THE PROCEEDINGS OF THE INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE 2013

Held at Bournemouth University

June 24-25, 2013

Presentations from speakers: Magen to Rees

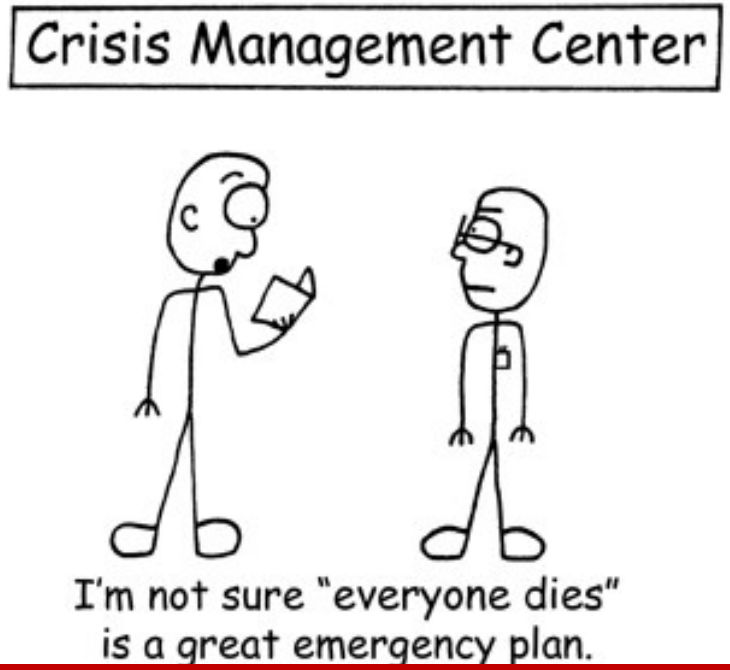
Author(s), affiliation and email	Paper
Clila Magen, Bar-Ilan University	Crisis Communication Research in Israel: Past, Present and Future
M. Cayce Myers, University of Georgia	A Historiography of U.S. Corporate Public Relations: Why Current Understandings of 19th Century Corporate PR History Must be Reconsidered
Burcu Oksuz & Serra Gorpe, Izmir University of Economics & Istanbul University	Public relations development as a profession in Turkey: An analysis triangle, educators, practitioners and professional association
Tyler G. Page & Ed Adams, Brigham Young University	Public Relations Pre-History: The American Colonization Society's Use of Public Relations Methods and Tactics in the Early 1800s
Mark Phillimore, University of Greenwich	*Gone with the Wind* and 1939 Atlanta launch publicity
Sian Rees, Swansea University	British Petroleum: a century of justification

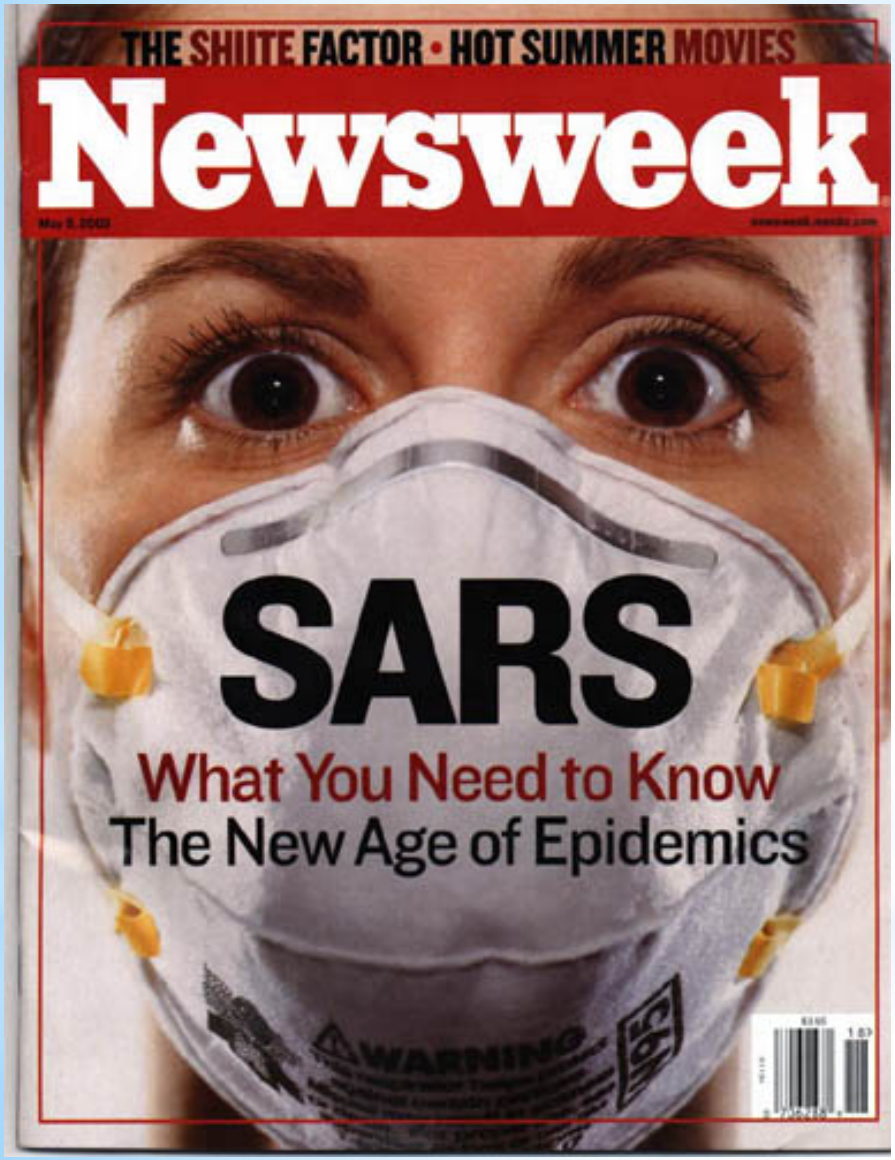
IHPRC, Bournemouth University
July 2013

Crisis Communication in Israel Research:
Past, Present, Future

Dr. Clila Magen
School of Communication at Bar-Ilan University
Fellow, Center for International Communication

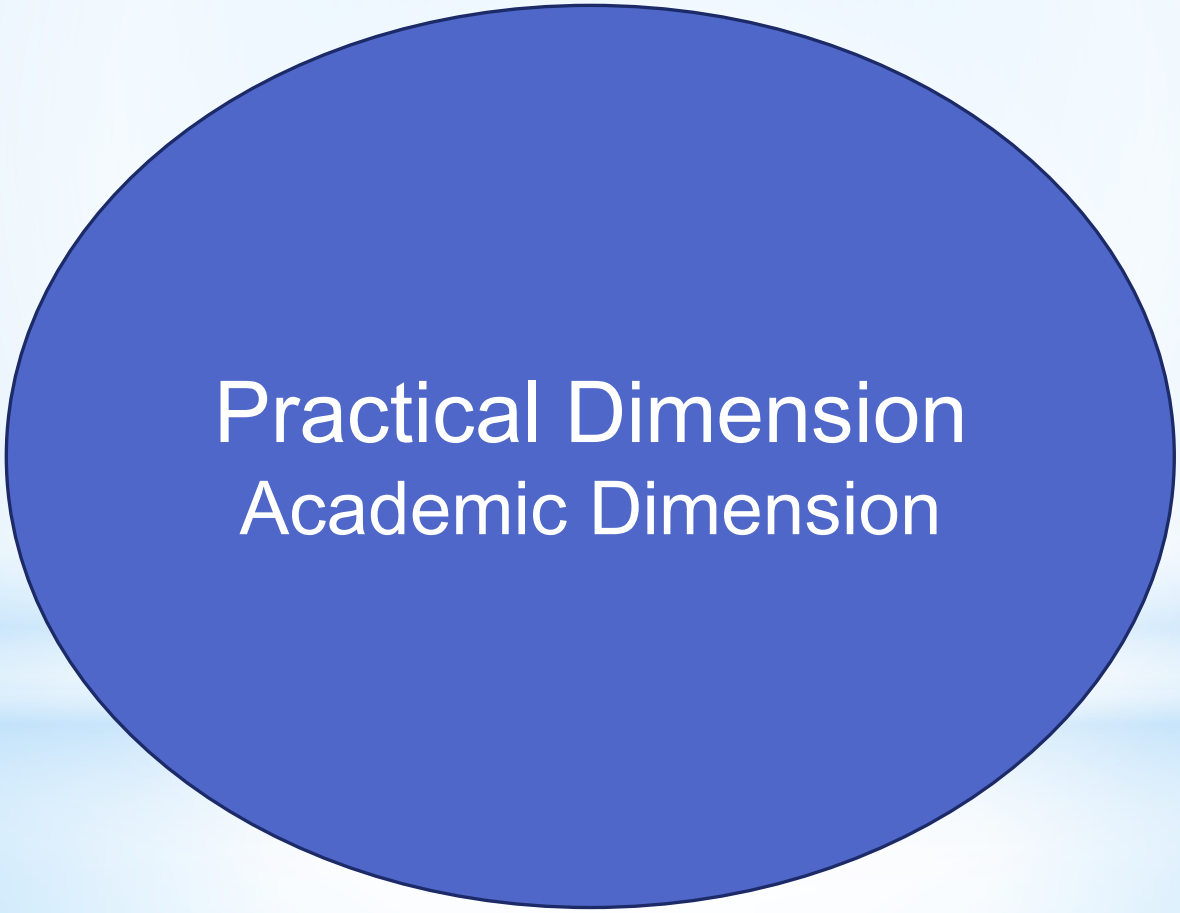
Crisis communication: An emerging field

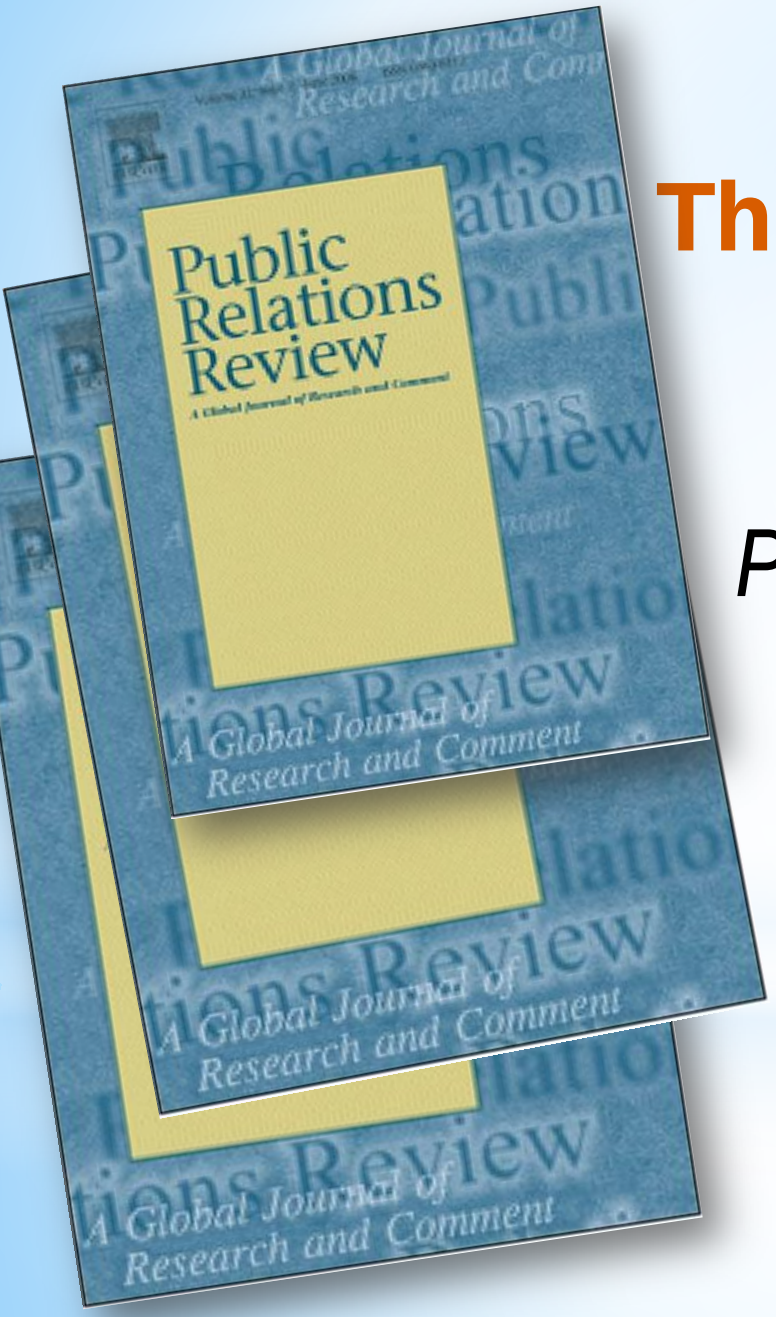



THE SHIITE FACTOR • HOT SUMMER MOVIES
Newsweek
SARS
What You Need to Know
The New Age of Epidemics

Crisis Communication

A universal perspective





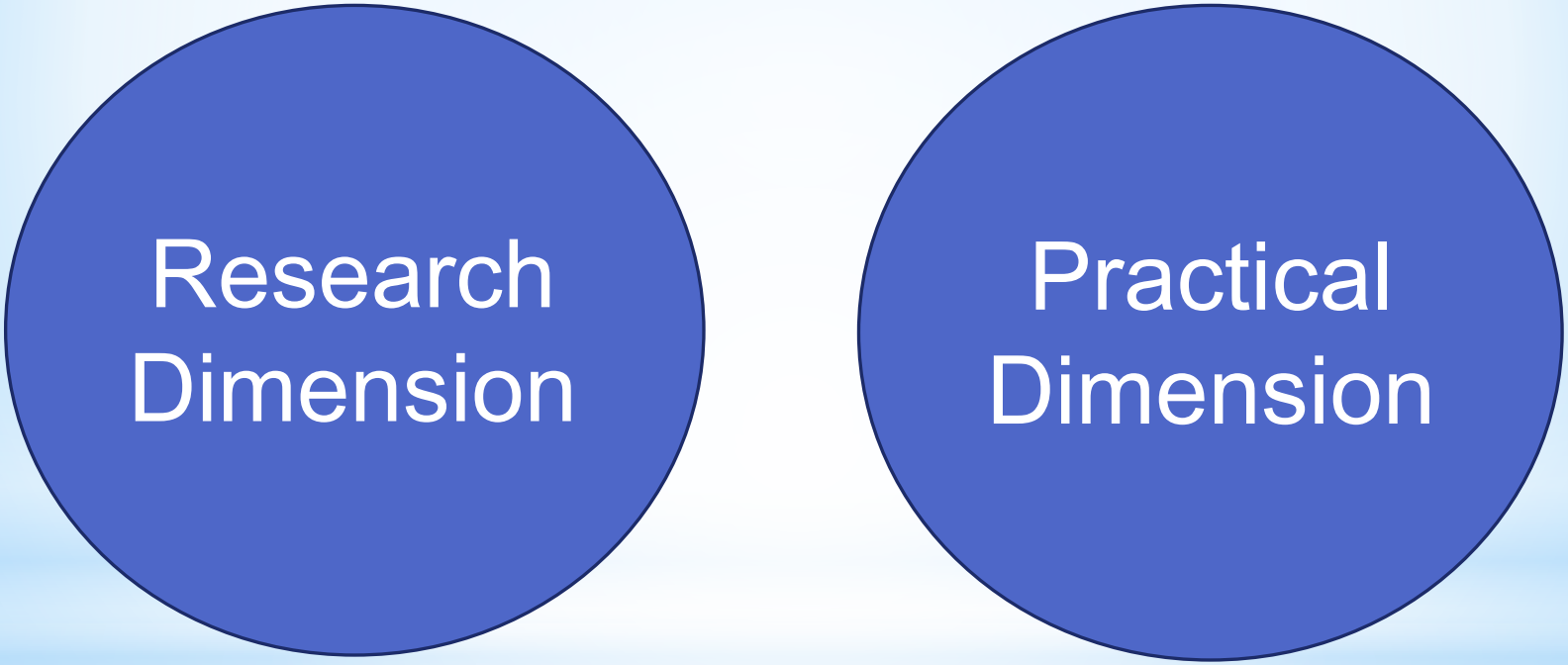
The Academic Dimension- Crisis Communication

Public Relations Review

2001-2002 – 12 articles

2011-2012 – 60 articles

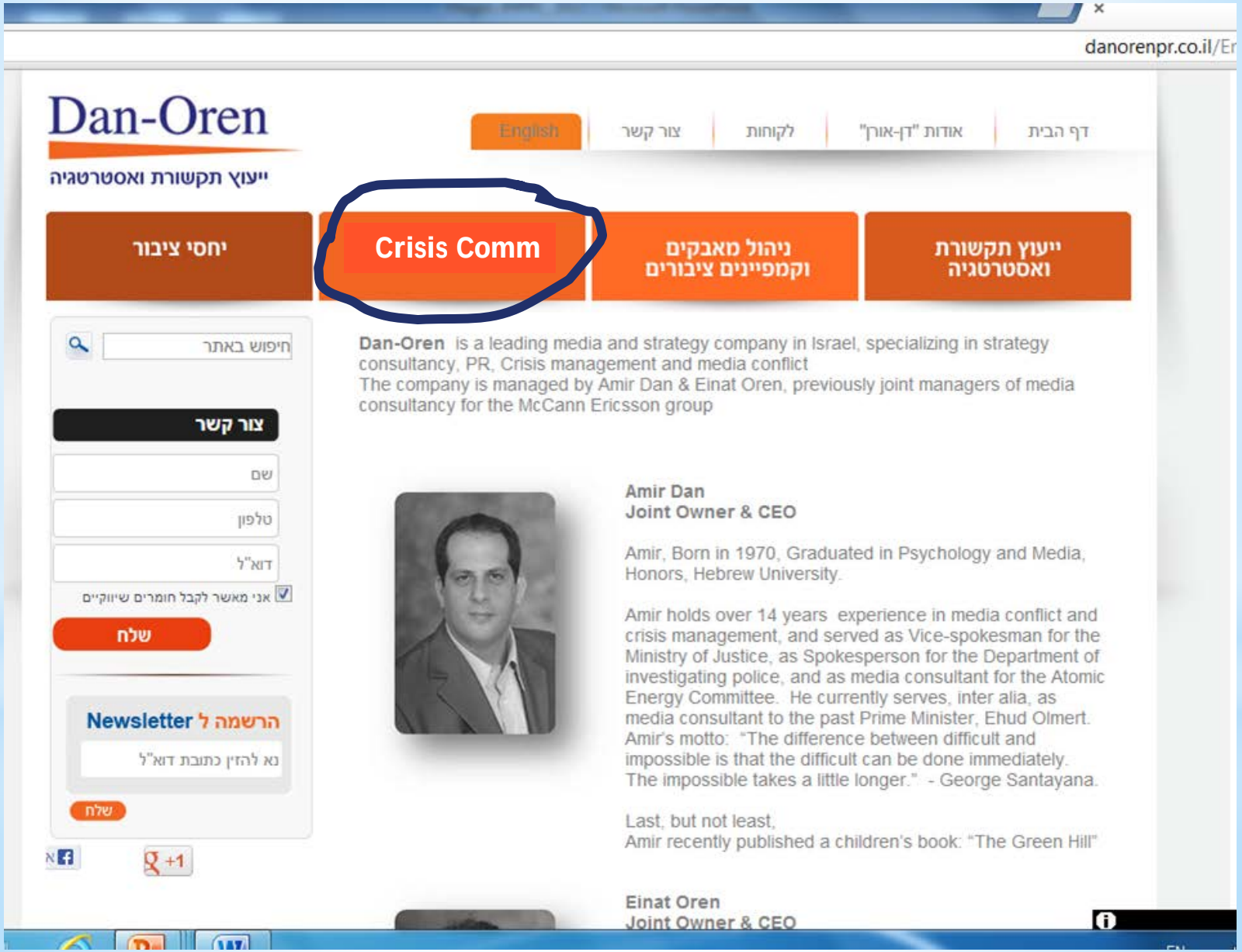
Crisis Communication in Israel



The Practical Dimension
Crisis Communication in Israel

- ☑ Professionalization of PR firms in the field of CrisisComm
- ☑ Courses and workshops for corporations
- ☑ Practitioners in Israel occupy a respectful position from behind the scenes - and sometimes on the stage itself, as whenever a crisis occurs

*Dan-Oren, PR firm



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www.rcspr.co.il/en/Abou

Roni rimon \\\ Benny Cohen \\\Tami Sheinkman

רוני רימון /// בני כהן /// תמי שינקמן

What We Do

What We Do
The Partners
The Leading Team

We provide ongoing public relations services, marketing and strategic consulting, campaign management, political communication and crisis management.

We believe that public relations and communications are vital for advancing and protecting the reputation of our customers.

We specialise in crisis management and offer discrete case-specific service to PR companies.

Public relations and communications

We develop and implement public relations strategies and build and manage the reputation and exposure of our clients. We identify and reach target audiences and monitor public understanding and expectations. We liaise with the media and analyse media coverage and foster community relations.

Marketing and Strategic Consulting

We provide external, expert analysis of the strategies of our clients and develop marketing management and operational improvement plans to enhance efficiency, performance and general satisfaction.

Campaining and Political Communications

We manage and assist the campaigns of political and voluntary organisations. We specialise in advertising, public opinion, identifying and reaching supporters, getting out the vote and political consultancy.

Crisis Management

Our specialised teams work on prevention and management of technological, leadership, business and legal crisis, dealing with both internal problems and external confrontation. We support our clients from the time of occurrence the point of recovery and provide planning and escort for system change and for further maintenance and growth where needed. We provide external analysis, advice and spokespeople when required.

דרך מנחם בגין 132, מגדלי עזריאלי, תל אביב – הבניין העגול, קומה 19 Tel: 6081525 - 03 | Fax: 6081519 - 03 | email: office@rcspr.co.il
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ree Games Suggested Sites Web Slice Gallery
Previous Next Options

מה אנחנו עושים

יחסי ציבור שוטפים, ניהול משברים ומאבקים, תקשורת פוליטית, יעוץ אסטרטגי שיווקי.

אנו מאמינים שיחסי ציבור ותקשורת אינם מטרה בפני עצמה, אלא כלי לקידום מטרות הלקוח, בין אם על ידי יצירת פרסום ובין אם ניסיון למניעתו.

שירות מיוחד למשרדי יחסי ציבור ללא התמחות בניהול משברים – פעילות נקודתית לזמן המשבר, ללא חשיפה חיצונית.

Crisis Comm'

משרדנו מתמחה בניהול משברים מוצרים, עסקים, משפטיים (אזרחיים ופליליים).
המשברים בהם טיפלנו לאחרונה – מזה כ 8 שנים ממונים על מניעה וניהול משברים בקבוצת שטראוס, משבר הפרעת השידורים ב yes ("האוניה ההולנדית"), טיפול בבעלים של בית"ר ירושלים גומא אגאייר, עו"ד אורי מסר, ד"ר ג'קי סרוב ועוד רבים.

ניהול מאבקים

המאבק לשחרורו של גלעד שליט (פרו בונו), מאבק אור ירוק במלחמה בתאונות הדרכים, אדם טבע ודין, מאבקים בשוק העבודה - לעיתים מצד ההנהלה ולעיתים מצד העובדים – חברת שפע, מכללת הדסה, חברת תקשוב, ועוד.

ארגונים וגופים ציבוריים

אנחנו עושים
תפים
המשרד
נו בתקשורת
טוריה

The Academic Dimension

Crisis Communication Research in Israel

A Meta-Analysis

Literature Review

Meta-analysis in Public Relations Research

Morton & Lin (1996)

Pasadeos, Berger & Renfro, 2010

Ye & Ki (2012)

Public Relations Meta-Analysis

An & Cheng's (2010)

Avery et al. (2010)

Kim, Avery & Lariscy (2009)

Crisis Communication Meta-Analysis

Academic dimension: The case of Israel
Method

- Quantitative Meta-analysis

- 58 articles were located by cross-searching three key combinations of terms in the following order:

"Crisis communication" + Israel

Crisis + Communication + Israel

Crisis + Israel

- Coding (according to 4 categories)

Categories

1. Crisis Type

Categories

2. Discipline or sub-discipline

Diplomacy

Communication

Conflict Resolution

Security

Business

Public Diplomacy & Place Branding

Discourse

International law

Public Relations & Crisis communication

Categories

3. Methodological approach

QUALITATIVE VS. QUANTITATIVE

Categories

4. Research focus

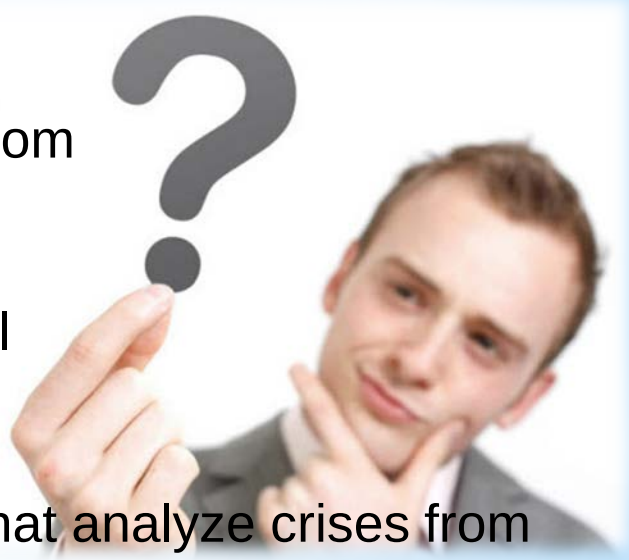
Research Questions

RQ1: What are the proportions between types of crisis that are analyzed in crisis research in the case of Israel (i.e., international, national crisis, organizational crisis, individual crisis)?

RQ2: What are the proportions between studies from different disciplines and sub-disciplines ?

RQ3: What are the methodological trends in Israel crisis research?

RQ4: What are the proportions between studies that analyze crises from different research focuses?



Results

Categories

1. Crisis Type

The "national crisis" had distinctly higher proportions (84.5%) than the "organizational crisis" (10.3%), "individual crisis" (3.4%) and "international crisis" (1.7%).

	Frequency (Percent)
National Crisis	49 (84.5%)
Organizational Crisis	6 (10.3%)
Individual Crisis	2 (3.4%)
International Crisis	1 (1.7%)

Categories

2. Discipline or sub-discipline

The "communication studies" (39.7%) and "security and strategy" studies (32.7%) had distinctly higher proportions than the other disciplines and sub-disciplines.

Categories

2. Discipline or sub-discipline

	Frequency (Percent)
Communication Studies	23 (39.7%)
Security and Strategy	19 (32.7%)
Conflict Resolution	4 (6.9%)
Crisis Communication	3 (5.2%)
Business	3 (5.2%)
Diplomacy Studies	2 (3.4%)
Discourse	1 (1.7%)
International Law	1 (1.7%)
PBT	1 (1.7%)
Psychology	1 (1.7%)

Categories

3. Methodological approach

The "qualitative approach" (82.7%) had distinctly higher proportions than the "quantitative approach" (13.8%) and "mixed approach" (3.4%).

	Frequency (Percent)
Qualitative	48 (82.7%)
Quantitative	8 (13.8%)
Mixed (Qualitative & Quantitative)	2 (3.4%)

Categories

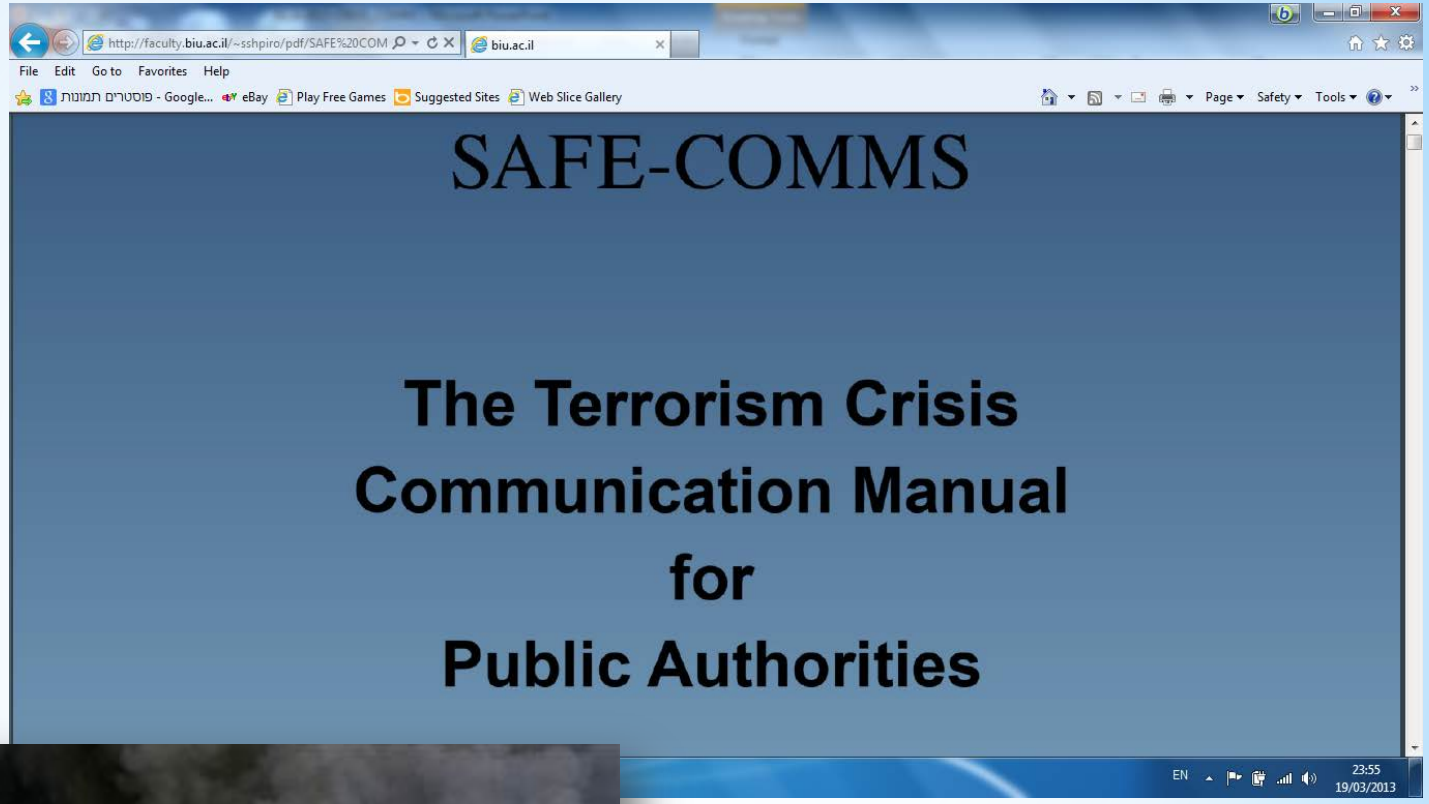
4. Research focus

The "actor in crisis" (65.5%) had distinctly higher proportions than the "media" (34.5%).

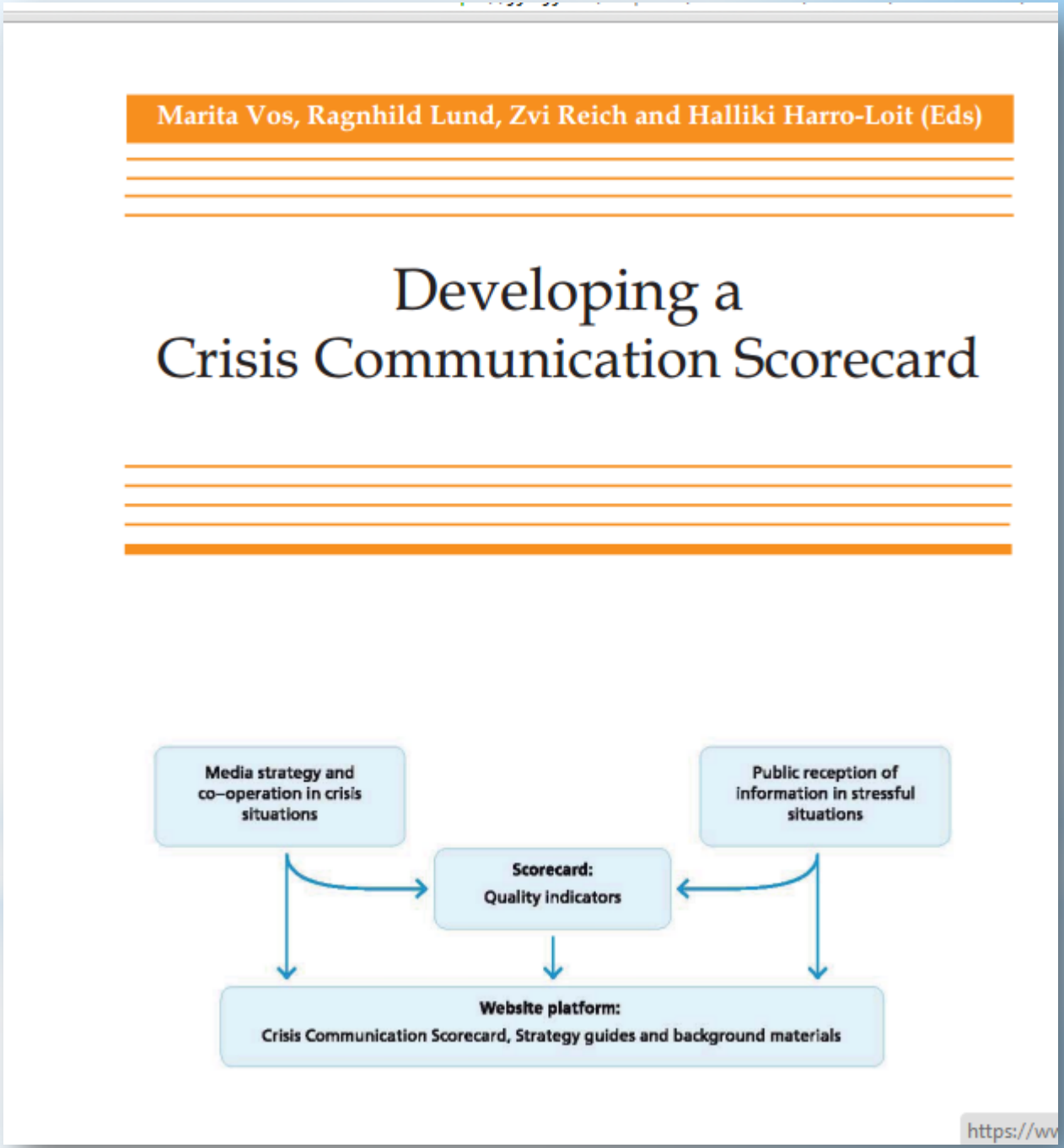
	Frequency (Percent)
Actor in Crisis	38 (65.5%)
Media	20 (34.5%)

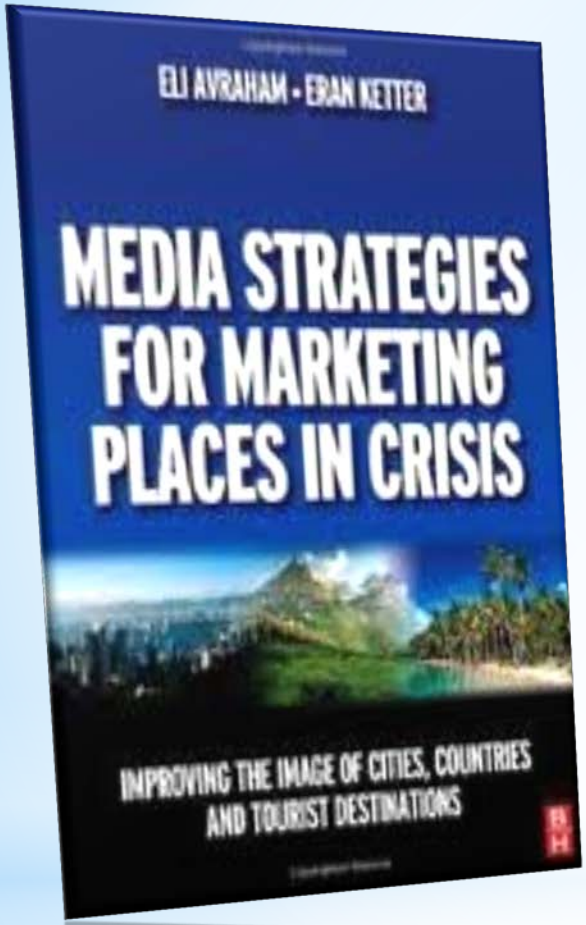
Is the glass half full or half empty ?

www.safe-comms.eu



- M. Vos, R. Lund, Z. Reich, H. (2011, eds.), Developing a crisis Communication scorecard: outcomes of an international research project 2008-2011





Avraham, E. and Ketter, E. (2008). *Media Strategies for Marketing Places in Crises: Improving the Image of Cities, Countries and Tourist Destinations.* Oxford, England: Butterworth Heinemann.

"Crisis communications is the dialog between the organization and its public prior to, during, and after the negative occurrence. The dialog details, strategies and tactics are designed to minimize damage to the image of the organization"

Fearn-Banks, 2009

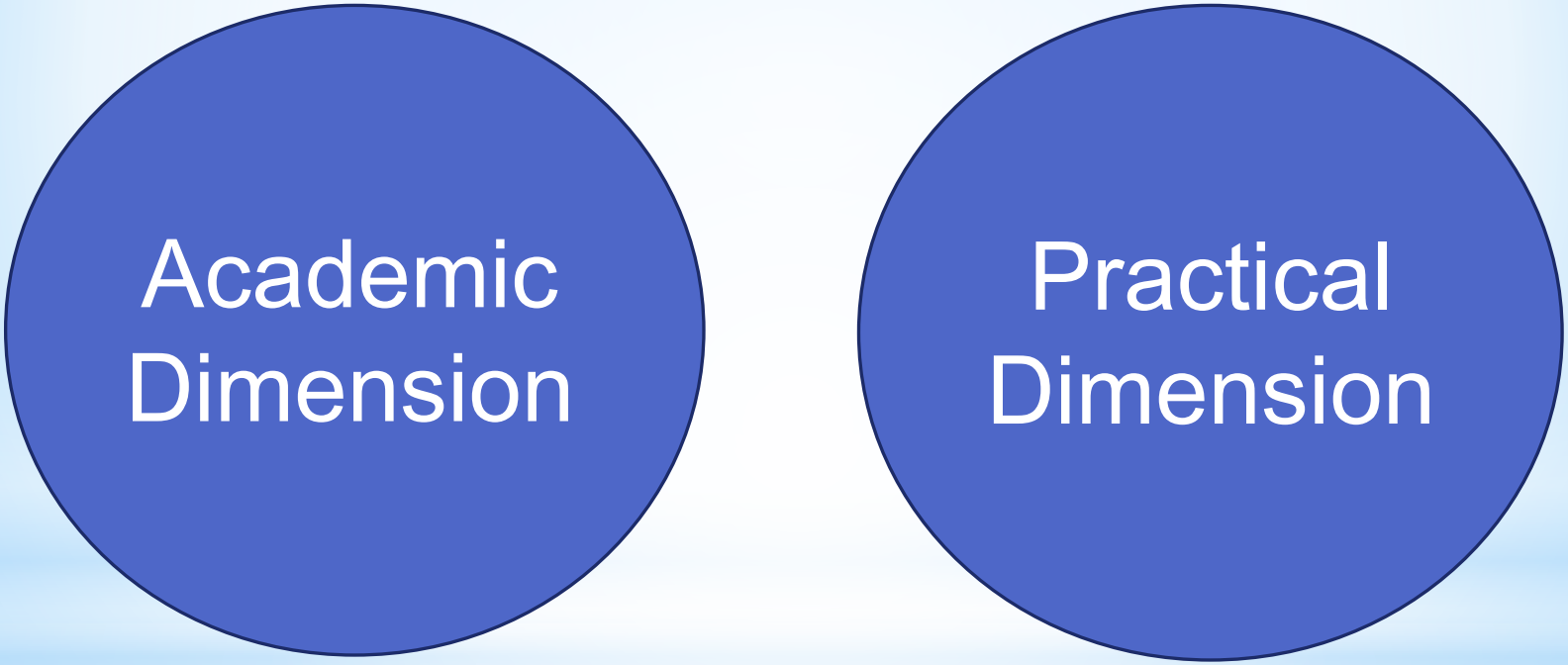
Mount Carmel Forest Fire, 2010

The Remedia Scandal, 2003

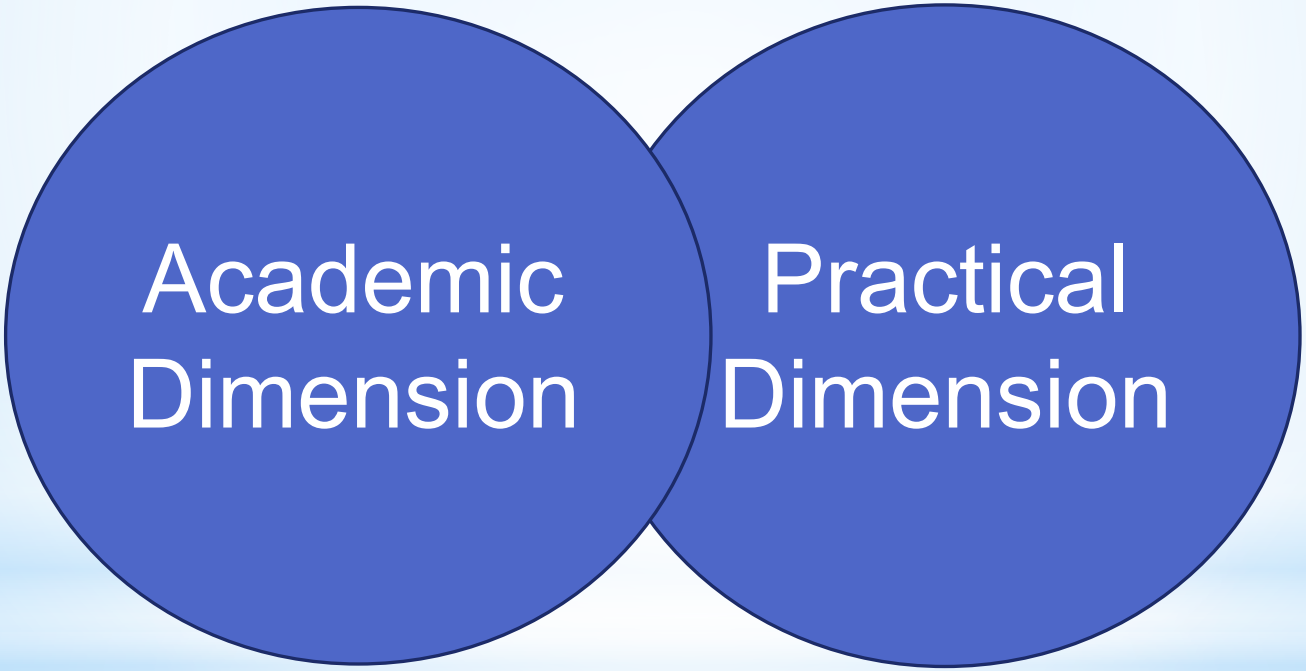
Former president, Moshe Katzav, accused of rape and sentenced to prison, 2006 (-2011)

The end of Better Place, 2013

Crisis Communication in Israel

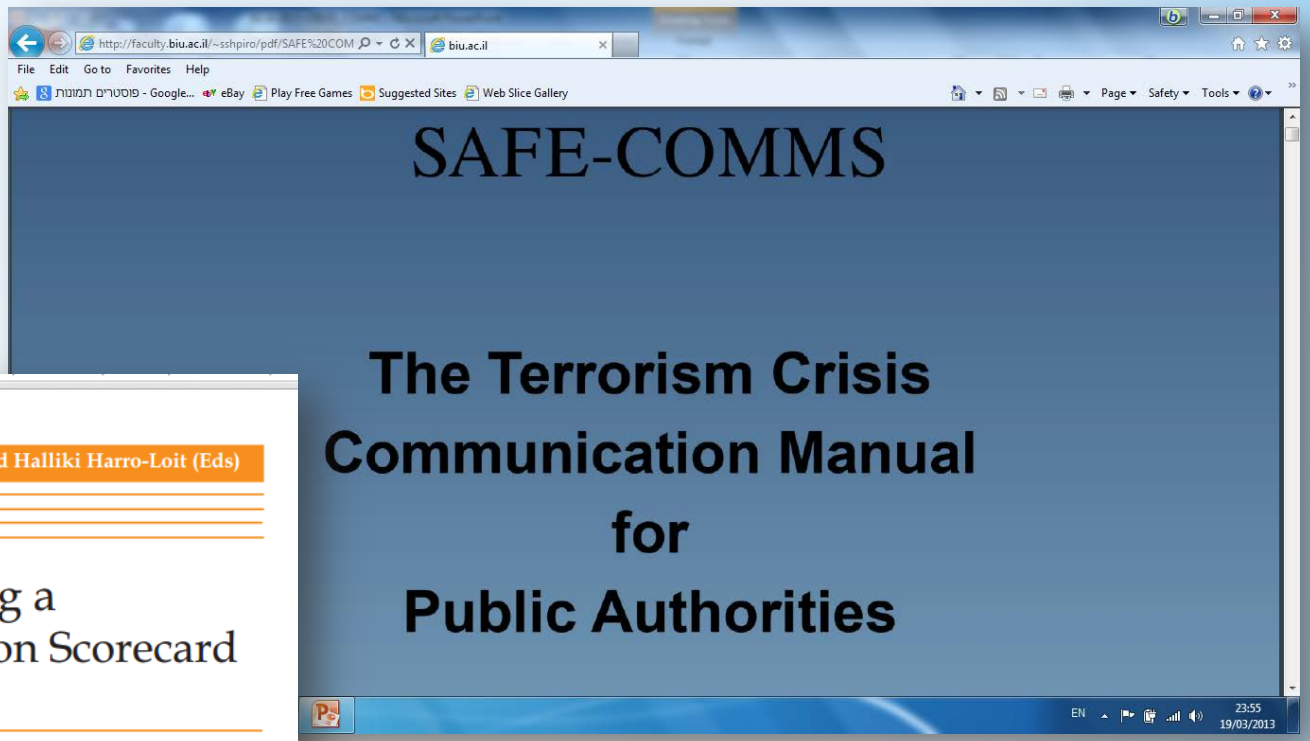


Crisis Communication in Israel



Conclusions

- The narrowness of Israeli crisis research stems from its almost exclusive focus on security matters
- This does not allow space for other studies which could contribute significantly both to Israeli research as well as to global research in the field of crisis communication.
- It may be useful for scholars in Israel crisis research to broaden the range of the topics, the disciplines and the research focuses of their studies when examining crises.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SAFE-COMMS
The Terrorism Crisis Communication Manual for Public Authorities
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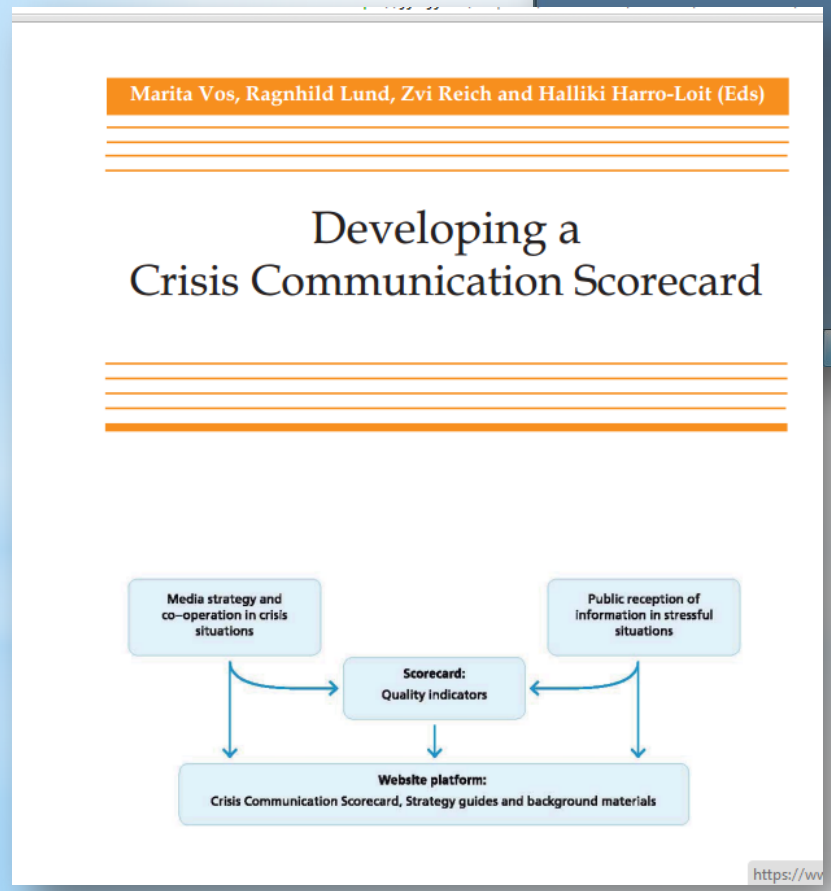

Marita Vos, Ragnhild Lund, Zvi Reich and Halliki Harro-Loit (Eds)
Developing a Crisis Communication Scorecard
Media strategy and co–operation in crisis situations
Public reception of information in stressful situations
Scorecard: Quality indicators
Website platform: Crisis Communication Scorecard, Strategy guides and background materials

Thank you

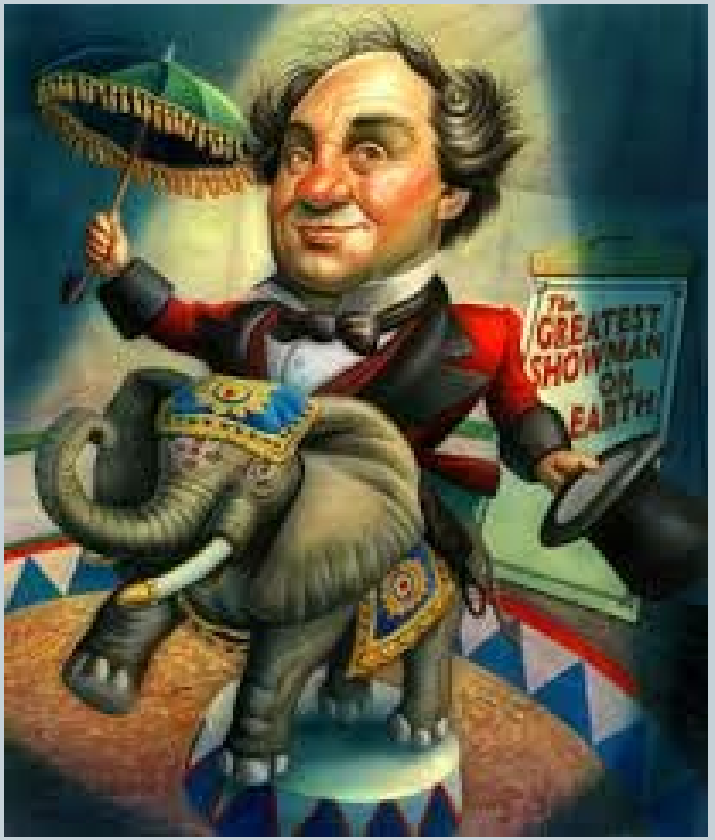
Clila.Magen@biu.ac.il

A Historiography of U.S. Corporate Public Relations: Why Current Understandings of 19th Century Corporate PR History Must be Reconsidered

CAYCE MYERS, J.D., LL.M.
PH.D. STUDENT
GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION
UNIVERSITY OF GEORGIA

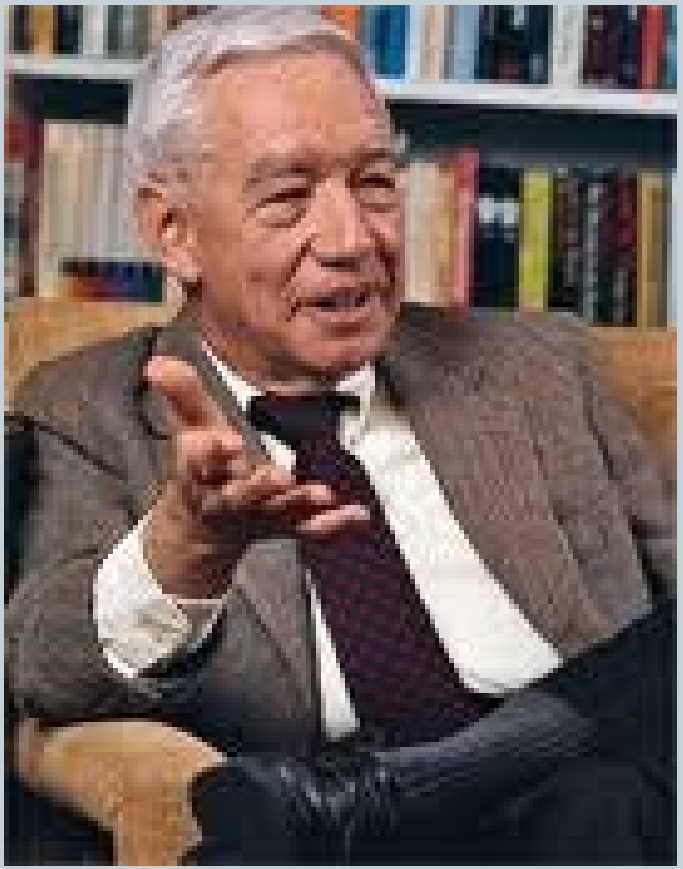
What are Dominant Themes in U.S. PR History?

- Evolutionary process of professionalization
- Rises from low-grade press agentry to modern professional public relations
- Legitimacy of PR profession is found in business rather than entertainment or politics



Alfred Chandler Jr. and the Development of Modern Corporations

- Chandlerian Evolution
- Line and Column Development
- Rise of Middle Managers
- Rise of Professionalized Businessmen
- Creation of Modern Conglomerations
- Truly National Corporations



Richard Tedlow and Chandlerian Theory

- Chandlerian model includes public relations
- PR becomes part of the larger historical narrative of business development
- Core concept in the “unification” between production and distribution of goods

Legitimization of Public Relations as a Profession

- Chander's and Tedlow's work gain wide acceptance within business scholarship
- It also allows for public relations history to historicize itself into the larger evolutionary narrative of business development
- This is reflected in a large amount of public relations histories from Bernays to the 21st Century

Chandlerian Influence in Public Relations History

- Chandler's ideas are a natural fit for public relations history because of the focus on corporate PR
  - This supports evolutionary process of public relations development
  - This supports a corporate-focused history of PR development
  - This supports a historical narrative that privileges corporate PR because it promotes the idea

Chandlerian Theory Reconsidered

- Richard John: challenges the idea of goodwill toward business figures
- Phillip Scranton: challenges the idea of Chandler's revolution in management
- Richard White: illustrates how railroads actually expanded during the 19th Century

Casting off Chandlerian Paradigm within PR History

- Increased study of non-corporate public relations
- Scholars can look to development of International Public Relations Outside of an American Paradigm
- Greater inclusion of alternative public relations theories of development
  - Bentele's Stratification Model

Questions?

Thank You

Cayce Myers, J.D., LL.M.

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University of Georgia

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PUBLIC RELATIONS DEVELOPMENT AS A PROFESSION IN TURKEY: AN ANALYSIS TRIANGLE, EDUCATORS, PRACTITIONERS AND PROFESSIONAL ASSOCIATIONS

Dr. Burcu Oksuz and Dr. Serra Gorpe

Izmir University of Economics and Istanbul University

Faculty of Communication

PR HISTORY CONFERENCE, 2013

PRESENTATION OUTLINE

- Introduction
- Literature Review
- Methodology
- Results
- Discussion and Conclusion

INTRODUCTION

Aim of the study: Development of public relations and the present public relations education in Turkey

Two Main Focuses:

- Public relations education- syylabus
- Interviews with professional associations, practitioners and academics

INTRODUCTION (cont'd)

- Motivation behind the study

- What comes next?

  Part of a bigger research project submitted to the Scientific and Technological Research Council of Turkey (TUBITAK)

LITERATURE REVIEW

- Short literature review
- Reasons
- PR in Turkey

USA influence

State organizations- Multinationals

Some important dates: 1961, 1966, 1970s, 1972, 1974

METHODOLOGY

- **Method**: qualitative study, in-depth interviews
- **Participants**: practitioners, academics and professional association members - 12 interviews. Selection criteria
- **Procedure**: invitation letters, follow-up with email and phones. Recorded. 35-95 minutes.
- **Calendar:** 8 May- 14 June 2013
- **Interview Questions**

METHODOLOGY (cont'd)

PR Programs at all levels: two-year degree, bachelor, graduate level (master and Ph.D)

Istanbul: 51 Universities (foundation and state)

Table 1. Names of Public Relations Programs and numbers

Names of Public Relations Programs/Istanbul

Two-year Degree (17)	**Bachelor (14)**	**Graduate (9)**	**Ph.D Programs (4)**
Public Relations and Promotion (17)	Public Relations and Promotion (7) Public Relations and Advertising (4) Public Relations (3)	Public Relations and Promotion (3) Public Relations and Marketing Communications (2) Marketing Communications and Public Relations (1) Communication Strategies and Public Relations (1) Corporate Communication and Public Relations Management (1) Public Relations and Corporate Communication (1)	Public Relations and Promotion (3) Advertising and Public Relations (1)

Interviews

Role
1. H. Academic
2. F. Academic
3. E. Academic
4. F. Practitioner, Member of Professional Association
5. E. Practitioner
6.A. Academic, Practitioner, Member of Professional Association
7. B. Academic
8. B. Academic, Practitioner, Member of Professional Association
9.I. Practitioner, Member of Professional Association
10.S. Academic
11. Z. Practitioner
12.T. Practitioner

RESULTS

Curriculum

1) Two-year programs
2) Bachelor degree
3) Graduate level (master, Ph.D)

RESULTS (cont'd)

Interviews:

1) Public relations development in Turkey (development of practice and development of education),
2) Factors that affect the development of public relations in Turkey,
3) Issues between public relations practice and education,
4) Professionalization of public relations education and professional associations.

RESULTS (cont'd)

Quotes….

What is new for us?

DISCUSSION AND CONCLUSION

- Curriculums

  Graduate level education

  Standardization

  Bologna Process

  Two-year degree programs

- Economic factors, liberalization 1980s

- USA influence

…DISCUSSION AND CONCLUSION

- Education- interdisciplinary, academics
- Practitioners- academics disconnected
- Professional associations

…DISCUSSION AND CONCLUSION

Who is shaping public relations in Turkey?

FURTHER RESEARCH

- **Universities in Istanbul, but**
- **Historical analysis???**
- **New interviews planned**
- **PR education!**

Thank you

Questions?

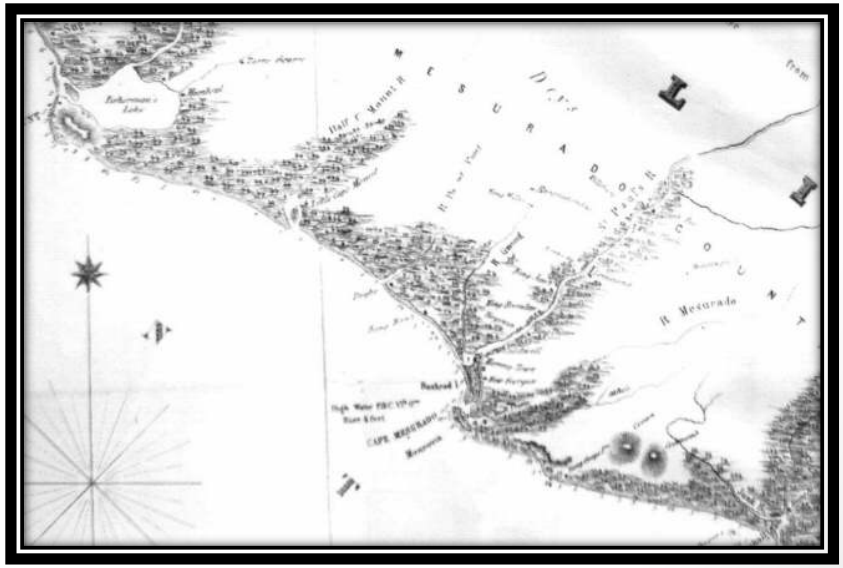
serragorp@yahoo.com

Public Relations Pre-History: The American Colonization Society's Use of Public Relations Methods and Tactics in the Early 1800s

By Tyler G. Page & Ed Adams
Brigham Young University

American Colonization Society

- Founded 1817
- Solve Slavery Through “Colonization”
- Created Country of Liberia, 1847
- Published Journal Until 1919
- Closed Doors in 1964
- By 1900:
  - Collected $2.7 Million in Donations
  - Transported 15,386 people to Africa



Public Relations Methods

- Effective Media Relations
- High Profile Endorsements
- Identification and Persuasion of a Key Public
- Lobbied Legislatures for Funds
- Created Publications
- Agents and Local Auxiliaries

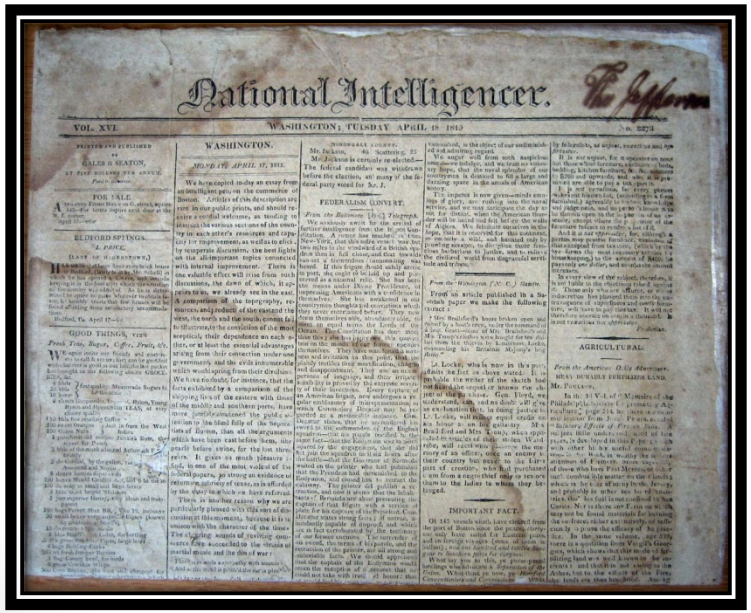
Effective Media Relations

- Extensive Effort
- More than 1 Article per week over 50 years.
- Spawned from relationship with *National Intelligencer*

Article Type	Count
Advertising	319
Features	30
News	2472
People	7
Business News	81
Images	40
Opinion and Editorial	531

National Intelligencer

- Biggest paper in country
- Operated out of Washington, DC
- Major supporter of Colonization
- Reprinted News from Auxiliaries


National Intelligencer.

VOL. XVI. WASHINGTON; TUESDAY APRIL 18 1815

WASHINGTON.

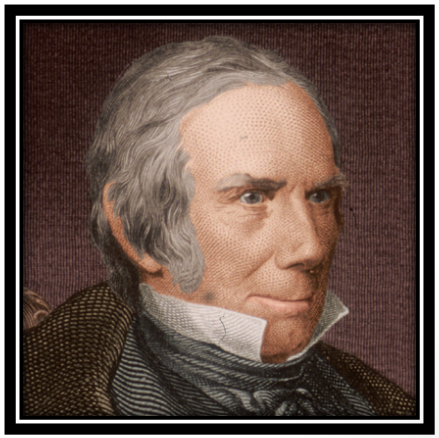
Daily National Intelligencer.

NOTICE.

JAMES H. BLAKE, Major.

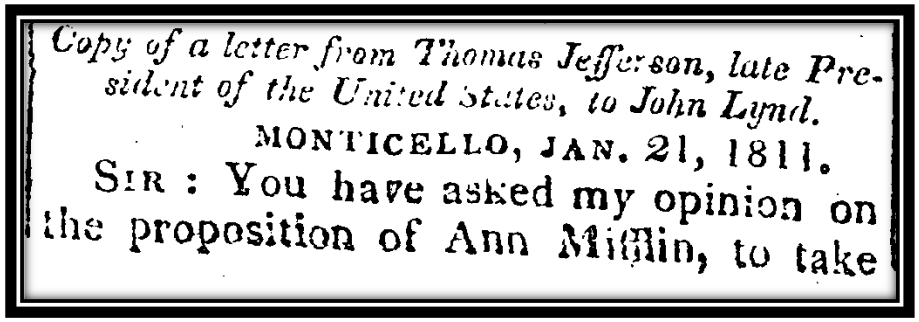
High Profile Endorsements

- Ran Throughout Everything Society Did:
  - Thomas Jefferson - 3rd President of US
  - James Madison - 4th President of US
  - James Monroe - 5th President of US
  - John Marshall - Chief Justice of Supreme Court
  - Henry Clay - Speaker of the House
  - Bushrod Washington - George's Heir, Supreme Court Justice
  - Francis Scott Key - *Star Spangled Banner* Author



How They Helped

- Jefferson - Endorsing Letter Jan. 16, 1818 *National Intelligencer*
- Ceremonial Officers
  - Washington, Madison - Presidents of Society
  - Clay – Vice President of Society (1/13)
  - Monroe, Marshall - Local Auxiliary Leaders



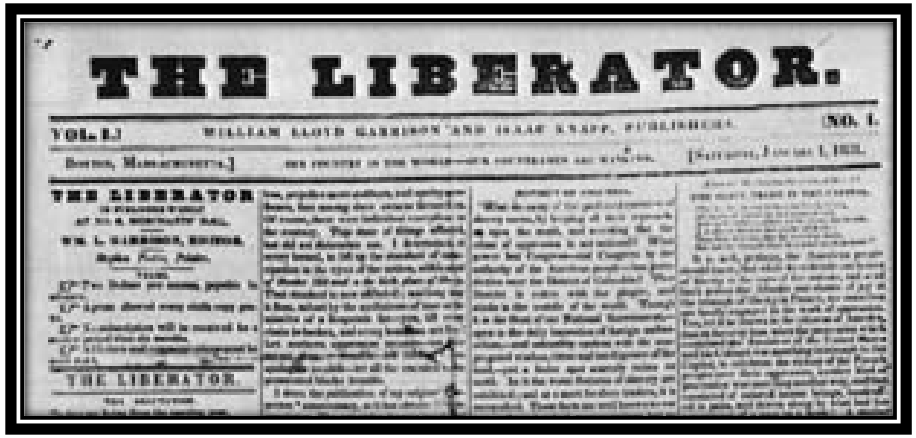
Copy of a letter from Thomas Jefferson, late President of the United States, to John Lynd.

MONTICELLO, JAN. 21, 1811.

SIR: You have asked my opinion on the proposition of Ann Mifflin, to take

Key Public

- Both sides in Colonization Debate Seek Support of Free Blacks
  - William Lloyd Garrison initially supports ACS but turns at behest of free blacks.
    - 10X more space in *Liberator* opposing Colonization than supporting emancipation
  - Attacks on ACS Escalate…


THE LIBERATOR.

VOL. I.] WILLIAM LLOYD GARRISON AND ISAAC KNAPP, PUBLISHERS. [NO. 1.

THE LIBERATOR

Key Public Cont.

"An effort has been unfortunately made to prejudice the minds of the free people of color against this institution, which had its origin, it is believed, in an honest desire to promote their happiness. A suggestion has been made to them, which this society disclaims by the terms of its constitution, that they are to be constrained to migrate to the country which may be selected for the seat of our colony. No suspicion can be more unfounded. It is sanctioned by no declarations or acts of this society, from which alone our intentions can be candidly inferred."

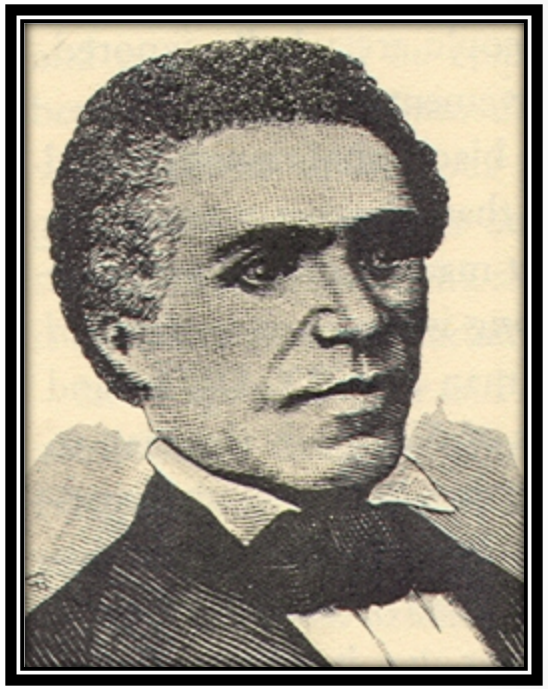
- Editorial in *National Intelligencer* Jan 16, 1818

National Intelligencer.

Vol. XII] FIVE DOLLARS PER ANNUM WASHINGTON CITY SATURDAY SEPTEMBER 5 1812. PAID IN ADVANCE [No 1[illegible]7

Key Public Cont.

- ACS Responds:
  - Published Testimonials
  - Seeks Endorsement from Prominent Black Leaders
- John Russwurm Endorses
- Suggestion: Offer Commercial Benefits to James Forten (Abolitionist Leader – Provided Financial Support to Liberator)
- Failure to Persuade Most Free Blacks Hinders ACS



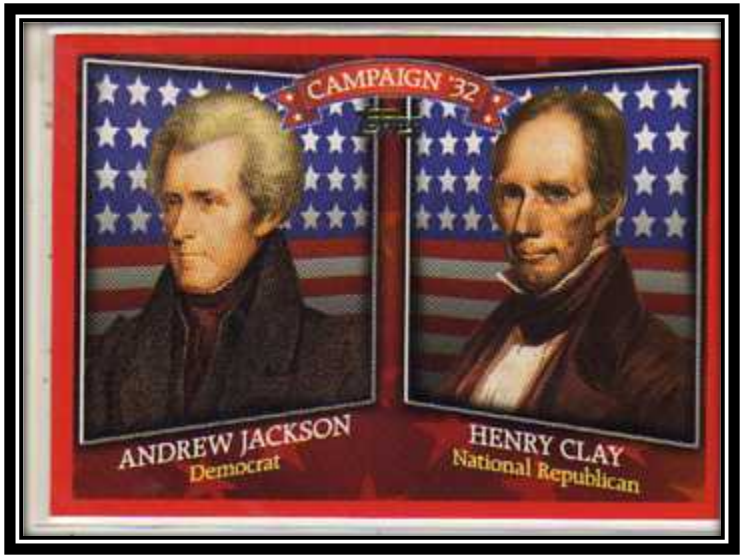
Lobbying

- Lobbied US Government and State Governments
  - Sought Finances Mostly
  - Did Seek Legislation as Well

- Funding from US Government
  - Sought Legislation for Federal Government to Claim Jurisdiction Appropriate Funds
  - Monroe Attorney General Says Appropriated Funds Can't Be Given to Society
  - Eventually Reversed Due to Lobbying

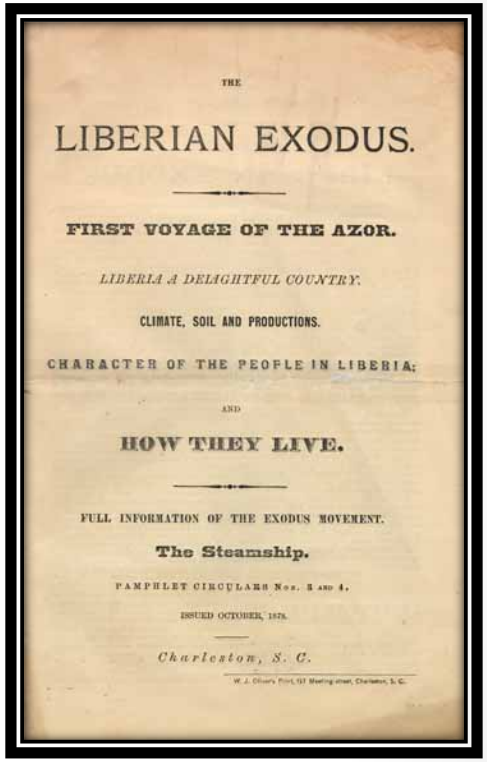
Successes and Failures

- Initial Funding from Federal Government
  - Audit: $264,000 to transport less than 260 people to Africa
- Election 1832: Clay and Andrew Jackson
  - Clay runs on platform of supporting ACS
  - Jackson wins, vetoes funds appropriated by Congress
- Maryland & Virginia appropriate funds



Created Publications

- Numerous Pamphlets
  - *Thoughts on Colonization* (pre-organization)
  - 24 page pamphlet right after founding
  - *An Essay on the Late Institution of the American Colonization Society*(1820)
  - Loring D. Dewey – Pamphlet shows practicality of plan


THE

LIBERIAN EXODUS.

FIRST VOYAGE OF THE AZOR.

LIBERIA A DELIGHTFUL COUNTRY.

CLIMATE, SOIL AND PRODUCTIONS.

CHARACTER OF THE PEOPLE IN LIBERIA;

AND

HOW THEY LIVE.

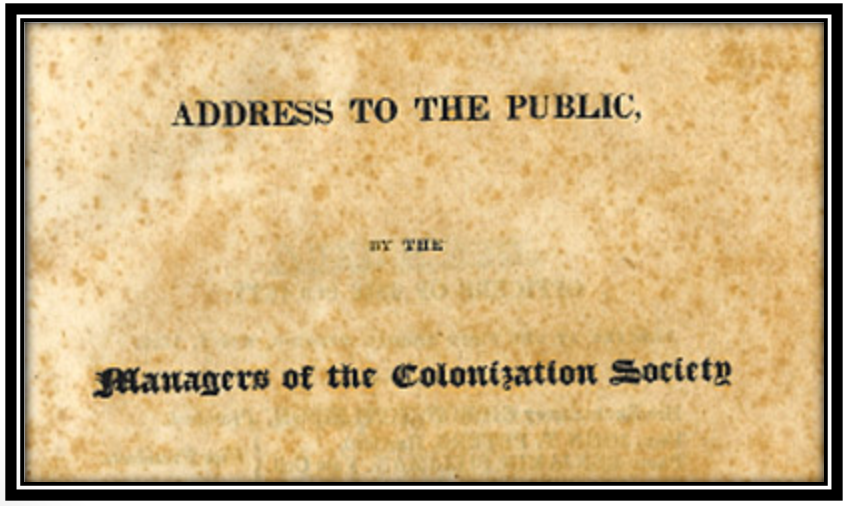
FULL INFORMATION OF THE EXODUS MOVEMENT.

The Steamship.

PAMPHLET CIRCULARS Nos. 3 AND 4.

ISSUED OCTOBER, 1878.

Charleston, S. C.

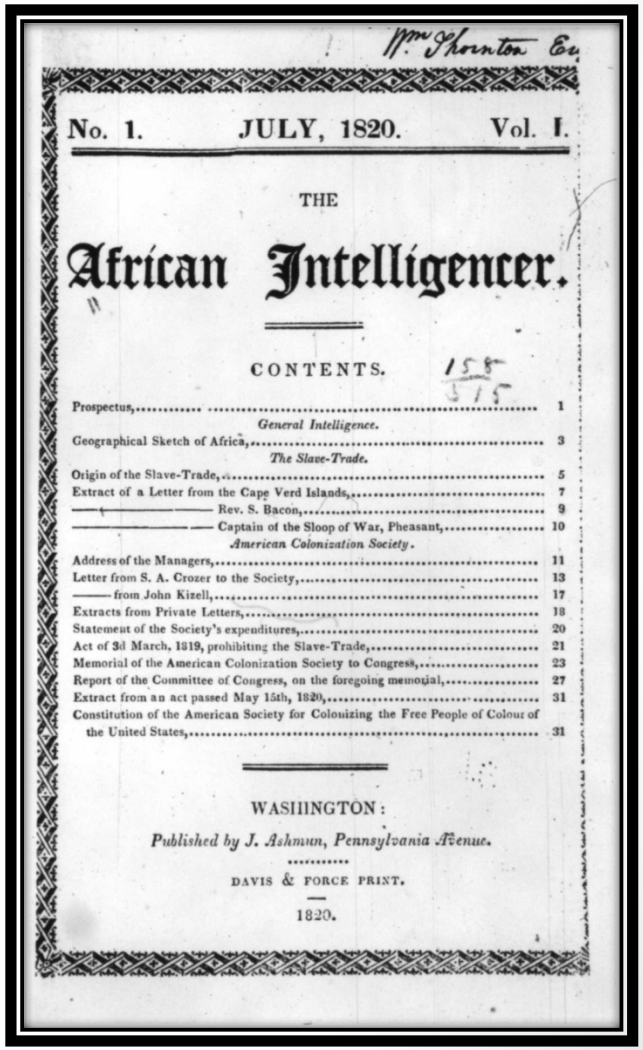

ADDRESS TO THE PUBLIC,

BY THE

Managers of the Colonization Society

African Intelligencer

- 3 Stated Purposes:
  - Provide information about Africa
    - "in order to present to readers … the great objects to which the exercise of African philanthropy may be most profitably directed."
  - Provide an overview of the slave trade
    - "and the means employed for suppressing it … to effect its entire annihilation."
  - History of American Colonization Society



Wm Thornton Esq

No. 1. JULY, 1820. Vol. I.

THE

African Intelligencer.

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Prospectus,..... 1

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Geographical Sketch of Africa,..... 3

The Slave-Trade.

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——— Captain of the Sloop of War, Pheasant,..... 10

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WASHINGTON:

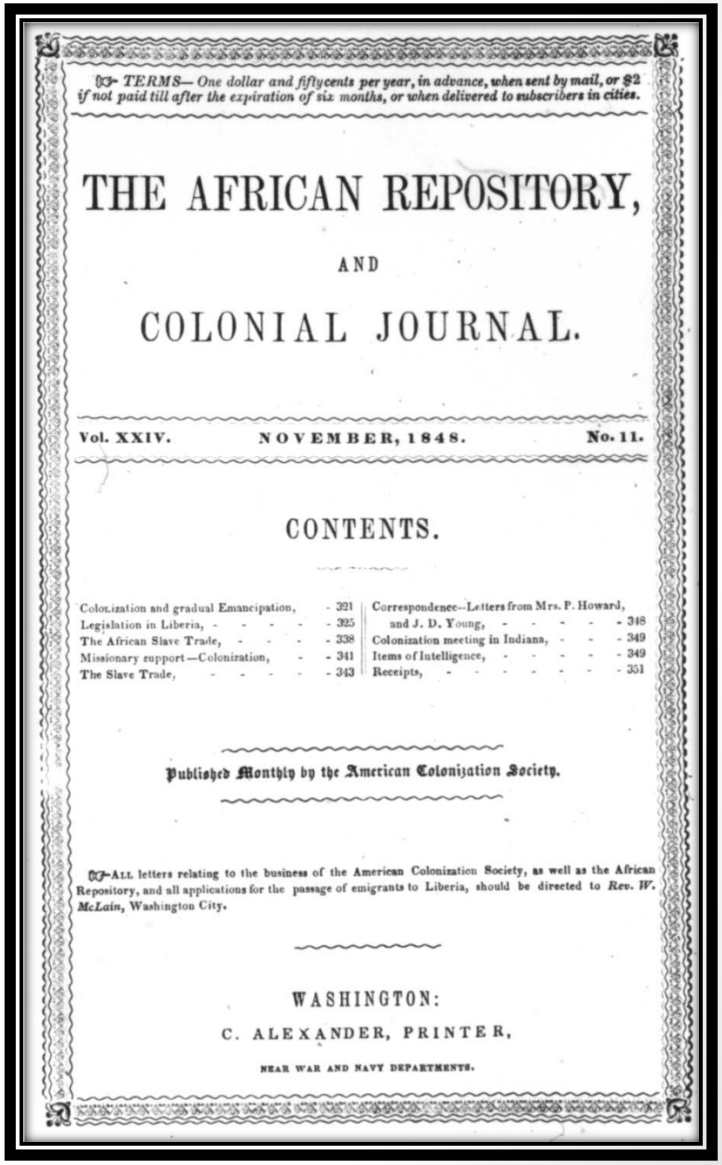
Published by J. Ashmun, Pennsylvania Avenue.

DAVIS & FORCE PRINT.

1820.

African Repository & Colonial Journal

- Successor to African Intelligencer
- Created in 1825
- Lasts Until 1919
- Collection of Data on ACS
- Until ACS Collection at LOC
  This was best resource



☞ TERMS—*One dollar and fifty cents per year, in advance, when sent by mail, or $2 if not paid till after the expiration of six months, or when delivered to subscribers in cities.*

THE AFRICAN REPOSITORY,

AND

COLONIAL JOURNAL.

Vol. XXIV. NOVEMBER, 1848. No. 11.

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Published Monthly by the American Colonization Society.

☞ ALL letters relating to the business of the American Colonization Society, as well as the African Repository, and all applications for the passage of emigrants to Liberia, should be directed to *Rev. W. McLain*, Washington City.

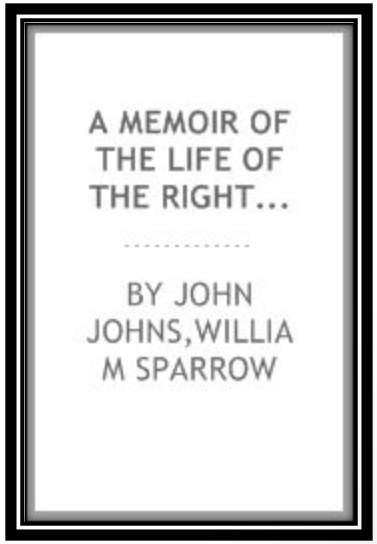
WASHINGTON:

C. ALEXANDER, PRINTER,

NEAR WAR AND NAVY DEPARTMENTS.

Agents

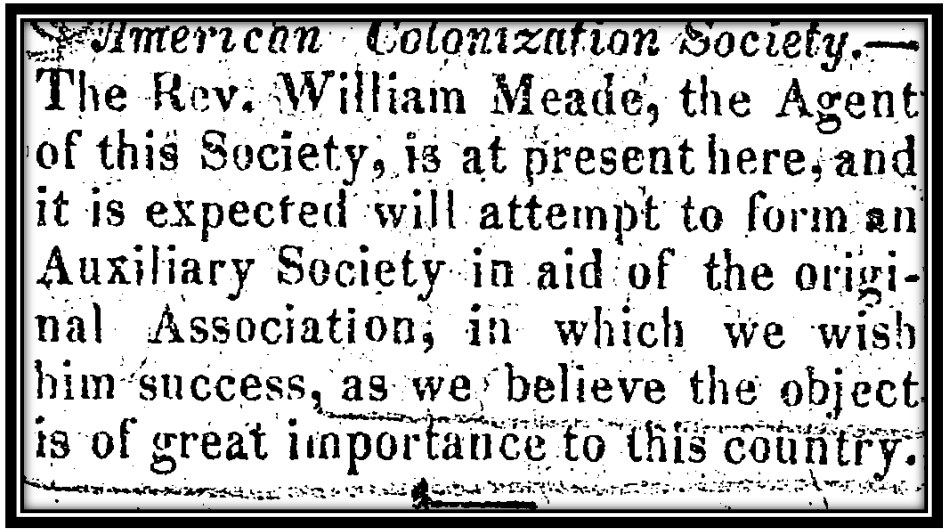
- Common Practice at Time
- Agents sent to Africa to scout it
- Traveled around U.S. to form auxiliaries, collect donations
- Rev. William Meade most prominent



Agent Process with ACS

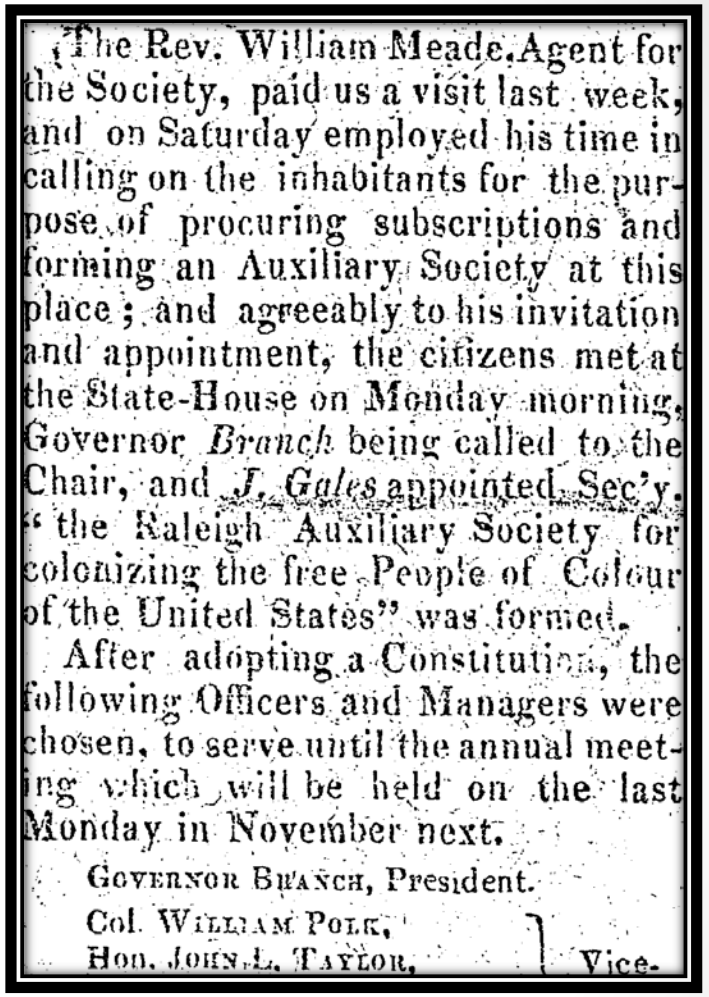
- Enters town
- Meets High Profile Leaders
  - Gets Their Endorsement
- Calls Meeting
  - Announced in paper
- Form Auxiliary at Meeting
  - Publish Formation in Paper
  - Local Officers included

Raleigh Register



American Colonization Society.—The Rev. William Meade, the Agent of this Society, is at present here, and it is expected will attempt to form an Auxiliary Society in aid of the original Association, in which we wish him success, as we believe the object is of great importance to this country.

June 11, 1819



The Rev. William Meade, Agent for the Society, paid us a visit last week, and on Saturday employed his time in calling on the inhabitants for the purpose of procuring subscriptions and forming an Auxiliary Society at this place; and agreeably to his invitation and appointment, the citizens met at the State-House on Monday morning, Governor *Branch* being called to the Chair, and *J. Gales* appointed Sec'y. "the Raleigh Auxiliary Society for colonizing the free People of Colour of the United States" was formed.

After adopting a Constitution, the following Officers and Managers were chosen, to serve until the annual meeting which will be held on the last Monday in November next.

GOVERNOR BRANCH, President.

Col. WILLIAM POLK,
Hon. JOHN L. TAYLOR, } Vice-

June 18, 1819

Conclusion

- Public Relations methods appear much earlier than traditional histories suggest.
- American Colonization Society (1817):
  - Effective Media Relations
  - High Profile Endorsements
  - Identification and Persuasion of a Key Public
  - Lobbied Legislatures for Funds
  - Created Publications
  - Agents and Local Auxiliaries

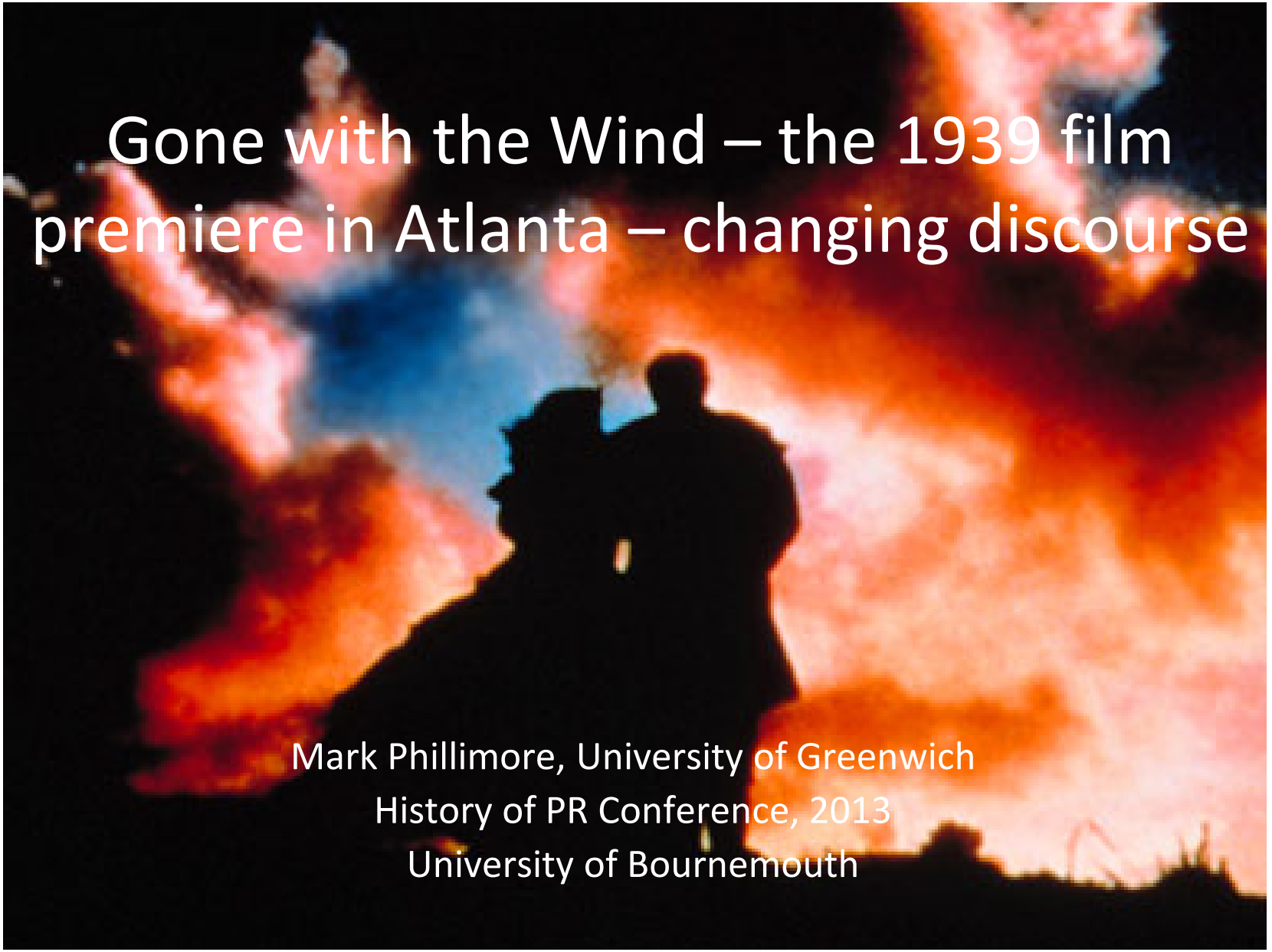
The End

Public Relations Pre-History:
The American Colonization Society's Use of Public Relations Methods and Tactics in the Early 1800s

By Tyler G. Page

Ed Adams

Brigham Young University



Gone with the Wind – the 1939 film premiere in Atlanta – changing discourse

Mark Phillimore, University of Greenwich

History of PR Conference, 2013

University of Bournemouth

Overview

- 1939 Atlanta film premiere of Gone with the Wind was master class in film publicity techniques
- Since 1960s, changing narrative about launch and African American actress Hattie McDaniel's non-attendance in Atlanta due to segregation is symbolic of wider focus on issues of race around book, film and US society generally at the time.
- Provides insights into long term narratives with changing social and ethical perspectives

Background

- Most successful film of all time in terms of total gross at US box office (adjusted for inflation). (Star Wars – 2; Sound of Music – 3) Film based on highly successful book published in 1936.
- David Selznick won bidding with offer of $50,000 for film rights as author, Margaret Mitchell, had seen his treatment of David Copperfield. (B&W).
- Book and film hit zeitgeist of USA recovering from recession and passing of time from passions of American Civil War in 1860s.
- Part of Scarlett O'Hara was great female romantic lead.
- First film which really exploited new technology of colour. Early discussions on film were even considering B&W.
- (Babic, M. Majendie, A. 2009. Gone with the Wind is top grossing film of all time. Bloomberg. 7th July 2009. Online: http://www.bloomberg.com/apps/news?pid=newsarchive&sid=aLzh3gmCoWdo)

Pre-launch publicity – who was going to play key roles?

- Film rights acquired in 1936. Film not launched till December 1939. How to keep and build interest during pre-production?
- Who was going to play the key roles? Successful book so everyone had opinion on parts.
- Immediately after acquiring rights, David Selznick highlighted that was going to start national search to find the actress to play Scarlett O'Hara.
- Like TV X-factor, events were held in the American South to screen test applicants not just actresses. 500 turned up in Atlanta.

Film premieres as gala events

- In the late 1920s, Hollywood had developed large gala openings in Hollywood Boulevard. Floodlights helping create drama around cinema and large crowds in attendance to see stars.
- By 1930s, Hollywood was moving towards regional launches where story had local connection.
- Premiere of Boys Town in Omaha, Nebraska in 1938 and crowds of 200,000 turned out to see the stars. (Karnes, 1986)
- Film was extraordinarily powerful cultural form in the 1930s with over 90 million cinemagoers a week in USA. (30 million today) (The Times, 2012)
- Atlanta was chosen to host Gone with the Wind

Grauman’s Chinese Theatre in Hollywood Boulevard. Film launch 1920s.
www.jonnydepp-zone.com

Why Atlanta?

- Atlanta was important focus of the story.
- Major centre of the Confederacy and badly damaged during the Civil War.
- Burning of Atlanta was major scene in film.
- Margaret Mitchell, author of book, lived in Atlanta. Mayor lobbied strongly.
- However, publicity team were worried. Russell Birdwell and Howard Strickling (MGM), would become legendary publicists were anxious about Atlanta and parade in particular. Too much hype!!!

- (Thompson, D. 1993. Showman, the Life of David O. Selznick. Abacus. P.335)

Press launch

- Dec.12th, Los Angeles. Film shown to press for first time.
- Over 750 press attended.

- “When a movie is a huge, smash hit, it never matters what the press says…But in the next two weeks, there was extraordinary praise. The New York Times called it ‘The greatest motion mural we have seen and the most ambitious film-making adventure in Hollywood’s spectacular history.’ The Hollywood Report said it was the “mightiest achievement in the history of the motion picture.’”

- (Thompson, D. 1993. Showman, the Life of David O. Selznick. Abacus. P.337.)

Launch in Atlanta, 15th Dec.1939.

- Three day event with the film premiere, grand dinners, balls and all the hoopla.
- Stars flew from Los Angeles to the launch.
- 300,000 turned out to watch parade of stars from airport to hotel over 7 miles.
- Costume ball the night before the premiere
- Cinema dressed up to look like plantation mansion
- Confederate Veterans also attended premiere.
- Public holiday in Atlanta
- The success and crowds, estimated at 1 million who attended the events in Atlanta added to the publicity around the film both in the US and internationally.

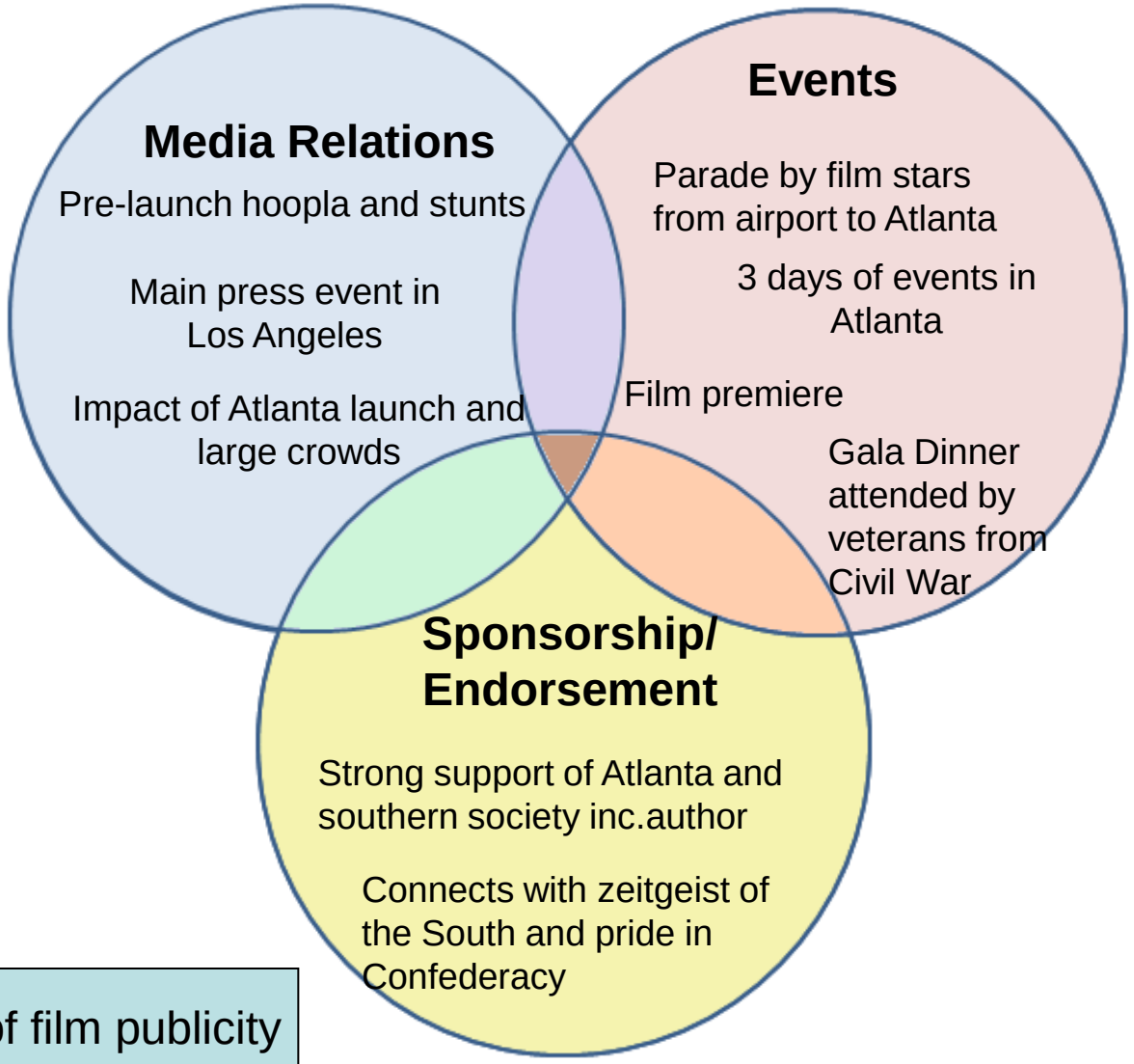
- (American Masters. The Grand Premiere. 2012. PBS. Online: http://video.pbs.org/video/2213646830 (Start - 2 min.30secs)
- Time Magazine, 1939. Gone with the Wind. 25th Dec.1939. Online: http://www.time.com/time/magazine/article/0,9171,762137-7,00.html)

ATLANTA IS WON BY FILM OF SOUTH

Rebel Yells for Miss Mitchell Mingle With Applause and Cheers of 2,000 at Premiere

Headline from coverage in New York Times, December 16th 1939.

"However the North and the rest of the country may receive this picture, Atlanta loved it."
(Berger, M. 1939. Atlanta is Won by Film of South. New York Times. 16th Dec.1939.)



Maximisation of film publicity for Gone with the Wind, launch in Atlanta 1939

Willis Paul, in Tench & Yeomans, (2006) *Exploring Public Relations,* Pearson Education, Harlow, p422

Hattie McDaniel

- Hattie McDaniel, played role of Mammy in film. The first African American to win an Oscar for her part. She did not attend the launch in Atlanta due to segregation.

Launch – changing discourse

- Hattie McDaniel, who later went on to win Oscar for Best Supporting Actress, did not attend as she was black and segregation was still widespread in the South and USA generally. (American Masters, PBS, 2012)
- She would have had to stay at a different hotel to the rest of the cast.
- Atlanta Mayor would not allow her photo to be in the special programme for the launch.
- She would later be the only American from cast to win an Oscar. Received her Oscar in 1940 for Best Supporting Actress. Even in Los Angeles, she would sit at a segregated table during the Oscars. (Lewis, A. 2004)
- (American Masters. The Grand Premiere. 2012. PBS. Online: http://video.pbs.org/video/2213646830 (2 min.30secs-3 min.30secs)

Issue of race

- Issue of race and treatment of African Americans and slavery in the book, film production and launch was a major issue.
- David Selznick and production team were well aware that book posed major problems
- Birdwell and publicity team developed stories during production for African American media
- Supportive comments about Ku Klux Klan and use of words such as “nigger” which were in the book were removed from film
- Demonstrations in some Black American communities when film first shown and at Oscar the following year
- Research on these themes only came to fore from 1960s onwards. Linking with growth of Civil Rights movement in the USA.

- (Leff, L. 1999. Gone with the Wind and Hollywood’s racial politics. The Atlantic Online.)
- (Lewis, A. 2004. Celebrating Hattie McDaniel, first African-American to win Oscar. The Progressive. Online: http://progressive.org/media_883mplewis)

Overview

- 1939 Atlanta film premiere was master class in film publicity techniques
- Since 1960s changing narrative about launch and African American actress Hattie McDaniel's non-attendance due to segregation is symbolic for wider re-evaluation of book and film around issues of race.
- **Provides co-creational insights into long term narratives with changing social and ethical perspectives**
- **How would a re-release of the film be handled today in publicity terms?**

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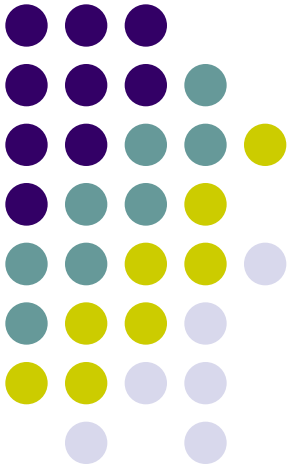
- Time Magazine, 1939. Gone with the Wind. 25th Dec.1939. Online: http://www.time.com/time/magazine/article/0,9171,762137-7,00.html

BP: A Century of Justification

Sian Rees

International History of Public Relations Conference 2013



Discourse

- Discourse as **active** in constructing social meaning (Jorgensen & Phillips 2002) / Wetherell (2001)
- Fairclough's **tripartite** view: material, social and mental world (Fairclough 2003)
- Foucoult's **orders of knowledge** (Foucoult 1970) – based on preliminary criteria
- **Local** discourse and **grand discourse** (Alvesson & Karreman (2011)

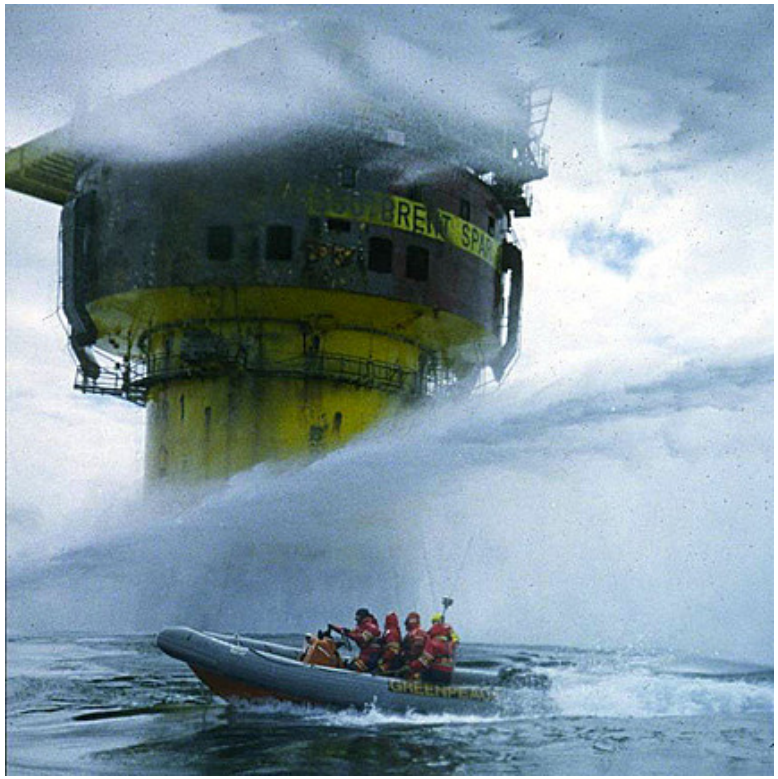
On Justification

- A framework for establishing ‘what the worth of the worthy consists and how a justifiable order among persons is established’ (Boltanski & Thevenot 2006:14)

On Justification

- Framework for justification
- Different orders of equivalence
- Principles of legitimate order
- Based on the nature of situations
- Common model of polity

(Boltanski & Thevenot 2006)



Common Polity Model

1. Inspired World
2. Domestic World
3. World of Fame
4. Civic World
5. Market World
6. Industrial World
7. (Projective World)

- A series of natural orders
- Set of acceptable equivalences and principles
- Equivalences provide an understanding of ‘truth’ for each world

(Boltanski & Thevenot 2006)

Contemporary Justification

Kotler (2011)	• Environmental imperative • Marketing 3.0 • Emotional, functional + third dimension
Davies (2011)	• Hedonia (utility) • Eudaimonia (Meaning)
Roper (2012)	• Business-led neo-liberalist discourse • VERSUS government-led sustainability and ecological modernism discourse

Recent Research on BP

- Harlow et al (2011) coded 413 paragraphs from response statements
- BP focused on compensation and how it would correct the problem
- Balmer (2010) comments on ‘aspirational positioning’
- Green ‘brand exuberance’ versus real life actions

Research aims

- Identify BP's justificatory discourse over time
- Map findings against key economic and sociological events and PR phases
  - Content analysis of media cuttings between 2009 and 2011 (spanning Deepwater Horizon incident)
  - Discourse analysis of 1958 edition of Our History published by BP
  - Semiotic analysis of 15 adverts from 1922 to 2012

Content Analysis

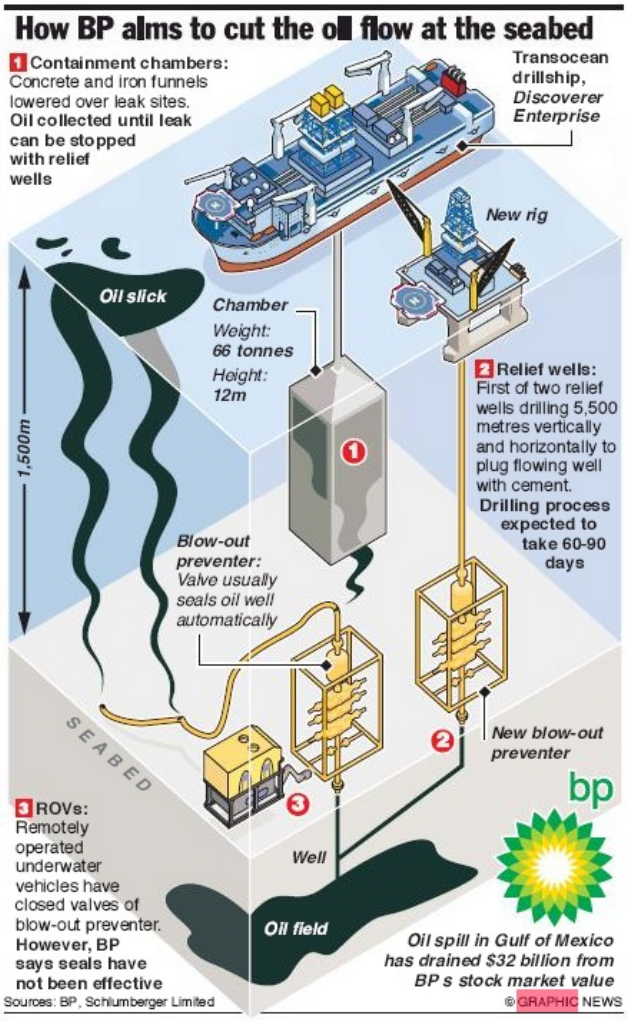
- 40 cuttings randomly selected between 27 July 2009 and 18 October 2011
- All mentioned the Gulf of Mexico disaster
- 40% highlight that 11 people died
- Third have direct BP quotes
- Narratives: value growth (25%), new oil fields (50%) and safety (45%)
- 42.5% neutral, 22.5% positive and 35% negative

Positive Financial Messages

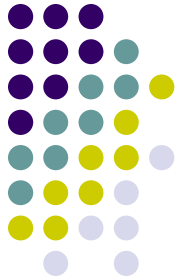
- ‘BP employs 96,000 people in 100 countries and accounts for £1 in every £6 received in dividends by British pension funds’ (Whittell 2010)

Corporate Descriptors

- Advanced technology (17.5%)
- Olympic sponsorship (7.5%)
- ‘frontier, difficult drilling’
- 22% used BP branded infographics

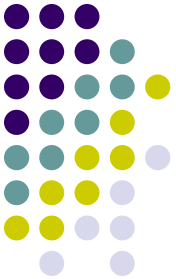


Discourse Analysis: Our Industry



- ***Our Industry***, first produced in 1947 by BP
- Describes functions of the industry and the company to '*show employees how their individual effort fits into the wider picture*' (1958:1)
- One mention of BP in first 100 pages
- BP positioned as in industry component
- Use of inclusive language and hyperbole – 'highly scientific business' (1958:8)

Our Industry: Themes



Industry as a system	• Externalisation of issues • Safety / distribution
Global	• Integrated global system • World output of oil
Vital nature	• Biblical reference / tone • Industry as essential

Semiotic Analysis

BP Advertising Themes

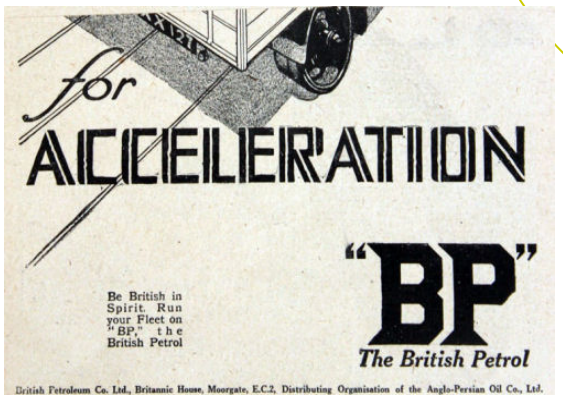
Message Consistency

Technology and science

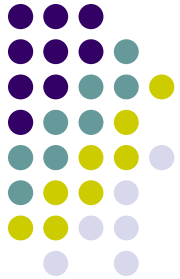
Investment

International

Market Orientation



BP's Principles of Justification



Civic World	• Financial investment for global advancement • 1958 social investment • Modern CSR advertising
Industrial World	• Highly technical • Opening up new 'difficult' oil fields
Market World	• Customer and product orientation