correspondido este año a la señorita Keriman Halis, «Miss Turquía». El concurso, que en los años anteriores se celebró en Gálveston, en Río de Janeiro y en Santiago de Chile, tuvo lugar esta vez en Spa (Bélgica), donde se reunieron veintiocho bellezas de todo el mundo. El jurado, compuesto por veintiocho personalidades, una por cada nación representada, estuvo presidido por M. de Waleffe, el animador tradicional de estas fiestas de belleza y de elegancia. «Miss Turquía 1932», desde ahora «Miss Universo», es una bellísima muchacha de dieciocho años. FOT. VIDAL

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a- Multi- Party Phase (1946-1960)



- Foundation of the Democratic Party (DP)
- planned, systematic and continuous managerial works of DP
- USA effect- NATO
- systematic and planned PR activities of Sabancı and Koç

The reformations in the multi-party phase have been categorized as PR and communications activities, including the inception of consciousness, formation of a community and therefore affecting the election process, use of mass media for election campaigns,

Starting from the 1950s the Turkish cinema, nicknamed as 'Yeşilçam', features a new type of character: the industrialist. The new class of businessmen had to have a decent plan of action and communication towards the capitalist economic model of Turkey, as to change the perception of Turkish people regarding themselves.

“enough, let the people speak now”

2- EMERGENCE OF PR (1961-1980)

- **State Planning Organization (DPT)**
- **MEHTAP Report**
- **The first:**
 - university level education
 - PR books
 - PR Association (HİD)
 - PR department in KOÇ
 - PR agency: A&B

There are some important milestones in the emergence period of the PR profession in Turkey; these can be listed as the studies of the State Planning Organization (DPT), the MEHTAP report, start of the first University academic year, publications of the first PR books, establishment of the Public Relations Association, establishment of the first PR department in Koç Holding, and the foundation of the first PR agency. In this section, these milestones are investigated from the point of view of the economic and socio-political status of the period. There are two names that should be pointed out starting from this period, Alaeddin Asna and Betül Mardin who are considered as the mother and the father of PR in Turkey.

Alaeddin Asna, Turkish PR Pioneer: work for DPT



Asna, a graduate of the Ankara University, Faculty of Political Sciences, class of 1961, started working in the DPT

By the time he graduated from the University, he was already a journalist in Ankara

- The State Planning Organization (DPT) was founded in 1960
- Duty: helping and advising the Government in the implementation of the social and cultural policies and goals & coordination of the activities concerning the economical policy

During the foundation stage of the Organization, Prof. Jan Tinbergen, who was a development expert guiding Turkey in terms of planned development before the military coup, emphasized that the planned development idea had to be presented to the community,

and that this had to be done via a long-term PR plan. He stated that PR studies should be taken as seriously as any other subject in planned development.

The MEHTAP Report

"it is mandatory to form a close relationship with the community in the studies and decision makings of every stage of the government"

The Central Government Organization Project, abbreviated as MEHTAP, which covers the foundation and the defined tasks of the "Central Government Organization", has been initiated by the decree of the Cabinet of Ministers dated 13.12.1962, numbered 6/209.

it holds the implementation of PR activities and the formation of a relationship with the audience mandatory for the public institutions

It has been downgraded through time, becoming a consultation tenancy, or a clipping service

Political instability, the effect of PR in the capital-industrial union conflict

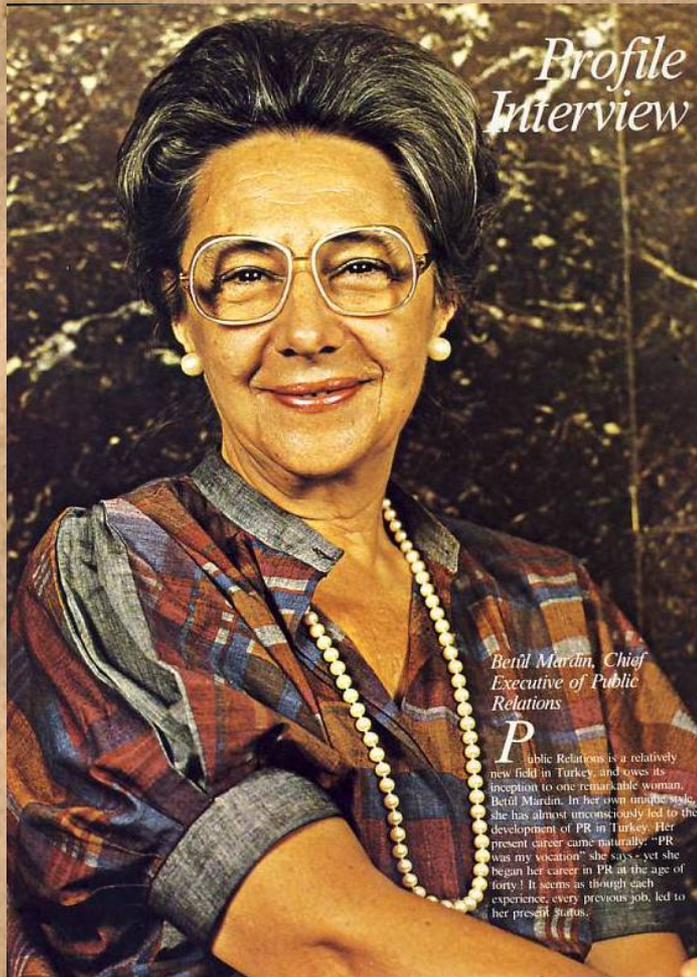


1970s: a period of ultimate violence originating from the serious political conflicts commenced, and especially the industrial unions formed a powerful resistance against the capital, with strikes, lockouts ...etc.



Turkish Industrial Businessmen Foundation (TÜSİAD) was established in 1971, with Vehbi Koç in the lead (Findley, 2011). In the context of claiming rights before the industrial unions with planned and systematic communication activities, and positioning itself in a dignified and effective position before the people, PR was of great help for the foundation. In this exact same period; Erol Toy penned the book “İmparator” (The Emperor) (1974) which indirectly tells the story of Vehbi Koç.

'Mother' of Turkish PR: Betül Mardin



- The first woman PR consultant in Turkey. In 1968, she has started to work as a free-lance PR consultant.
- became a major shareholder for the first Turkish PR agency, A&B PR.
- in year 1977, had imported the 'sponsorship' concept into Turkey.
- world-wide president of the IPRA in 1995

In 1973 Mardin received an invitation from Nejat Eczacıbaşı, one of the most prominent businessmen, who was chair of the committee preparing the Istanbul Festival, to help him promote the festival. It was a milestone as Mardin enters the Turkish scene as a professional PR

consultant. To promote the festival, she had prepared inserts and put them inside the passports of tourists entering Turkey from Istanbul airport, by herself, inviting them to participate in the festival.

Mardin is still the honorary president of the IMAGE PR agency



With David Rockefeller
and Rahmi Koç...



Worldwide Sheraton Hotel's PR Managers' gathering in the 1980s



President of IPRA, 1995; today interviewing with us...

Milestones in this period

➤ The first PR classes in college:

➤ Ankara University, 1965-66.



➤ Establishment of the first department:

➤ KOÇ Holding



➤ Establishment of the first PR association:

➤ HID (now called TÜHİD)



➤ Establishment of the first agency:

➤ A&B PR



3- DEVELOPMENT OF PR

- **Liberal economy phase (1981-1992)**
- **International competition phase (1992-2001)**
- **Integration phase (2002-ongoing)**

After 1980, Turkish economy had a development in accordance with a very fast capital accumulation regime that overturned social dynamics. In this period, while leaving the traditional economic growth perspective which was framed from the beginning of foundation of the government and by the concepts such as modernization, statetism, cooperativism, industrialization, a new growing model, which is 'believed' to be evoked by the integration-concentration of national capital and international finance capital, has been put into practice.. (Tellan, 2008, p.2).

The regime change caused by the September 12, 1980 military coup d'état allowed possibilities for the new neo-liberal economic policy that was going to be pursued (Boratav, 2012).

Under the effect of the IMF (International Monetary Fund), the military government appointed Turgut Özal, former president and director of the economic

reforms for the DPT, as the deputy vice-president responsible of the economy.

The aim was to orientate individuals and communities to the reconstructed global capitalist system, built upon the benefits of the capital.

Liberal Economy Phase (1981-1992)

- Changes in the economic system and the society
- IMF & World Bank
- Media relations: Turgut Özal's period
 - TV programmes & public information campaigns
- Crisis communication
 - Sheraton Hotel case
 - Contaminated tea & hazelnuts
- CSR: 1982- Turyağ, İzmir

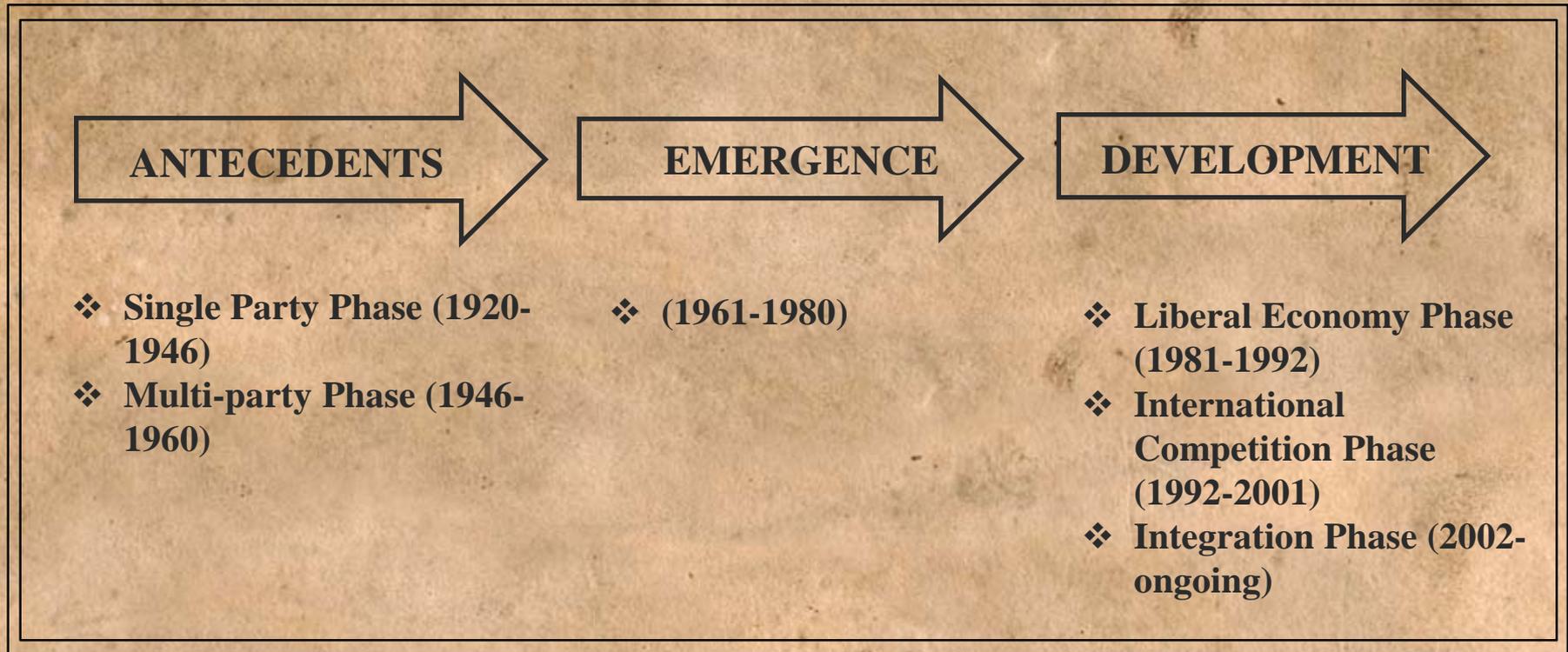
International Competition Phase (1992-2001)

- Neo-liberal policies and privatizations
- Evolution of PR Agencies
- 1992: Transformation of journalism schools into Faculties of Communication
- 1995: Betül Mardin became the first Turkish president of IPRA
- 1999: First corporate reputation programme at KOÇ Holding
- 1999: ‘Golden Compass Awards’

Integration Phase (2001- ongoing)

- 2001: Economic crisis
- 2002: AKP became the ruling party
 - Neo-liberal policies
 - EU negotiations started- 2005
- Successful CSR campaigns
 - Kardelenler and Clean Toilets cases
- 'Expertise' as a concern for PR Agencies
 - CSR, Sponsorship, MPR; digital communication, leadership, international communication...etc.
- Shift from PR → to Corporate communications
- 20003: Ceyda Aydede president of IPRA
- Atlas Award winners

CONCLUSION



Periods in the development of PR in Turkey

Thank you...

The Past, The Present and The Future of Public Relations Activities in Turkish Health Care Sector



Asst. Prof. Bilgen Basal
Istanbul Bilgi University
Faculty of Communication

Introduction to Turkish Health Care Sector

- ◆ According to Pharma 2020 Report, Turkish healthcare market is expected to be one of the largest 10 markets with the market growth of 10-15% each year for the next decade.
- ◆ Turkey's large and rapidly growing population, as well as increasing average life expectancy and increasing elderly population and low drug consumption offer significant growth opportunities.
- ◆ It has been estimated that the size of Turkish medicine market will reach \$ 15.2 billion in 2013.
- ◆ Today, Turkey is the world's 13th and Europe's 6th biggest medicine market on turnover basis.

A Quick Look to Turkish Pharmaceutical Industry

- ◆ Leading domestic pharmaceutical companies Eczacibasi and Mustafa Nevzat are global players now.
- ◆ Eczacibasi with 60 year history sold 75% of shares to Czech Zentiva in 2007 .
- ◆ Mustafa Nevzat with 89 year history sold 95.6% shares to American Amgen in 2012.
- ◆ 15 of the 20 biggest pharmaceuticals company in Turkey merged with foreign capital.
- ◆ Novartis was created in 1996 through the merger of Ciba-Geigy and Sandoz, established the first factory in Istanbul around the world.
- ◆ Fako was sold to Actavis in 2003.

Importance of PR in Health Care Sector

- ◆ It was not possible to make commercial communication to the public with the law that has been adopted in 1928 in Turkey. The only exception was for medical magazines.
- ◆ The code of commercial communication for medicines which are not subject to prescription (over the counter-OTC) put into force by RTUK (Radio and Television Supreme Council) in 2011.
- ◆ This code allows the advertisement of OTC medicine that constitutes 22 % of the market. But the definition of OTC medicine is still a question mark.

Importance of PR in Health Care Sector

- ◆ Pharmaceutical companies operate with the mission of fulfilling key duties in terms of the community and human health.
- ◆ For this reason pharmaceuticals industry shows greater regard for Corporate Reputation.
- ◆ Today, Corporate Social Responsibility (CSR) constitutes an indispensable part of the agenda for company management. Companies are responsible towards the community from the day they are established.
- ◆ This is why, the British government has appointed a *Minister for Social Responsibility*. Similarly, the European Commission has a separate department dealing exclusively with CSR issue.

PR Activities in Health Care Sector

- ◆ They conduct public relations activities in different ways.
- ◆ These may be grouped into *social, communal, medical and pharmaceutical studies* such as
 - ◆ founding educational scholarships, doing health screenings, establishing clinics, supporting nongovernmental organizations, conducting joint projects with medical colleges, managing seminars and sponsorship activities.
- ◆ Especially, in a sensitive industry such as healthcare industry, social responsibility deserves a special interest. The objective is to generate a positive corporate image, increase awareness and maintain an overall corporate reputation rather than to increase the sales.

Early Pharmacists and PR Health Practitioners

- ◆ Folk medicine traditions have a noteworthy role in Turkish daily lives.
- ◆ Lemon and Mint is good for nausea, garlic is good for lowering blood pressure, olive oil is good for hair loss, yogurt is good for sunstroke, cataplasm herb is good for rheumatism, and so on.
- ◆ Herbal (Egyptian) Bazaar, is one of the oldest covered bazaar of Istanbul. Its traces go back to the Byzantine period.
- ◆ Not only have spices been sold in the Egyptian Bazaar, but all sorts of medicines were sold during the old times in the bazaar as well. Most of the medicines were prepared according to the recipes from the historical book called “A Good Appetite”.

Early Pharmacists and PR Health Practitioners

- ◆ It is still famous with folk medicines, spices, flowers, rare plants, as well as traditional products, such as roots, bark and nuts.
- ◆ It would not be wrong to call Herbalists as *the first pharmacists* and *the first pr practitioners* with communication effort they have spent to *inform* the public about the healing power of the medicinal herbs.
- ◆ Anatolia has been a unique transition place of many different and complex cultures with different ancestors, languages and beliefs.

Early Pharmacists and PR Health Practitioners

- ◆ The majority of those people were scattered in villages, devoid of education and health care, were living depending on their traditions, applying their own remedies against the diseases.
- ◆ For example cheese, who knows since how long it was buried into the soil and the mold was formed on the surface of the cheese was applied to the wounds.
- ◆ However, the miracle of mold was realized with the discovery of penicillin in 1941.

Early Pharmacists and PR Health Practitioners

- ◆ The Ottoman Empire gave great importance to public health and welfare affairs, and became a model to world states.
- ◆ Many foundations, hospitals, caravanserais, votive fountains, soup kitchens were established to give social assistance to all people.
- ◆ Those developments led to the establishment of '*International Health Assembly*' in 1839 during Ottoman Empire.

Early Pharmacists and PR Health Practitioners

- ◆ Until around 1890 in Istanbul, almost all pharmacy owners were non-Muslim.
- ◆ The number of Muslim Turks pharmacists were very small in the Ottoman Empire.
- ◆ There are two main reasons for this; Muslim Turks were accepting the pharmacy business as a trade not as a profession and it was very difficult to find a pharmacy to make practice.
- ◆ There were approximately 265 pharmacies in Istanbul in 1890, only 4 of them were of Turkish origin

Trailblazing Turkish Pharmacists

- ◆ In 1935 winter, a flu epidemic plagues everyone in the entire country.
- ◆ Mr. Akar invents '*Gripin*' with its practical, inexpensive and unbelievably quick treatment features.
- ◆ Its name contains the word '*Grip*' which means flue in Turkish and '*in*' taken from '*Asprin*' which was the only competitor of him in those years.
- ◆ Especially in malaria epidemic years, it was used as the only medicine.
- ◆ It has become a '*national medicine*' after its emergence in the market

Trailblazing Turkish Pharmacists

- ◆ *'Take a Gripin, you will come around!'* This is Gripin's catchphrase definition that emerged from the colloquial language of the people.
- ◆ It is said that the inventions developed by Mr.Akar, *delayed* the pharmaceutical companies to come to Turkey.
- ◆ He was ***socially responsible*** to his public; he made numerous donations to schools, mosques and other charitable organizations and undertook the education of poor students

Successful PR Activities

- ◆ He was *socially responsible* to his public; he made numerous donations to schools, mosques and other charitable organizations and undertook the education of poor students.
- ◆ He conducted *crisis management* successfully.
- ◆ An unauthorized manufacturing has been made for a similar flue pharmaceutical in the same design and the same name.
- ◆ A judicial proceedings initiated against ‘*piracy*’. At the court, Mr.Akar did not complain about the defendants. Instead, he made a deal with them offering to buy four machines and the necessary materials to manufacture authorized Gripin boxes.

Successful PR Activities

- ◆ He struggled heavily with piracy for his products. For Gripin, he gave announcements carrying '*How one should be sure?*' headlines to newspapers for informing the public about the falsified products.
- ◆ He gave announcements carrying '*Useful words about dental health*' headlines to newspapers to raise *public awareness* for the importance of brushing teeth and to get public to adopt the attitude of brushing teeth for his 'Radyolin' toothpaste.
- ◆ Other Revolutionary PR Initiatives belongs to the Eczacibasi Group(1952) being one of the most important leading pharmaceuticals company today.

Eczacibasi Family

- ◆ The founder of the Eczacibasi Group, used to say that "*the real measure of private entrepreneurship is the success with which it increases the wealth of the community as a whole*".
- ◆ Dr. Eczacibasi believed that the activities of a private enterprise ought to be integrated by social responsibility.
- ◆ The father of the founder was the first university-educated pharmacist in Izmir (1909). He was inspired by his grandmother who was very talented in folk medicines.
- ◆ He performed *unprecedented PR activities* to ensure the confidence to the Turkish pharmacies.

Eczacıbasi Family

- ◆ He launched 'non-prescription products' which can be taken without a doctor visit, especially for poor patients.
- ◆ He was meeting the patients coming from other cities at the train station, settling them to hotels or hospitals and at the end was sending them back to their home after making all kinds of treatments.
- ◆ Requested medication of patients from inside and outside of Izmir by phone or mail were sent to their addresses.
- ◆ All of these activities have not only achieved the recognition of his Pharmacy, but also contributed in providing the confidence towards other Turkish pharmacies.

Eczacıbasi Family

- ◆ Till the end of his life he inaugurated a Mother and Child Health Center, tuberculosis dispensary, nursing home, blood center, child health center, state hospital, anesthesia and intensive care center and three elementary schools.
- ◆ His elder son established the first Turkish modern pharmaceutical plant on 1952 in Istanbul.
- ◆ They firmly believed that "The real measure of private entrepreneurship is its success in increasing *the wealth of the whole community.*"
- ◆ During their lifetimes, they sought to achieve this through *the establishment and sponsorship of non-profit institutions involved in culture and the arts, education, scientific research, public policy and sports.*

The Firsts of the Eczacıbaşı Group

- ◆ The First And Longevous School Education Program and The First Radio Quiz Show
- ◆ The First Scientific Research and Medical Award Fund
- ◆ The First Sports Club Bearing Its Own Private Institution Name
- ◆ The first private museum to organize modern and contemporary art exhibitions
- ◆ A staunch supporter of Istanbul International Music, Film, Jazz, Theatre and Visual Art Festivals

There had been major developments in the 1990s

- ◆ An organic connection was formed with the world's most prestigious organization, ICCO (International Communications Consultancy Organization).
- ◆ In 1998, *PRCI/ICCO-Turkey* (PR Public Relations Consultancy Anonymous Company) was founded. It is the voice of public relations consultancies around the world and tries to improve the quality of the PR services with international professional and ethical standards.
- ◆ In 1998, *PRNet Research and Analysis Company* is founded as the first PR media monitoring and PR media analysis service.
- ◆ Before PRNet, media coverage was not being measured according to international standards.
- ◆ Hereafter, development of Turkish PR industry had been accelerated and we started hearing about “*corporate communication*” in the 1990s.
- ◆ H(Health) TV Turkey is started to broadcast in 2011. It is the first thematic channel about health with full of useful information for both public and health professionals.

Major developments in the 1990s

- ◆ Many pharmaceutical companies have emphasis on promoting wellness rather than managing illness.
- ◆ Healthcare payers will increasingly reward patients with healthy habits.
- ◆ The most of the world's pharmaceutical spending goes on the **treatment** of disease rather than its prevention.
- ◆ The aging of the population, together with dietary changes and more sedentary lifestyles, will also increase the burden of **chronic disease**.
- ◆ Chronic diseases need lifelong medical support.
- ◆ Health care PR has started to support '**the quality of life**' of its public e.g. by forming Alzheimer associations.

Health care industry has become scientific based and symptom elevated.

- ◆ PR has started to understand the world with *genomics*.
- ◆ It has several medical implications. For example, the inventions about immune system made the effective organ transplantations possible without taking lifelong medicines.
- ◆ The content and the images used in PR have been changed with life engineering; e.g. images used in breast cancer are now happy ordinary people living with their families rather than sexy and beautiful woman.
- ◆ Stakeholders have changed as well. Non-governmental organizations and internal communication has become important.
- ◆ Patent expiration is another important issue. Strengthening of new product development processes is a key factor for success. In this regard, consolidation in the global market is expected to continue.

Ingredients of New Reputation Formula

- ◆ Immeasurable values of a company contribute in building the reputation.
- ◆ These include environment and public, respecting people, participative management, creativity, consumer orientation.
- ◆ Companies which give the top priority to sustainable growth above the corporate principles have a rising reputation. This brings financial success, consumer trust, high brand value, growth opportunity, consumer satisfaction and needs fast adaptation to changing trends.
- ◆ The most important 8 communication issues are for the near future (in order of importance);
- ◆ on-line communication, corporate reputation management, internal communication, crisis management, research and monitoring, corporate social responsible works, lobbying and media relations.

THE
Independent



**“...an intense scrutiny of his
actions”**

*Edward Bernays and the Dilemma of Ethics
versus Opportunity*

Thomas Bivins
University of Oregon

Background

- In the 1920s, nearly three-quarters of investor-owned utilities in the U.S. were controlled by eight holding companies.
- By 1928, pressure from the public and the U.S. Congress resulted in what would become a six-year-long investigation FTC investigation of monopolistic practices among the utilities and their holding companies.
- Their first report was issued in March, 1928.
- It dealt with the efforts by associations and agencies of the utilities to influence public opinion—more specifically, electric utilities and their “public relations” arm, the National Electric Light Association (NELA).

Since 1919, NELA had carried out a massive propaganda campaign intended to discourage public ownership of utilities, especially electric utilities—an effort that would continue until near the end of the FTC investigation in 1934.

Prominent among those utilities was General Electric (GE), which had been founded by Thomas Edison.

Speaking specifically of the electric utilities' trade association, the FTC noted:

“It is unlikely that any pressure group ever engaged in a more comprehensive propaganda campaign than the National Electric Light Association campaign during the 1920's. This campaign... was deliberately framed to 'sell' utility views to the Nation's population....[N]o campaign approaching it in magnitude has ever been conducted except possibly by governments in wartime.”

NELA's multi-million-dollar propaganda campaign had used techniques the FTC considered ran counter to "free and fair expression." They included:

- Paying college faculty to write textbooks and create classroom presentations favorable to private ownership of utilities.
- Employing 3rd parties to "spread the word" including: Schools, clubs, insurance companies, churches, government officials, political leaders, bankers and industrialists.
- Producing "canned" editorials for thousands of newspapers, written by NELA over the signatures of prominent persons (governors, judges, attorneys).
- Literally paying editors to run stories favorable to the electric industry.

Mr. Edward L. Bernays
9 East 46th Street
New York City

My dear Mr. Bernays:

I am enclosing with this two reprints from THE INDEPENDENT in which I believe you will find considerable interest. They explain themselves and I do not feel that I need add any personal comment upon them. I am writing this to ask if you would not be interested in writing for THE INDEPENDENT an article commenting not only upon the practices as revealed in these articles, but upon the whole subject of public relations. I believe that your position in the field would make such an expression particularly valuable at this time when the publicity work of the Utility Associations has been under fire in Washington.

I should visualize as the important matter of such an article your statement as to just how far the Public Relations Council may go in sending out publicity to the newspapers unlabeled. That is, do you feel it quite proper to send out material by you, without making clear to the editor that the source of the material is the organization itself? I think you will be able to see yourself just how interesting such an article would be. I should not think very much need be said about the two articles by Mr. Carter, but that it should contain more particularly a general and quite frank discussion of the whole problem.

With best wishes,

Very sincerely yours,

Stewart Beach

Stewart Beach
Managing Editor

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After Bernays had agreed to write the article,
Beach followed with editorial advice:

“It seems to me that the lead of the article might well state that since the Federal Trade Commission has been investigating the propaganda activities of the utilities for some months, and particularly of the National Electric Light Association, it seems useful at this time to straighten out the concept of publicity from the point of view of the public relations counsel.”

Then he asked Bernays a key question...

“I do not know whether you advise the NELA or not. If so, and you felt you could say so or let us say so in the box, it would add just that more weight and interest.”

To which Bernays responded...

“No, I am not connected with the N.E.L.A., but I think the article will be even stronger coming from a disinterested party.”

The question of Bernays' "disinterest" is the focus of this paper.

- Although he denied any association with NELA and its propaganda campaign, the following year Bernays spearheaded "Light's Golden Jubilee"—a spectacular nationwide event celebrating the 50th anniversary of the electric light bulb, and, by inference, GE and the entire electric industry.
- This seeming contradiction raises critical ethical questions about Bernays' work.

The Article

This Business of Propaganda

By Edward L. Bernays

THE recent investigation by the Federal Trade Commission of public-utility propaganda and the uncovering of the Hofer syndicate in *THE INDEPENDENT* have again focused attention upon the propagandist and his relation to the scheme of things. Not since the days of the pro-German and pro-Allies propaganda has this country been made as cognizant of this ever-present and powerful force.

It is altogether fitting and proper, therefore, to inquire in the light of the last ten years what have been the developments in postwar propaganda, especially as applied to industry — to big business. The World War left business astounded at what the technique of propaganda had accomplished in the conflict. Not only had it raised men and money for individual Governments. There had been propaganda in favor of the love of nations, and other propaganda for the hate of other nations — all successful. There had been propaganda to raise morale and other propaganda to break it down. Propaganda — all of it — making its mark on millions of people.

Big business was not the first force to recognize what this could mean to it. The war had brought about large money deficiencies in the funds of colleges and other educational and social service

And so there developed a special profession — I have called it public relations counsel. Others have termed it publicity direction. Some firms turned over this new function in their work to outside organizations, whom they retained just as they would lawyers or accountants. Others appointed vice presidents in charge of public relations, as for instance the American Telephone and Telegraph Company and large New York banks. In the field of associations, too, this work of public relations or propaganda was also undertaken, because industries, as associations, realized that they were competing with other industries for the public's dollar — the marble dealers with the limestone dealers, for instance. They were also competing for the public's good will as expressed in everything from more purchases to more favorable legislation. We have, then, the realization on the part of big business that this new right arm of propaganda was very useful to it; and we have at the same time the adoption of this new profession of propaganda by many totally unfitted, who thought they could profit by the new condition.

This has led to abuses in the field. But the growth of every business or professional field has undoubtedly followed the same course. Despite centuries of background in medicine and the formulation of

The key elements of Bernays' article are those dealing with Beach's question of the origination of material sent to the news media

- It was already known by public relations practitioners at the time that a message passed through the news media, whose gatekeeping skills are assumed to provide transparency, would garner for that message a credibility that it may not have obtained on its own—or if disseminated under the name of its original author.
- By using this approach, the newspaper appears to address its readers in its own voice, but is actually acting as a conduit for a third party, sometimes referred to as “information laundering”

Journalist Ernest Gruening's mid-FTC-
investigation exposé of the NELA campaign
suggested that the most “insidious” aspect of
the campaign centered on the

“concealment of origin, in the inability of the consuming public—in this case, the newspaper reader—to tell where the goods came from, to know, in other words, who is talking. Editorials inspired or actually written by power company representatives and then appearing as the newspaper's own... are legion.”

Bernays *also* addressed the issue of disclosure in his *Independent* article, but from a very different point of view, stating that:

“the public relations counsel... may enlist the interest of an individual or an organization in his client’s point of view.”

“That individual organization may then propagandize it through its own channels because it is interested in it. In such a case, *the point of origin then becomes that individual or organization.* The public relations counsel, having made the link between the interest of his client and the interest of the third party, no longer need figure in the resulting expression to the public.” [italics added]

He also noted that if a third party is identified by the public relations counsel as a potential “propagandist” for the point of view, then the identification of that third party as the originator of the message *is entirely sufficient.*

LIGHT'S
GOLDEN JUBILEE



- In 1929, Bernays was asked by General Electric to spearhead a 6-month-long celebration of the 50th anniversary of the invention of the electric light by Thomas Edison.
- Although Bernays was doing quite well in his business, he wanted to grow his client list and enhance his own reputation.
- He was eager for just such a chance to head up a “...dramatic event that would make others see us [public relations counsels] as we saw ourselves.”

The National Electric Light Association was heavily

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The techniques Bernays used in Light's Golden Jubilee were nearly identical to those used by NELA, still currently under FTC investigation

- Wooing the press with free luncheons.
- Pre-packaging stories sent out through “news” bureaus.
- Enticing universities to offer lectures on Edison and his invention.
- Third-party endorsements in every possible venue.
- A plan book sent to local utilities outlining how to garner publicity for their own products and services

How could Bernays not know he was working, even tangentially, for the electric utility industry?

Ethics versus Opportunity

Bernays' actions reveal a loosely constructed personal and professional ethic

- One that combines the two forms of consequentialism: Egoism & Utilitarianism.
 - Egoism drives opportunism and client loyalty.
 - Utilitarianism drives third-party considerations (stakeholders other than the public relations counsel and the client), and may dilute client loyalty.
- Tension between these competing drives may cause a moral agent to ignore third-party obligations
 - This may take the form of assumed impartiality.

In his *Independent* article, Bernays likened the practice of public relations to other “professions” such as the law.

- He especially applauded the seeming scientific detachment with which these professionals, such as attorneys, carried out their business.
- He may have thought that if he simply adopted the proper impartiality, his actions would be above suspicion—or, at least, excusable within the bounds of the professional model he sought to emulate.
- Like the lawyers with whom he identified professionally, expert detachment was a virtue.

- However, the validity of a client's claim (cause) is decided within the legal system by a court of law.
- Bernays claimed that the “court of public opinion” would serve this function in the arena of public relations.
- But, unlike the legal profession, Bernays insisted that it was the public relations counsel's *sole prerogative* to determine the validity of his client's cause—whether it deserved a hearing in the court of public opinion or not.

The result is, that under Bernays' personal ethical code, the validity of a client's cause is left to the "special pleader" whose own interests are then inextricably bound to those of the client.

- This in itself is a form of self interest, because it allows the agent to assume a lawyerly impartiality while believing (or believing he believes) in his client's cause.
- In Bernays' case, his desire to grow his client list and gain public recognition for and appreciation of his new profession may have outweighed any doubts he had about his clients and their goals.

- As he stated in *The Independent*, a public relations counsel must *believe* that his potential client's cause is legitimate and not antisocial—*and that's all*.
- But, to believe fervently in something sometimes obscures a recognition of other obligations that may fall outside of that belief.
- One variable that can cause a professional to diverge from the ethical path is a *myopia* concerning differing levels of obligation and the true objectives of his client.
- The danger of this myopia may even extend to the professional, blinding him to a realization of his own self interest.

Functional vs Moral Obligation

- This theory suggests that obvious *functional* obligations (usually egoistic) to serve a client's interests sometimes substitute for less obvious *moral* obligations (usually utilitarian) to third parties, typically out of a sense of short-term positive outcomes for both the client and the client's agent.
- In Bernays' case, he may have thought that both the functional goals of his client, General Electric, and the moral obligation to a society that he believed needed to honor the debt it owed to Thomas Edison actually meshed.

Functional vs Moral Obligation

- This would have combined egoistic and utilitarian concerns while fulfilling both functional and moral obligations.
- Or, it may have been, as *New York Herald Tribune* editor Stanley Walker noted in his 1934 book,
 - “... simply a publicity stunt pulled off by Bernays, representing powerful and rich interests, to exploit the uses of the electric light.”

Functional vs Moral Obligation

- Despite his disclaimer to Stewart Beach that NELA wasn't a client, Bernays' actions during Light's Golden Jubilee clearly advanced the cause of the electric industry,
- often with the help of the very association that the FTC was vigorously, and simultaneously, investigating for propaganda activities that literally mirrored those Bernays was undertaking for his celebration of the electric light bulb.

Functional vs Moral Obligation

- The operative question is: Did Bernays understand that by celebrating the anniversary of the electric light and its inventor, he might also be serving a less honorable cause—that of perpetuating private ownership of public utilities at the expense of society as a whole?
- Did he even suspect that he was part of a larger, ongoing propaganda campaign whose goals he had recently derided in his *Independent* article?

Functional vs Moral Obligation

- If he did, an egoistic, client-centered, functional approach would have been ethically questionable at best.
- At worst, it would have completely misrepresented, thus ignored, the utilitarian, other-centered, moral obligation to potentially affected third parties.

In the end, however, this may be something of a false dichotomy.

- There is an ethical scale on one end of which an individual acts exclusively out of egoistic interest disregarding consequences for others' welfare.
- On the other, an individual chooses actions to promote societal gain.
- Edward Bernays most likely fell somewhere in the middle of this scale—ultimately prey to the uncertainty of his own, developing, moral code and the natural vicissitudes of the profession he founded.

The Great Automobile Race of 1908 as a Public Relations Phenomenon: Lessons from the Past



W. Timothy Coombs, Ph.D.

Sherry J. Holladay, Ph.D.

University of Central Florida, U.S.

International History of
Public Relations
Conference

July 11-12, 2012

Bournemouth University in England

Overview

- New York to Paris Race (“The Great Race of 1908”)
- An interesting case of media relations
- Pre-race coverage in the *New York Times*
 - *Strategic media relations*
 - *Media frames used to generate reader interest*

Over 250,000 people attend
the start of the race





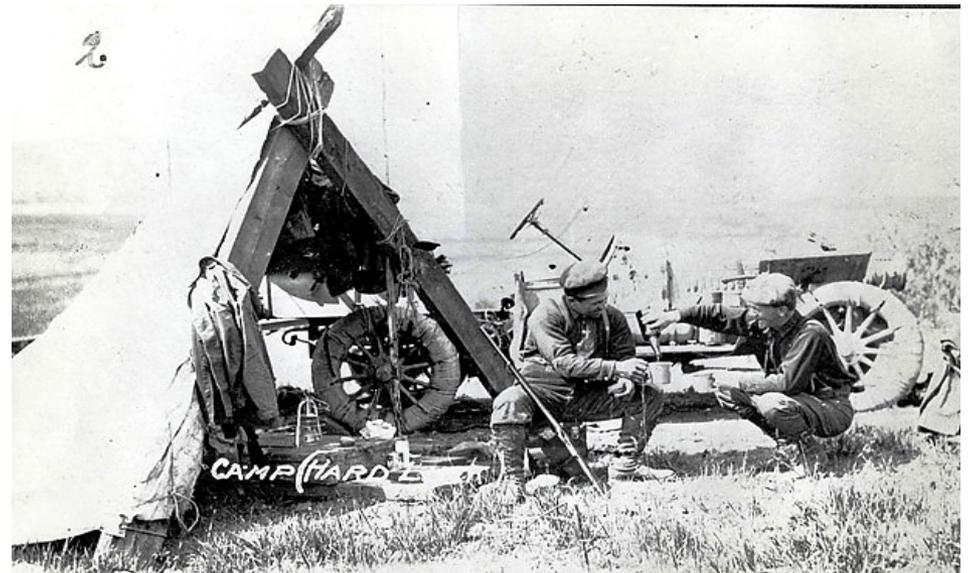
Roald Engelbregt Gravning Amundsen

Historical Context

- Beginning of industrial revolution
- Belief in technology & technological developments
- Adventurers & explorers made headlines & became heroes
- Peking to Paris Race in 1907 (9317 miles; 14994 km)

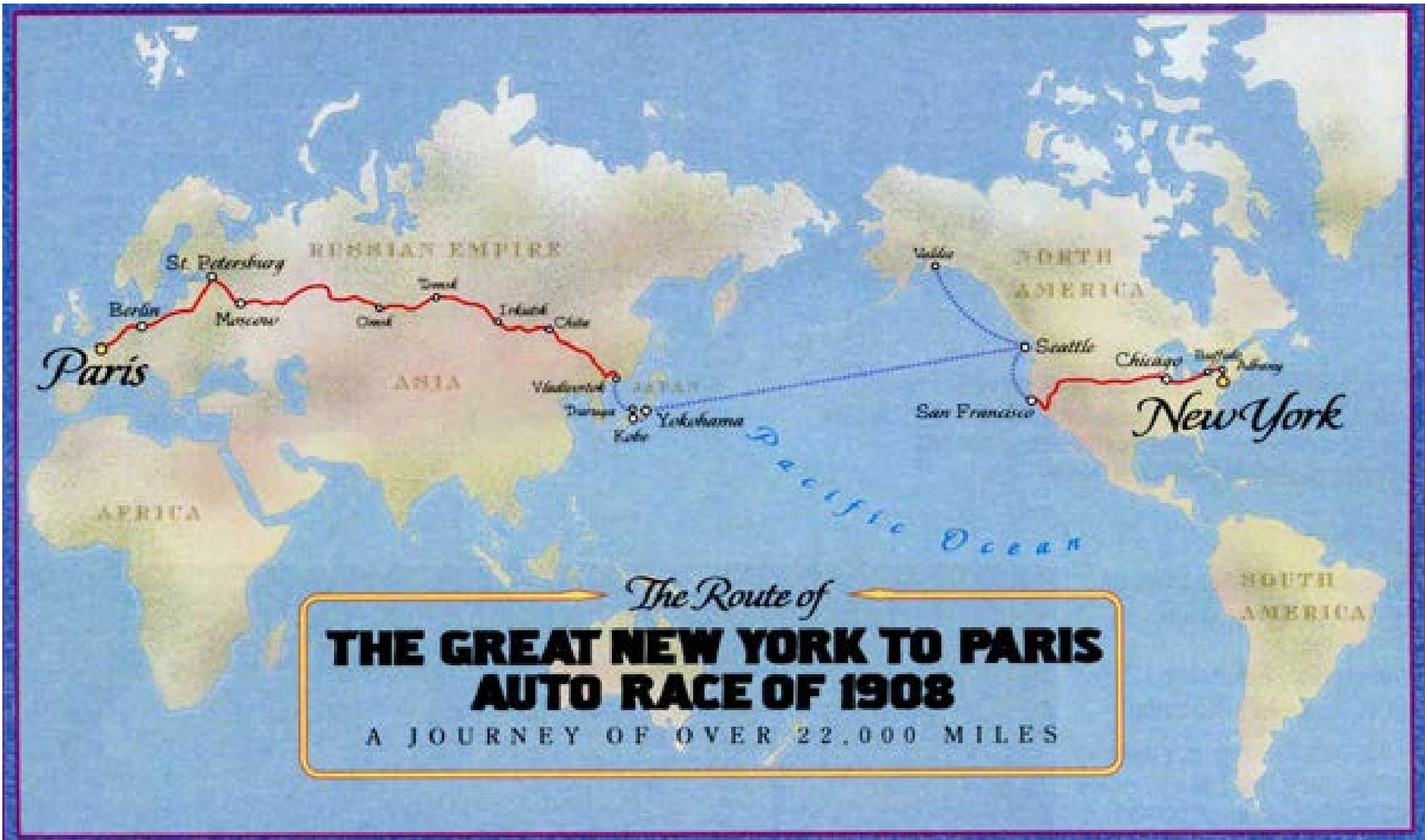
Around the World

- New York to Paris Race (*Le Matin* & *New York Times*) (20,000 miles; 32186.88 km)
- Journalists would accompany the teams



New York to Paris Auto Race

- Not your traditional media relations effort
 - Controlled media
 - Pseudo event (Boorstin, 1961)
 - PR uses news media to achieve objectives with target publics (Zoch & Molleda, 2006)
 - Self-promotion through pre-race coverage
 - Framing (Entman, 1993; Hallahan, 1999; Tankard, 2001)



The Route of
**THE GREAT NEW YORK TO PARIS
AUTO RACE OF 1908**
A JOURNEY OF OVER 22,000 MILES

Research Purpose & Method

- **RQ: What frames were evident in the *NYT* pre-race coverage of the New York to Paris race?**
- Sampling frame: 1 January – 11 Feb. 1908 ($n = 63$)
- Description of article contents
 - What frames provided “hooks” for generating reader interest in the race?
 - Frames were inductively derived from articles
 - Articles could contain multiple frames

Results: Emergent Categories of Framing

Interest in the Race 35%

Can it be Done? No = 5% Yes = 60%

Adventure

Driving route 44%

Weather conditions 30%

Geographical conditions 35%



Results – con't

Equipment

Auto equipment & modification 43%

Personal equipment 14%

Logistical Challenges

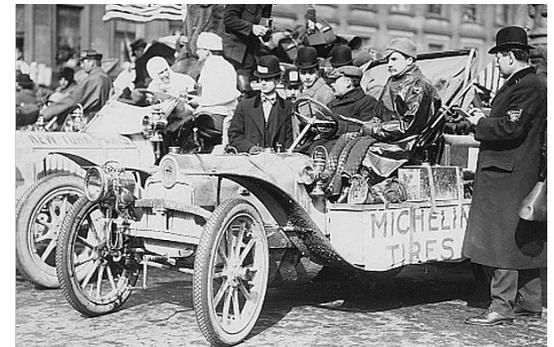
Securing fuel & oil 22%

Transporting autos during race 5%





Participants



Results – con't

Profiles

Entrants	35%
Experts	19%
Officials	10%

Promotion of
the Automobile Industry 16%



Conclusions: Importance for Public Relations History

- Demonstrates how a news organization used public relations
 - Direct communication with readers
 - Strategic com to accomplish organizational goals
 - Sell newspapers
 - Promote automobiles
 - Frame analysis demonstrated message positioning

Value of Frames

- News values too generic
 - Oddity or celebrity offers little insight
- Frames allows for finer analysis
 - Specific appeals to audience
 - Connect appeals to the historical context



The 1900s

- Age of adventure and exploration
- Age of faith in technology to conquer nature



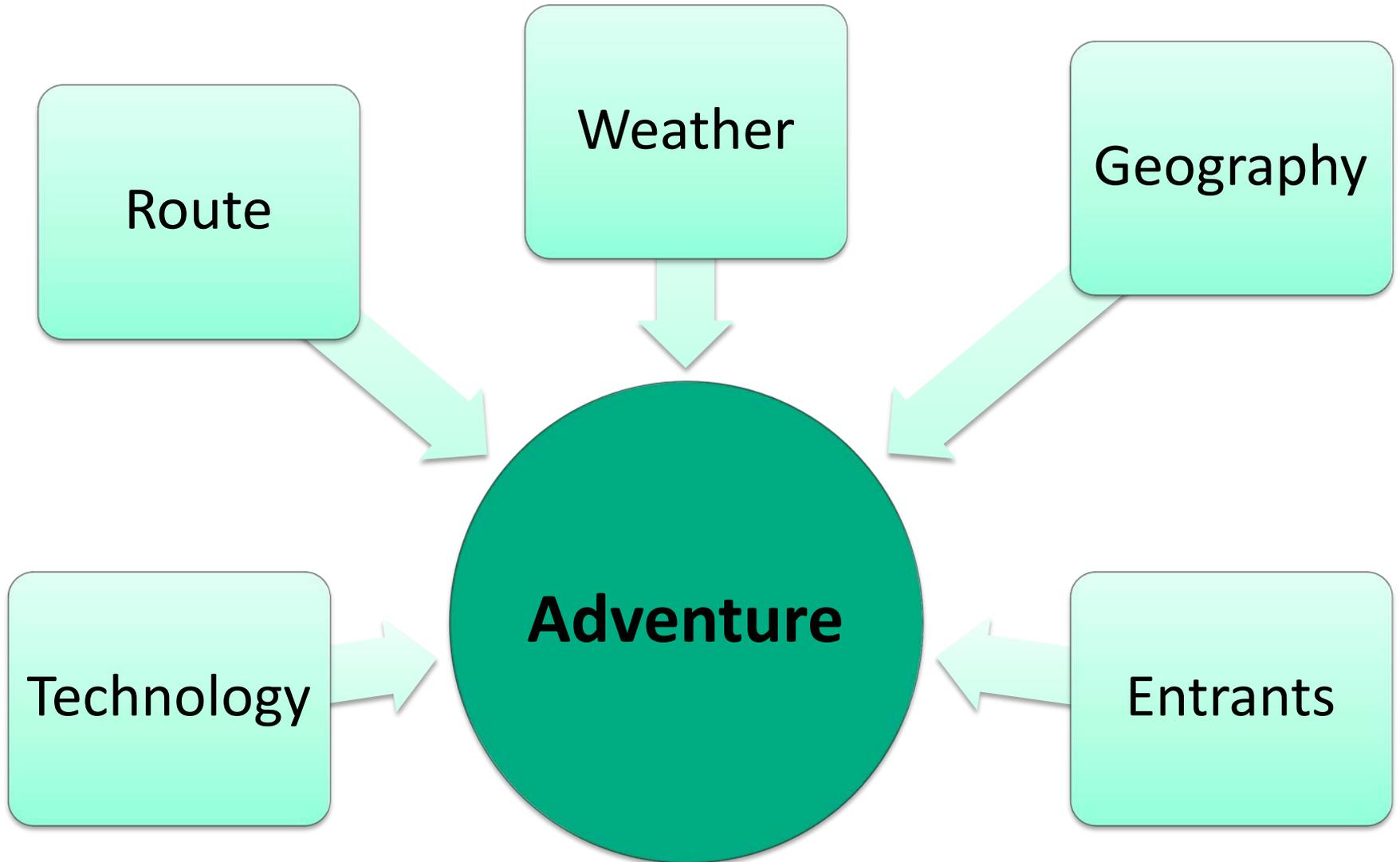
Frames for the Race

- Characteristics of adventure (challenges)
 - Route
 - Weather
 - Geography
- Characteristics of adventurer
 - Entrants

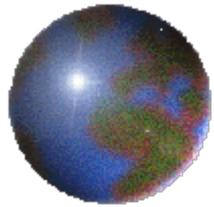
Frames for the Race

- Characteristics of adventure technology
 - Equipment
 - Automobiles
 - Logistics

Adventure Frame Dynamic



Questions?



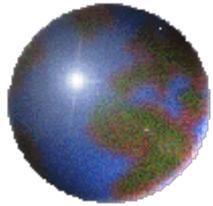
The Ramparts We Watch and the beginnings of PR war films in America

Ramon Girona
University of Girona
Jordi Xifra
Pompeu Fabra University



The Ramparts We Watch and the beginnings
of PR war films in America

Girona & Xifra research review:

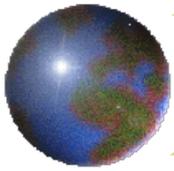


2012: The Ramparts We Watch

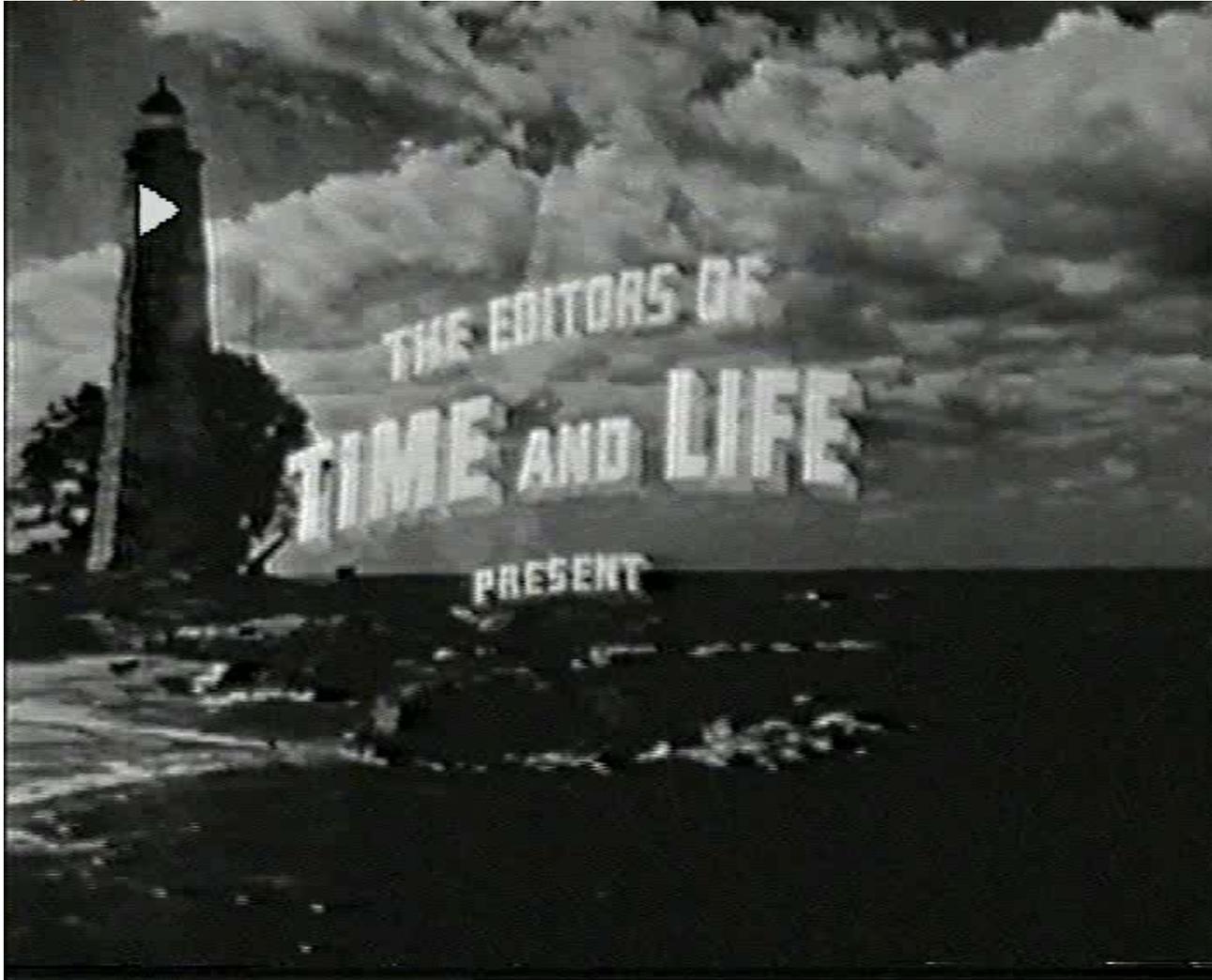
**The Strategy of Truth - Archibald
MacLeish (2009)**

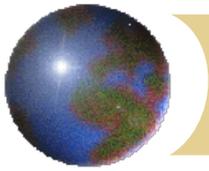
**The Government Manual of Film
(2010)**

Frank Capra's *Why We Fight* (2011)



The Ramparts We Watch and the beginnings of PR war films in America

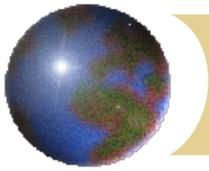




***The Ramparts We Watch* and the beginnings of PR war films in America**

The Ramparts We Watch (Louis de Rochemont, 1940)

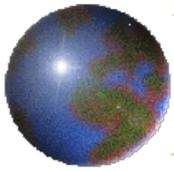
- screen magazine (96');
- about the dangers of new war situation in Europe
- advanced MacLeish principles
- 3 parts:
 1. Idyllic American community prior 1stWW + images of the WW
 2. Summary about German warfare method
 3. Epilogue: American (idyllic) heritage



The Ramparts We Watch and the beginnings of PR war films in America

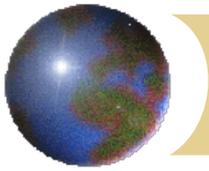
Literature review:

“PR and documentary shared similar aspirations to objectivity and truthfulness while at the same time trying to encompass an educational and sometimes overtly persuasive role” (L’Etang, 2000, p. 90).



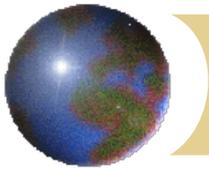
***The Ramparts We Watch* and the beginnings of PR war films in America**

The Ramparts We Watch was a dramatized evocation –with non-professional actors and natural settings– of the years prior to the United States' involvement in the First World War



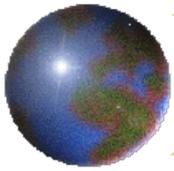
*The Ramparts We Watch and the beginnings
of PR war films in America*





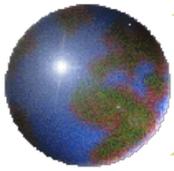
The Ramparts We Watch and the beginnings of PR war films in America

- ❖ Central idea of the film: the success of the model of American life had distanced the country's inhabitants from the events taking place beyond its borders
- ❖ The 1st part of TRWW is a becomes a chronicle of past events which are narratively articulated *via* flashback

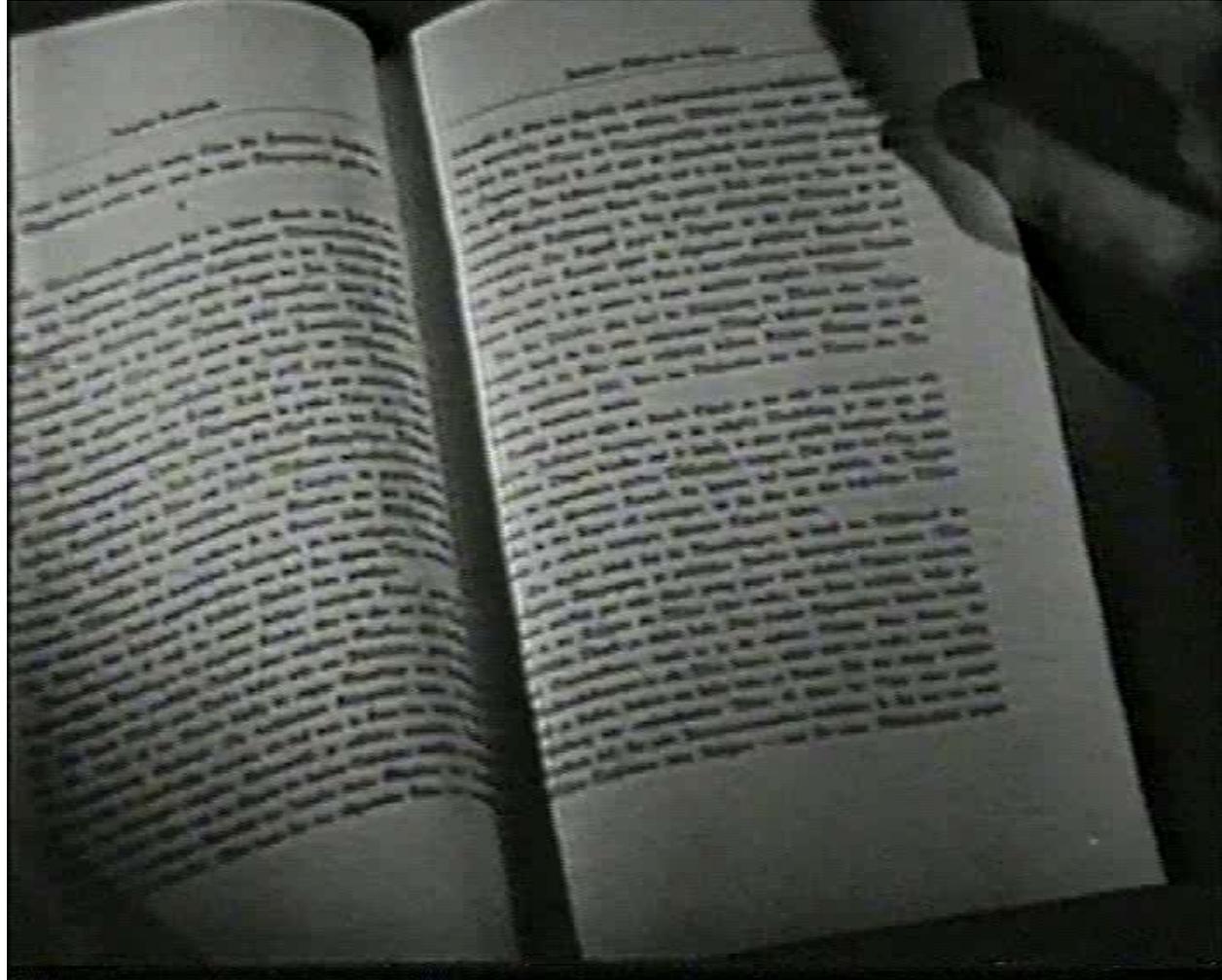


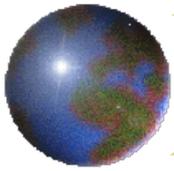
*The Ramparts We Watch and the beginnings
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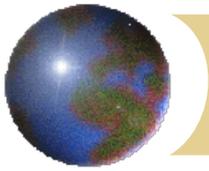
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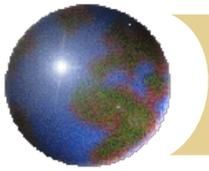




The Ramparts We Watch and the beginnings of PR war films in America

CONCLUSIONS:

- TRWW forerunner and example of Strategy of Truth
- TRWW announces the use of flashback (analepsis) of one of major resources in PR documentary discourse
- We have to welcome Rochemont in the group of filmmakers that have played an important role in creating a rhetorical and audiovisual dimension to public relations



The Ramparts We Watch and the beginnings
of PR war films in America

THANKS FOR YOUR ATTENTION

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*A Century of Public Relations in
Japanese Corporations*

Seiya Ikari

Takashi Kenmochi

Koichi Yamamura

Meiji Restoration and the “Public”

- Handover from Shogun to Emperor (1867)
 - Not by uniting people, but by persuading leaders
- Modernization
 - With improvement in economic efficiency
 - Without democratization
- *Catch up , then surpass* western countries
- Public did not exist during Meiji era (1868-1912)
 - Only the subjects of Emperor did

The birth of public relations

- South Manchurian Railroad (est. 1906)
 - Japan obtained the right to manage railroads in Manchuria after winning the Russo-Japanese war
 - Set up the *kouhou* department in 1923
 - Close contacts with and influence from the U.S. railroad industry

The birth of public relations

- South Manchurian Railroad (est. 1906)
 - Purpose of public relations activities
 - To inform Japanese in Japan that:
 - Manchuria was a frontier land with opportunities (to encourage emigration)
 - To guide Japanese in Manchuria to:
 - Live in harmony with local people

The birth of public relations

- South Manchurian Railroad (est. 1906)
 - Purpose of public relations activities
 - Other activities include
 - Inviting journalists from the U.S. to see Manchuria
 - Inviting storytellers, painters, and opinion leaders from Japan to introduce Manchuria through their work
 - Holding Manchuria exhibition in various locations in Japan
 - Producing movies on Manchuria
 - Publishing magazines

The birth of public relations

- Manchukuo government (est. 1932)
 - A puppet regime managed by Japanese
 - Setup a *kouhou-sho*, a public relations department
 - Published a research journal on propaganda and public relations

The birth of public relations

- Japanese government
 - Information Committee
 - Informally set up by the Ministry of Foreign Affairs and the Ministry of Army (1932)
 - Became the Information division of the Cabinet Office (1937)
 - Controlled the collection and dissemination of information both internally and externally

The birth of public relations

- Corporate in-house magazine
 - *Kanebo no Kiteki* [The whistle of Kanebo] (1903)
 - “Its goal is to share information with everyone from the president to female factory workers” (stated in the first issue)
- Corporate paternalism forms the foundation of employee relationship
 - Family-like relationship

Revolutionary change in the post World War II era

- Three path for public relations' entry into Japan
 - Nihon Keieisha Renmei (Nikkeiren) [Japan Federation of Employer's Association]
 - Dentsu
 - The largest advertising agency group
 - The General Headquarter of the Allied Occupation Army (GHQ)

Revolutionary change in the post World War II era

- **Nikkeiren**
 - Sent a management delegation to the U.S. to learn ways to improve labor-management relationship (1951)
 - Learned and brought home the concept of public relations, but practiced only the employee relations

Revolutionary change in the post World War II era

● Dentsu

- Had business relationships with Manchukuo
 - Employed some of the senior staff of the Manchukuo *kouhou* department after the war
- “A corporation is allowed to exist when the society thinks its existence is desirable. For this, corporations need to widely inform the society the work they are doing. A corporation can exist when it informs and is accepted. This process is what public relations is.”
- Made efforts to introduce marketing (1955~)

Revolutionary change in the post World War II era

● GHQ

- GHQ's regional offices provided *suggestions* national and local governments to install public relations offices (1947~)
- The regulation at the time did not allow the use of foreign words for naming offices
 - Various offices used various names, but eventually the names consolidated into *kouhou*, meaning “to widely inform”
 - The word *kouhou* – gives the impression even today that it is one-way dissemination of information

Revolutionary change in the post World War II era

- The birth of a public relations firm
 - In November 1949, GHQ authorized Ms. Day (wife of a Red Cross public relations director) to be engaged in public relations activities

1960s: Public relations as marketing function

- Rapid growth of the economy
 - Consumption is a virtue / Consumers are the Kings
- Growth of mass media
 - Publicity caught attention as marketing tool
 - *PR* – how marketing people called public relations
 - often perceived as *self promotion*
 - Media welcomed publicity as it supplements news
- Still in many companies *kouhou* sections were placed in advertising department
- Full scale public relations agencies were born

1970s: The establishment of *kouhou* department in response to criticism

- Environmental pollution
- The rise of consumerism (mass media mediated influence from abroad)
 - The emergence of “citizen”
- Installment of corporate sections responsible for dealing with consumers
- Corporate social responsibility
- Japan Institute for Economic and Social Affairs (JISEA)

1980s: The enhancement of public relations departments

- Economic conflicts with foreign countries
 - Leading to cultural conflicts and Japan bashing
- Changes among consumers
 - Demand cultural flavor to products and services
 - Corporate citizenship and philanthropy
- Emphasis on corporate culture
 - Importance of internal communication
- Corporate identity
 - Importance of external communication
- *Kouhou* departments gain ground
 - Increase in independent kouhou departments
 - From 34% in 1980 to 72% in 1992

1990s and after: From crisis management PR to CSR PR

- Collapse of the bubble economy
 - Frequent occurrence of corporate scandals
 - Concern for corporate ethics and behavior
 - Charter of Corporate behavior (Japan Federation of Economic Organization)
 - The Association for Corporate Support of the Arts
 - The 1% Club
 - Focus on *compliance*

1990s and after: From crisis management PR to CSR PR

- Increased responsibility for *kouhou* departments
 - Internal communication concerning compliance
 - Corporate social responsibility
 - Investor relations
 - Environmental communication
 - Wide acceptance of ISO 14000 series
 - Intranet

Duality of public relations

- **Duality**
 - Moving human emotions through manipulation of information through mass media
 - Appeals to human rational through continuous dialogue
- **Cyclical nature of public relations role in the society**
 - Manipulation resulting in the up-swing of the economy
 - Internal communication to seek compliance and external communication to seek approval
 - People (thus mass media) seeking bright news to re-energize the economy

Lessons from the Great East Japan Earthquake

- Revelation of problems with communication among large organizations in Japan
 - Manipulation of information by withholding, partially releasing, and distorting
 - Manipulation of public opinion by lining up mouthpiece, overtly and covertly
- *Atomic power village*
 - Efforts to mobilize people with shared interest and shared idea, and to eliminate heterogeneity

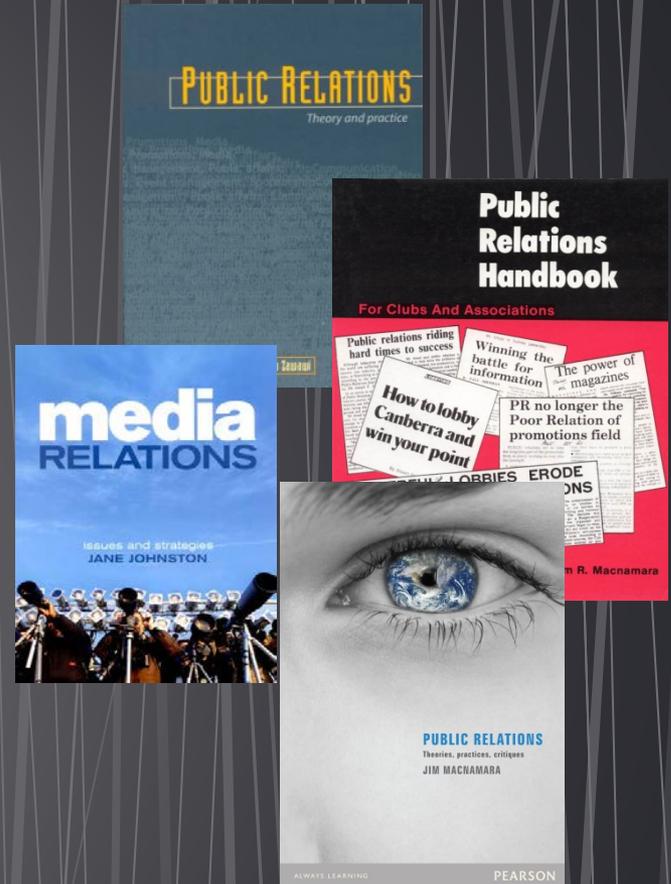
Proposals to corporate public relations in Japan

- Seek to create a *habit to discuss* and a *corporate culture to freely exchange ideas*
- Obtain all the relevant information , understand the implication, can deliver them to the top executives and relevant departments
- Understand that the nature of communication in Japanese organizations has not changed much in the past 100 years and try to change the communication practice

Developing a history of public relations scholarship in Australia

Jane Johnston, Bond University

Jim Macnamara, University of Technology Sydney



PUBLIC RELATIONS PRACTICE IN AUSTRALIA

Edited by
J. D. S. POTTS



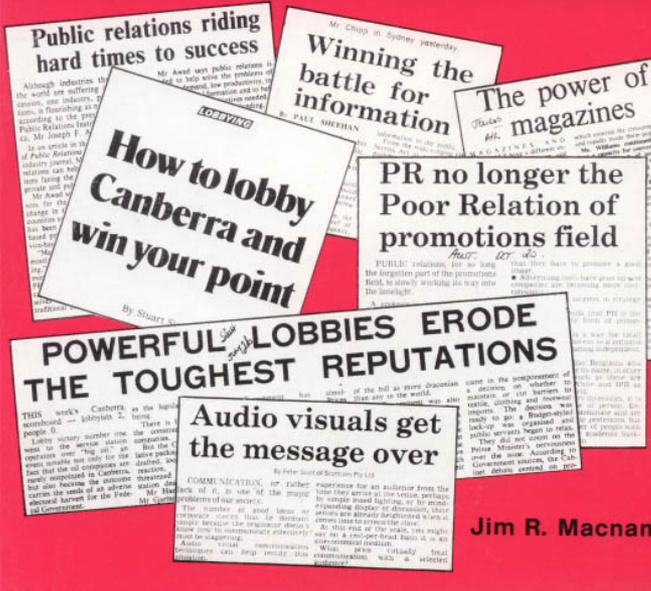
MEDIA

INTERNATIONAL AUSTRALIA

CULTURE & POLICY

Public Relations Handbook

For Clubs And Associations



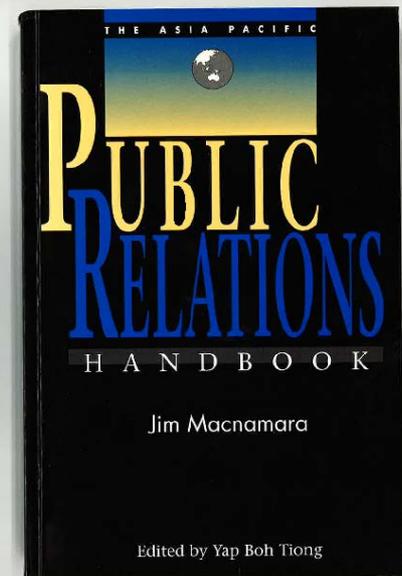
Jim Macnamara's

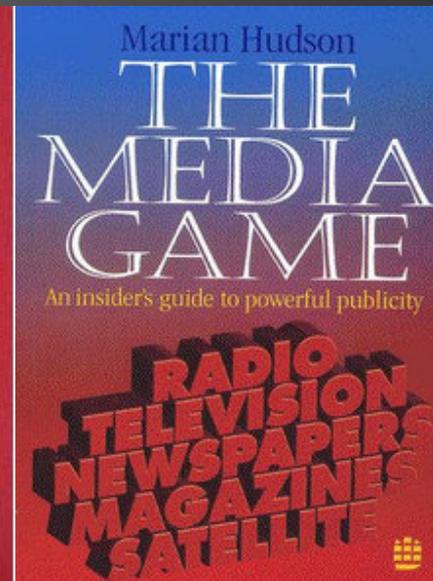
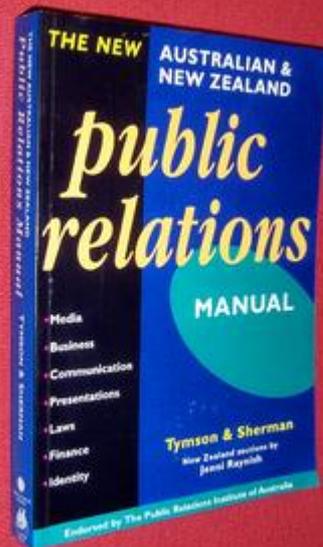
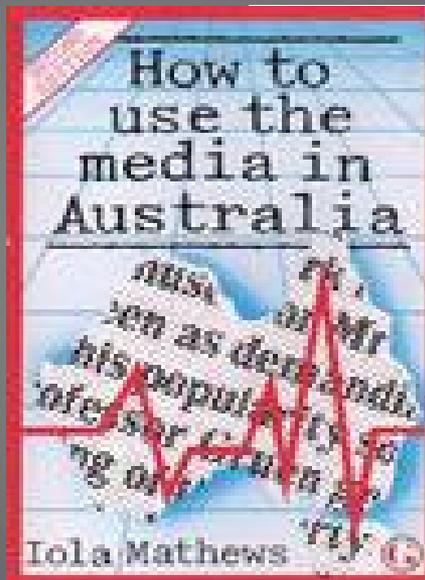
PUBLIC RELATIONS HANDBOOK



Jim R Macnamara

5th Edition

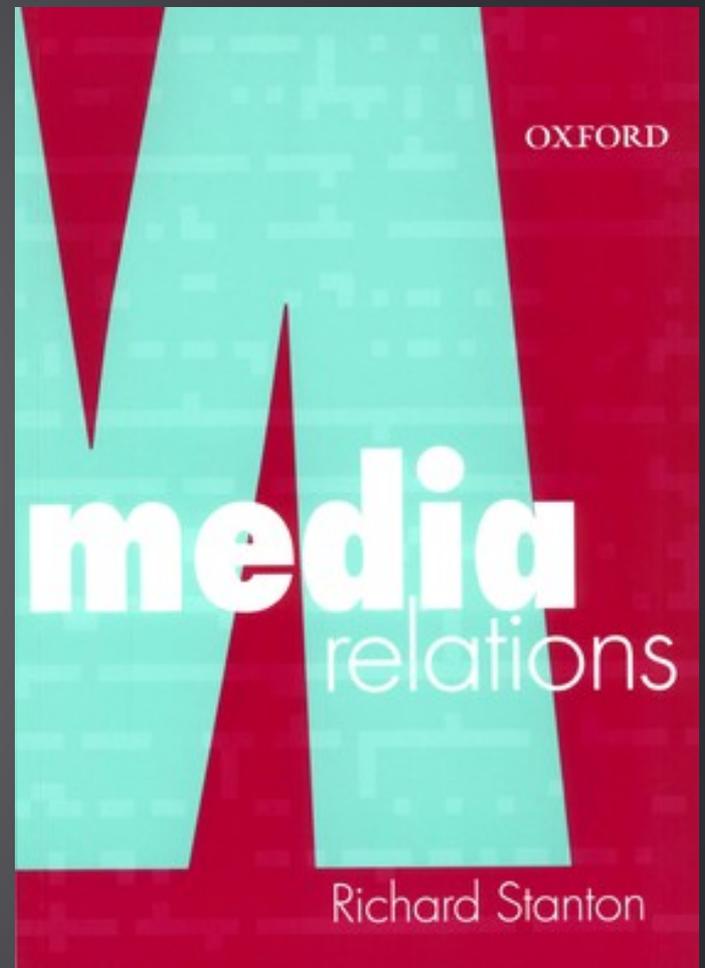
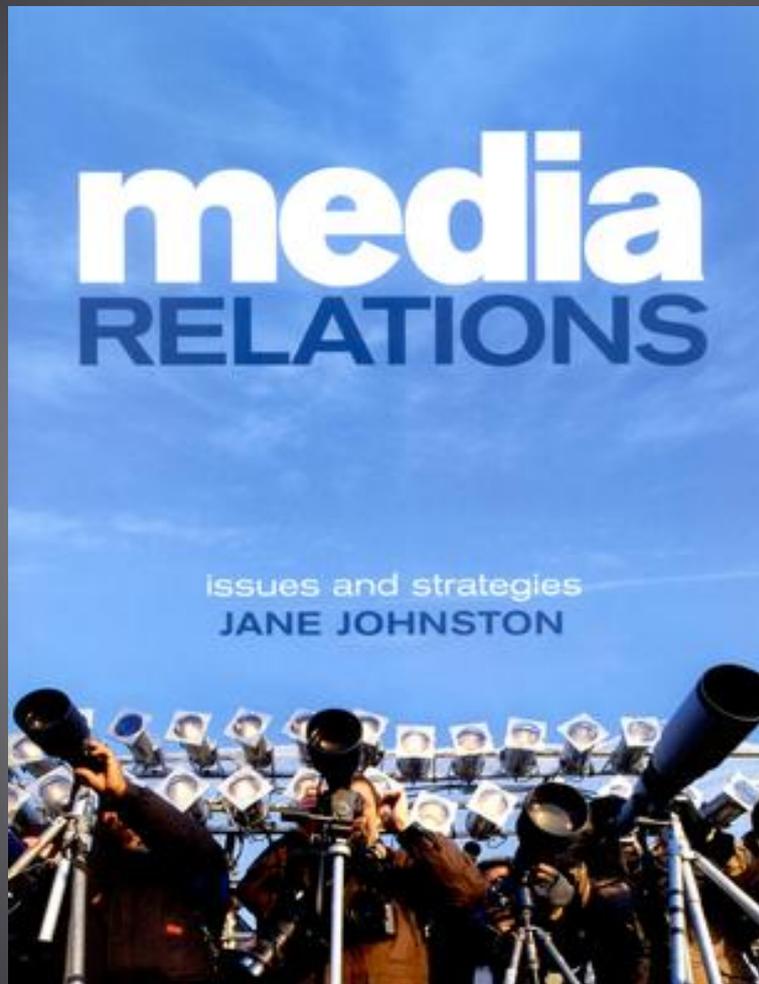


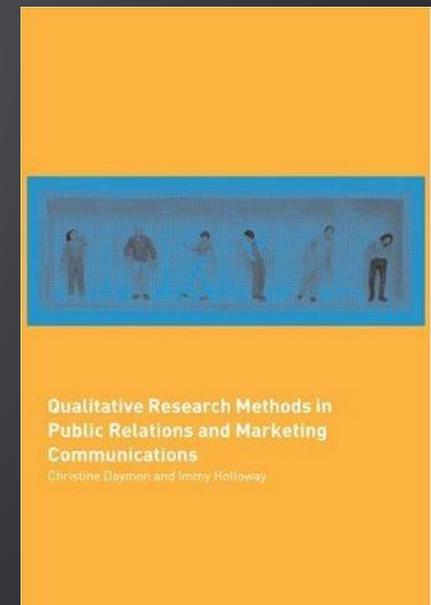
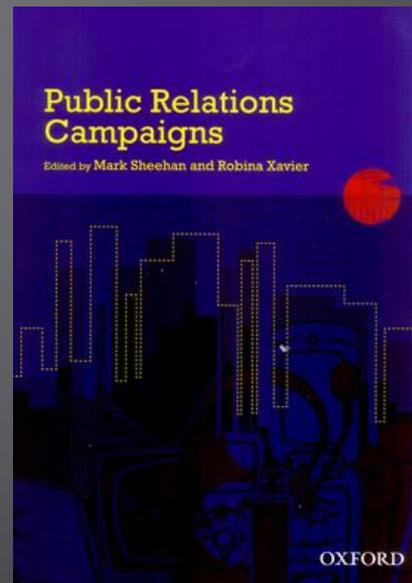
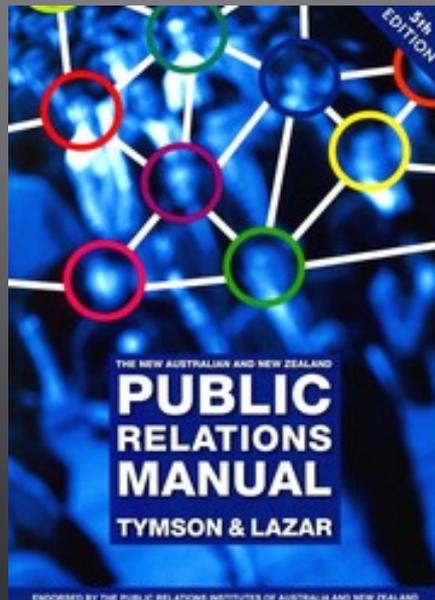
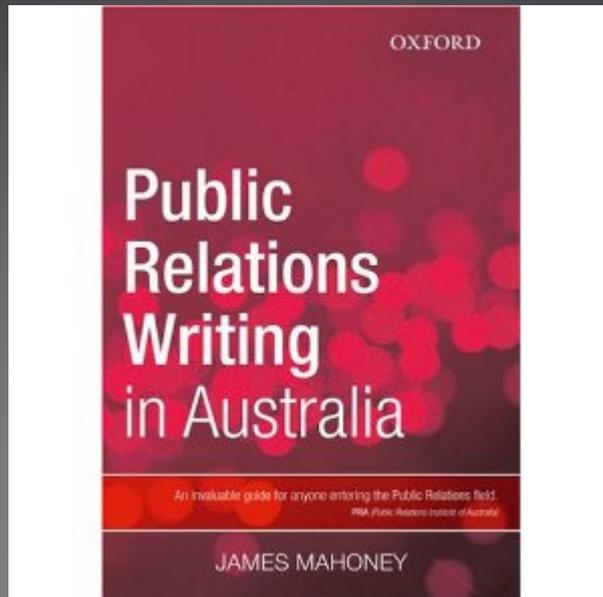


Asia Pacific
Public Relations Journal



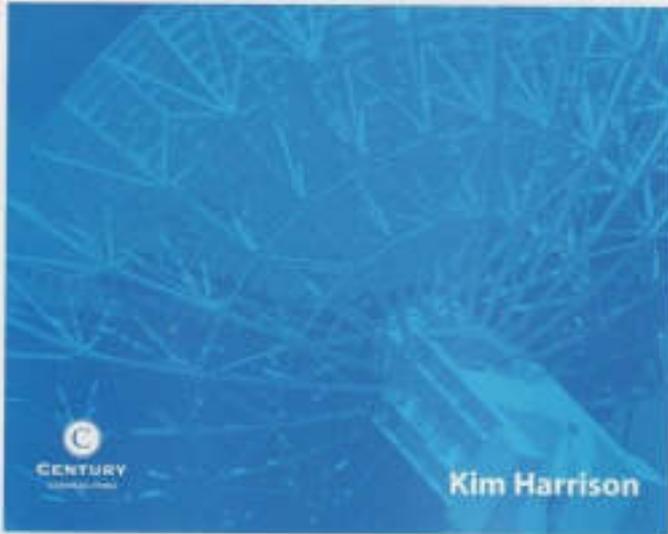
PRism
OnLine PR Journal
ISSN 1448-4404





Strategic Public Relations

a practical guide to success *5th edition*



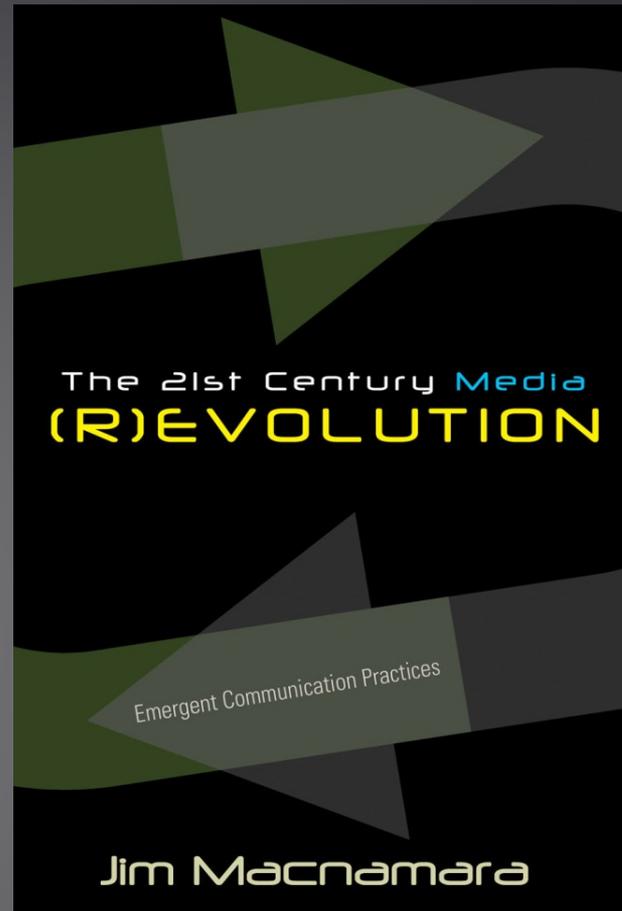
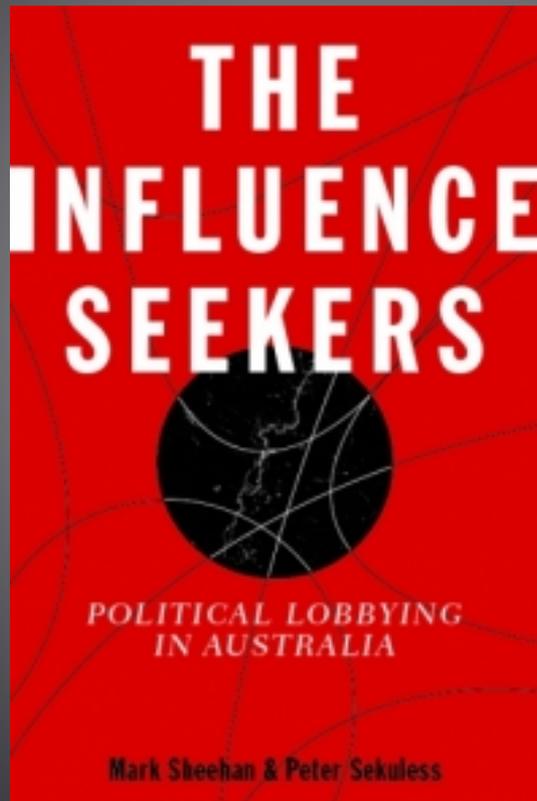
CENTURY
UNIVERSITY PRESS

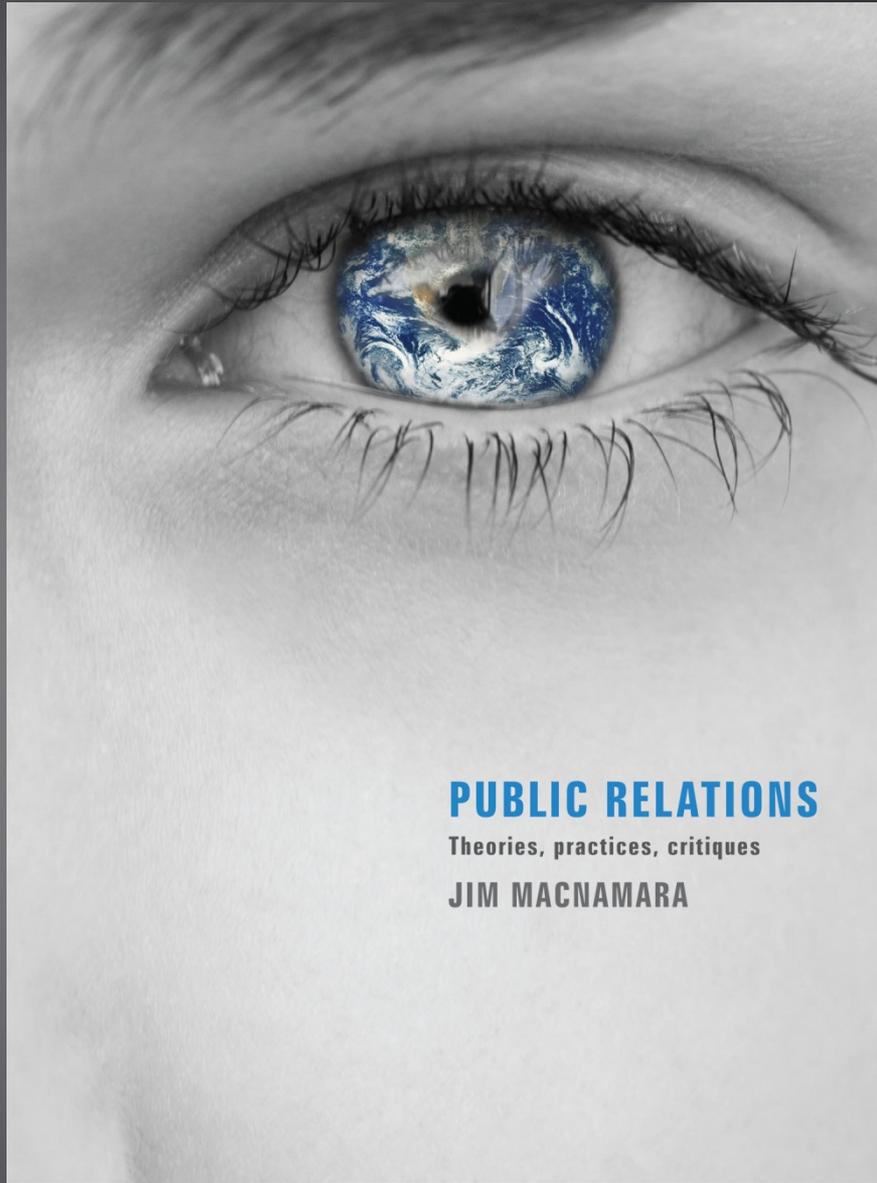
Kim Harrison

AN INTRODUCTION TO PUBLIC RELATIONS FROM THEORY TO PRACTICE

Joy Chia Gad Syrett

OXFORD





PUBLIC RELATIONS

Theories, practices, critiques

JIM MACNAMARA

ALWAYS LEARNING

PEARSON

Principles of the Public Relations Profession: The enduring relevance of Arthur W. Page

Introduction

- ▶ Historical significance
- ▶ Biographical texts
- ▶ Practitioner-focused
- ▶ Limited scholarship



Arthur W. Page

Purpose statement

- ▶ The purpose of this narrative study was to uncover academic insights of Arthur W. Page

Literature review

- ▶ PR=good customer service (Griswold, 1967; Griese, 1977).
- ▶ Employees should be held in high regard (Griese, 1977).
- ▶ Corporate character an essential skill (Block, n.d.).
- ▶ Companies obligated to serve society (Remund, 2010).

Study dataset

- ▶ Thirty-six speeches Page delivered between 1927-1955 made available by Arthur W. Page Center for Integrity in Public Communication.

Method: Narrative analysis

- ▶ Reading for understanding
- ▶ Noting repeated concepts
- ▶ Organizing by meaning
- ▶ Identifying persuasive approaches
- ▶ Categorizing thematically

Findings

1. Imploring Bell employees: “The original walkie-talkies”
2. Promoting lofty ideals: “Fulfilling a social purpose”
3. Differentiating Bell business: “Esprit de corps”
4. Emphasizing public opinion: “Business by public approval”
5. Praising public relations: “Making a dent in public consciousness”

Discussion

- ▶ **Imploring employees** supports research regarding fostering employee morale. **Promoting lofty ideals** promulgates long-held beliefs about emotional appeals in speech. Corporate identity and distinction evident in **differentiating the Bell business**. Though well-studied in academia, **public opinion and public relations** have not fully integrated Page's perspectives.

Conclusion

- ▶ Arthur W. Page has more to offer public relations than corporate practitioner perspective.

Limitation, future studies

- ▶ Supplementary documents could have enhanced dataset.
- ▶ Rhetorical analysis; content analysis of imagery; social constructions of public relations

Principles of the Public Relations Profession: The enduring relevance of Arthur W. Page

Power, control, and public relations, 1920-1935

Margot Opdycke Lamme, PhD, APR
Associate Professor
The University of Alabama

Wednesday, July 11, 2012

Lessons from WWI

PR

- Pliant public
- Emotional appeals
- Public opinion as public conscience
- Messaging as a paid position
- Education as tool for informed outcome

Press, thought leaders

- Pliant public
- Emotional appeals
- No genuine public opinion, majority rule
- Power of repetition
- Power of “we” vs. “they”
- “Counterfeit reality”
- Education as indoctrination

Labels

PR

- Counselor in public relations/Public relations counsel
- Publicity man
- Publicity adviser
- Goodwill manager
- Advocate
- Publicity manager
- Special pleader

Press, thought leaders

- Public relations counsel
- Publicity man
- Press agent
- Director of public information, of press relations, of publicity
- Public relations adviser
- Advertiser
- Propagandist
- Promoter
- Publicist
- Special pleader
- Commercial propagandist
- Personal representative
- Special assistant
- Coordinator of the press
- Chief of current information, of press relations, of press service

PR's intentions

PR

- Bridge “mind” of client with psychology of masses
- Client/public relationships & maintenance: harmony, goodwill, understanding, cooperation
- Two-way interpretation
- Long-term focus

- Inform targeted media
- Set standards for sound public policy
- Court public confidence
- Generate: targeted audience, support for client interests
- Provide a competitive edge
- Enhance credibility
- Spread ideas constructively
- Listen
- Present viewpoints rationally
- Communicate knowledge (as perception of truth)
- Create intelligent public opinion from an informed and favorably inclined public

Press, thought leaders

- Ends not the means
- Influence public opinion in favor of client
- Profit client interests
- Provide the “wedge”
- Biased appeals to majority
- Seek conformity, not unity
- Space grab
- “Professional builder-uppering”
- Deliberate, systematic approach to influence

PR's disclosure, outreach

PR

- Information not deception
- Responsible content
- Transparency
- Honesty even if negative
- Community engagement
- Targeted groups

Press, thought leaders

- No candor
- Lies, hoaxes, fakers
- Appeal to majority, withhold criticisms
- Speak in the language of the people to win them over
- Repetition of policies to achieve goodwill

The public

PR

- Self interested
- Presume interest
- Aware of publicity powers but not extent of them
- Publicity, press agency not credible
- Ever-changing: societal shifts and trends, community growth, changes

Press, thought leaders

- Complex self-interests: “Interested spectators”
- Believe what they read
- Not informed
- Tend toward alignment, not commitment (*modus vivendi*)

The press

PR

- PR → news
- Truth, accuracy, timeliness, responsible, newsworthy
- Available, transparent, ethical
- Show, don't tell: "journalese"
- Target media outlets, whole or by section or program
- Relieve press from information overload
- Cultivate relationships with press
- "Mutual service"

Press, thought leaders

- News → reality
- PR as gatekeepers to client: controlled or no access
- Unclear source identity, credibility
- "Government by publicity"
- "Camouflaged" news
- Lack of resources to check other viewpoints
- Isolationism, overzealousness → reliance on PR for interpretation
- "Daily routine" of press yields shaping of facts to others
- Editors "weary of being wary"
- Reporters' "carelessness, laziness and pure imagination"
- "Meekly subservient"
- Active collaborators
- Media ownership, journalists' professional/social position, extent of awareness of story sources

Power, control

PR

- Public opinion reigns
- “Weapon”
- Change behavior, opinions
- Change nations
- “No limits short of treason”
- Art of PR an ever greater power

Press, thought leaders

- Public opinion reigns
- Call for “democratic control” of White House press office
- Control must be pervasive to be effective
- Public opinion seeks to control opinion from without
- Press is controlled by financial forces (media as big business)

Propaganda

PR

- PR thrives, propaganda short-lived
- Appeals to emotion, prejudices
- Deliberate deception
- “Forces of darkness”
- Public and press “revulsion” over self-serving publicity is good
- Distinguished by source disclosure, intention, public interest

Press, thought leaders

- Truth will prevail
- Appeals to emotion, instinct
- Social control
- Leverages gullibility
- Unregulated
- “Regular function” with various names
- Direct manipulation via social suggestion: “war of ideas on ideas”
- Threatens independent thought
- Private benefit with incidental (or no) public benefit
- “An old story”
- Propagandists succumb
- Intentional, unintentional

Rise of the profession

PR

- An art and science
- Common sense
- Deflects problems with publicity
- “Natural outgrowth” of journalism
- Mastered by many in many fields
- Bound with psychology
- Reputation, honest and effective communication
- Actions, not words
- As law is to business
- Trusted by the organization
- Adaptable across sectors
- Integral to democracy
- One of an institution’s “greatest assets”
- “Force of enlightenment”

Press, thought leaders

- Thriving
- Skills-based
- Competitive in marketplace
- “Natural byproduct” of democracy
- Inevitable
- Necessary, if accountable
- Subtle, indirect influence
- Arbiters of social change

Power, control, and public relations, 1920-1935

Margot Opdycke Lamme, PhD, APR
Associate Professor
The University of Alabama

Wednesday, July 11, 2012



The Strategic and Professional Evolution of the Canadian Federal Government's Communication Community from 1985 to 2010

Fraser Likely MA ,APR, FCPRS

Margaret Rudolf, PhD

Jean Valin BA,APR, FCPRS

The actors

- 4,000 communicators
- Heads of departmental communications branches
- Privy Council Office (PM's dept.)
- Treasury Board (PS employer)
- Volunteer associations/organizations:
 - Editors and Info officers Group/Institute
 - Information Services Institute (ISI)
 - Council of Federal Information Directors (CFID)
 - Federal Communications Council (FCC)
 - Communications Community Office (CCO)

Research Questions*

- Did this professional community become more strategic and professional as a result of the 1988 and 2002 policies?
- What role did central agencies play in this evolution?
- What role did the communications community associations/organizations play?

*See full paper for complete text

Methodology

- Literature and document review
- Questionnaire sent to key actors
- Narrative inquiry approach including follow-up interviews
- Authors own experience in government

Discussion RQ 1-More strategic

“Communicating is not just a fancy wrapping on new products, but in some sense the very business of government and a continuing duty with everyone with responsibility to serve the public” J. Manion 1988 quoting Paul Tellier, Clerk of the Privy Council.

- Integration of communications in policy and program decisions
- Made Deputy Ministers accountable
- Designated Heads of Communications as the authoritative voice
- Positioned the Head at the management table and reports to the DM



Discussion RQ 1-More professional

- Recognition of expertise
- Mandatory communications plan for cabinet
- Use of Public environmental analysis and POR
- Increased demand for specialized communications skills.
- Increased use of account executive model

Discussion RQ1-More professional

- 1988 and 2002 policy...
 - Provided Form and Structure
 - Focussed managers on getting the right people and train them
 - Gave Heads a management framework to conduct audits, benchmarking and make a case for more resources
 - Helped elevate the function to another level
 - Led to the development of competencies framework
 - Development of classification standards

Evolution – Studies and Policy

Glasco Commission on government has a diagnostic on communications



1962

PCO issues first Communications Guidelines.



1984

First Official Government Communications Policy is issued.



1988

Task Force on government communications attempts to deal with issues from Glasco.



1968

Communications Management Review initiated by PCO to better define the community and obtain metrics.



1987

Second Communications Policy issued. More functional guidance and procedures .



2002

The Policy environment was slow to react to problems identified in the 1960's despite pressures from the community itself. A 2006 policy review has yet to be issued by Treasury Board.

Discussion RQ 2-Who made it happen?

- Community created the groundswell, PCO/TBS held the pen and played significant role
- Central agencies were the focal point for the development of communication policies
- PCO/TBS advocated periodically but not systematically for more strategic role
- No resources from PCO/TBS for professional development
- Partnership approach with community was essential.
Diagnostic came from community...so did implementation

Discussion RQ3- Role of community

- Various incarnations over the years- all voluntary and volunteer driven, except..
- Current model of CCO is mandatory and funded on a per capita basis- all departments
- Community was a strong consistent advocate
- Evidence of leadership by certain individuals over the years

Evolution of the community

Editors and Information Officers group is created by unions.

Council of Federal Information Directors is formed. Work groups begin forming recommendations for standardization.

Federal Communications Council replaces CFID and offers membership from IS 5-6 to EX levels.

1950's

1960's

1970's

1973

1989

2002

Information Services Group/Institute replaces Editors group and broadens its base.

Information Services Institute (ISI) is formed as a volunteer organisation for officer level positions.

Communications Community Office is formed by DG's .

The community has always been volunteer driven. Training and advocating were the primary objectives.

The Community today

- “After a few years, the CCO was supporting community recruitment and retention efforts, learning and career development activities, information sharing and networking mechanisms as well as playing an advocacy role ...as bringing value-added to advance the GoC policies” Canada 2006 p.7



The Community today



- Attempts at modernizing the policy began in 2006, achieved consensus but stalled in 2009.
- PCO role more operational
- Centralized controls means that departments are now the ‘doers’ not the ‘thinkers’

Conclusions

- Government-wide policies drove evolution of strategic role
- Community-built associations drove evolution of professionalism
- Central agencies' institutional role, when played, drove government approvals
- Strong heads of communication, when in leadership positions, drove community evolution



Future research

- Similar exercise should be conducted with:
 - Deputy ministers (Accountable Heads)
 - Associate Deputy Ministers (Client groups)
 - Political operatives

**International History of
Public Relations Conference
(IHPRC)
Bournemouth University,
July 2012**

*The Mossad and
the Media:*

*Theoretical and
Historical
Perspectives*

*Clila Magen,
Visiting Scholar, Boston University*



Operational:

- Psychological warfare
- Media leaks
- Journalists as intelligence sources
- Open source intelligence

Image:

- Public relations
- Crisis communications

Perspectives

- ❑ Media Focused
- ❑ Intelligence & National Security Professionals

Method

- Comparative analysis: case studies of crisis situations
- Qualitative analysis of newspaper articles (apr. 2000 items)
- Qualitative analysis of other written materials - biographies, autobiographies, unclassified materials
- In-depth interviews with key personalities
- Theoretical Framework: Challenge-Response Matrix

Model

Challenge vs. Response model



William Colby
1973-1976



David Petraeus
2011-

Challenge vs. Response model



Vernon Kell
1909-1940



Jonathan Evans
2007

Challenge vs. Response model

Challenge Cluster

Media environment
Media functions
Organizational communication culture.

+

Crisis Type
(low-high severity)

Response Cluster

- 1) Director's approach to media
- 2) PR capabilities
- 3) New media



Crisis Variables

Strategies
Tactics
Contingency planning

Non- Crisis Variables

Personal media relations
Reputation management

Challenge vs. Response model

Challenge Cluster

	Case study 1	Case study 2	Case study 3
Media environment	MODERATE (2)		
Media functions	MAXIMAL (3)		
Organizational communication culture	MINIMAL (1)		
Crisis type	MINIMAL (1)		
General Evaluation	MODERATE 7/12		

Challenge vs. Response model

	Challenge Cluster	Response Cluster
Case study 1	Challenge <	Response
Case study 2	Challenge >	Response
Case study 3	Challenge =	Response

Positive Gap/ No Gap:

Challenge Cluster < Response Cluster

Challenge Cluster = Response Cluster

**Easier to cope with the crisis;
Easier to restore image in post-crisis era**

Negative Gap:

Challenge Cluster > Response Cluster

**Harder to cope with the crisis;
Harder to restore image in post-crisis era**

Mossad
Crisis Situations

Case Studies

Case Studies

The German Scientists affair, 1963 Director : Isser Harel

Challenge Cluster:

- Primitive media environment
- Mobilized media
- Leaks - an extremely rare phenomenon
- Low severity of crisis



Isser Harel , 1953-1963



Case Studies

The German Scientists affair, 1963 Director : Isser Harel

Response Cluster:

- Active director
- Contact with Israeli journalists
- Contact with international journalists
- Crisis communication basics
- Utilizing public relations tactics



Isser Harel , 1953-1963

Case Studies

The German Scientists affair, 1963
Director : Isser Harel

Challenge < Response

Easier to cope with the crisis;
Easier to restore image in post-crisis era

Case Studies

Khaled Mashal Assassination Attempt, 1997

Director : Danny Yatom

The assassination attempt-
step by step



Hamas: This is the man
the Mossad tried to kill



Case Studies

Khaled Mashal Assassination Attempt, 1997

Director : Danny Yatom

Challenge Cluster:

- New media environment
- “Attack dog” rather than “Lapdog” journalism
- Leaks became much more common from inside the organization than in the past
- High severity of crisis



Danny Yatom, 1996-1998

Case Studies

Khaled Mashal Assassination Attempt, 1997

Director : Danny Yatom

Response Cluster

- Active (but inconsistent) director
- Weak crisis communication (strategies & tactics)
- Incoherent communication culture - rumors, leaks



Danny Yatom, 1996-1998

Case Studies

Khaled Mashal Assassination Attempt, 1997

Director : Danny Yatom

Challenge > Response

**Harder to cope with the crisis;
Harder to restore image in post-crisis era**

Findings

Challenge - Response Grid

Cluster Evaluation Case Study	Challenge Evaluation	Response Evaluation
German Scientists Affair, 1963	Minimal	Moderate
Lillehammer Affair, 1973	Moderate	Minimal
Khaled Mashal Assassination Attempt, 1997	Maximal	Moderate
New Zealand Affair, 2004	Moderate	Minimal

Historical aspect:



- ❑ Changes in the public sphere have altered the challenges confronting intelligence services
- ❑ PR responses that were sufficient in the past are no longer so
- ❑ Intelligence services need to adapt their response cluster to the new challenges
- ❑ Adapting = developing strategic communication that suits the intelligence services' special characters and limits

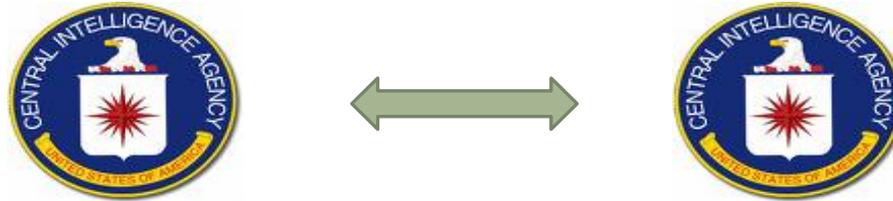
Theoretical aspect:



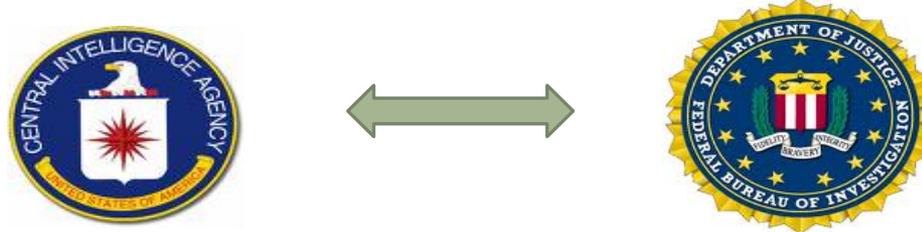
- ❑ PR theory and models are relevant to communication research of intelligence
- ❑ Challenge-Response Model
- ❑ Comparative analysis

Conclusions

1. Comparison of a service on a historical axis



2. Comparison between internal and external services



3. Comparison between services from different states





Thank you !

Re-resourcing PR history's next
stage:
New historiography and other
relevant stories

Professor David McKie (dmckie@waikato.ac.nz)
University of Waikato

Professor Jordi Xifra (jordi.xifra@upf.edu) Pompeu
Fabra University

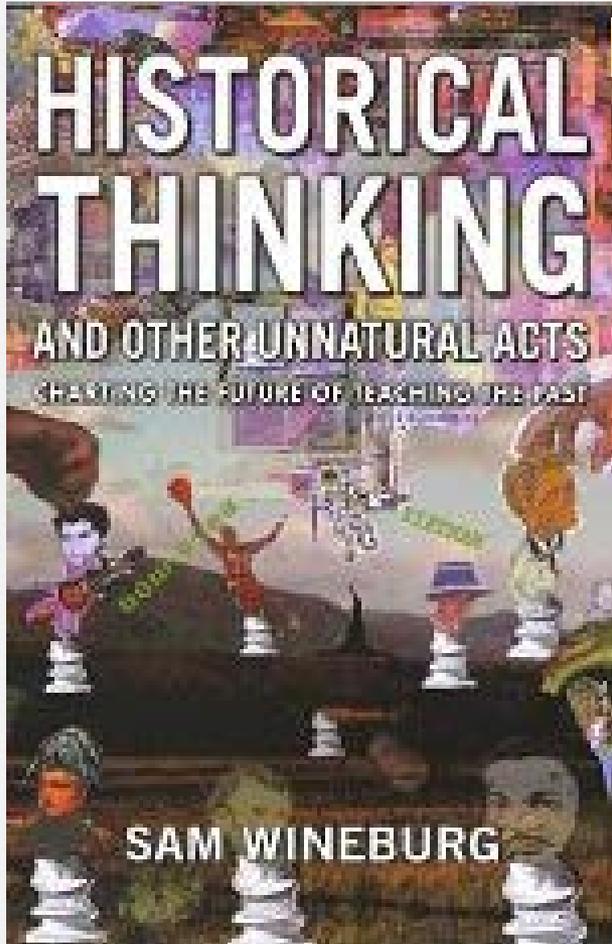
Aim

- o Personal theme: Limiting insularity:
 1. By outsourcing more of PR history
 2. By restoring PR to more national histories
- o Outline
 - o Approaching historiography
 - o Cultivating disorder 1: De-nationalising times through historiography and world history debates
 - o Cultivating disorder 2: Post-human times
 - o Cultivating new historiography: Times of flow after Deleuze

Approaching historiography

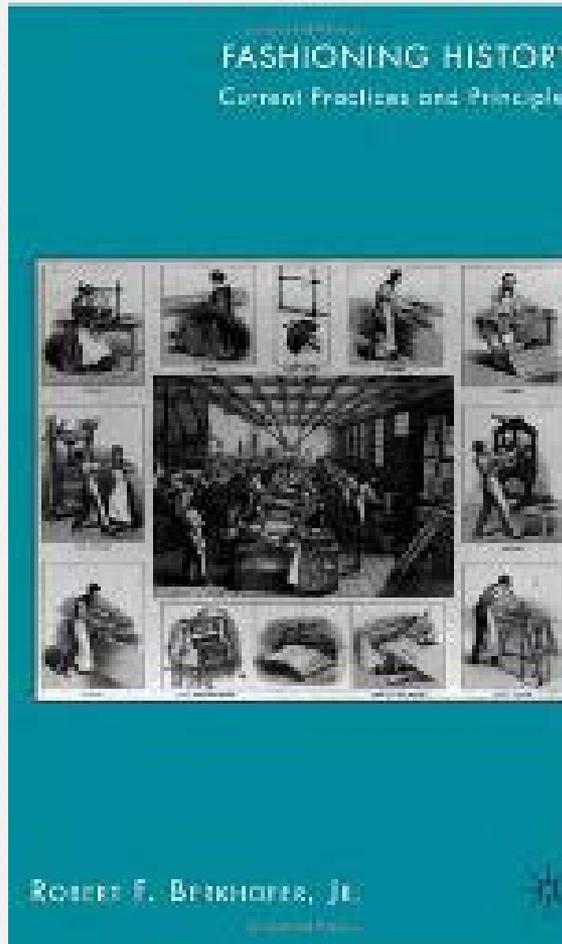
1. The body of work on history in an area (historiography of the RC Church, PR)
2. The historical method or methods
3. Reflections on the history of history (or metahistory) and the writing of history
4. Perspectives on history and philosophy of reality and how we might live now

Plasticity and post-conventional history 1



Historical Thinking and Other Unnatural Acts: Charting the Future of Teaching the Past For Wineburg, comparing documents, "is detective work that kids are usually deprived of. It shows them that no single authority has the whole story, and it raises real questions of meaning. . . . Students stay engaged once they realize history's not a fixed story they must swallow whole but a way of thinking they can apply to life."

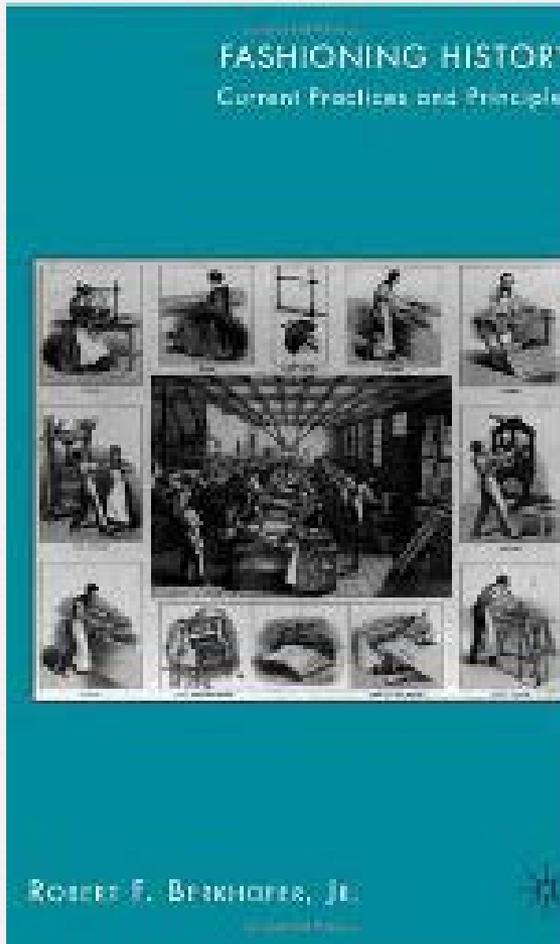
Plasticity and post-conventional history 2



- Robert Berkhofer, Jr, Professor Emeritus of History at the University of California discusses historical texts as “the products of history” to include the written word, material objects, and film.
- Solid evidence?

<http://www.youtube.com/watch?v=V00rT-8gXMs>

Plasticity and post-conventional history 3



- Berkhofer (2008) cites Jesse Lemisch's claim that "sympathy for the powerless brings us closer to objectivity" (p. 59).
- Berkhofer (2008) continues: "Oral historians query workers, soldiers, women, minorities, and other members of the subordinated and exploited for the view "from the bottom up" or "from below" in order to get a glimpse of a past otherwise documented" (p. 41)

Revising PR historiography and nations 1

- o Definition A: “the nation . . . is an imagined political community – and imagined as both inherently limited and sovereign”
- o Definition B: “A nation is a historically constituted stable community of people, formed out of the basis of a common language, territory, economic life, and psychological make-up manifested in a common culture”

Revising PR historiography and nations 2

- o Definition A: “the nation . . . is an imagined political community – and imagined as both inherently limited and sovereign”
- o Anderson, B. (1983). *Imagined Communities: Reflections on the Origins and Spread of Nationalism*
- o Definition B: “A nation is a historically constituted stable community . . . in a common culture”
Stalin, J. (1913). *Marxism and the National Question*.
- o PR often core to mobilising patriotism

De-nationalising times

- o “Modern history was born in the nineteenth century, conceived and developed as an instrument of European nationalism. As a tool of nationalist ideology, the history of Europe’s nations was a great success, but it has turned our understanding of the past into a toxic waste dump, filled with the poison of ethnic nationalism. (p. 15)”
- o Geary, P. J. (2003). *The Myth of Nations: The Medieval Origins of Europe*. Princeton, NJ: Princeton Uni. Press.

National history and PR

- o PR is deeply involved in what historians have called “The invention of tradition”
- o This ranges from Scottish tartan, through the British Royal Family, to the creation of the State of Israel, and to the racist politics of the Le Pens who champion "the French people born with the baptism of Clovis in 496" and the Milosevics who cite early Serbian history to claim the territory of rebellious regions

Perspectives 1

- o “I am not a citizen of the world. I think the entire concept is intellectual nonsense and stunningly dangerous” (Newt Gingrich, 2009, cited in Gerson, 2010, p. xi)
- o Shift to a post-Newt(onian), or quantum, world: “Nationalism is an infantile disease. It is the measles of mankind” (Einstein, 1934)
- o “Although world opinion may have been thwarted in relation to the invasion of Iraq, it has a historical track record in supporting ‘the right side in disputes from antislavery through the sweatshop campaigns, and East Timor – that is, for at least two hundred years’ (Stearns, 2005, p. 211), with a “considerable record of moral accuracy” (p. 211)

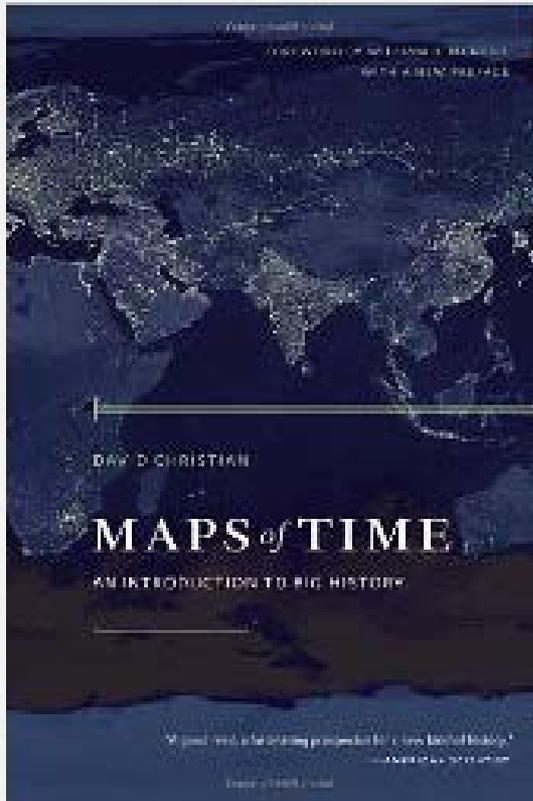
Perspectives 2

- o World history: Both old (Herodotus) & new (1880 Encyclopedia, H.G. Wells & 1960s W. MacNeill and others)
- o Sidetracked by 19thC national movements & still controversial (US senate in 1994 voted against a world history plan for high school & Oz backlash – students knew about WW2 & Stalinism but not name of 1st PM)

We're all global now

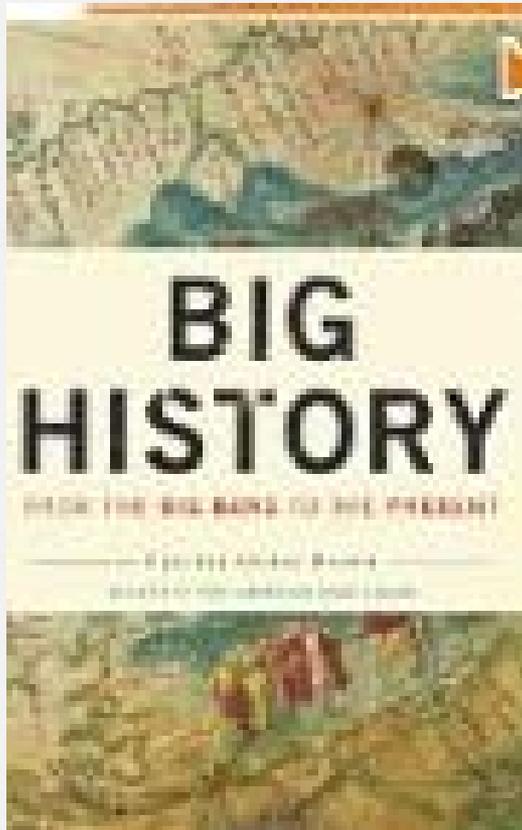
- o Genes: All Americans are African-Americans
- o Bodies: Food, medicine, clothing, and toys
- o Societies: How many nations and flying doctors in this conference?
- o Economies: Iceland goes bust, UK in trouble
- o Possessions: Car, clothes, phones
- o Civic life: Nations internally are shaped externally
- o Religions: Beliefs cross countries and times
- o Environment: Climate change

Size matters 1: Mapping time (2004; 2011)



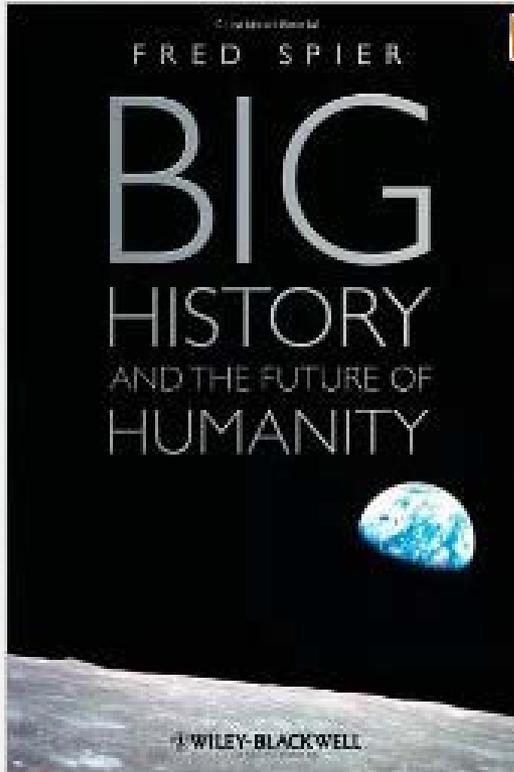
- *Maps of Time: An Introduction to Big History* expands world history
- It's interdisciplinary and seeks an underlying unity for past-oriented fields (e.g. astronomy, biology, geology, and physics)
- Engages Nobel Prizewinning climatologist Paul Crutzen's era of the "Anthropocene" – the first time in which a single species has become the dominant force in shaping the biosphere.

Size matters 2: Big history & science (2008)



- *Big History* tracks an atom-sized universe growing from Big Bang to a contemporary planet of over 6 billion people
- Covers pre-historic geology, epidemics, and climate change
- Looks at farming, illiteracy, industry, injustice, pond scum, supernovas, and our “universal ancestor” in living cells
- Sees multidisciplinary mutuality between people & planet

Size matters 3: Big historiography (2011)



- *Big History and the Future of Humanity* expands world history beyond people
- Embeds them in wider universe as part of a Complex Adaptive System
- Takes interdisciplinarity to new levels by encompassing human and non human; science & non-science
- Ranges from quantum particle effects thro' social systems to galaxy clusters
- Opens up new research agendas and reactivates the question:
- “Who speaks for the earth”

Philosophers of desire

- o Inspired by Deleuze and Guattari, have blown to bits traditional ideas of what constitutes nations and territories.
- o Travelling far beyond the death of the subject, and all binary divisions, whether east-west, north-south, mind-body, or human-nonhuman, they conceive of desire as an anarchic, and not just human, source of production predating, and always liable to disrupt, any kind of structure.

From linear root and branch thinking to the rhizome

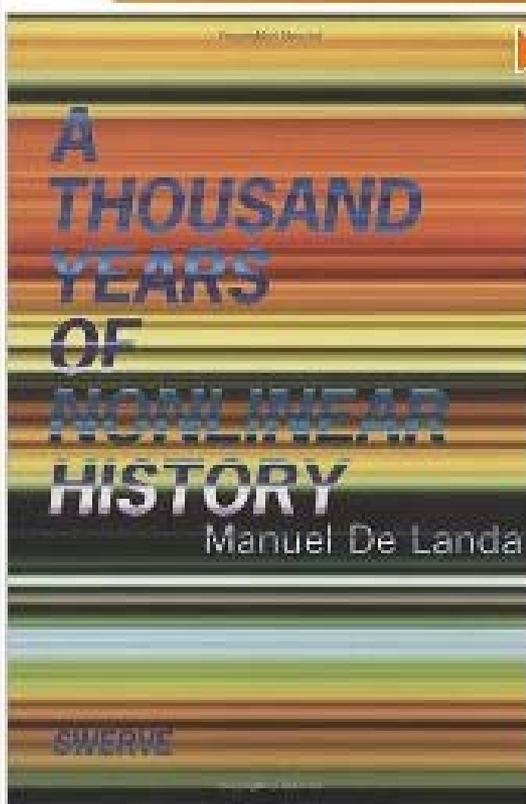
- o a **rhizome** – from Ancient Greek for a “mass of roots” is a stem of a plant usually found underground, often sending out roots and shoots from its nodes. . . .
- o If a rhizome is cut into pieces, each piece may be able to give rise to a new plant

A Euphorbia plant
sending out
rhizomes



A harvested
ginger rhizome





Manuel De Landa's (1997) *A Thousand Years of Nonlinear History* combines Deleuzian ideas with material processes derived from the sciences of dynamics

Three self-organising & intersecting systems

1. Lavas and Magmas
(geological and economics)
2. Flesh and Genes (biology, species, and ecosystems)
3. Memes and Norms
(linguistics)

.

Conclusions

- o PR needs to know about historiography
- o PR needs to make visible its unseen contribution to nations and nation building
- o Some recent historiography is aligning with recent globalisation
- o History, like Bauman's liquid society, is increasingly liquid and is being refashioned and retheorised accordingly



From Propaganda to Public Diplomacy

THE BIRTH AND EVOLUTION OF
A PROFESSION IN FINLAND



All Related

POLITICAL LANDSCAPE – NATION'S AGENDA

geopolitics
human- & other rights
state foreign policy
economics

PROCESSES AND TOOLS

communication,
branding, marketing,
propaganda
negotiating, networking,
exchanging

ARTS AND SPORTS

high art and
popular culture

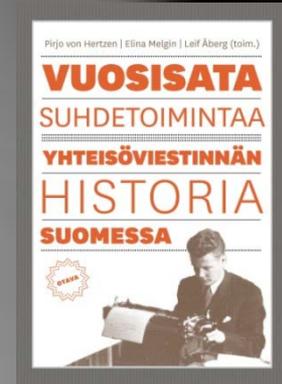
CULTURE

religion, beliefs,
values, myths,
national cultural
policy – cultural
agenda
cultural landscape
(science and arts)
International cultural
megatrends

ACTORS

states, ministeries,
embassies,
consulates,
associations,
foundations, centres,
companies,
universities,
institutions,
museums, activist
groups, medias,
individuals

Who is talking?



Elina Melgin

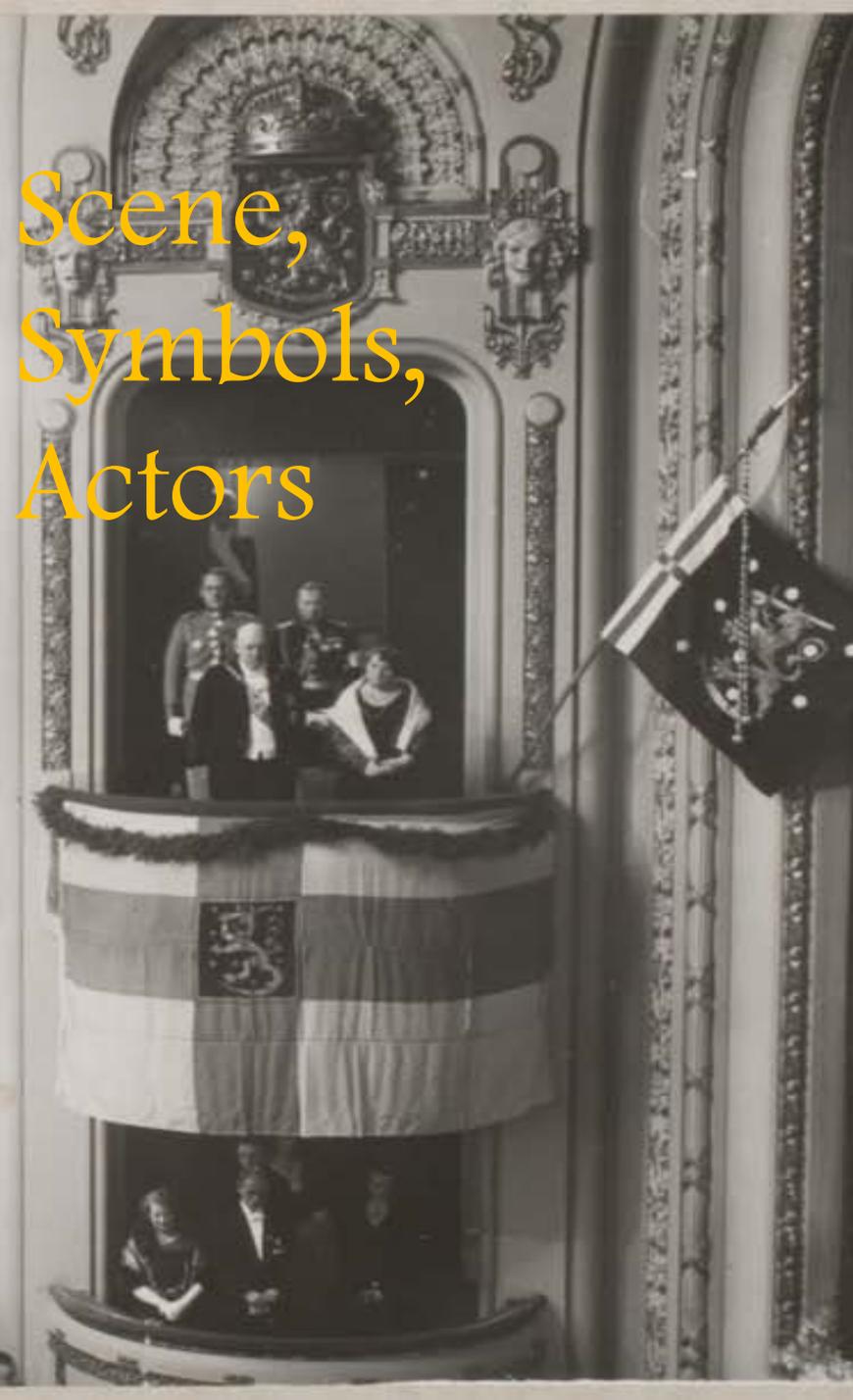
- Doctoral Candidate at Helsinki University – Public diplomacy history
- Grant from Foreign Policy Research Foundation
- Managing director of ProCom, Europe's oldest Association for PR professionals
- 25 years experience in art journalism, communication, pr (University of Art and Design, Nokia, NGO's)



Identity and Diplomacy



Scene, Symbols, Actors



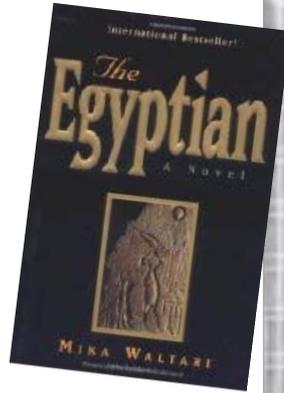
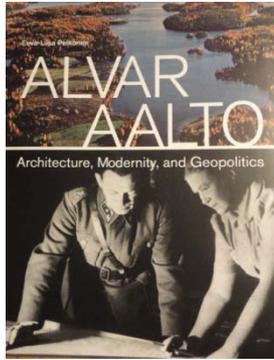
Identity & Propaganda



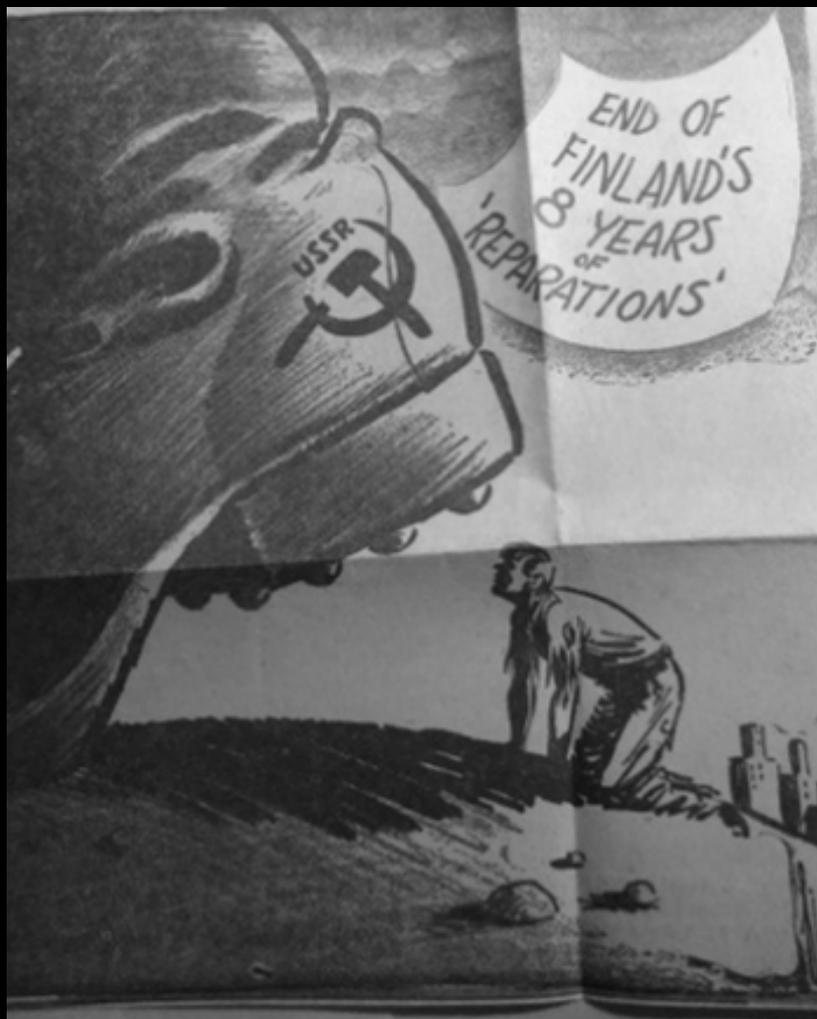
Reinforcement of the Identity



Wartime Culture



Wartime Propaganda



Brotherhood remained



Danger Years 1944-48



Cold War & PR



Agenda for PR Pioneers

Veitsen terällä

MEILLÄ vain ei ole VARAA

Ei ole ikuisuutta vielä kulunut siitä, kun tiedotustoiminnasta kiinnostuneet kansalaiset tekivät ehdotuksen n.s. Suomi-Instituutin perustamisesta. Se olisi tiedotuselin, joka hoitaisi alansa asiat niin ulkomailla kuin kotimaassakin. On näet katkerasti todettu, että tällaisen toiminnan keskittämisen puutteessa moni hyvä suunnitelma ajautuu karille. Tänne tulee ulkomaalaisia opiskelemaan ja yhteyksiä solmimaan, mutta usein he eivät kuulu minkään elimen "pii-



Tiedotusmiehet eivät tyydy ainoastaan sanalliseen valistukseen, he suorittavat myös käyntejä eri paikoissa. Tässä eräs ryhmä Malmin lentokentällä.

TIEDOITUSMIEHET ryhtyivät tiedotusinstituutin perustamispuuhiin. Jos muut maat tarvitsevat sellaisen, niin tottahan mekin! Siinäkin oli tarpeeksi aihetta. Voimakkain vastus tuli sellaiselta taholta, jolta sitä vähiten aavistettiin. Ministeriöiden virkamiehet teilaivat ajatuksen — tällaisissa tapauksissa totuttuun menettelyyn turvaten —

kustaneet, saaneet neuvostittelinsä jne. — mutta he eivät kuitenkaan halunneet asiaa viedä eteenpäin.

Nyt jälleen kysytään, kuka hoitaa XV Olympiakisojen propagandan ja tiedoituksen? Sen järjestelytoimikunta? Sillä on kädet täynnä omia tehtäviään.

On selvää, ettei maassa voida perus-



PR Professionals & New Arenas



Thank you!

Public Relations in Brazil: its history and its challenges



Public Relations in Brazil: its history and its challenges

Paulo Nassar, PhD

Universidade de São Paulo (University of São Paulo), São Paulo & Aberje –
Brazilian Association for Business Communication

paulonassar@usp.br

Mateus Furlanetto

Faculdade Cásper Líbero (Cásper Líbero College), São Paulo & Aberje –
Brazilian Association for Business Communication

mateus@aberje.com.br

Brazil



About Brazil

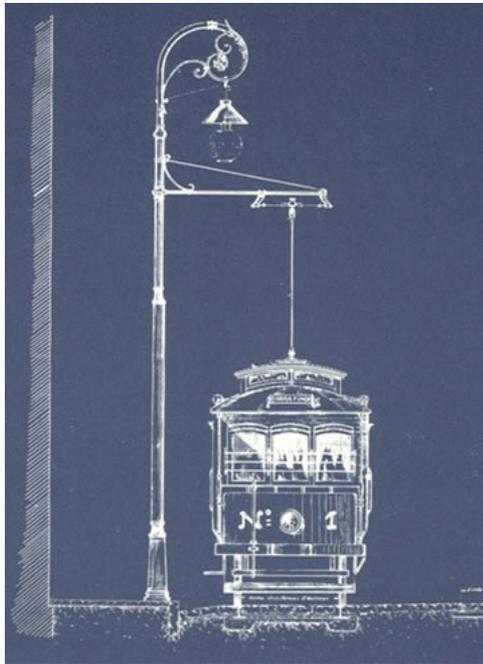
- **Area:** 8.511.965 km²
- **Population:** between 190 - 200 millions
- **Language:** Portuguese
- **Ethnic Groups:**
 - “Pardos”/ Melting pot : 44,2%
 - European: 48,2,%
 - African: 6,8%
 - Native: 0,3%
 - Asian: 0,5%

About Brazil

- ✓ Largest and most populous country in South America
- ✓ 5th largest country by geographical area
- ✓ 5th most populous country
- ✓ 6th largest economy
- ✓ GDP: U\$S 1.6 trillion

January 30th, 1914

The São Paulo Tramway Light and Power Company Limited (today called Eletricidade de São Paulo S.A. – AES Eletropaulo).



1st Brazilian Company to have a PR Department - 1951



International Corporations in Brazil

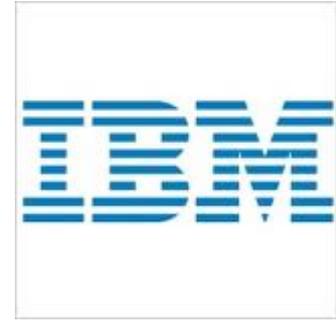


The Chemical Company

SINCE 1911



SINCE 1915



SINCE 1917



SINCE 1925



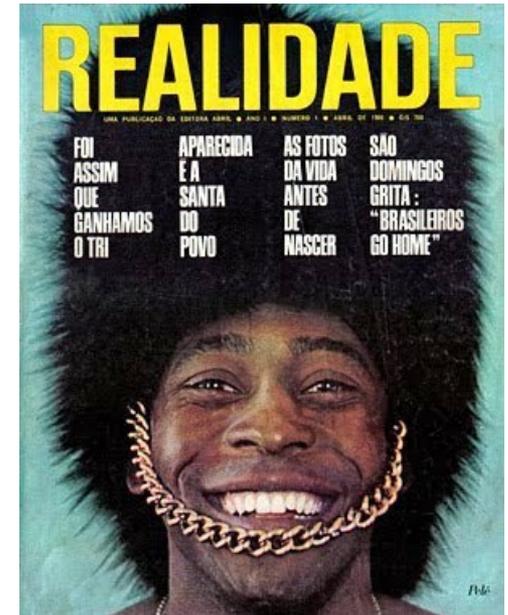
Unilever

SINCE 1929



SINCE 1942

50's Mass Media Networks



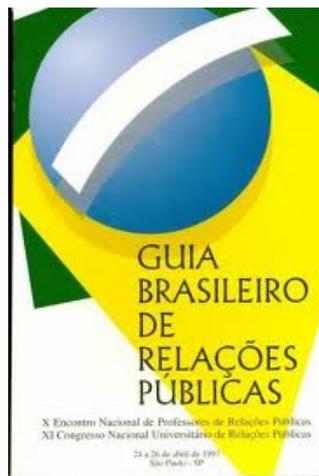
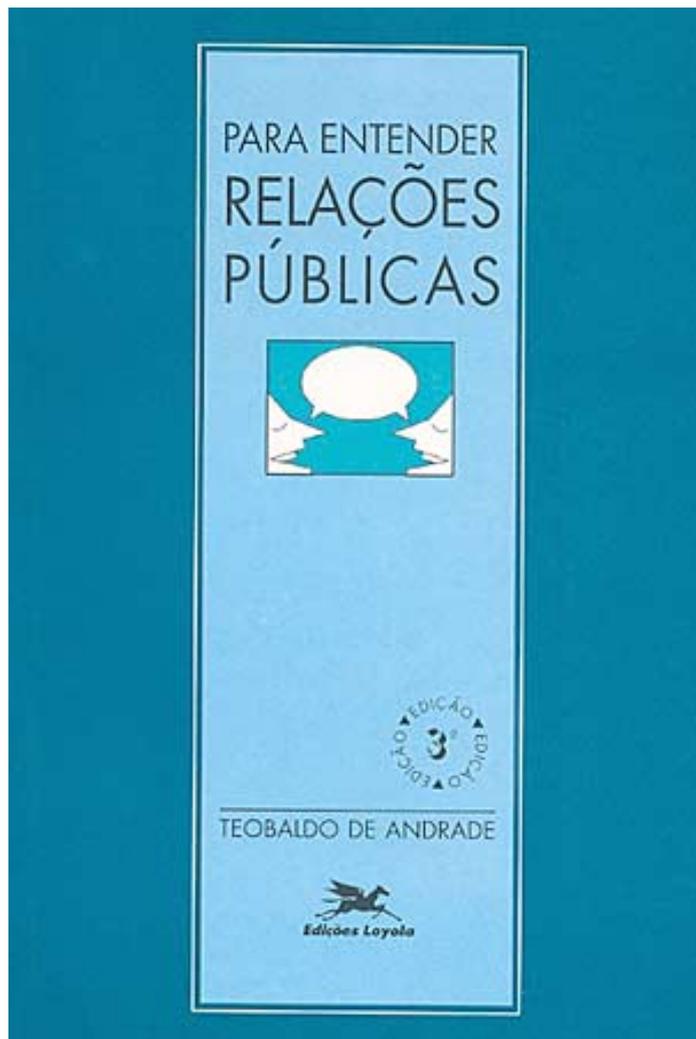
Mass Media Groups



FOLHA DE S. PAULO

O ESTADO DE S. PAULO

1962 - Teobaldo de Andrade



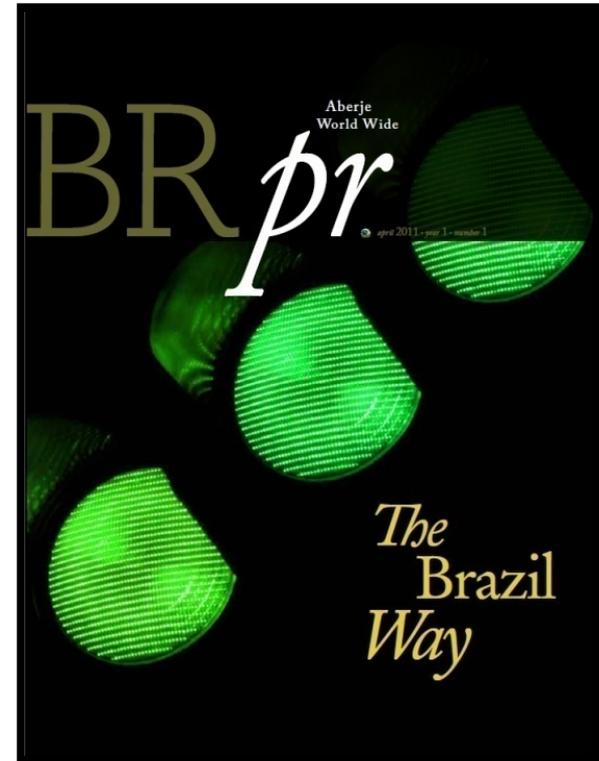
1967- First Undergraduate Degree in PR at University of Sao Paulo



Aberje - 1967



Aberje - 1967



Corporations represented at Aberje's Board



Aberje's network





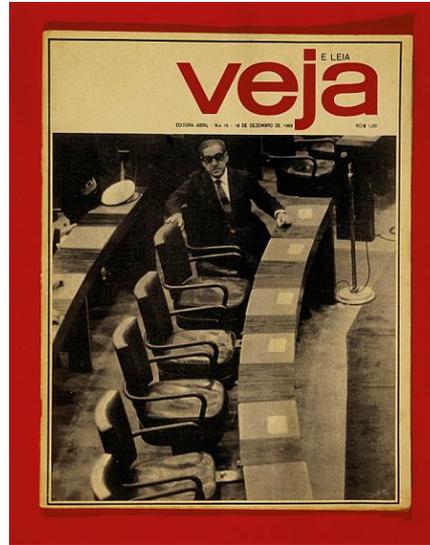
Law 5,377

December 11th, 1967

Licensing

- RP is a licensed profession in Brazil since 1967;
- Council of Public Relations Professionals [CONFERP (1971) and CONRERP];
- Between 7 and 10 thousand licensed professionals;
- Requirements: Graduation from four-year undergraduate degree in Public Relations + Annual Fee

PR Under Military Control



Vladimir Herzog



1985 – Open Doors



Educational Backgroud

- 30% – Journalism
 - 20% - Business
 - 17 % – Marketing
 - 13% - Advertisement
 - 12% – PR
-
- Source: Aberje's Corporate Communication Research, 2008.

Communication's Duties

- Press Relations
- Branding
- Digital Communication
- Internal Communication
- Global Communication
- Sponsorship Management
- Corporate History
- Public Affairs
- Investor Relations
- Corporate Social Responsibility/ Sustainability

External Consultancies

- Press Relations – 75%
- Events – 70%
- Internal Communication – 62%
- Research & Measurement – 53%
- Branding – 40%
- Corporate History – 20%
- Corporate Social Responsibility /Sustainability – 19%
- Sponsorship – 13%
- Investor Relations – 10%
- Public Affairs/ Government Relations – 9%

Source: Aberje/DMR Survey communication suppliers - 2012

Brazilian Global Corporations

AmBev



ODEBRECHT



Global Events in Brazil



RIO+20
United Nations
Conference on
Sustainable
Development



mynextzone.com

FIFA WORLD CUP
Brasil



Rio 2016

Thank you!



A Global Analysis of the
Public Relations
Body of Knowledge:
A Comparison and Contrast
of U.S. Associations with
International Research

Bonita Dostal Neff, Ph.D.
Associate Professor
Institute for Education Leadership
(IEL) Fellow
Department of Communication
Valparaiso University
Valparaiso, Indiana
bonita.neff@valpo.edu

U.S, National Commission Studies

Seven areas of analysis to profile PR education and practice in various parts of the world.

- 1) cultural values and beliefs
- 2) laws and public policies
3. external groups, organizations and associations
- 4) institutional factors in the academic setting
- 5) International exchange programs
- 6) Inter-personal factors within an institution
- 7) intra-personal factors among students and educators

Associations

Identity:

Society

Web of Publics

PR Functions

Communication Center of Identity

**Intersection of
culture, communication,
and power from a global
perspective gives the unique
understanding of the fuller
extent of the public relations.
(Bardan and Weaver, 2011)**

International Identity

Curtain and Gaither (2007)
focus on negotiating
culture, identity, and power.

Yet Bardan and Weaver,
(2011) state “scholars are
behind in theorizing about
these intersections.”

Ethnographic Approach

**L'tang proposes
ethnographic approach
to explore deeper into
the dimensions of PR.**

Research Questions

R1: Does the BOK from academic associations (PR) integrate culture, communication, and power?

R2 Is the ethnographic approach emerging in PR research?

Focus of Study

Content analysis of 298 titles of PR research papers from associations

- Scholarship not discussion panels
- Geographic references—global
- Assess cultural, communication, power references

Methodology (Public Relations)

Established	'65	'83	'84	'87	'89	'80s
Associations	AEJMC	PRSA	ICA	NCA	IPRRC	IABD
PR Div	PRD	EdAcademy	PRD	PRD	conference	Track
Founder*	Young	Sharpe	Hamilton	Neff	Sharpe	Nelson
Newsom						
Conference	45	24	23	22	21	20

*Lead Founder or Founder

**US based associations

Methodology: Clusters

Global Research-2011

AEJMC	5/1	54 papers
PRSA	1	26 papers
ICA	25	75 papers*
NCA	8	47 papers
IPRRC (Miami)	25	88 papers*
IABD	5	8 papers

Methodology: Impact

NonUS-2011papers/total papers

AEJMC	5/1	5/54	
PRSA	1	1/26	
ICA	25	consortium	25/75 33%
NCA	12	12/47	
IPRRC (Miami)	25	think tank	25/88 28%
IABD	7	5/8	

Methodology: Countries

ICA consortium 25/75 33% --21countries

8: Korea(4) China(2) Singapore(1) Japan (1)

10: Switzerland(1) Sweden(1) UK(2) GR(3)

Netherlands(1) Baltic(1) Europe(1)

3: India(1) Australia(1) Chile(1)

IPRRC think tank 25/88 28%--18

8: China (3) Japan (4) Korea (1)

6: Turkey(1) France (2) Romania (2) Germany(1)

Italy(1)

3: Brazil(2) Costa Rica(1)

2: Iraq(1)

Topic Emphasis: Cultural Mentions

ICA consortium

- Culture

Korea(3)

IPRRC think tank

- Cross cultural(5)

China(2), Korea,

Japan, Germany

Topic Emphasis: Power Mentions

ICA consortium

- Corporate(1-Japan)
- Risk/crisis(GR & Korea)
- “Black” PR(1-Baltic)
- Power(Swed/Baktic)
- Politics(1-England)
- Regulations(1-GR)

IPRRC think tank

- Corporate(2-Japan)
- Crisis(1-Japan)(1-UAE)
- Suicide(1-France)(1-China)
- Superpower(1-Brazil)
- Stakeholder(1-UAE)
- Politics(1-Turkey)
- Regulations(1-Germany)
- CSR(Romania & Italy)
- Ethics(Brazil & US))

Topic Emphasis: Communication

Mentions

ICA consortium

- Transparency (Europe)
- Media Strategy (China)
- SM Strategy – (China Media & Europe)
- Consulting (GR)
- Crisis & Issue Mgt (GR & Korea)
- Professional (Switzerland)

IPRRC think tank

- Transparency (Media/communist)
- Strategic Communication – (Iraq)
- SM (China – cross cultural) (cross cultural Korea/US ethics) (Australia)
- Global Civic competency
- Internal (Europe)

Key Points

ICA's & IPRRC refereed research

- The cultural mix is not as transnational for ICA
- Both PRD's were more heavily focused on the elements of power
- Both focused on global dialogue
- ICA is heavy on European research with Asia a close second
- IPFFC is less global

Implications

ICA struggles with transnational efforts currently; however, the 2011 conference started a significant breakthrough on global leadership

- IPRRC remains more US oriented; ICA offers international conferences & membership is now tilting toward the internationals (will include more nonUS conferences soon)

Cradle to Grave Recruitment

The Woman's Foreign Missionary Society of the Methodist Episcopal Church

**Janet Rice McCoy
Morehead State University**

**Cheri Hampton -Farmer
University of Findlay**



Overlooked in Public Relations History

- **Mid 19th to early 20th centuries**
- **Protestant women missionaries serving overseas**
- **Women on the home front supporting them**



Formation of the WFMS

- **Woman's Foreign Missionary Society**
- **Methodist Episcopal Church**
 - **United States of America**
 - **"Northern" branch**
- **Founding Mothers and Their Husbands**
- **Quelling Objections of the *Parent* Board**
- **Women's Work for Women**



Impact of Mission Movement

- **Largest female reform movement in the United States”**
- **More than three million dues-paying members by 1915**
- **Combined membership outstripped the Woman’s Christian Temperance Union – their closest competitor**
- **Sent single women overseas—educators, doctors, evangelists**



Founders of WFMS

- **Mrs. Rev. E.W. Parker—key organizer**
- **Mrs. Bishop Osman C. Baker— first president**
- **Eight of the original 44 vice presidents were married to bishops**



“Parental” Restrictions

- **Women “were authorized to proceed”-- their society “though independent of the parent Board, was to act harmoniously with it”**
- **Prohibited from collecting money during church services, Sunday school, and other general meetings**
- **Adapted by framing their identity as the educational arm of the mission movement**



Missionary Intelligence

In the September 1869 edition of Heathen Woman's Friend, the organizers identified their "missionary intelligence" as potentially increasing the "enthusiasm of the people" thereby expanding overall donations to missionaries and their projects (HWF, 1869, p. 52-53).

Organizational Goals

Focused on internal publics to:

- **Raise money for missions**
 - **Pay missionary salaries**
 - **Build hospitals and schools**
 - **Support specific projects**
- **Recruit single female missionaries for the foreign field**



Recruitment Strategies & Tactics

- **Norms and practices**
- **Print Media**
- **Auxiliary Societies**
- **Missionary Bands**
- **Financial Contributions**
- **Sponsorships**

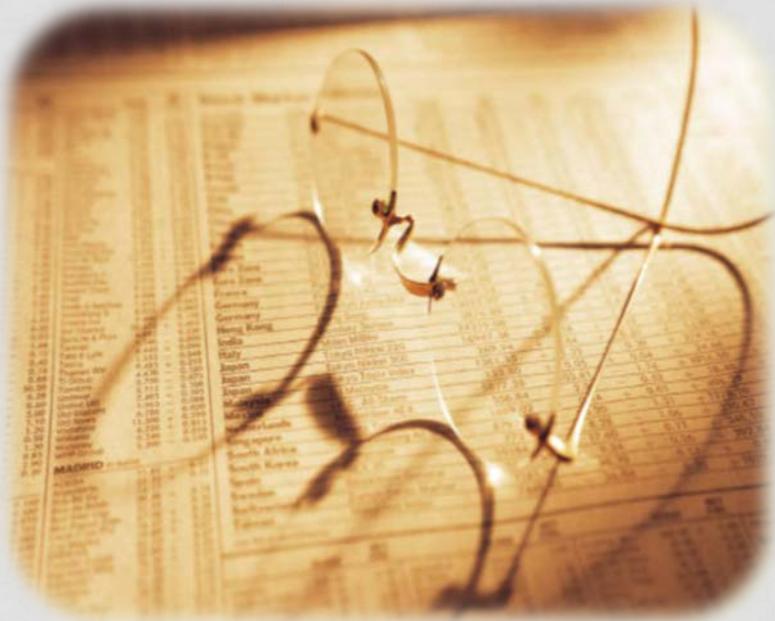


Women's Work for Women

- Robert (2002) argued Women's Work for Women was the "first significant gender-linked mission theory"
- Postulated women in countries served by missionaries could be liberated through education, medical care, and other support from their western sisters.



Fundraising and Recruitment



Magazines and Publications

- **Heathen Woman's Friend**
- **Heathen Children's Friend**

Grassroots Organizing

- **Auxiliaries**
- **Fundraising**
- **Presentations and Events**

Nurturing the Call

- **Assumption: everyone was called—
few exceptions**
- **Promoted the “Divine Impulse”**
- **Cradle –to-grave organizations**
 - **Little Light Bearers**
 - **King’s Herald**
 - **Standard Bearer**
 - **Junior Auxiliary**
 - **Auxiliary Society**



Nurturing the Call

- **Assumption: everyone was called—
few exceptions**
- **Promoted the “Divine Impulse”**
- **Cradle –to-grave organizations**
 - **Little Light Bearers (babies)**
 - **King’s Herald**
 - **Standard Bearer**
 - **Junior Auxiliary (young women)**
 - **Auxiliary Society (adult)**



Persuasion to Recruit

- Framed as a prayer using rhetoric of holiness movement
 - “We are praying for two ladies to be sent to us within a year. . . . Oh send us help!”
- Logos – Toulmin’s Model
 - Data: The English are getting more missionaries.
 - Warrant: We have more work than the English.
 - Claim: Therefore we need more workers too.

Lizzie Fisher / Elizabeth Fisher Brewster

Behavioral Objectives

- **Auxiliary Society in every local congregation**
- **Adult female members join Auxiliary Society**
- **Young female members join Junior Auxiliary**
- **Mothers enroll children in local missionary band—strategy to gain future members**



Sponsorship

- **Special gifts created special ties between donor and recipient of funding**
- **Public recognition for contributions of \$1,000 or more— for instance, naming rights for buildings**
- **Children and youth were targeted for giving through mite boxes.**
- **Newborns received doll souvenirs with a poem reminding all to give**



Campaign Overview

- Messages targeted each age group—cradle-to-grave
- Age-appropriate media were used to sustain interest
- The WFMS relied on age-old rhetorical devices:
 - *Pathos* when using fear appeals
 - *Logos* when detailing the practical training needed
 - *Ethos* when relying on status or first-hand accounts of work in the field to gain interest

Campaign Results



Their promotion and recruitment plan resulted in one of the largest movements during that time period and created vocational opportunities for women on foreign soil unavailable to them at home.

THE IMAGE OF THE PUBLIC RELATIONS PRACTITIONER IN MOVIES AND TELEVISION 1901 TO 2011

By Joe Saltzman
Professor of Journalism
Annenberg School for Communication & Journalism
University of Southern California



Introduction

- ▣ Our study of the images of the public relations practitioner in film and television from 1901 to 2011 is the largest study of its kind ever attempted, encompassing more than 327 English-speaking films and television programs.
- ▣ The final study included 222 movies and 105 television series and movies-made-for-television.

Conclusions

- ▣ The following four tables summarize the results by decade, gender, job title, and perception of personality traits and professional characteristics.

TABLE 1: DECADES

- ▣ A breakdown of films and TV programs by decades (20th Century) and years (21st Century)
- ▣ A character is defined as being involved in public relations if he/she was identified as a publicist, public relations practitioner, PR man or woman, press agent, media consultant, public information officer or the like or if the character performed what is acknowledged to be a public relations activity – dealing with the public in some form, handling publicity or public relations duties, advising the person in charge about dealing with the public.

TABLE 1: DECADES

Decades	Movies	TV Programs	Total
1920s and before	4	0	4
1930s	46	0	46
1940s	25	0	25
1950s	33	6	39
1960s	29	4	33
1970S	9	12	21
1980s	15	15	30
1990s	30	20	50
2000-2005	17	26	43
2006-2011	14	22	36
TOTALS	222	105	327

TABLE 2: Gender

- ▣ Males overwhelmingly dominated the image of the public relations practitioner in the movies from the 1920s through the 1990s (189 male characters to 44 female characters).
- ▣ But by the 21st century, PR women in the movies were almost on an equal footing (26 male characters to 16 female characters).
- ▣ Women PR practitioners fared far better on television. From the 1950s to 2011, there were 60 female characters as opposed to 68 male characters and since many of these TV programs were weekly series, the impact was even greater than the numbers suggest.

TABLE 2: GENDER

Decade	Movies MALE	Movies FEMALE	Television MALE	Television FEMALE	TOTAL
1920s	4	0	0	0	4
1930s	46	2	0	0	48
1940s	27	7	0	0	34
1950s	36	4	4	2	46
1960S	26	5	4	0	35
1970S	11	2	10	3	26
1980S	14	4	9	8	35
1990S	25	20	10	14	69
2000-2005	18	8	16	20	62
2006-2011	8	8	15	13	44
TOTALS	215	60	68	60	403

TABLE 3: JOB TITLES

- ▣ PR practitioners work “under almost every title and in a variety of organizations.” They are referred to as “publicist,” “PR man,” “press agent,” “Head of,” “Manager of,” “Director of” Public Relations or Publicity, spokesman, spokeswoman, spokesperson, press secretary, press officer or press aide.

TABLE 3: JOB TITLES

- Here are the definitions for each occupational niche:
- Press Agent: An individual publicist who relies primarily on stunts to get publicity. He/she is often a con artist.
- Business/Private/Publicist: An individual working in a corporate or individual PR firm, or an individual working in business and industry including entertainment, sports, fashion and other specialties.
- Politics/Government: An individual working in politics especially representing a candidate for public office or working for a government agency ranging from the White House to local government.
- Military/Police: A public information officer working for a military or police agency.
-

TABLE 3: JOB TITLES

- ▣ The two most prominent areas – press agents (71) and public relations professionals working in the private sector (189) – usually end up at the opposite ends of the spectrum.
- ▣ The image of press agents as grasping, I'll-do-anything-for-publicity stunt managers is viewed as one of the worst. The image of the professional public relations practitioner working for his client gradually becomes one of the more positive images (with a few glaring exceptions).

TABLE 3: JOB TITLES

- ❑ As can be seen in Table 3, the overwhelming image of the public relations practitioner is that of a professional executive working for a private business or corporation or individual client (189 characters out of a total of 325 studied in the survey).
- ❑ Press agents dominate the early decades of the 20th century, but by the 1950s they have been absorbed by professional public relations practitioners who work in a variety of organizational settings.
- ❑ There are 46 characters working for political and governmental organizations and 19 working for military and police agencies; these characters run the gamut from very positive and helpful to very negative and manipulative.

TABLE 3: JOB TITLES

Decade	Press Agent	Business/Private	Politics/Government	Military/Police	TOTAL
1920s	3	1	0	0	4
1930s	29	16	1	0	46
1940s	11	9	4	1	25
1950s	11	21	2	4	38
1960S	6	23	1	3	33
1970S	4	12	5	0	21
1980S	4	18	4	4	30
1990S	2	28	17	3	50
2000-2005	1	32	6	4	43
2006-2011	0	29	6	0	43
TOTALS	71	189	46	19	325*

TABLE 4: DESCRIPTIONS BY DECADE

- ▣ All of the film and television PR characters were evaluated as to their positive and negative personality traits and whether they followed popular culture perceptions or stereotypes of their professional roles. Five descriptive labels – very positive, positive, negative, very negative, and neutral – were determined as follows:

TABLE 4: DESCRIPTIONS BY DECADE

- ▣ Very Positive (VP): The public relations practitioner as a heroic character. This is the PR man or woman who is “confident, poised, capable, responsible, bright, reliable, efficient, imaginative, well-read, personable and trusted.” These PR men and woman are accomplished practitioners “who are good at their jobs and love what they do.” He/she often puts their job or even their life at risk to do the right thing.

TABLE 4: DESCRIPTIONS BY DECADE

- ▣ Positive (P): The PR practitioner who tries to do his or her job without hurting anyone, basically a person trying to do the right thing, but often frustrated by the system. He or she is skilled, but often “unhappy with their jobs,” unfulfilled, upset, discontented, tired, irritated, disturbed by either the profession or their particular situation or life in general.
- ▣ In some instances, the PR practitioner is played for comic relief or is just a lovable character, “effervescent, jovial, lively, mild and chipper. Sometimes this PR man or woman is an outsider, isolated, “unable to fit in with co-workers...ill at ease, naïve, pathetic, a nun in a whorehouse, a lamb among wolves, a eunuch in a harem.”

TABLE 4: DESCRIPTIONS BY DECADE

- ▣ Negative (N): A PR practitioner who will do anything to help his client and doesn't care much about the public, basically a person who doesn't care about doing the right thing, but will do whatever is necessary to keep his job, even if his/her actions are unethical.
- ▣ They are usually manipulative and will lie, cheat and do whatever it takes to advance their careers. This PR practitioner is "a wheeler-dealer with a supple conscience – a shark or a snake who is ruthless, deceptive and predatory." In milder cases, they are simply obsequious "guided by whatever they think will satisfy their employers."

TABLE 4: DESCRIPTIONS BY DECADE

- ▣ Very Negative (VN): A PR practitioner who is engaged in unethical and often unlawful activities serving the client at all costs, even committing murder or serious crimes. They are manipulative and cynical, “sarcastic, edgy, angry, contemptuous and driven.”
- ▣ The men are usually alcoholic womanizers who treat everyone with scorn.
- ▣ The women will do whatever it takes to get what they want, from sleeping their way to the top to killing off the competition. Sometimes, the individual is just a morally corrupt person who does very little public relations but is labeled as a public relations practitioner.

TABLE 4: DESCRIPTIONS BY DECADE

- ▣ Neutral: A nondescript character who is simply there as a PR practitioner doing his or her job without offending anyone. He or she is often in the background and figures slightly in the plot or action of the film or television program.

TABLE 4: DESCRIPTIONS BY DECADE

Decade	VP	P	N	VN	Neutral	Total
1920s	0	2	2	0	0	4
1930s	0	11	27	2	6	46
1940s	1	8	12	1	3	25
1950s	1	18	12	2	7	40
1960s	2	9	13	2	7	33
1970s	0	7	12	2	0	21
1980s	0	11	12	2	5	30
1990s	1	14	21	10	5	51
2000-2005	0	17	18	5	3	43
2006-2011	0	9	20	4	3	36
TOTALS	5	106	149	30	39	329*

TABLE 4: DESCRIPTIONS BY DECADE

- ▣ When we separate images of the public relations practitioner in films and television, we discover that there are far more negative images in film than there are on television. In 224 movie examples, there are only 68 positive images as opposed to 127 negative images. In 105 television examples, there are 43 positive images as opposed to 52 negative images.
- ▣ TV series, which come into the home on a weekly basis and because of this frequency have more chances to influence the viewer, fare even better. Nineteen TV series were rated positive to very positive whereas 12 TV series were rated negative to very negative. One reason for this may be the necessity to have likable people as leading characters.

DISCUSSION

- ▣ In studying the image of the PR practitioner in films and TV programs from 1901 to 2011, seven images stand out, offering a range of positive and negative descriptions of the professional and the field.

DISCUSSION

- ▣ (1) The early press agents whose stock in trade was ballyhoo and outrageous publicity stunts is one of the oldest and most enduring images. In the movies, their hair-brained schemes always resulted in big headlines and pictures splashed all over the nation's newspapers



DISCUSSION

- ▣ (2) Publicity men and women who would do anything to get their clients publicity and to protect their clients in crisis situations. The only thing that matters to these publicists is what is good for the client.



DISCUSSION

- ▣ (3) The public relations professional as hero is one who rebels against unethical practices and will quit his or his job before doing something immoral. These professional public relations men and women often are portrayed as conflicted, anguished people who try to elevate what they do into a profession with high standards. More often than not, they fail, but they are heroes in that they try to do the right thing.
- ▣ This image is more prevalent than one might think because the negative images are so strong and powerful that they often are more memorable than the positive images.



DISCUSSION

- ▣ (4) Press secretaries, political aides and military and police information officers are among the most diversified public relations professionals in the movies and television. They range from vile people doing terrible things to some of the most appealing and professional public relations professionals depicted.



DISCUSSION

- ▣ (5) The public relations professional as a true villain who will step on anyone, do anything, lie, cheat or steal to protect a client's image. These PR men and women will stop at nothing, even murder, to get what they want.



DISCUSSION

- ▣ (6) The female public relations practitioner who uses her sex appeal to win clients and get promotions.
- ▣ (7) The alcoholic public relations man is a staple throughout the history of movies and television. These PR practitioners drink for a variety of reasons – to keep their clients happy, to escape the pressures of their job, to forget the horrendous things they often have to do to keep an account. Many films featuring public relations men and women have scenes of serious social drinking, but few seem to consider alcoholism a problem.



CONCLUSIONS

- ▣ This analysis of 222 films and 105 television programs reveals that the images of the public relations practitioner are far more varied and more positive than previously thought. When they are good, they are very, very good, and when they are bad, they are horrid.

CONCLUSIONS

- ▣ It is obvious that males overwhelmingly dominate the image of the PR practitioner in the movies, but by the 21st century, women are represented in almost equal fashion, especially on television.
- ▣ We also discovered that there are far more negative images in film than on television. TV series may have more impact on the public because of the frequency and necessity to have likable people as leading characters, resulting in more positive than negative images of the PR man and woman.

CONCLUSIONS

- ▣ Negative images range from press agents and their outrageous ballyhoo to publicity men and women who will do anything for their clients, from alcoholics and PR women who use their natural charms to win clients and get ahead in the profession to true villains who are willing to lie, cheat, steal and even commit murder to save their reputations.

CONCLUSIONS

- ▣ Positive images range from those who will do anything within the law to get their clients publicity and to protect them in crisis situations to the efficient and often likable press secretaries and military-police public information officers. The PR professional as a hero who rebels against unethical practices and quits his or her job before doing something immoral is a frequent image, especially on television.

FUTURE RESEARCH NEEDED

- ▣ Nevertheless, there is still work to be done.
- ▣ Although there have been a few papers on the image of the public relations practitioner in film, there has been virtually nothing on the image of the public relations practitioner in television, in novels and other aspects of popular culture.
- ▣ This is a rich field for future academic research and we encourage colleagues to mine this field as a means of understanding how the image of PR men and women influences the public's understanding of a profession that seems to be coming into its own in the 21st century.



Companion Video to This Paper Is Available

The Image of the Public Relations Practitioner in Movies and Television, 1901-2011 is a Three Dual Layer-DVD Set that runs nearly 12 hours and features extended clips from more than 327 films and TV programs.

Contact the Image of the Journalist in Popular Culture website, <http://www.ijpc.org> for information.

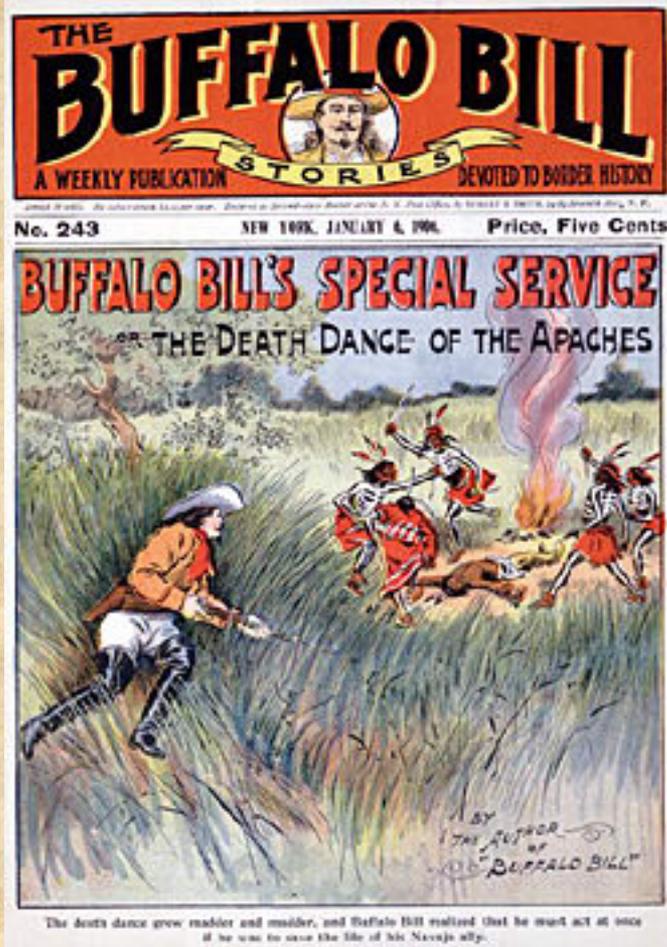
Promoting the Pleasure Dome: Press Agency and the Promotion of Adolph Sutro's Tropic Baths



<http://sfimages.com/history/Cliff-Sutro.html>

Dr. Andi Stein
California State University, Fullerton

Ned Buntline



www.jcs-group.com/johnwayne/literary/hero.html



http://en.wikipedia.org/wiki/Ned_Buntline

John Burke



<http://theconcordcoach.tripod.com/abbotdowning/id11.html>



<http://publications.newberry.org/>

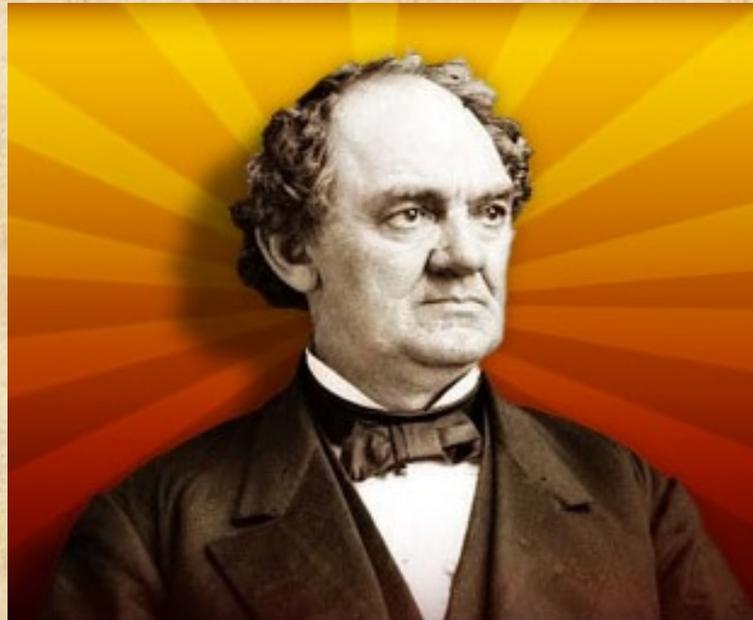


Source: TheGreat American Disconnect

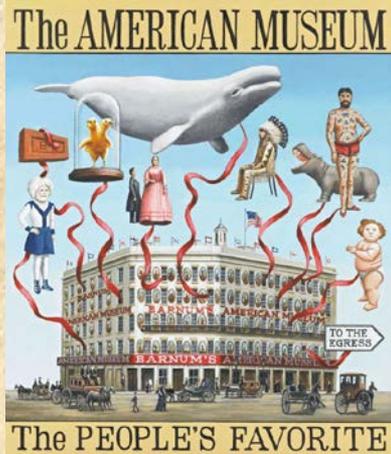
P.T. Barnum



<http://circusnospin.blogspot.com/2012/02/pt-barnums-american-museum.html>



www.ringling.com

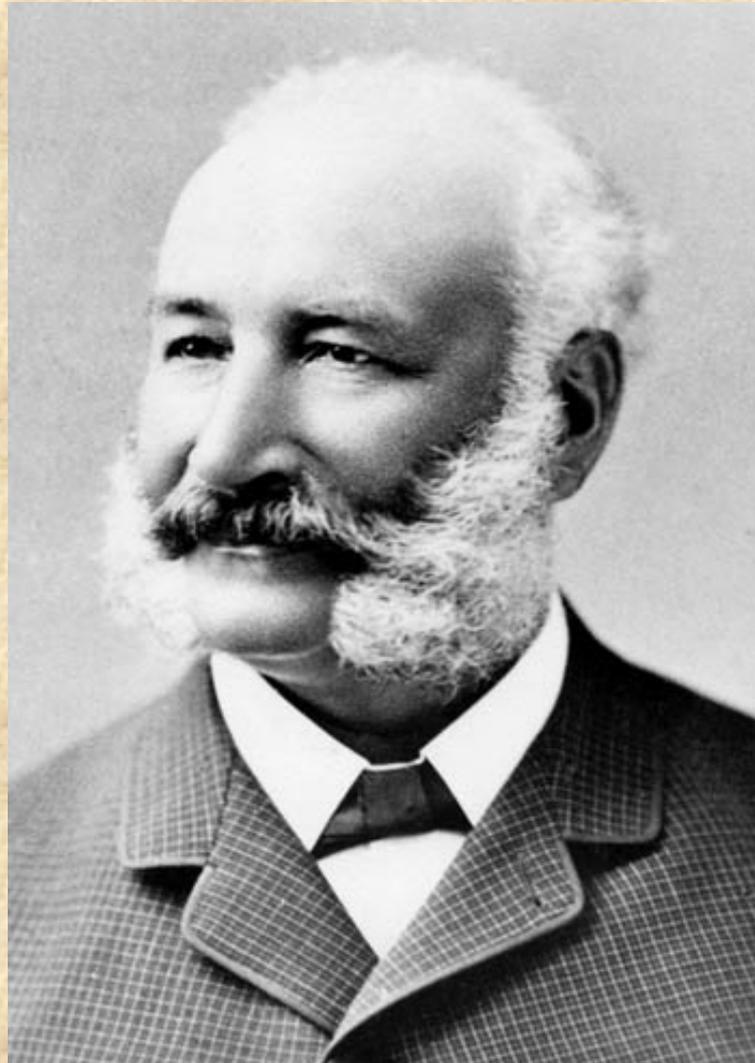


<http://circusnospin.blogspot.com/2012/02/pt-barnums-american-museum.html>



http://en.wikipedia.org/wiki/Jenny_Lind

Adolph Sutro



http://onlinenevada.org/adolph_sutro

Sutro Heights/Cliff House



<http://derekmdesign.blogspot.com/2009/11/lost-gem-cliff-house.html>

<http://www.sfmuseum.net/sutro/bio.html>



<http://www.squareone.org/PolarPalace/sutros.html>



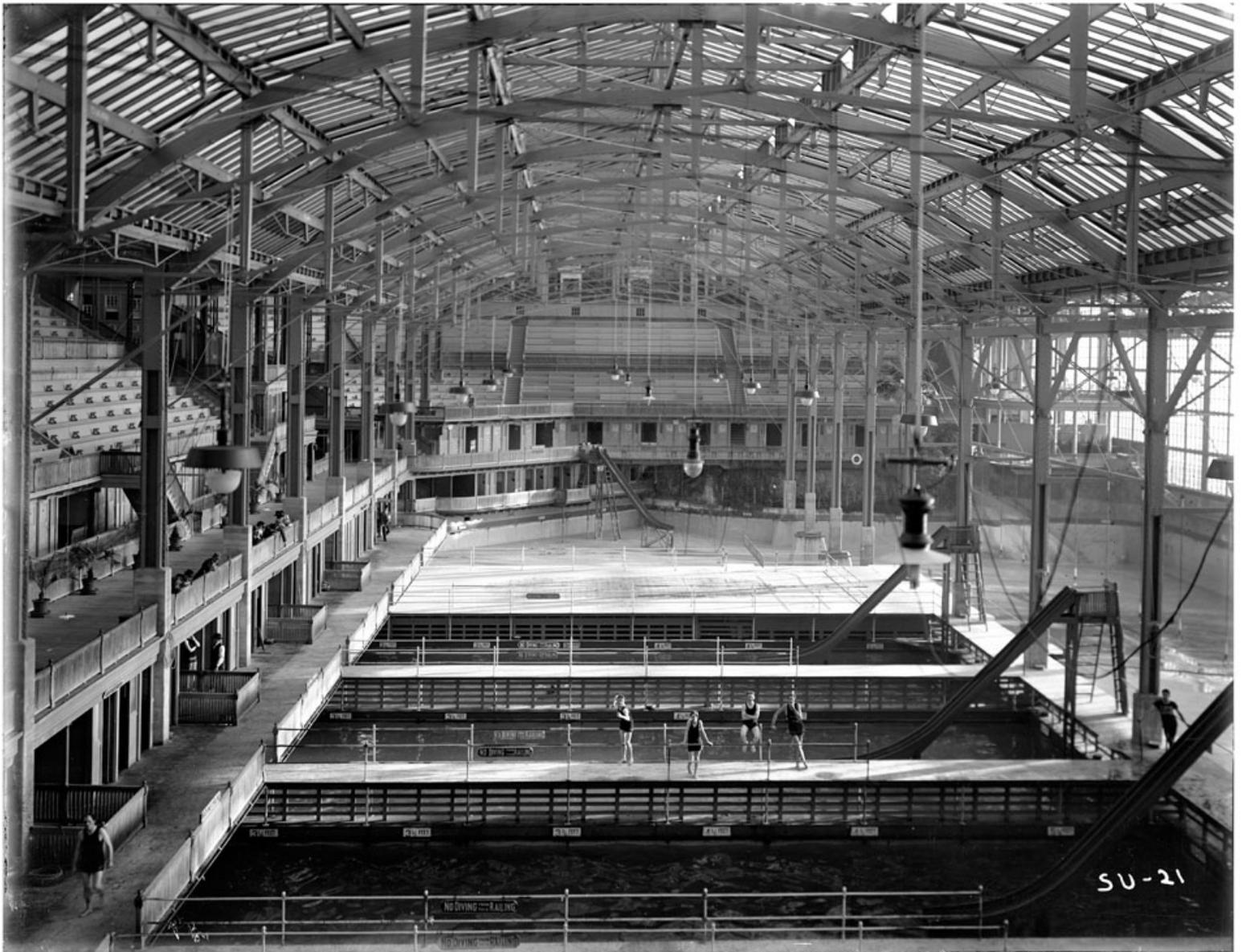


INTERIOR OF BUTRO BATHS.



No. 624. Interior. Sutros Baths.

Waters



Golden Gate NRA, Park Archives, Martin Behrman Negative Collection, GOGA 35346 SU-021



<http://www.friscovista.com/news/uncategorized/sutro-baths/>



San Francisco Public Library

Sutro Baths Museum



Golden Gate National Recreation Area



www.cliffhouseproject.com/photos/koch/Sutro%20Baths%20booklet/booklet.htm

Weekly Programs

OFFICIAL PROGRAMME.

SUTRO BATHS

SUNDAY AFTERNOON, OCTOBER 10, 1897.

Published by the Management. — Office SUTRO BATHS, Telephone Steiner 3041.

Fritz Scheel
was born in Lubeck, Germany, November 7th, 1855. His father was musical director of the City theatre, Lubeck, and his mother was a noted prima donna who won laurels in Grand Opera and Concerts, so that the subject of this sketch owes much of his prominence and talent to hereditary transmission.

In his seventh year Fritz developed an overmastering love for the violin and at the age of ten he played the Seventh Concerto by Beriot with the Lubeck Philharmonic orchestra of 80 men. He entered the Conservatory of Leipzig when fifteen years old, where he was a pupil of Ferdinand David, the celebrated violinist, and studied theory and counterpoint under Jadasohn.

He had not reached the age of eighteen when he was appointed concert-master of the Lubeck Phil-



harmonic orchestra, and at nineteen he was conductor of Grand Opera in the City theatre, Bremen. On the recommendation of several notable musicians, he was engaged as court concert master and violin soloist in the Court theatre, Schwerin, for which he was given a life contract. The field, however, was too contracted for the ambitious leader; and by permission of the Grand Duke of Mecklenburg-Schwerin he was allowed to travel. He next accepted the responsible position of City director of the Philharmonic Society at Chemnitz, taking the place of the famous musician, Karl Miller Berg-haus. This was at the age of twenty-seven, and his preference to the position at such an early age was considered the highest honor. After several years of brilliant service in Chemnitz, he resigned and travelled all over Europe with his own orchestra.

In 1893 he came to the World's Fair, at Chicago, with Bulow's great orchestra, and then to the Midwinter Fair in San Francisco, where he achieved one of the greatest successes of his life.

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AND BUY YOUR
DRESS LININGS
— AT —
LEVIN'S
Now temporarily at 113, 133 TAYLOR ST.
until alterations at 51 TAYLOR ST. are completed.
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O'Farrell Street. near Stockton.
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Grand Concert every Evening by
HERR STARK
The Renowned Hungarian Violin Virtuoso, and his
celebrated
VIENNA ORCHESTRA.
A PEERLESS ORGANIZATION.

Near Sutro Baths is Billington's Gallery. — Good Portraits or Groups, 25c each

OFFICIAL PROGRAMME

Sutro² Baths *

Published by the Management. — Office SUTRO BATHS, Telephone Steiner 3041.

Firth Wheel

Scenic Railway

The Sutro Baths.

SOUGHT alone can give a comprehensible idea of the building. They are certainly the largest enclosed Baths and Winter-Garden in the world. Some approximation of their magnitude may be reached from the following figures:

<p>Length of Building..... 500 feet Width 255 feet Lumber used in construction, 3,000,000 feet Glass used..... 100,000 superficial feet Iron in roof and columns..... 600 tons Concrete..... 270,000 cubic feet Seating } Amphitheatre 3,700 } Capacity } Promenade... 3,700 } 7,400 Holding Capacity..... 25,000 Length of large Swimming Pond, 300 feet Width, for two-thirds of length..... 100 feet</p>	<p>Width, for one-third of length..... 175 feet It is L-shaped. Small tanks of various temperature..... 5 Capacity of 6 salt-water baths, 1,900,000 gals. Fresh-water plunge baths..... 1 Private dressing-rooms..... 517 Club-rooms..... 517 Total capacity of private and club-rooms... 1,628 bathers Shower-baths in all club-rooms, and in 29 private dressing-rooms.</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

The mode of supplying ocean-water to these Baths is noticeable and unique. A catch-water in the cliffs is constructed (a large basin in the rocks.) Twice a day, at high tide, the baths, with a capacity of nearly 2,000,000 gallons, can be filled in one hour. For several days in Midsummer, during the seap or low tides, it is necessary to pump water—pumping consumes five hours. The fresh-water plunge is supplied by an ever-flowing spring, and is an excellent drinking-water (see cups and small stream above water mark.) To the baths is attached a laundry with all modern machinery; its capacity is 20,000 suits and 40,000 towels per day.

The Museum and Picture Gallery deserve the attention of visitors, especially are they object lessons to young people and children. The collection of Shells is a marvel, and one of the best in America.

Many of the Pictures are highly prized, being the works of very eminent painters. The Intaglios (casts from antique gems) is the best collection in the United States. Sea-water at Ocean Temperature and up to 80°

No Better Sea-Bathing in the World.

Haunted Swing

Mirror Maze

See UMBSEN & CO. about Ocean Boulevard Lots
Office, 14 Montgomery Street.

OPEN DAILY FROM 7 A. M. TO 11 P. M. Bathing, 7 A. M. to 10:30 P. M.

OPEN DAILY FROM 7 A. M. TO 11 P. M. BATHING, 7 A. M. TO 10:30 P. M.

SUTRO BATHS

Sunday, October 12, 1902, at 2:30 P. M.

.. PROGRAM ..

J.S. Pfister
KNITTING CO.
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60 Geary St.
Bet. Kearny and Grant Ave.

and invite their friends and patrons to call upon them at their new address.

BATHING and SWIMMING SUITS

SWEATERS JERSEYS, UNDERWEAR
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FEATHER DUSTERS, BROOMS, CARPET SWEEPERS.



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Music by the Sutro Baths Band

PAUL THEREUX, Leader.

Grand Aquatic Exhibition

PART I.

Musical Program—October 12, 1902

1. March, "Bonne Nuit" ("Good Night")..... Julius Lenzberg
2. Grand Medley Overture..... L. O. De Witt
3. 50-Yd. Dash—Juveniles.

W. J. Olson	T. Jenkins
E. Winfield	R. Holmes
R. Fitzgerald	G. Carter
W. Stevens	J. Kilmer
A. Heinze	J. Laumeister
C. Bond	J. Mangles
F. Wolfe	W. Wilson
F. Breed	F. Glover
A. Oit	F. Green
C. Sommer	E. Schroeder
A. Wiener	E. Madison
V. Cazald	E. Kimball

4. Song from C. Zeller's Comic Opera, "The Master Miner"..... Arr. by M. Tobani
5. Concert Waltz, "Un Bouquet"..... P. Thereux

II. Diving for Plates—Open to All.

J. Dixon	A. Heinze
J. Thompson	J. Sullivan
F. Rollins	A. Young
H. Grassy	W. Ramsay
W. Osgood	M. Attwood
C. Dowling	W. Scantle
W. Madison	E. Schroeder
F. Kelly	I. Louis
W. Rassy	E. Pomeroy
J. Lipson	F. Schultz
W. Crawford	E. Fisher
J. Riebling	W. Eltonane

6. "Hear Me, Norma" (Cornet Solo)..... Ralfe
7. "Tripping Daintily"..... C. M. Beckett

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Best Qualities at Lowest Prices



SWEATERS GOLF VESTS, ETC.

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\$6.75 Per Ton

Have your Fun, see the Mystic Maze and Haunted Swing.

OPEN DAILY FROM 7 A. M. TO 11 P. M. Bathing, 7 A. M. to 10:30 P. M.

Advertisements and Handbills

Sutro Baths

Sunday,
JUNE 12th 

At 2:30 P. M.

SWIMMING RACES

— BETWEEN THE —

BOYS IN BLUE

Of North Dakota, South Dakota, Kansas,
Montana and U. S. Signal Corps.

 Louis Rosach Co., 315 Sansome Street.

SUTRO • BATHS

 **\$1000 IN PRIZES** 

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TUG OF WAR

GREATEST CONTEST EVER SEEN HERE!

Two Afternoons: Sundays, Dec. 13th and 20th.
Seven Nights: December 13th to 19th inclusive.

ALL TEAMS will contest at EVERY PERFORMANCE.

Admission, 25 Cts. Reserved Seats, 50 Cts.

THE LOUIS ROSACH CO., S. F.

MAMMOTH OPENING
OF THE
SWIMMING SEASON

AT

Sutro Baths

SUNDAY, APRIL 18, 1897

Open from 7 A. M. until 11 P. M.
(And every day thereafter)

GRAND CONCERT BY SUTRO BATHS BAND

Chance to win Valuable Prizes

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Champion Swimmer of the world, will swim
around Seal Rocks and also perform his wonderful

MONTE CRISTO ACT

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Immense * Program

ADMISSION:

Adults 10 Cents. Children 5c

Special Event Promotion

SOUVENIR PROGRAMME. SUTRO BATHS.



May-Day Carnival 1898.

SUTRO BATHS

Saturday, April 30, 1898

MAY-DAY CARNIVAL

500 Children will take part in the GRAND OLDEN-TIME MAY-DAY FESTIVITIES, consisting of ♣ Marches, ♣ Terpsichorean Exercises, ♣ Tableaux and Double May-Pole Dance. ♣

All under the personal direction of
PROF. WM. J. O'BRIEN, 105 Larkin Street.

MAY-QUEEN - ETHEL SCHWANER

Crown Bearer - - Master BOB. ANDERSON

Pages to the Queen:

VERA ALVORELL, - LOTTIE LOVERICH.

COMMENCING AT 2 P. M.

Grand March and Entree by the Children, Maid Marian, Brides-maids, and Bearer of May-Queen's Crown, ♣ Foresters with decorated May-Poles.

The procession will move from the North end platform of Baths, along the lower corridor, and finally form on the lower Throne platform; the Queen will then be crowned, after which the following programme will be presented:

Sutro Ice Skating Rink



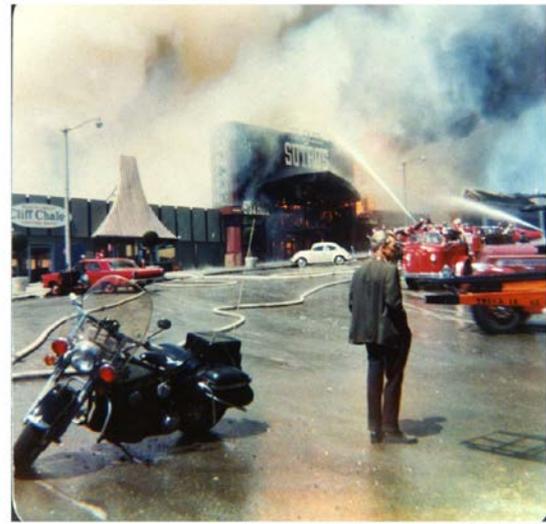
<http://www.jacquieproctor.com/blog/harold-g-stoner-and-adolph-g-sutro/>

Sutro Baths Fire



Golden Gate NRA, Park Archives, Sutro Baths Fire Photos and Negatives, 1960s, COGA 6467; COGA-2303

<http://www.nps.gov/goga/photosmultimedia/SF-Parklands---Sutro-Baths.htm>



Golden Gate NRA, Park Archives, Sutro Baths Fire Photos and Negatives, 1960s, COGA 6467; COGA-2303

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© Brad Schram

Sutro Baths Today







From the Last Frontier to the New Cosmopolitan

*A History of Casino Public
Relations in Las Vegas*

Jessalynn R. Strauss, Ph.D.
Xavier University

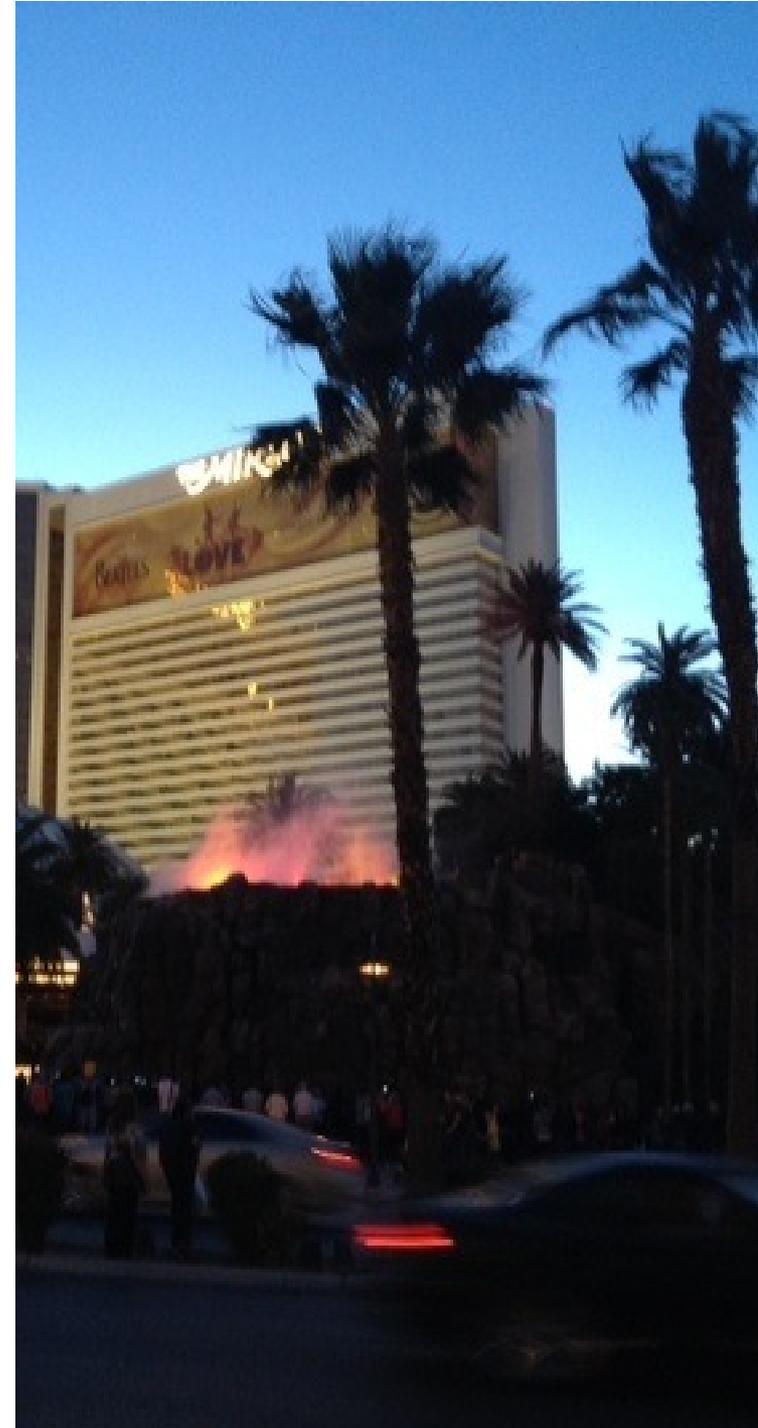


Public Relations in the Casino Gaming Industry

Las Vegas: Building an Oasis in the Desert



Trends in Public Relations

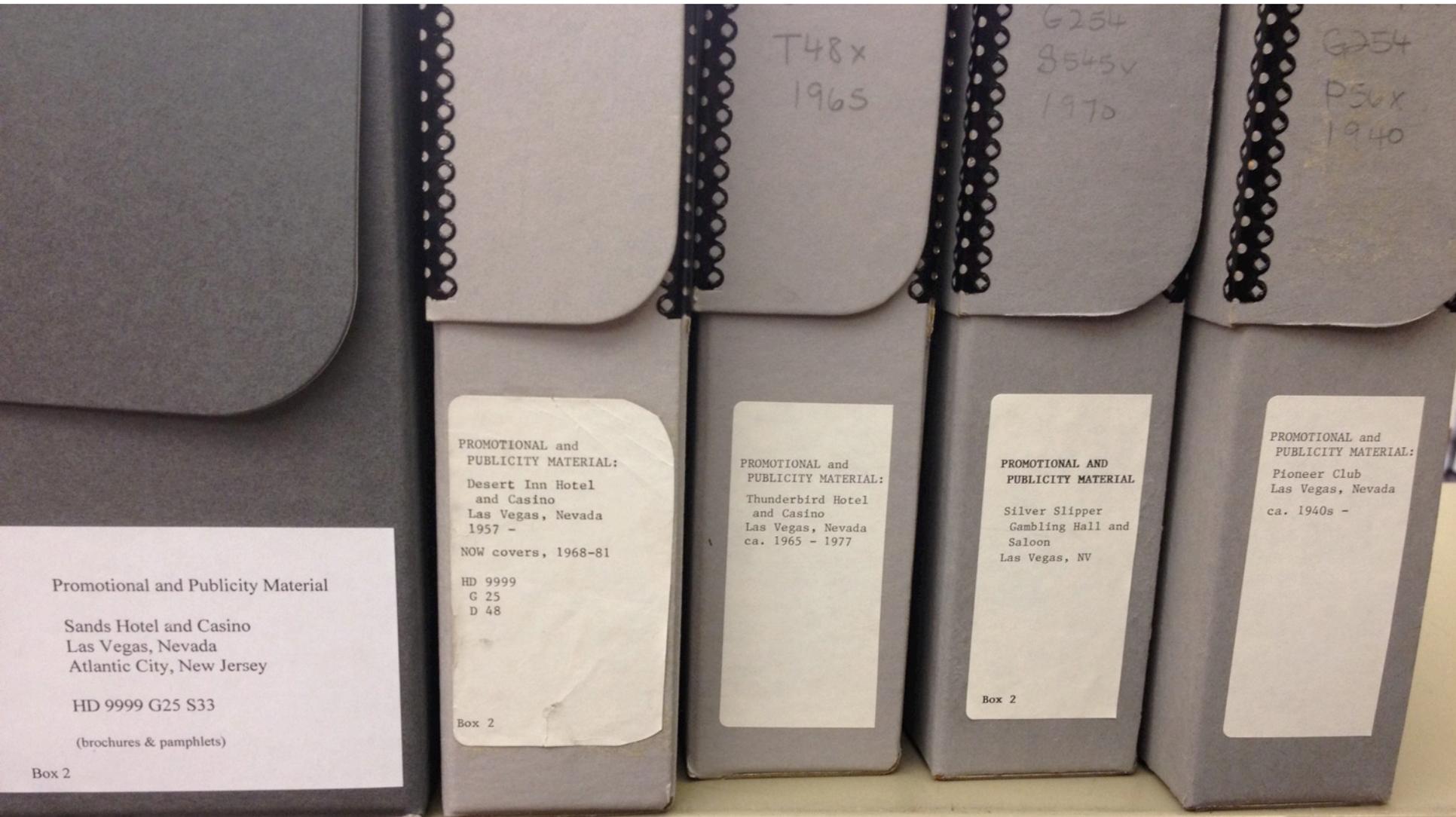




RQ1: How is public relations practiced by Las Vegas casinos?

RQ2: How has this practice changed over time?

Method



What is Casino PR?

1. Personal Relationships
2. Business Relationships
3. Publications
4. Media Relations



How has Casino PR Changed?



1. From cooperation to corporatization





2. The need for differentiation



3. Use of public relations agencies

Positioning Statement

As its name unmistakably implies, the Monte Carlo Resort and Casino delivers world class gaming, accommodations, recreation and entertainment. But unlike its European namesake, this Monte Carlo is fresh, new, located in the “heart of the action” and for overall value is remarkably within reach.



4. Direct-to-consumer communication



Technology



Limitations and Future Research



Thanks to UNLV Center for Gaming Studies



Questions?





From the Last Frontier to the New Cosmopolitan

*A History of Casino Public
Relations in Las Vegas*

Jessalynn R. Strauss, Ph.D.
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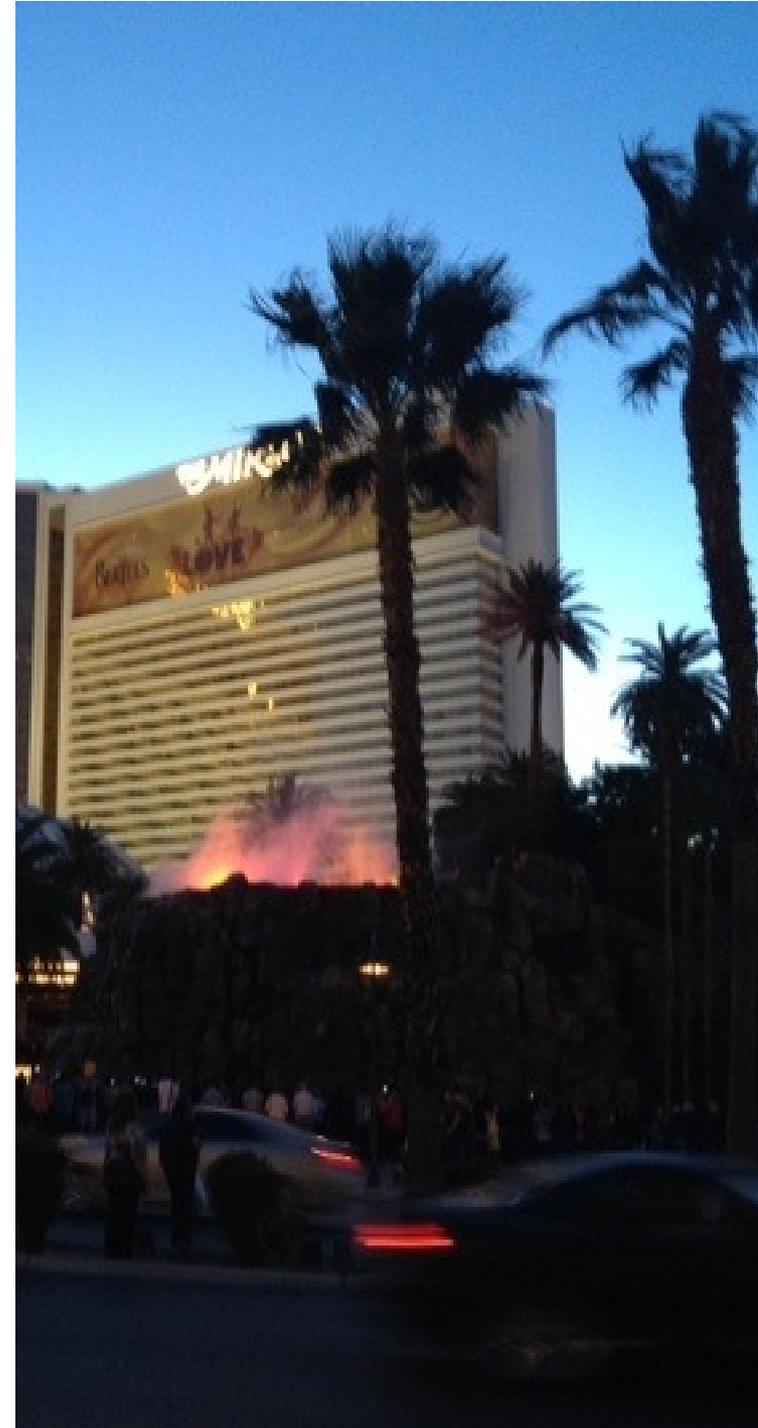


Public Relations in the Casino Gaming Industry

Las Vegas: Building an Oasis in the Desert



Trends in Public Relations

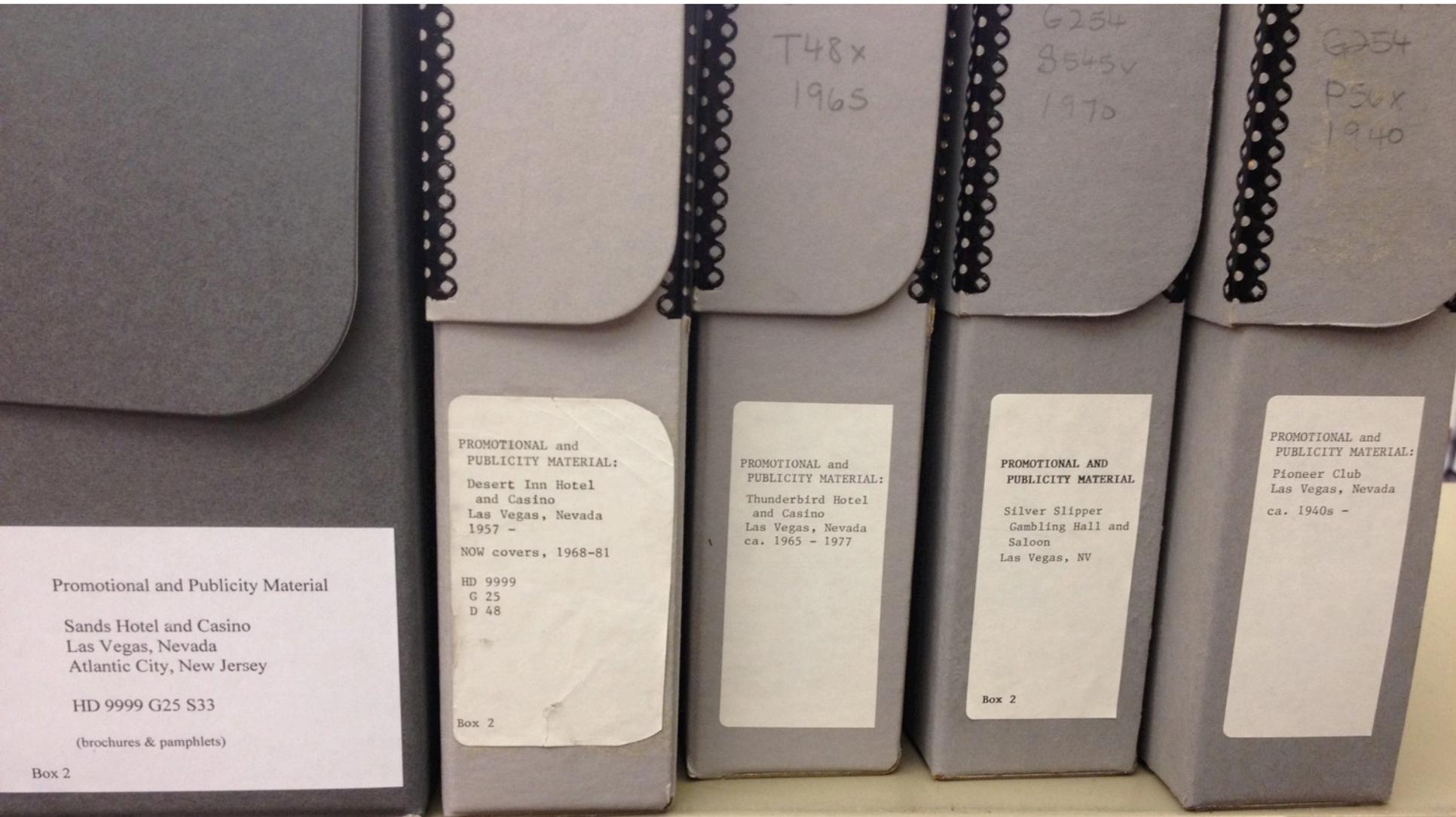




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Limitations and Future Research



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Questions?



The Influence of Influence: Lobbies and Lobbyists in the Development of the American Political System

Dustin W. Supa
Boston University
supa@bu.edu

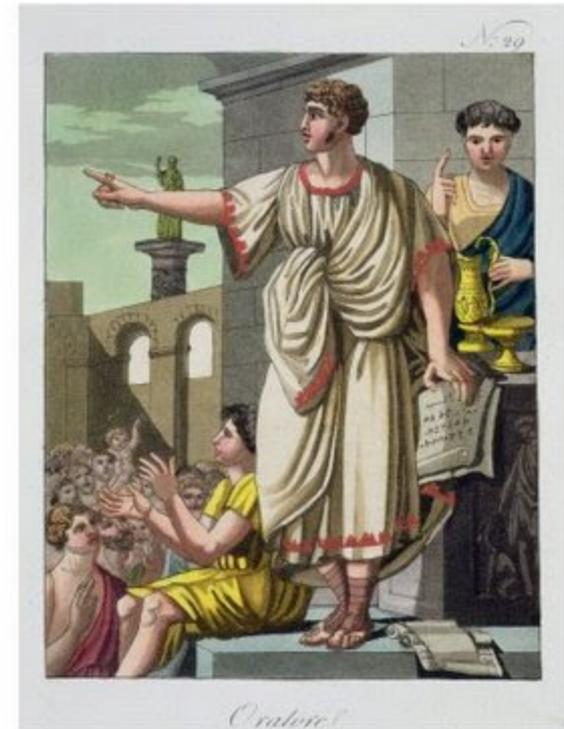
Why Lobbying?

“the individual citizen working by himself despairs of effective access or influence.”

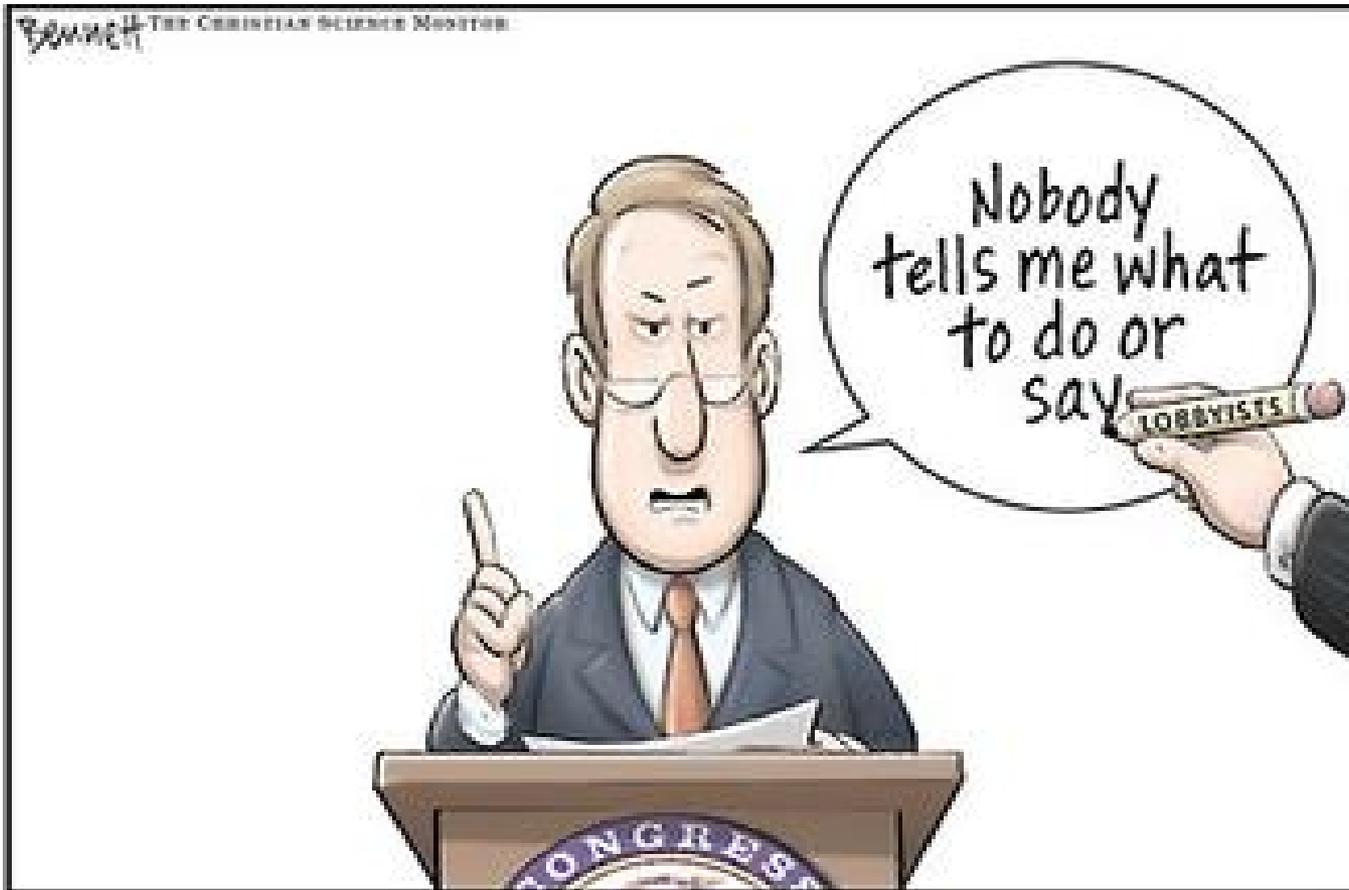
Eldersveld, S.J. (1967). *Interest Group Theory*. in B.E. Brown, & J.C. Wahlke, eds., *The American Political System: Notes and Readings*, The Dorsey Press: Homewood, IL.



Some early lobbying efforts.



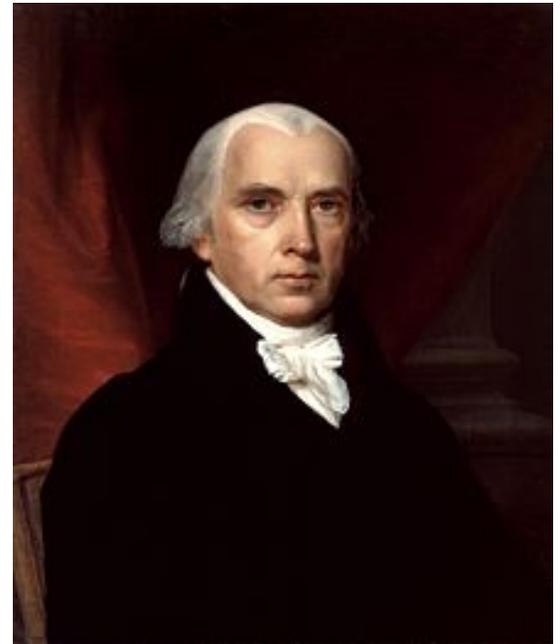
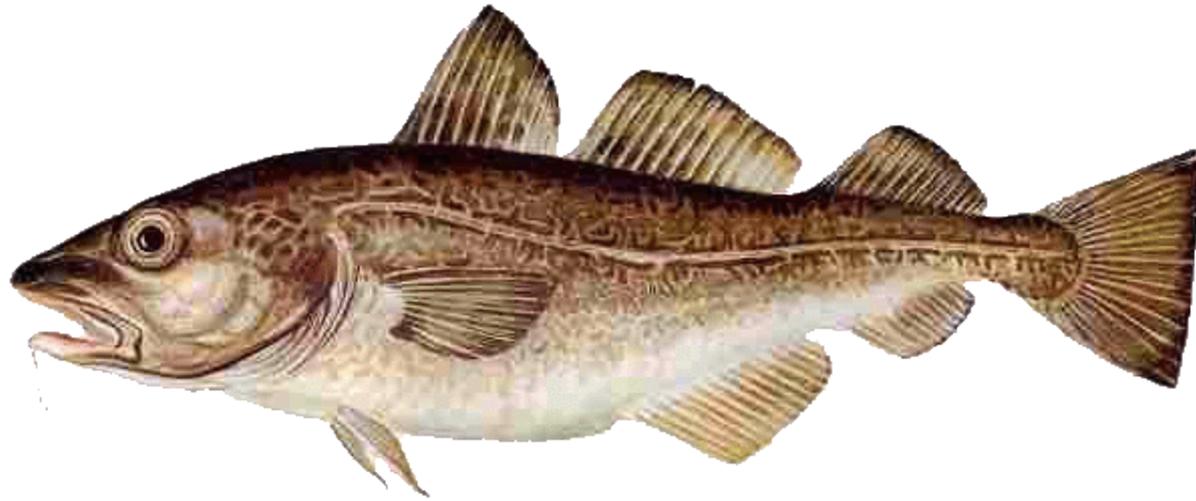
our modern perception.



The forerunner of the modern perception.



How did we get there in the United States?





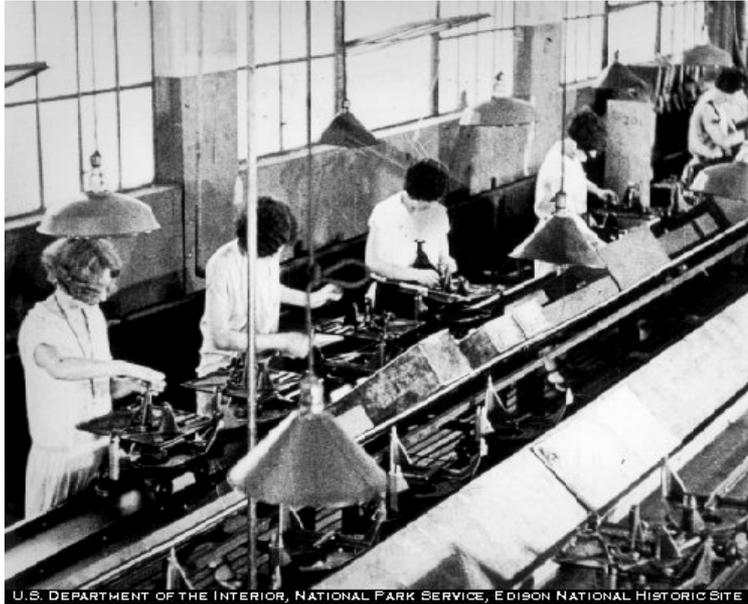
the rise of agriculture.



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE



the rise of labor.



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“We now seek benefit for the workers and all our fellow men by the use of either direct economic strength or legislation as the situation demands. Neither alone can suffice.”

William Green, President of the American Federation of Labor
1939

the modern American lobbyist.



“We probably wouldn’t call those people lobbyists. We would call them citizens appearing in the public interest.”

Pres. Harry Truman on whether he would be against lobbyists working for his program

no matter the multitude of laws concerning
lobbying...

*Congress shall make no law respecting an
establishment of religion, or prohibiting
the free exercise thereof; or abridging the
freedom of speech, or of the press; or the
right of the people peaceably to
assemble,
and to petition the Government for a
redress of grievances.*

PR History Retrieved: The case for purposive sampling and empathetic interviewing

Margalit Toledano, PhD. APR, Fellow PRSA, PRiNZ
International History of Public Relations conference,
July 11-12, 2012
Bournemouth



Retrieving history of a profession

- **The goal:** To identify change and development through interpretation and contextualization of events
- Within the context of a specific environment: a local foci
 - > Political system
 - > Socio – cultural values
 - > Economic development
- **The challenge** – to gather the data from reliable resources and witnesses



Jacquie L'Etang (2008) on Key thinkers of thought in PR

Dominant paradigm:

- Believe in objective science
- Draw perspective from positivism
- Are likely to value applied, quantitative, and statistical research

Critical scholars:

- Believe that reality is socially constructed
- Post – positivists
- Embrace cultural perspective
- Value qualitative approach

Evidence form the tranches:

A study of Israeli public relations history that used

- A socio-cultural approach to identify the link between the unique professional values of a specific PR community and the values of its environment
- Qualitative methods
 - › Secondary – research: archives' materials, books and journals
 - › Primary research – emphatic interviews

Purposive sampling

- ◉ Generational reach: from retired practitioners to younger PR practitioners
- ◉ Institutional importance: purposive selection of organisations that
 - > served a significant role in the history of Israel
 - > employed public relations services for generations
- ◉ Diversity of location and practice
 - > nonprofits, govt, business, and consultancies

Organisational focus

- Tracing 3-4 generations in the same organisation
- Enabled the identification of significant changes in the profession's history from generation to generation over long time span
- The changes could be interpreted within the context of historical changes in the political, media, society, culture and economic situation

Emphatic interviewing (Fontana and Frey (2005))

- Biased!
- Taking a stance, not neutral
- “Create a partnership between the researcher and respondents who should work together to create a narrative that could be beneficial to the group studied”
- Testimonials



The interview

- ◉ Sharing experiences and opinions
- ◉ The interviewee and interviewer reflect together on the role of the professional PR in the organisation and in society
- ◉ Identifying changes together
- ◉ Friendly conversation helped to construct the reality within a social context

Example: reconstructing the history of the Israeli PR Association (established 1961)



- Jerusalem practitioners:
- 1960s:
 - > Proximity with journalists: “we were on the same side”. Both professions were enlisted into common goal of nation building
 - > The *Spokespeople Circle* – Ministers briefing with no professional topic (unlike Britain: L’Etang 04)
- 1978 – the *Circle* is sponsored by the government information office (propaganda) and broadcasted
- 1990 – no need for the *Circle*. Merkaz haHasbara less committed to government propaganda

reconstructing the history of the Israeli PR Association

- ◎ Tel Aviv practitioners (1.5 hour drive from Jerusalem)
 - > 1964: "The Public Relations and Tourism Coordinators Association"
 - > 1st meeting: "PR in the Service of the Nation" 10101010101010
 - > Serving mainly companies and nonprofits
 - > Later years - more professional orientation. Education courses
 - > Yet still strong focus on national and Israeli society issues

Conducting a study on the history of PR in a given society

◎ Use critical approach

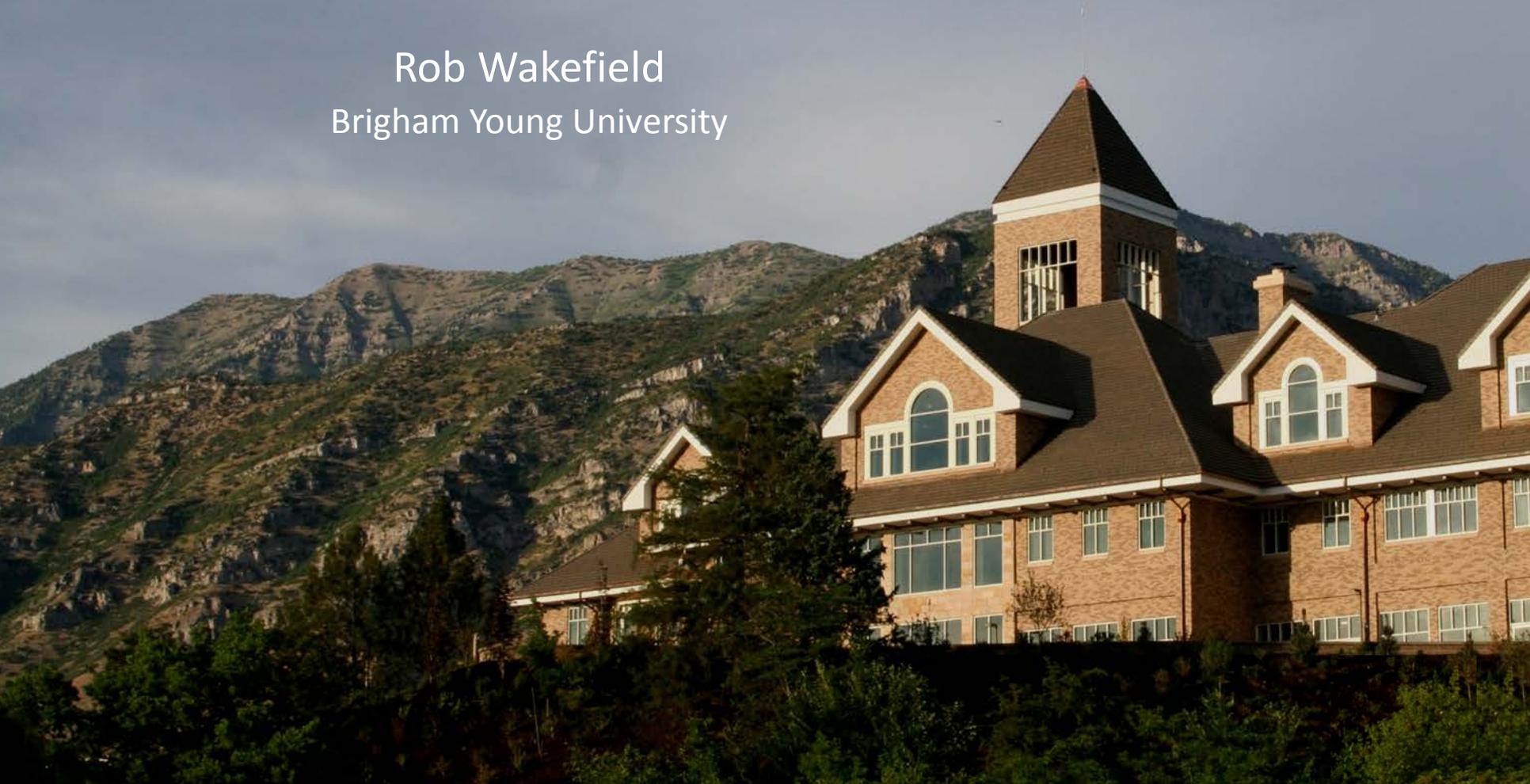
- › Believe that reality is socially constructed
- › Post – positivist approach
- › Embrace cultural perspective
- › Value qualitative approach
 - Purposive sampling cross generations in the same organisation
 - Emphatic interviewing

Personal Influence and Pre-Industrial U.S.

The Early Relationship Model that Needs Resurgence in U.S. Public Relations

Rob Wakefield

Brigham Young University



Founded on Persuasion

- Toni Muzi Falconi (2010):
U.S. models of PR practice
based on Bernays' ideas of
“persuasive manipulation”
- Harold Burson (2012):
*“The principal purpose of
public relations is and has
always been persuasion”*



A Missing Piece

- What about relationships?
- US: some see relationships as PR basis, many don't
- Personal influence model added to Grunig's four basic models of PR (Sriramesh, 1996)
- *"... all relationships have a personal dimension based on social networking and interactions. Personal influence is an important component of relational communication [which] considers how the influence of individuals contributes to successful PR as a result of strong relationships with key constituents"* (Falconi et al., 2009)

Culturally Stereotyped?

- PI model considered particularly applicable to cultures of Asia or where governments are rigid
- Falconi et al. (2009): not exclusive
- *“A public relator’s personal relationships network has always been considered an essential part of her/his professional assets.... It’s an untold ‘truth,’ as it implies that the ‘people I know’ and the ‘little black book’ bear more relevance for a successful career in PR than any other professional competence It seems to be the most universally adopted, quite contrary to the diffused stereotype that it is mostly practiced in Asia.”*

Personal influence model not seen in U.S. partly because historical accounts started with self-serving corporate promotion of early 20th century



Scott Cutlip (1995)



- Persuasion and promotional focus:
“Utilization of publicity and press agency to promote causes, tout land ventures, and raise funds is older than the nation itself. In fact, the U.S. talent for promotion can be traced back to the first settlements on the East Coast in the 16th century” (p. 1).
- Statement ignores prevalence of personal influence through at least first 150 years of U.S. civilization —before term *public relations* was generally used

Scott Cutlip (1995)

- Examples of personal influence even in his book
“Public relations began when people came to live together in tribal camps where one’s survival depended on others of the tribe” (p. x)
- Daniel Boone
“The Boone legend has its roots in a chance meeting in a little log cabin in Lexington in 1783 between Daniel Boone and John Filson, a school teacher from Pennsylvania... Boone looked forward to the retreats to Filson’s room, where he reflected on his Kentucky adventures for a sympathetic listener” (pp. 12-13).

1800s: Voluntarism was Supreme

- Cooperative communities flourished
- League of American Wheelmen, founded 1880, and the American Motor League, formed in 1895
- 1785: Philadelphia Society for Promoting Agriculture
“Most of the well-to-do gentlemen who organized the Society had traveled in Europe and were informed of scientific and economic progress abroad.” The Society was “not intended to include working farmers but only wealthy patrons of agriculture who could use their country estates to experiment and to test new methods developed at home and abroad.”

Marvin Olasky (1984)

- Lafayette tour of U.S. in 1820s
- Influential residents of each town issued invitation
- Voluntary committees helped organize his welcome
- Some efforts involved publicity, most did not
- ““Good time was had by all,’ without professional public relations counsel”



Katz & Lazarsfeld, *Personal Influence* ('55)

- Study in Ohio of U.S. presidential election voting processes before WWI:
- “[The] study had focused attention on ... persons who were influential in their immediate environments, but not necessarily prominent within the total community. The importance of this kind of leadership was discovered almost accidentally.... The findings indicated that the effect of the mass media was small as compared to the role of personal influences”

Back to Relationships?

- Tonnies and Olasky said U.S. public relations was taken over by corporate persuasion and control
- But signs of personal influence exist in early U.S. and no doubt have continued until today
- We need to reexamine roots and reincorporate genuine relationships into U.S. public relations



Advertising Value Equivalence – PR's orphan metric

Prof Tom Watson

Bournemouth University

IHPRC 2012



Bournemouth
University

Agenda

- Where did AVE come from?
- How did it evolve?
- When did it become popular?
- What did the academy say?
- Damned by Barcelona Principles, but lives on

Research background

- Investigating PR measurement and evaluation since 1992
- “Evaluating Public Relations” first published in 2005; 2nd edition in 2007; 3rd mooted
- Investigating the evolution of evaluation since 2009; paper at IHPRC 2011; published in *PRR*
- Tracking the “persistent weed” of AVE for past three years



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What is it?

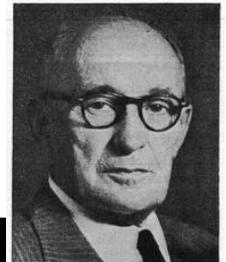
- “AVEs are calculated by multiplying the column centimetres of editorial print coverage and seconds of broadcast publicity by the respective media advertising rates. In most applications, the total amount of coverage is ‘valued’ as if it was advertising, irrespective of its tone and content” (Macnamara, 2008, p. 1)
- Widely used by practitioners; never considered to be a valued research method in academic literature (Watson & Noble, 2007)
- Some commentators are highly critical. McKeown (1995) describes it as “an early attempt to assign spurious monetary values to media relations activities” (p. 149); Philips (2001) refers to it as “voodoo”, “make-believe” and “inventive nonsense” (p. 227)

Is it widely used?

- 35% of an international sample (1000 +) used it as a primary calculation (Daniels & Gaunt, 2009)
- 60% of entries to CIPR Excellence Awards used it in 2010; 32% in 2011, despite being barred

Early evaluation practices

- Early significant US practitioners, including Ivy Lee and Arthur Page, instituted media monitoring of programme outputs
- AT&T developed sophisticated opinion researching to guide and monitor its communication activity (Cutlip 1994, Griese, 2001).
- Literature in the 1930s and 1940s indicate that these practices were extant, especially basic monitoring of media coverage (Batchelor, 1938).





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Conflict: Press agency v. advertising

- Press clipping bureaux used rate card information data to offer a valuation service to clients - a value-added service at little or no cost to themselves. S
- From the beginning of the 20th century there was comparison between advertising, in which space was bought to put the message before audiences, and the work of press agents and publicity men, which was less certain in its results.
- Tedlow (1979) writes that in the 1920s, “one estimate has it that ... the press agent could deliver equal lineage to an advertisement at one-third the cost of paid space”. This indicates there was an understanding or expectation that publicity activity could be expressed in advertising value terms.



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First appearance?

- First reference that I found about an AVE-type measurement comes in a 1947 book, *Blueprint for Public Relations*, by Plackard and Blackmon.
- It described a method of measuring the value of column inches that was offered by a press clippings agency. Each column inch was multiplied by \$1.06, which was the agency's calculation of average column inch value for US daily newspapers.
- “From the results of his publicity thus obtained in the form of newspaper cuttings, he [the publicist] can much more effectively measure its value,” wrote Plackard and Blackmon.

Arrived in the UK

- In 1949 F. Murray Milne, a founder of the Institute of Public Relations in England, wrote in the *IPR Journal* that: “it was a grave mistake for the PRO to try and evaluate his work at so many column inches calculated at advertising rates,” and that “press cuttings are never measured in column inches and assessed at advertising rates. This practice has done more to undermine public relations than any other.”
- Shows that AVE-type valuation was extant although ignored in texts and nascent industry media



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Ignored by academy

- AVE has been ignored or had a bad press since they first appeared.
- Cutlip's major bibliography of public relations research from 1939 to the mid-1960s makes no mention of it.
- Prolific PR author Frank Jefkins damned it in 1969: "Nor is there any sense in trying to assess an advertisement rate-card value on editorial coverage, saying these inches would have cost so much if the space had been paid for, for the elementary reason that no-one would use the same space, the same quantity of space, or perhaps even the same media for advertising purposes."
- Many others were equally critical.



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But used in practice

- AVE thrived, as former Institute for Public Relations CEO John W. Felton recalled: “Way back in 1966, when I was in the product publicity unit of US Steel in Pittsburgh, PA, our boss Tex Wurzbach, counted product clips we generated and equated the space we “earned free” to the amount that the same space would have cost if we had purchased it as ads.”
- It was further operationalized by the emergence of computer based analysis, such as offered by PR Data, in the mid-1960s (Tirone, 1977). From that decade onwards, its use became widespread, as indicated by industry coverage of awards and case studies and by award case studies.
- AVE, however, seldom appeared in public relations texts and not at all in the measurement and evaluation research that burgeoned from the late 1970s, led by J. Grunig, Broom, Dozier, Wright, et al.

Ignored by PR bodies

- In the 1990s, several countries and IPRA actively promoted ‘best practice’ in measurement and evaluation: objectives-led and linked to Excellence Theory
- Widespread introduction of university-led education; emphasis on social science methods
- But acceptance/usage of AVE rose further

Damned by Barcelona Principles

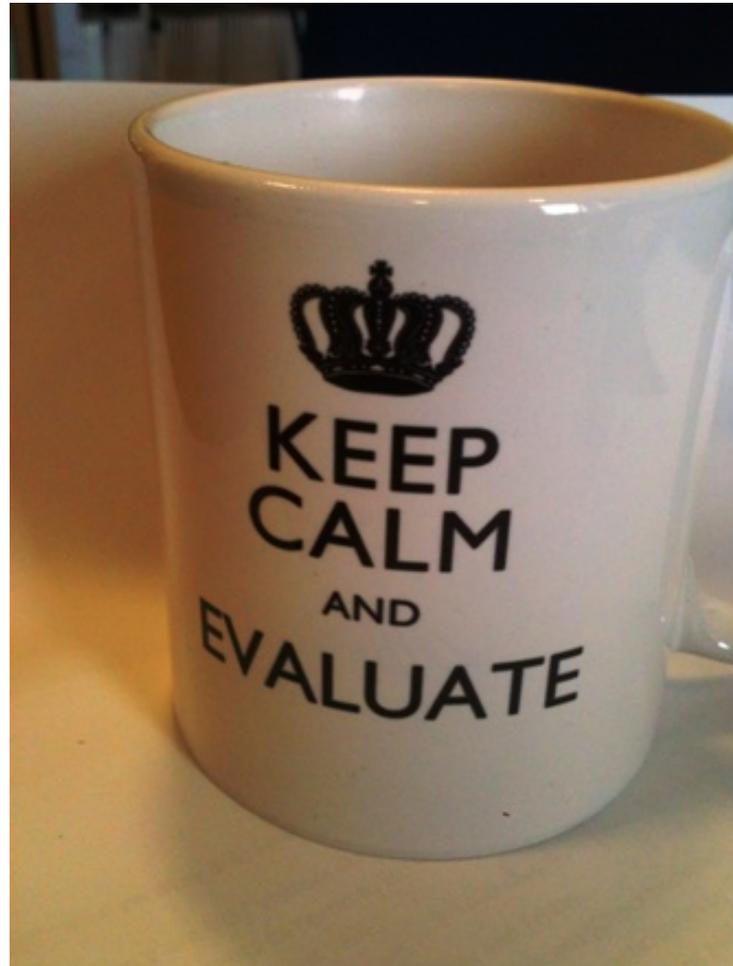
- Directly challenged by the Barcelona Declaration's Principle 5 which stated that "AVEs are Not the Value of Public Relations" (AMEC, 2010).
- It added that AVEs "do not measure the value of public relations and do not inform future activity; they measure the cost of media space and are rejected as a concept to value public relations."
- Time will tell whether AVE is replaced



AVE – what it tells us about PR

- Has ‘risen without trace’
- ‘Custom and practice’ is dominant over ‘best practice’ and ‘learning’
- Two PRs: PR/publicity which is tactical *and* Organisational Communications which is strategic

Final thought



Historical Development of Public Relations Industry in Taiwan: 1950s-Present

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College of Communication
Fu Jen Catholic University
Taipei, Taiwan



China

Taiwan

Introduction



- ◆ Why choose Taiwan as a research subject?
 - The growth of the PR industry is closely related to the development of government, economy and news media, and thrives in a **free** society.
 - Compared with Mainland China, Taiwan was in possession of these advantages about 3 decades earlier, thus the PR industry was able to become one of the quickest to develop in Asia.

Outline

1. Introduction
2. The analysis of four stages in Taiwan's PR
3. Conclusion and Direction for future research

The developing trend of PR in Taiwan can be roughly divided into five periods:

1. Initial (1950s-1970s)
2. Dormant (1970s - mid 1980s)
3. Expansion (late 1980s- mid 1990s)
4. Restructuring (late 1990s- early 2000s)
5. Transformation (mid 2000s-present).

- ◆ The first two periods lasted over 30 years due to of the constraint of **martial law**.
- ◆ In 1987, the abolishment of the martial law opened up the period of **expansion**, in which professional PR developed rapidly.
- ◆ Unfortunately, the economic depression in Asia, starting in 1997, brought Taiwan's PR into the stage of **decline and restructuring**. Not until 2009, when the social networking media was booming, did PR start **transforming** and become more mature.

Research method:

Data were collected from literature reviews, interviews with professionals and observers of the PR industry in Taiwan.

Stage 1: The Initial Period (1950s – 1970s)

1. The initial development in Taiwan's public relations industry relied on the **government's establishment of PR departments in public sectors**, beginning in 1949 when the KMT Party started governing Taiwan.

→ PR sections in public organizations to facilitate propaganda.

Stage 2: The Dormant Period (1970s – mid 1980s)

Government:

- ◆ The first stage failed because of the limited power of the public under martial law and strong-arm politics.
- ◆ In 1972, the government took measures to streamline its PR department and forfeited the independent functioning and position of the PR system.

Private sector :

- ◆ A majority of companies had not yet established PR except to foreign corporations such as IBM and Du Pont.
- ◆ International PR companies from Europe and the U.S. (e.g., Ogilvy & Mather) entered Taiwan at this time and provided brand advertising services for international companies.

Stage 3: The Expansion Period (late 1980s – mid 1990s)

- ◆ The turning point in this period-- End of martial law.
- ◆ The economy, society, and mass media all opened up became more literal.
- ◆ The turning point improved vigorous growth in the PR industry.

The characteristics of PR industry during the expansion period:

(1) The rapid increase in the number of PR companies and marked competition between international and local PR groups—

- Before 1987— 6 registered PR companies in Taiwan.
- By 1993— 50 PR companies.
- Hill & Knowton and Burson-Marsteller developed branches in Taiwan.

2) The emergence of the small and specialized PR service agencies—

A number of small professional PR companies were established to deal specifically with single market advertisement and sales in the **medical, high-tech, banking, and physical-training industries**. **Political and election PR groups** were also created.

3. Creation of university-level PR courses and private sector foundations that supported teaching of PR concepts—

- PR courses began to open at four-year universities during this period.
- More professionally trained workers into the private sector, academia and government.

4. Importance of Corporate Social Responsibility and Risk Management improved development in the PR industry—

- ◆ The public and private sectors began to feel pressure from various social movements, corporate image and social responsibility moved into the social eye. As a result of these varied changes, PR became that much more necessary.

Stage 4: The Restructuring Period (late 1990s – early 2000s)

- From 1996 to 1999, Taiwan enjoyed a period of economic growth. The number of PR companies also increased during this period.
- In January of 2002, Taiwan became a member of the World Trade Organization (WTO), after which the markets in Taiwan opened up and taxes were lowered. Industrial structures had to undergo many revisions and transitions during this period.

In the restructuring stage, PR companies also had to face their own changes and challenges:

1) Growth in the PR Field:

The opening of the markets after Taiwan became a WTO member can be seen as a positive matter for the PR industry, though the entire Taiwanese economy would have to improve before it could attract more foreign investment and drive the growth of connected industries.

2. Greater Demand for localizational PR:

Localization became a critical factor for the international merchants. This need provided local PR agencies great chances for expansion.

3. **A Rise in the Level of Professionalism:**

The need for PR “consulting” became more pressing by the day and eventually replaced the need for lower-level “administrating” “running activities.”

After 2000, Mainland China’s economic growth affected the Taiwanese PR industry, which led to the redistribution of many of Taiwan’s PR professionals and influenced the further development of the industry. This period also saw intense competition between newly established, small-scale PR companies and workshops, which caused disorder within the entire industry.

Stage 5:

The Transformation Period (mid 2000s – present)

Background:

1. Taiwan's economic transformation from high-tech OEM sector to service industry, and gaining benefit by Mainland China's rapid economic growth.
2. The emergence and popularity of social media

PR industry in this period:

1. Movement toward integrated, one-stop shopping services:

--The PR industry began offering an increasing number of services during this period. “integrated PR companies” were rapidly developed.

2. The Value of PR is increased through Social Media:

--The value of professional PR work changed to stress the necessity of understanding how to best use various social media applications (e.g., Plurk, Facebook, Youtube, BBS, Blog, Microblogs).

2. Transformation of traditional Media → Changed to be strong Competitors of the PR agencies:

--TV, newspapers and cable TV companies in Taiwan established subsidiary companies to joint the PR field.

--According to a local survey, nearly 30% of PR firm operators see the media industry as the biggest threat to their own.

Conclusion

1. The five stages of PR development in Taiwan: Initial, dormant, expansion, restructuring, and transformation.
2. The termination of Martial Law in 1987 acted as the watershed between **traditional PR** (political propaganda) and **professional PR** (two-way communication).
3. Politics was a determinant factor in stage 1 and 2, while economy has played the most important role from stage 3 to stage 5.

4. Professionals who have received PR education abroad and then returned to devote themselves to Taiwan's PR field,

5. International corporations and PR agencies have also helped industry development by introducing updated information about PR practices.

For future research:

- Analyze more details in the practice and influence factors in each time period.
- Pick a specific factor (e.g., politics economy, media system..) as a comparative basis and examine the differences between two or more countries' PR development.
- Continue to explore the influence of social media to PR industrial development.



- Need some theoretical framework to explore more about the implications of Taiwan's PR practices; or to see if there is some alternative theories that deserve exploring to explain the historical trend of Taiwan's PR industry.

- The End
- Thank you for your listening!

Life on Mars:

Career experiences of women in British public relations (1970-1989)

Heather Yaxley, Bournemouth University PhD student



Venus and Mars: Sandro Botticelli c. 1485

aim

foreground the career experiences
of women working in public relations
in Britain during a time of increased
feminisation of the occupation

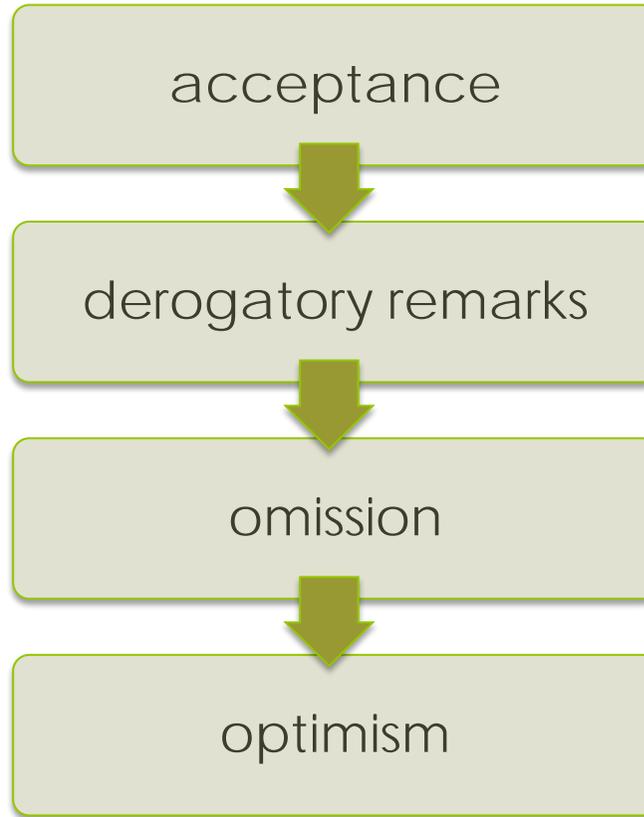
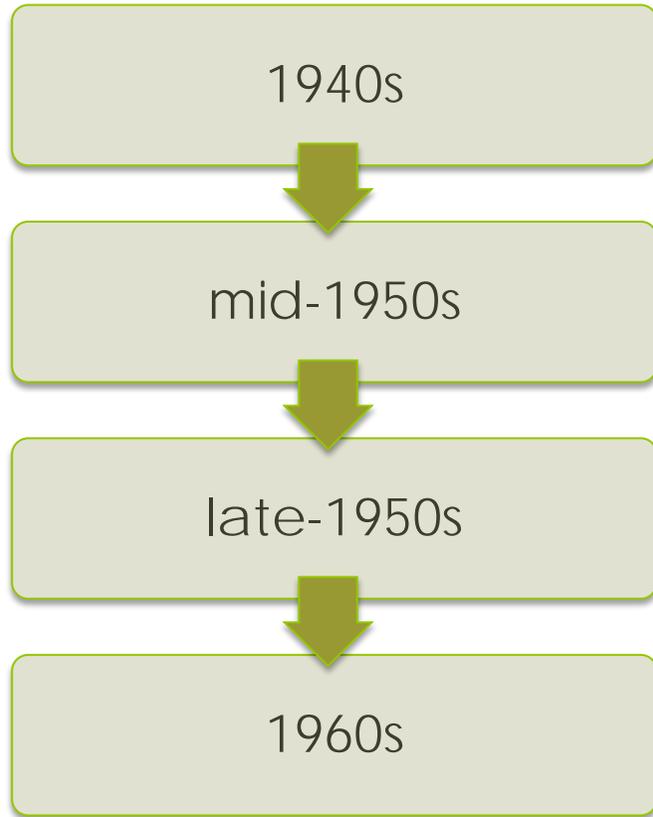
“the ultimate possibilities for women lie in the future”

Doris Fleishman (1928, p385)

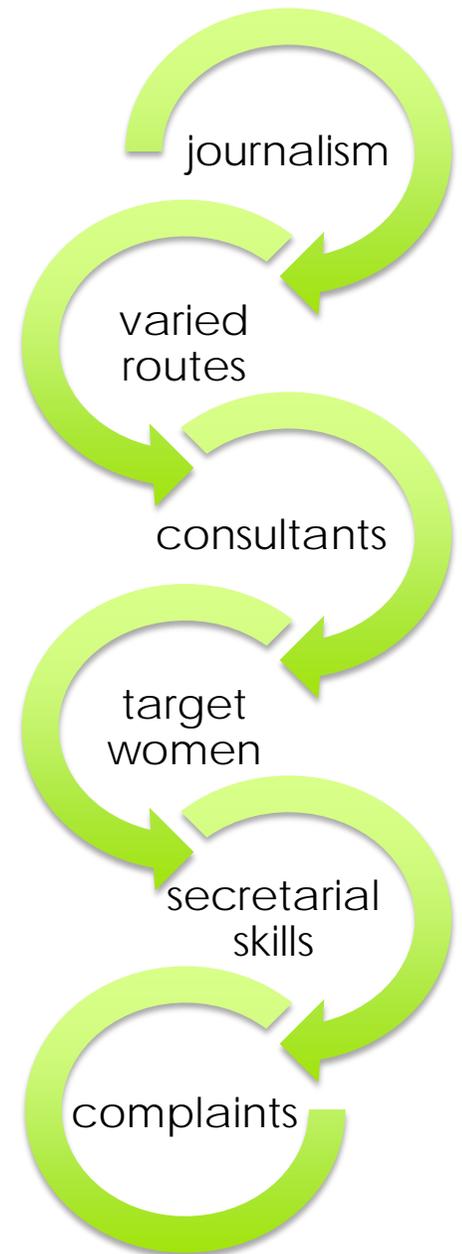
“trying to recapture something of the her-story of
public relations in Britain is a challenge”

Jacquie L'Etang (2006, p162)

US perspective



Gower (2001) | Horsley (2009)





British perspective

- patriarchal industry excluding women from “fast career progression” (L’Etang 2006, p163)
- “chromium-plated, brightly smiling women, non-stop smokers and talkers about business ethics, about soap-powders and public service.” (Collier, Manchester Guardian 1957)
- “just the career for an ambitious girl!” (Women & Beauty magazine 1959)

1968	10%
1970	14%
1982	27%
1989	58.6%



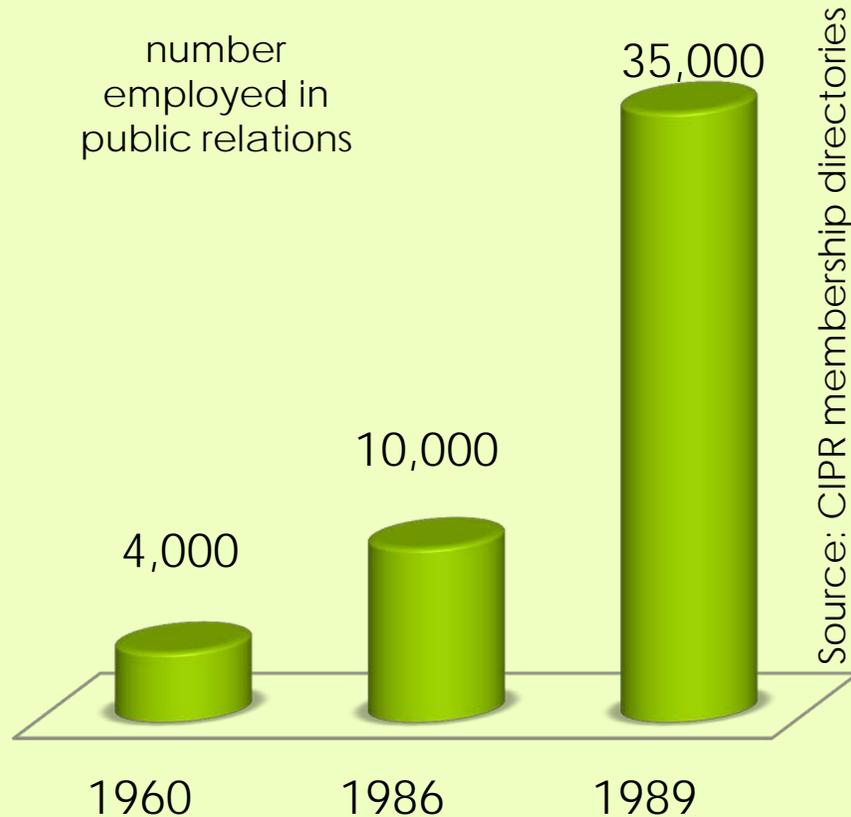
feminization of public relations



1975	12%
1987	20.8%
1991	40%
1994	44%
1998	47.8%

employment data

number
employed in
public relations



factors favouring women's employment in 1970s:

- impact of 2nd wave feminism
 - legislation
- election of 1st female prime minister
 - necessity of economic growth
 - opening up opportunities for participation in higher education

1/3 → 2/5

1961



1981

proportion of women in UK working population
(Summerfield, 1994)

barriers to women developing careers in PR

- role segregation
- vertical segregation
- gender inequities
- 'glass ceiling'
- role of male mentors
- societal & organizational constraints

derived from US literature

Life on Mars research

- set out to capture subjective career experiences
 - work-life history
- sought individual's own interpretation
- was not concerned with "hierarchy of prestige"
- explored how women customised their careers
- conducted oral history interviews
[by telephone/skype]
- acknowledged researcher's subjectivity

research questions

1. how did women develop careers in PR in 1970s/1980s?
2. what factors (drivers/barriers) affected opportunities for women's advancement in PR?
3. did the gendered nature of emotional labour at the time affect women's experiences of career development in PR?
4. did women who worked in PR in 1970s/1980s act as change agents for younger female practitioners?

advised areas of interest

- career biography
 - story of entry into PR
 - career experiences in 1970s/1980s
(including critical incidents influencing decisions)
 - thoughts on any influencers
(positive/negative experiences)
 - experiences of PR (including views on treatment of women and observations of change)
 - impact on subsequent generations
- 

participants

- 7 women identified through professional bodies and/or shared contacts
- all entered PR in 1970s and each continues to work in PR (or strategic consultancy)
- 2 work in-house / 5 as consultants
- majority have changed jobs several times (up to 10 employers)
 - 1 with single company but changed roles
- all in management positions (started in technical functions)
- all had worked in traditional male sectors

entry points

"by accident"
"chance"
"opportunity"
"bit of a bluff"



exciting | great | loved it | friendly | a good thing
terrific | glamorous | lucky | pure serendipity | I had a ball

career development

"I think an awful lot of one's career is about being in the right place at the right time."

"I woke up one day and didn't think I'd been to University – that my mother and father had scrimped and saved – for me to promote toilet cleaner, so I decided to move."

- passive
- more typical of women (Cline 1989)
- agentic self-efficacy
- unexpected of women (Sadri 1996)

"In the modern workplace, workers have to take charge of their self-development for a variety of positions and careers over the full course of their worklife."

Bandura (2001) – personal agency

jump in at the deep end | step up further | be feisty | assertive and not emotional

influencers

- roles models (male and female)
- looked to successful women
- old boys network, but treated with respect
- partners/husbands supportive
- professional networks not cited as influential

"Typical Australian boss inadvertently helped make me more assertive – if you didn't shout back, you didn't get heard."

"Misogynist gentlemen... saw me as a PR girl – but it was a very enlightening, marvellous time."

"Real man's world... constant bullying... tried to undermine my every move but I survived for 20 years."

"We were taken for a ride... but we had so much fun. We enjoyed life. Feminism was not an issue and we just got on with the job."

gendered nature of work

- no sense of conflict in undertaking gendered work
- did not report feeling were playing a role or suppressing emotions
- no objection to being described as a “PR girl”
- described themselves as “ballsy” and “feisty”

“I remember when someone opened a door for me and I said,
thanks.

Everyone stopped dead but I said I had bigger things to worry about.

They were glad I wasn't a feminist.”

change agents

"In the 1980s there were a whole lot of young girls getting into PR roles who ran around with Filofaxes and champagne glasses. They did us a disservice as the ones who'd done the hard graft. The Harriets and Charlottes were always about at night – always busy, but what were they doing? I doubt they were writing a press release – they seemed to be on the phone a lot."



"The next generation haven't had to fight so hard. Maybe they don't care as much – we were passionate to do the job as well as men."
"PR became an easy option for rich women, well dolly birds, who held parties."

conclusion

- opportunistic entry (from communicative roles)
- post-facto connection to public relations
- agentic self-efficacy influenced career advancement
- liberal feminist perspective in emphasising personal responsibility
- critical of younger generations rather than being change agents
- achieved career success – objectively and subjectively

Thank you - any questions?

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