**SCHEDULE FOR THE INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE 2016**

**Day 1 – Wednesday July 6, 2016**

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| **Time** | **Stream 1 – EB 708 (LT)** | **Stream 2 - EB 705** |
| 0800-0900 | **Registration** | |
| 0900-0927 | Welcome:  Professor Iain MacRury  Deputy Dean, Research and Professional Practice in the Faculty of Media and Communication | |
| Chair | **Gareth Thompson** | **Donald Wright** |
| 0930-0957 | **Simon Moore**  Client as hero: Thomas Carlyle’s lectures, and their legacy for public relations. | **Edward J. Downes**  The History of the Adoption and Diffusion of New Media—With a Public Relations Emphasis—and a Congressional Focus |
| 1000-1027 | **Murat Seyfi, Deniz Güven and Merve Çerçi Mustafazade**  The historical development of public relations in Turkey from women’s perspective | **Tugce Ertem Eray and Pınar Aslan**  The Place of Woman in the Field of Public Relations in Turkey from 1980 to Today |
| 1030-1057 | **Tom Watson**  From “a broad general culture” to “world-wide standards and curricula” – early debate over public relations education | **Christian Schnee**  Reputation: An alternative lens to make sense of history |
| 1100-1115 | **Refreshments** | |
| Chair | **Tom Watson** | **Edward J. Downes** |
| 1115-1142 | **Donald Wright**  Re-examining the Existence of the “Velvet Ghetto” and the “Glass Ceiling”: Examining the Status of American Women in Public Relations 25-to-30 Years Later | **Michael Kunczik**  Anti-German Propaganda and German Reactions during World War I |
| 1145-1212 | **Jessalynn R. Strauss**  A His- and- Herstory of Marriage in Sin City: How Promoting the Wedding Industry Helped Las Vegas  Establish Itself as One of the World’s Most Popular Tourist Destinations | **Dan Eller**  The expansion of proactive public relations efforts and relationship management in government agencies |
| 1215-1242 | **Melike Aktaş, Pınar Özdemir and Senem Gençtürk Hızal**  *“Signum authenticum”* of women: *Herstories* in Turkey’s Public Relations | **Gareth Thompson**  Art, documentary or propaganda of the human form? an evaluation of the 1930s films of Leni Riefenstahl |
| 1245-1345 | **LUNCH** | |
| Chair | **Heather Yaxley** | **Dustin W. Supa** |
| 1345-1412 | **Natasha Tobin**  The untold story of the Women who led Britain’s PR and Corporate Communications Head Hunter firms – and how their decisions shaped the sector | **Yaakov Wise**  When Anglo-Jewry came blinking into the media spotlight: the Jacobs Affair of 1964 |
| 1415-1442 | **Natalia Rodríguez Salcedo and Beatriz Gomez Baceiredo**  A “herstory” of Public Relations: Teresa Dorn, from Scott Cutlip to Burson-Marsteller Europe (1974-1995) | **Charlotte Nilsson**  Mail order and modernity - Commercial messages and PR activities in early 20th century Sweden |
| 1445-1512 | **Kate Fitch**  Women in Australian public relations, 1940s–1950s | **Talal Almutairi**  *Dewaniya* as public opinion maker |
| 1515-1530 | **Refreshments** | |
| Chair | **Natalia Rodríguez Salcedo** | **Günter Bentele** |
| 1530-1557 | **Gareth Thompson**  Parallels in propaganda? A comparative historical analysis of Islamic state and the Third Reich | **Tom Volek and Charles Marsh**  “Daddy, Let’s Get Los Angeles!” Public Relations, Advertising, and the Social Adoption of Radio, 1922-1924 |
| 1600-1627 | **Dustin W. Supa and Ashley Babula**  An examination of historic efforts and attitudes of the integration of advertising and public relations | **Heather Yaxley**  Conducting historical interviews in a transparent age: issues and implications of a visible insider |
| 1630-1700 | **Pınar Özdemir**  Publicizing The Turkish Independence War: Actors and Institutions | **Francesca Petracca**  The use of anecdotes and other rhetorical means in Italian political leaders’ discourse: the application of the Rhetorical Political Analysis method to investigate the rise of populism within political communication from 1990 to 2014 |
| **2000: CONFERENCE GARDEN PARTY AND SUPPER** | | |

**Schedule for IHPRC 2016**

**Day 2 – Thursday July 7, 2016**

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| **Time** | **Stream 1 – EB 708 LT** | **Stream 2 – EB 704** |
| 0900-0930 | **Registration** | |
| Chair | **Thomas H. Bivins** | **Pınar Özdemir** |
| 0930-0957 | **Maria-Rosa Collell, Jordi Xifra and David McKie**  Public relations historiophoty: New challenge for public relations historians? | **Ralph Tench and Martina Topić**  How Far Have We Got? A Longitudinal Analysis of Female Practitioners and their Views on the Development of the Field |
| 1000-1027 | **Parichart Sthapitanonda**  The Historical Story of “Ms. Noppamas” from the “Loi Krathong” Festival: Applying the current “PR” Approach to Identify the First Female PR Person from Thailand | **Rachel Kovacs**  Public Relations, Drug Addiction, and Public Policy: Anti-Drug and Harm Reduction Campaigns from the 1950s through the Present |
| 1030-1057 | **Pelin Hürmeriç and Banu Bıçakçı**  Three Women, Three Decades in IPRA: How Did Turkish Women Presidents of IPRA Influence the PR Profession? | **Astrid Spatzier and Nicole Gebeshuber**  The History of PR-Job Advertisements: From Advertising to PR and Marketing. A Content Analysis of PR-Job Advertisements in Austrian Daily Newspapers from 1955 to 2014 |
| 1100-1130 | **Refreshments** | |
| Chair | **Pelin Hürmeriç** | **Banu Bıçakçı** |
| 1130-1157 | **Thomas H. Bivins**  Persuasion or Propaganda: An Ethical Approach to Determining the Difference | **Alton Miller**  Sen. Bob La Follette’s “Publicists” and the Modern Origin of U.S. Public Relations |
| 1200-1227 | **Markus Wiesenberg and Günter Bentele**  For heaven’s sake or for the church’s sake? –The role of protestant church and the E.P.D. in the emergence of professional public relations in Germany. | **Øystein Pedersen Dahlen**  The Norwegian anti-tuberculosis campaign of 1889 - the first public information campaign in Europe |
| 1230-1257 | **Clila Magen, Ephraim Lapid and Ori Malkin**  Israeli Military Spokesperson’s Unit: Six Wars over Public Opinion, 1948-2010 | **Isadora Guardia, Carolina Martínez and Jordi Xifra** Helena Lumbreras and PR film discourse: film activism in the end of Franco regime |
| 1300-1400 | **LUNCH** | |
| 1400-1435 | ‘Meet the Publishers’ Discussion | |
| 1440-1507 | **Final Plenary** | |
| 1510- | Drinks Reception | |