

THE PROCEEDINGS OF THE INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE 2013

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Presentations from speakers: Robertson to Xifra

Author(s), affiliation and email	Paper
Emily Robertson, University of New South Wales (ADFA)	A history of bad publicity: a reassessment of the ethics of First World War atrocity propaganda
Adela Rogojinaru, University of Bucharest	Rethinking PR: Epistemic tensions of The Public Relations Discipline
Kevin Ruck, PR Academy & Heather Yaxley, Bournemouth University	Tracking the rise and rise of internal communication from the 1980s
Dustin W. Supa, Boston University & Lynn M. Zoch, Radford University	The Rise and Fall (and rise again?) of media relations professionalism in the United States
Gareth Thompson, London Metropolitan University	The Coronation of Queen Elizabeth II and the appointment of the first public relations professional in the British Royal family
Jean Valin, Valin Strategic Communications, Fraser Likely, Likely Communication Strategies Ltd & Anne Gregory, Leeds Metropolitan University	The Global Alliance for Public Relations and Communication Management: Origins, Influences, Issues and Prospects
Donald K. Wright, Boston University	Public Relations: Profession or Craft? An Analysis Based Upon the Literature of Professionalism (Abstract)
Jordi Xifra, Pompeu Fabra University	Hidden (pre)history and unknown histories of PR: Contributions of French Annales School to public relations historiography

A history of bad publicity: a reassessment of the ethics of First World War atrocity propaganda in Great Britain and Australia

Emily Robertson, University of New South Wales, Canberra





Image 3. Norman Lindsay, Australia, chromolithograph on paper, recto, Detail: "The Thing we Fight", 'Our Reason for Entering the War', 1918

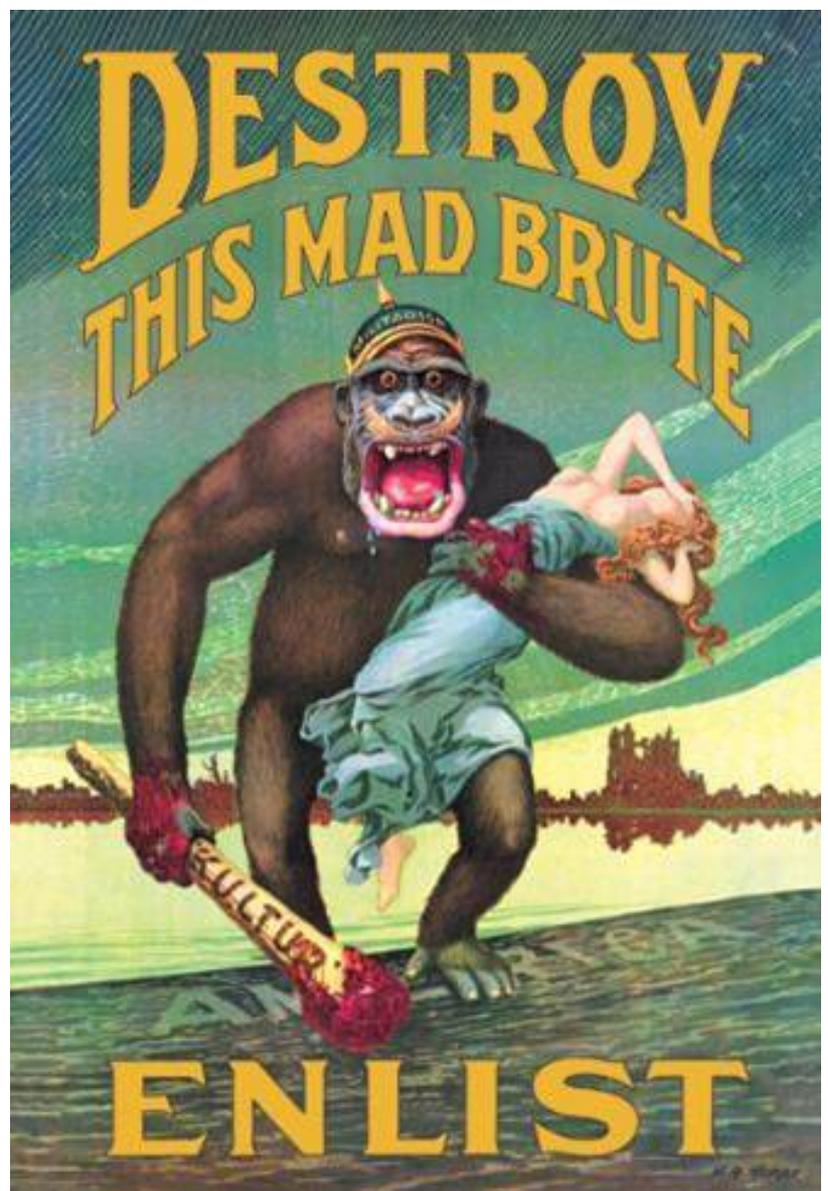


Image 4. H.R. Hopps, United States of America, Destroy this Mad Brute, chromolithograph on paper, 1917



SACRILEGE IN THE CHURCH AT AERSCHOT.

According to an official report concerning this Church: "In three doors, as well as that of the sacristy, have been more or less consumed. The altar, confessionals, harmoniums and candelabra are broken, the collection boxes are forced open, the wooden Gothic statues have been torn down. The floor was littered with hay." Another account states that the Germans stabled their horses in the Church.

The above drawing depicting the scene is by E. Mattonia, and is reproduced by permission of "The Sphere."

*Image 5. 'Sacrilege in the church at Aerschot', in *Everyman: Special Belgian Relief Issue*, November 1914, John Johnson Collection, Bodleian Library.*



Image 6. Norman Lindsay, *The Bulletin*, 'Puss, Puss', October 21, 1915, frontispiece

"PUSS! PUSS!"

The United States must keep out of this war, not to avoid trouble, but to lay the foundations of future peace.—PRESIDENT WILSON.

MEN OF BRITAIN! WILL YOU STAND THIS?



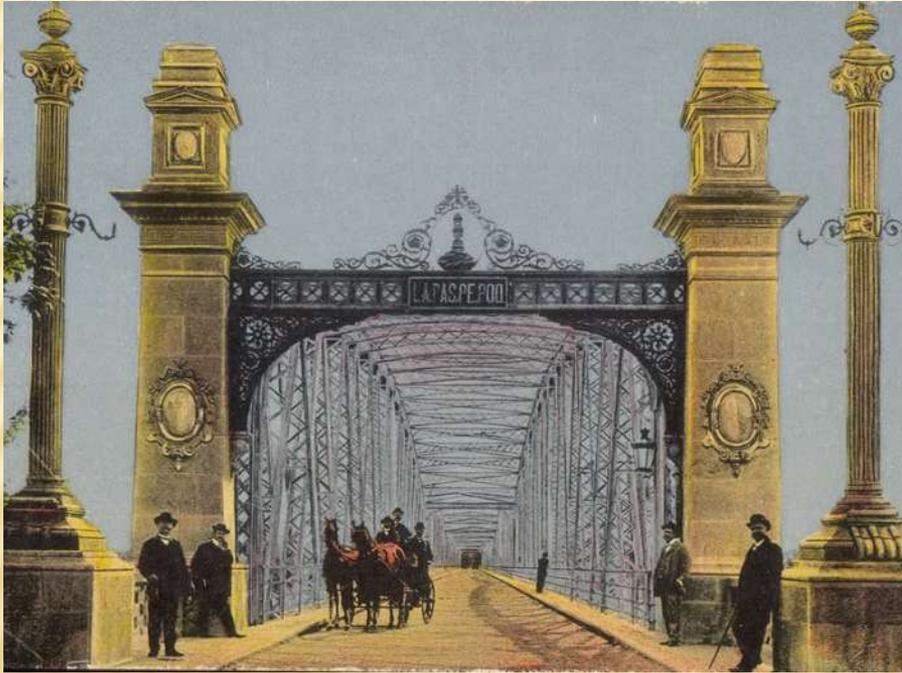
No 2 Wykeham Street, SCARBOROUGH, after the German bombardment on Dec. 16th. It was the Home of a Working Man. Four People were killed in this House including the Wife, aged 58, and Two Children, the youngest aged 5.

78 Women & Children were killed and 228 Women & Children were wounded by the German Raiders
ENLIST NOW

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RETHINKING *PR.*
EPISTEMIC TENSIONS
OF THE PUBLIC RELATIONS DISCIPLINES.

THE BRIDGE OVER THE RIVER OLT (ROMANIA).



THE BRIDGE OVER THE RIVER OLT (ROMANIA). POSTCARD



METAPHORS OF PUBLIC RELATIONS

AIMS OF DISCUSSION

- ✘ Re-examination of the discipline from the humanistic angle;
- ✘ Expand the margins of the PR discipline towards similar hybrid disciplines such as cultural history.
- ✘ Reconsidering the “public” roots of the relations, namely the “public man” and his public history.

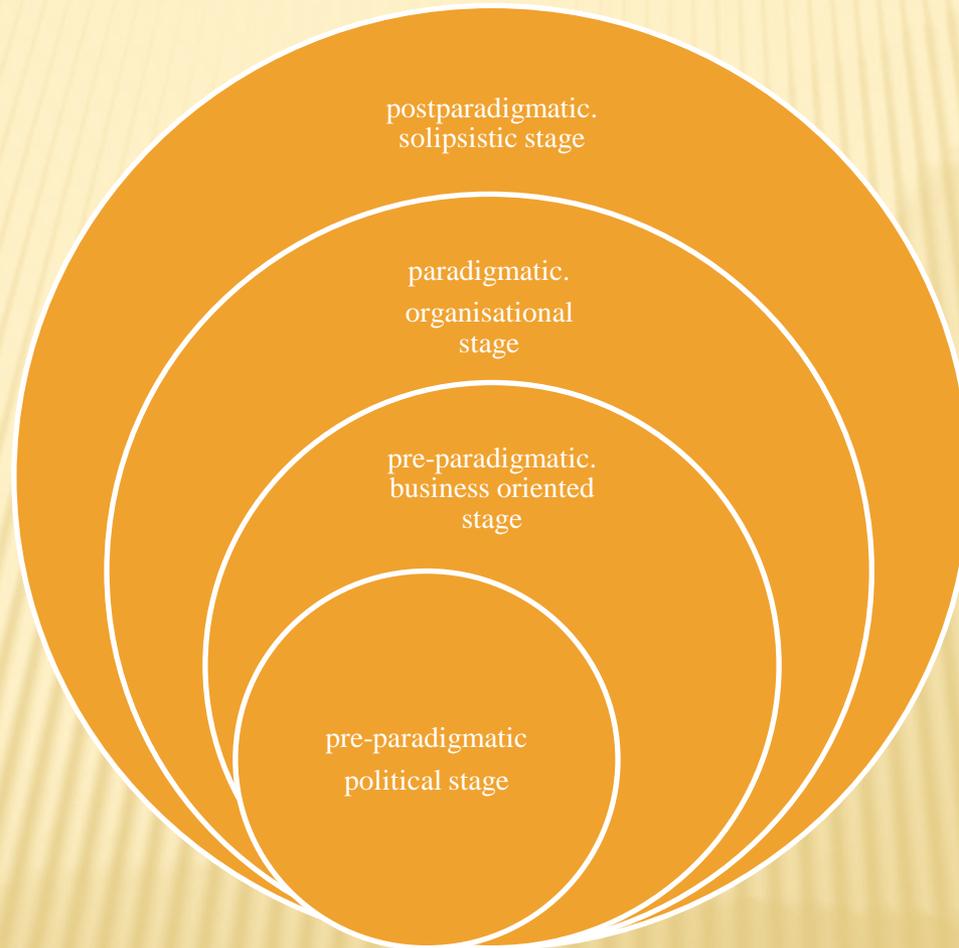
COSNTRUCTION OF THE FIELD : MIGRATION OF PR FROM PUBLIC TO BUSINESS RELATIONS

- ✘ Early considerations of PR to business were neither exclusive nor privileged.
- ✘ The main change occurred at the level of the object of study: the scientific focus shifted from the blurring domain of *public* opinion to the firm areas of industrial *relations*.

FROM ORGANISATIONS BACK TO *PUBLIC INDIVIDUALS* (!)

- ✘ Contemporary publics no longer operate in a larger open space or *arena*, mutually recognised and shared, but in a mutually accepted hidden area or *façade* (in which the private space is fabricated and disclosed to a certain degree to others). This form of acknowledging the presence of others or recognising the *otherness* assists in changing the current definitions of public relations.

THE PALIMPSEST MODEL OF PUBLIC RELATIONS' DISCIPLINES: FOUR LAYERS OF PARADIGMATIC CONSTRUCTION, FOUR PHASES OF THE EVOLUTION OF THE FIELD OF STUDY.



INTERDISCIPLINARY PARADIGM: PUBLIC RELATIONS AND POPULAR CULTURE

- ✘ Public relations would be defined as the *discipline of aggregation of individual and groups' fragmented voices and interests in order to reach a coherent line of action towards a common goal.*

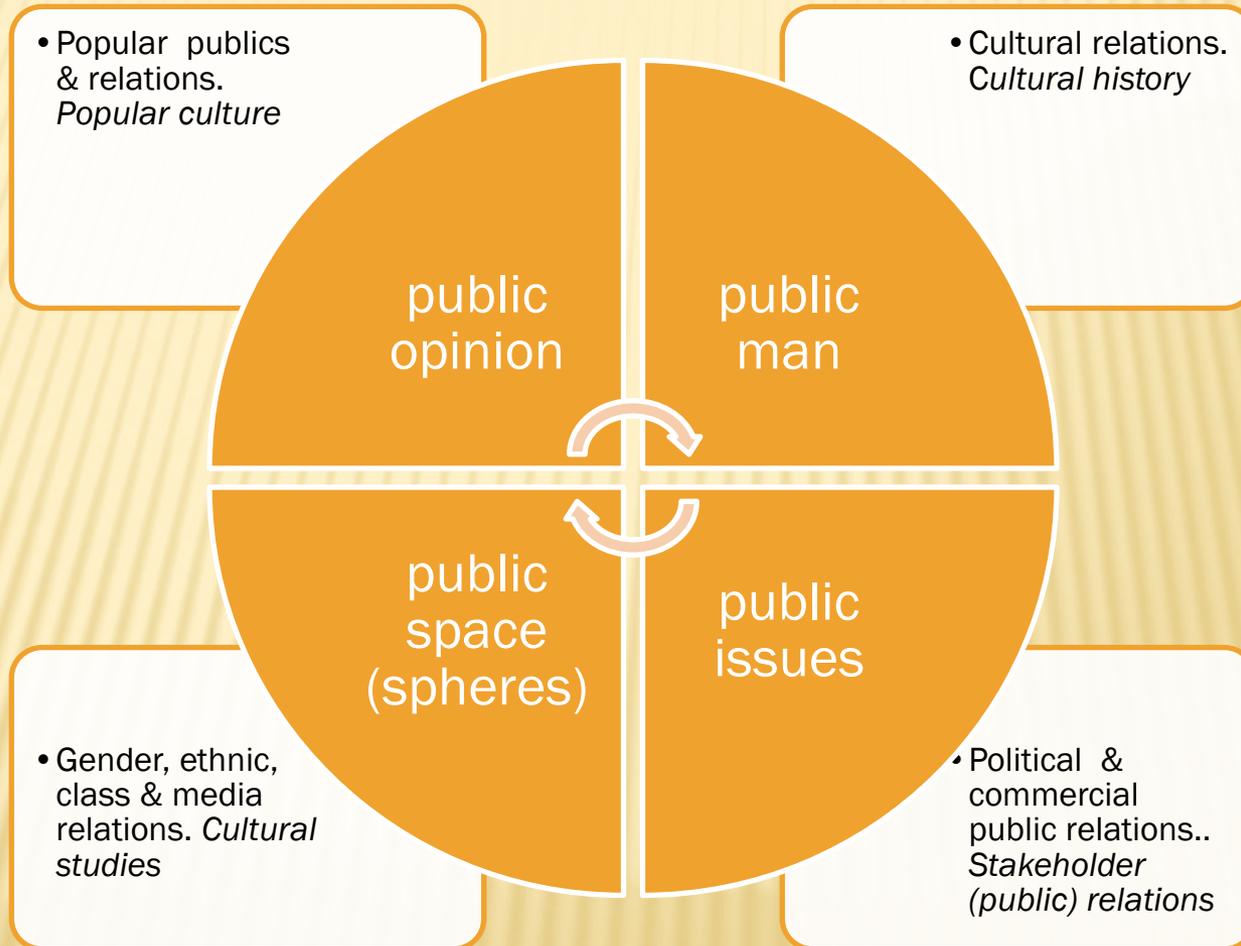
INTERDISCIPLINARY PARADIGM: PUBLIC RELATIONS AND CULTURAL STUDIES

- ✘ Public relations represent the *discipline of institutionalising relationships and discourses that are commonly practiced in the society by mutual and tacit agreement.*

INTERDISCIPLINARY PARADIGM: PUBLIC RELATIONS AND CULTURAL HISTORY

- ✘ Public relations as *the discipline of exchanging cultural values and lifestyles with the purpose of acquiring the mutual recognition of the public presence of defined parties or entities in certain contexts and époques.*

THE INTERDISCIPLINARY MODEL OF PUBLIC RELATIONS' DISCIPLINES: INTERSECTIONS OF THE OBJECT OF STUDY.



MARGINAL (CREATIVE) TENSIONS OF THE PUBLIC RELATION DISCIPLINE.



FINAL REMARKS

- ✘ Public relations discipline has the structure of a *palimpsest* in which various texts and discourses co-exist more in difference than similarity.
- ✘ The object of study, which is *public relations*, is constructed at the *intersections* of many social sciences. Therefore the field of public relations represents a new science whose boundaries change continuously.
- ✘ Public relations should not only progress in terms of new concepts and methodologies, but should also be emancipated from the constrained field of business and corporations. That PR practice will continue to serve organisations, it is self-evident. The scientific boundaries should however exceed the core-practice in order to stimulate more complexity and *interdisciplinary* reflections in the field. The discipline should capitalise on the value of creative tensions on its boundaries.

Tracking the rise and rise of internal communication from the 1980s

Kevin Ruck The PR Academy 

Heather Yaxley – Bournemouth University

Aim

Determine whether internal communications reflects continuous historiography with distinct phases or if it has been influenced by 'critical incidents' either within or outside the field



Phases

Pilkington (2012)
[aligns to Grunig & Hunt 1984]

Entertaining

Informing

Persuading

Engagement

Pre-1960s

1960s to

1980s to

21st
century

Smith & Mounter (2008)
[draw on Brandon 1997]

Industrial relations

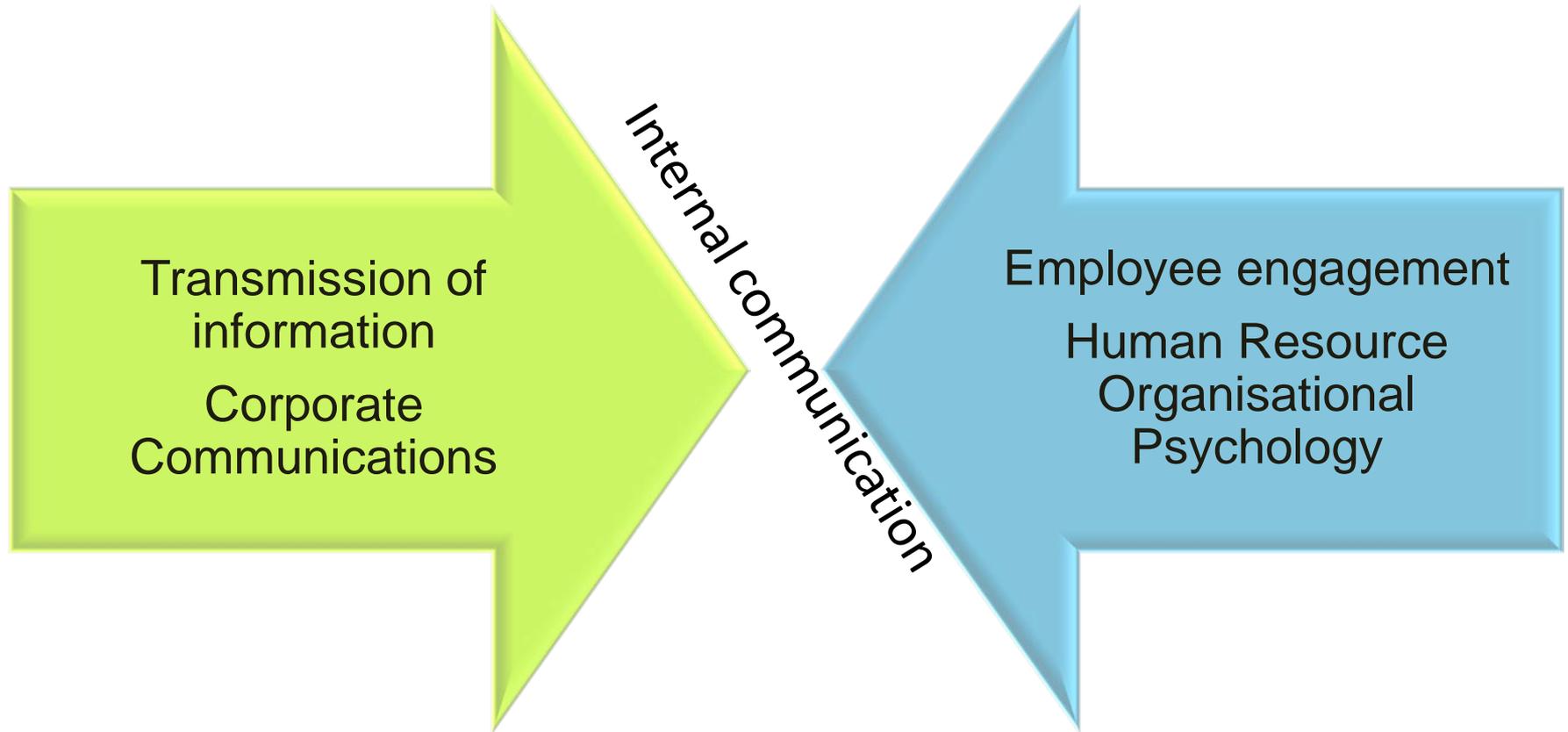
Realistic journalism

Marketing

Listening/contribution



Conceptualisation



Introducing the employee publication

- Product of industrialised society
- Early examples show employees engaged in creating and contributing
- Publications reflected management voice
- Developed as global phenomenon
- Growth >1900 – fell 1930s – grew < 1940s



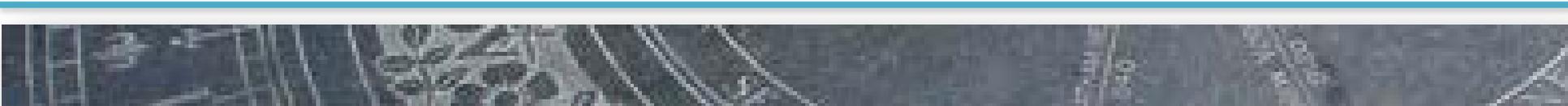
Propaganda or freedom: the editorial dilemma

- Recognition of employee relations
- Industrial paternalism – anti-unionism
- Efficiency of communication valued by newly established personnel functions
- Employed journalists as industrial editors
- Sought freedom in professional status
- Diminished input of employees

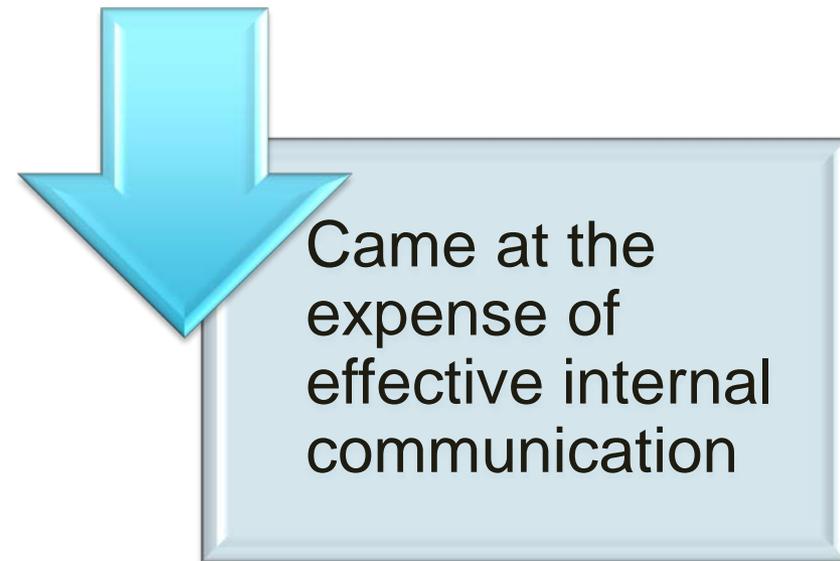


Beyond the journalistic focus

- Heron 1942
 - Employee communications is “a two-way sharing of information; it is not a persuasion or propaganda campaign; it requires the freedom and opportunity to ask questions, get answers and exchange ideas”
- D'Aprix 1979
 - Positioned communicators as “proactive foreshadowers and interpreters of change” rather than reactive journalists or reporters of news

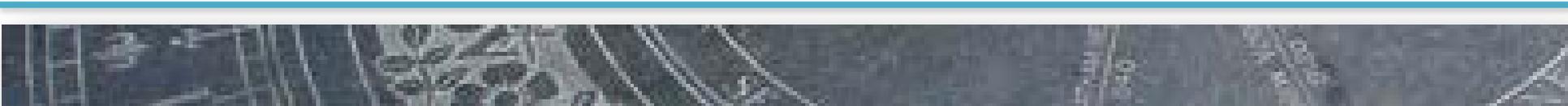


Into the 1980s



1980

- Parsloe (1980, p.19)
 - CBI emphasised it was management's job to communicate to all employees and it was “dangerous” to rely on the unions to communicate management's message
- Holmes (1986)
 - only 34% of shop floor workers believed that management cared about the welfare of employees.



House organ domination

- The house journal still dominated practice in the 1980s
- Parsloe (1980) correctly predicted there would be considerable attitude barriers to be overcome before new methods of employee communication would be introduced.
- The question of editorial freedom is raised again by Bland (1980, p.60) who advises that the company newspaper “must have a high degree of editorial freedom...”



Planning required

An Institute of Directors (IoD) survey in 1989 found that in companies with more than 1,000 employees

80%

had some sort of planned communication system

**↑ of 30%
in 5 years**



1992-97

- Clutterbuck and James (1997)
 - Argued internal communication function was one of the fastest growing management disciplines.
 - also observed many in-house practitioners had yet to get across the message that internal communication is a pervasive process on which successful business strategy depends.

2/3

In the U.K., it was claimed two-thirds of internal communication departments formed between 1992 + 1997.



1995

Brobyn (1995) continues to argue the case for the value of house journals, in spite of the growth in use of email, videos, interactive computers and CD-ROM systems, grandly claiming that the house journal could help make a good company into a great one.



1995

Wright (1995) recommended that public relations executives recognize their ability and responsibility to function as agents of change in the corporate workplace making certain their organisations communicate honestly and regularly with employees on topics the rank-and-file workers consider important.



Where's the feedback?



Smythe (1997) points out that the role of real-time listening is a central part of the psychological good health of an organisation.

Engagement Movement established

- MacLeod and Clarke (2009, p.9) conclude that that engagement is broader than individual job factors, it is a “workplace approach designed to ensure that employees are committed to their organisation’s goals and values, motivated to contribute to organisational success”.



Engagement

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graph TD; L[LEADERSHIP] --- C[COMMUNICATION]; EM[ENGAGING MANAGERS] --- C; V[VOICE] --- C; I[INTEGRITY] --- C; C --- E[Engagement];
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LEADERSHIP

Provides a strong strategic narrative.

ENGAGING MANAGERS

Facilitate and empower.

VOICE views are sought out; people see that their opinions count.

INTEGRITY Behaviour is consistent with stated values.

COMMUNICATION

MacLeod and Clarke (2009) Engaging for Success

New millennium

- According to Miller (2012), 55% of internal communication practitioners in the U.K. believe they are expected to have a good understanding of social media and an additional 33% felt they are expected to 'know all about' social media.
- However, a pilot study in Europe (Friedl & Vercic, 2011) suggests that digital native employees still prefer more traditional channels, such as e-mail newsletters, intranet news, and employee meetings

55%

+

33%

=

88%



Multi-directional rhetorical practices

Huang et al. (2012) observe, internal social media enables multi-directional rhetorical practices but the extent of participative behaviour by employees is determined by dominant norms.

Confidence and trust is a prerequisite, not just trust in the technology but in the intentions of management as well.



Professionalism

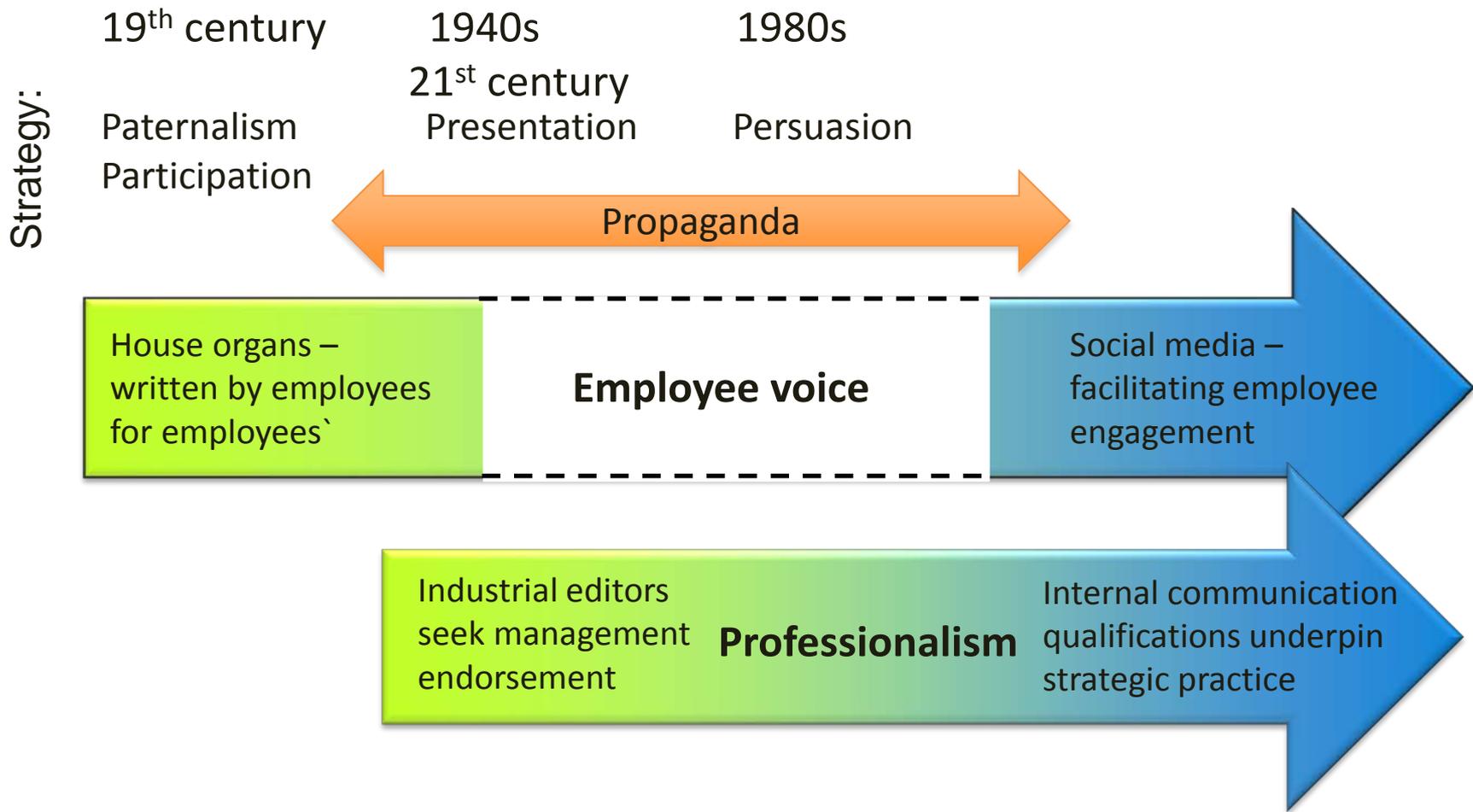
- 2000** Kingston University launched first post-graduate diploma
- 2008** CIPR launched Certificate
- 2009** CIPR launched Diploma
- 2008-9** IoIC launched Foundation and Advanced Certificate
- 2012** University of Central Lancashire launched MSc



Measurement



In 2012, a dedicated internal communication measurement matrix was published by CIPR Inside as a framework for best practice, incorporating outputs and outcomes in the following areas; channels, content, conversations, voice, sentiment, behaviour, and ROI.



Tracking rise of internal communications - Voice, Professionalism and Propaganda
 Ruck, K. & Yaxley, H.M.L. (2013)



THE RISE AND FALL (AND RISE AGAIN?) OF MEDIA RELATIONS PROFESSIONALISM IN THE UNITED STATES

A proposed taxonomy for historical assessment

Dustin W. Supa
Boston University
&
Lynn M. Zoch
Radford University

The Modern Practice of Media Relations

- ▣ The growth of social media allows organizations to engage directly with publics
- ▣ Research (and practice) shows that media relations is still considered a primary function of public relations
- ▣ Multiple benefits to media relations practice – but not immune to criticism
- ▣ Traditionally an adversarial relationship exists – but this was not always the case

“There have been press agents almost as long as there have been newspapers. They existed in the United States during the 18th century, and probably earlier in England.”
(Pimlott, 1951)

A proposed taxonomy for media relations history
in the United States

Three stages of growth have set the stage for
practice in the United States today

The First Era: The Protohistory

- ▣ Approximately 1690 – 1831
- ▣ Best defined as the era in American media relations that encompasses the early development of media, where the publisher and publicist are one and the same, with a fairly small audience and very limited (if any) feedback.
- ▣ Concerns of professionalism were nil, decisions made to align with goal accomplishment
- ▣ Key figures include early revolutionists, Ben Franklin, Sam Adams, Paul Revere

“Adams was to the communication dimension of the Revolutionary War what George Washington was to the military dimension. Adams recognized the value of using symbols like the Liberty Tree that were easily identifiable and aroused emotions. Adams also used slogans that are still remembered, like “taxation without representation is tyranny.” Because he got his side of the story to a receptive public first, shots fired into a group of rowdies became known as the “Boston Massacre.” Adams directed a sustained-saturation public relations campaign using all available media. He staged the Boston Tea Party to influence public opinion.”

(Lattimore, et al, 2004)



Print by Benjamin Franklin designed to encourage colonies to unify.

The Second Era: The Rise of the Press Agent

- ▣ Approximately 1833 – 1945
- ▣ Best classified as an era of growth for both public relations and journalism, and trial and error with regard to professionalism in the relationship between the professions
- ▣ This era set the stage for modern practices, and practitioners
- ▣ Delineation between publicity and public relations – best exemplified by practitioners P.T. Barnum and Ivy Lee

The rise of a distinction

P.T. Barnum

“Yes, without printer’s ink I should be no bigger than Tom Thumb.

“I am indebted to the press of the United States for almost every dollar I possess and for every success as an amusement manager which I have ever achieved”

Ivy Lee

“Tell the truth, because sooner or later the public will find out anyway.”

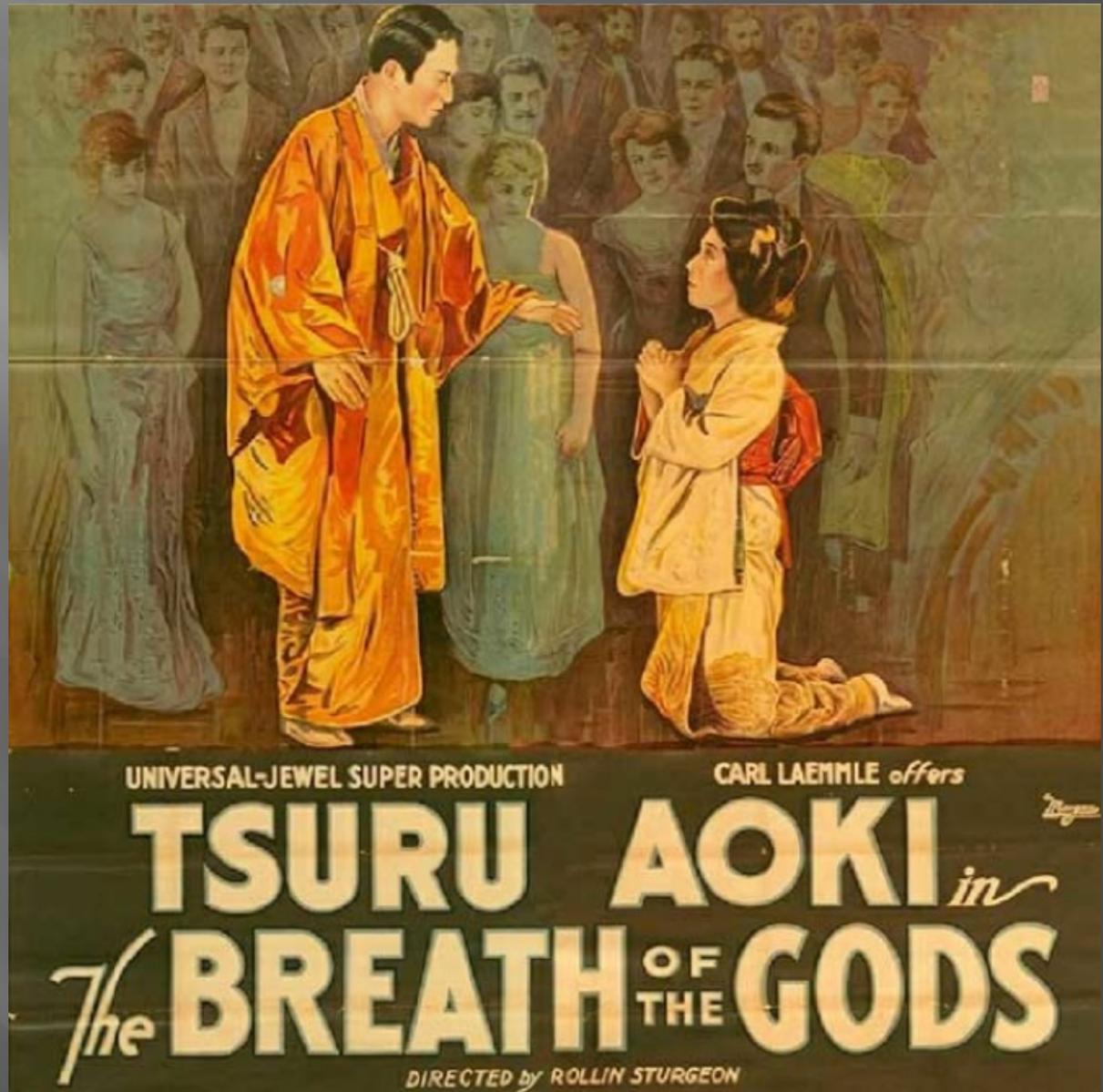
“The people now rule. We have substituted for the divine right of kings, the divine right of the multitude. The crowd is enthroned.

Between Public Information & Ballyhoo

On the evening of July 18, 1920, a man walking through New York's Central Park said he heard a splash and found a woman's handbag and hat on the ground near a large lake. The woman was named Yuki Onda, and a letter in her hotel room seemed to explain why she committed suicide; she had fallen in love with a US Navy officer who would not marry her. Using lanterns, spotlights, and rowboats, police dragged practically every square inch of the lake but failed to find her.

Yuki Onda Found!

On July 26, a critic for The World shed significant light on the case.



The Third Era: The Modern Era

- ▣ Starting at the end of World War II through today
- ▣ Characterized by massive demographic changes, the rise of professional societies, formal education, growth in technology
- ▣ Further characterized by separation by Barnum-esque ballyhoo and Lee-type public relations
- ▣ Ethics and professionalism more normalized – limits drawn on blatant attempts at publicity, but integration and acceptance of some publicity tactics

A changing name for a changing practice

“In 1935, there were still only ten public relations counselors in the New York telephone directory as compared with 76 “publicity service bureaus.” By 1939, there were 74 as compared with 120, but the publicity category continued to be the more numerous until the war. In 1948 there were 336 entries under public relations and 232 under publicity. Both groups had grown in spectacular fashion, but public relations firms were increasing in number more rapidly than publicity bureaus.”

(Pimlott, 1951)

A look at the proposed taxonomy

Protohistory
1690-1830



The Rise of the Press Agent
1833-1945



Publicity

- ▣ Barnum influence
- ▣ Use of Ballyhoo
- ▣ Media as a tool
- ▣ Sports, entertainment industry

Public Relations

- ▣ Lee influence
- ▣ Information-sharing
- ▣ Media as a partner
- ▣ Corporate, organizational

Discussion points

- Tactics in modern media relations are blended between ballyhoo and public relations – with each side borrowing from the other. We may not see elephants on Main Street anymore, but we will watch any number of awards shows each year.
- The relationship between practitioners and journalists is fluid, but has an underlying core of distrust, brought about because of tradition.
- Professionalism in media relations belongs to each generation. Making a 140 character statement would have been rude 100 years ago, today, it is expected.
- Changes in technology don't redefine the field, but they do necessitate adaptations in media relations.
- The main difference between public relations and publicity lie not only in the tactics, but in the goals of the communication.



The Coronation of Queen Elizabeth II and the appointment of the first public relations professional in the British Royal family.

**Gareth Thompson
London Metropolitan
Business School**

G.Thompson@londonmnet.ac.uk

Introduction

2013 is the sixtieth anniversary of the Coronation of Her Majesty Queen Elizabeth the Second of England on 2 June 1953.

This original research aims to describe the circumstances which led to the appointment of the first public relations professional in the Royal Household against a background of social and technical changes, which is reflected in new demands from media.

The research draws on the personal files of Sir Thomas Fife Clark, Sir Jock Colville and Lord Swinton, which are held in the Churchill Archives Centre at Churchill College, Cambridge.

Literature review

The relevant literature spans UK history, public relations history, media history.

Despite a rich literature on the history of public relations in Britain, there is no explicit reference to Royal public relations for this period.

Sir Thom Fife Clarke (himself at the centre of this episode) only refers once to the Royal Family in his own book, in the chapter on the Central Office of Information, in which he describes a visit to the Central Office of Information by HM the Queen.

Literature review: PR practice

The source material reveals a Royal PR operation which is not synchronised with the media nor with contemporary PR practice as described by L'Etang (2004), for example.

L'Etang also identified the “colonial associations.” (p93) of political communications at this time of decolonisation.

“The term ‘public sector’ covers a wide range of institutions and organisations which are funded from public taxation and are there to serve a public purpose.”

“Since 1946, communication for government, government departments, agencies and non-departmental public bodies has been undertaken by civil servants who are politically neutral and whose role is to provide information about and to explain their work.” (Gregory, 2011)

Literature review: Media changes and global dimension

The potential of radio and television relating to the coronation echo the words of Stephen Tallents (1932,1955) in his pamphlet, *The Projection of England*.

He suggested that new techniques for communication should be fully understood and mastered because they affect how “a nation would be truly known and understood in the world.”” (p36).

“Be on the watch for material which can be turned to the advantage to England overseas.....be in close touch withchannels at home and abroad, through which the material...can be projected.”

(Tallents, 1932)

Literature review: Media and technology changes

Marshall McLuhan (1964) wrote that electronic media has a powerful transforming effect on social time and space (technological determinism and medium is the message)

The nature of media technologies affect/determines the ability of states and brands to project power

Communications technologies create a global village of shared events and media



The New Queen: 1952-1953

Prime Minister, Winston Churchill defines the Queen within the frame and metaphor of cinema:

“All the film people in the world, the premier rhapsodised to Lord Moran, ‘if they had scoured the globe, could not have found anyone so suited to the part.’”

Buckingham Palace, courtiers and politicians were resistant to the idea of Royalty as a “vehicle for entertainment”



Royal Public Relations before 1953

Press matters were handled by one press secretary working for the King, Commander Richard Colville.

He hated the press and they hated him:

“An unbending ex-naval officer with no knowledge of the press, which he treated with a combination of distrust and lordly contempt.

He helped to inspire the view that the Palace owed the press nothing and that it would be better if the newspapers confined themselves to publishing official handouts.”

Pimlott (2002)



Royal Public Relations before 1953

When Princess Elizabeth became Sovereign on the death of her Father, she was in Kenya, with no press support in the entourage.

The courtier travelling with the new Queen and Prince Philip, private secretary Martin Charteris, simply asked the media to stand back and not take pictures as the Royal party left for the airport – and all complied.

“An alliance of proprietors and readers and the complicity of editors and journalists ensured that the media would regard anything that was potentially embarrassing to the Royal family as untouchable.”

Pimlott (2002)

Royal Public Relations before 1953

The media/public/Royal complicity gave Buckingham Palace and especially the dour figure of Commander Colville a negative power.

“Taking public enthusiasm and saccharine press coverage as a royal right – and indeed deriving satisfaction from it – the Court felt no obligation to give anything in return or to feed the loyal appetite for innocuous details which, in Coronation year, became a compulsive hunger.” (Pimlott, 2002)

The ‘privacy’ injunction applied with equal force to television. If the BBC wished to film the Queen live, it should seek his (Colville’s) permission first. It was also announced that nobody would be allowed to film any of the royal residences internally or externally before the end of the year.

The 1953 Coronation



The 16th Duke of Norfolk, as Earl Marshall, was responsible for organising the Coronation ceremony.

He and other aristocratic courtiers soon struggled with the demands from media for more access and pictures of the Queen during the Coronation – demands which were themselves driven by social, technological and media changes.

1953 Coronation

The media complaints had a social and technological dimension:

Social

1. A more egalitarian approach by media led to demands for access and for close up pictures
2. The deference to officials in the Royal Household started to erode. There were representations made behind the scenes by editors in the UK.
3. Print, radio and television journalists from North America became openly assertive in requesting visual access and swift onward transmission of pictures from the event – and were followed by UK editors.

1953 Coronation

The media complaints had a social and technological dimension:

Technical

1. Impatience with the gentlemanly amateurism of the courtiers' public relations skills in handling the demands of media technologies – primarily television and anxiety about close-up in particular - but also photography.
2. One Canadian journalist wrote directly to the British Prime Minister, Winston Churchill, invoking his wartime service as a bomber pilot to ask that pictures for his paper be put on one of the three planes tasked with transporting the television film of the event across the Atlantic the moment the ceremony was over, (FICA 2/4/1)

1953 Coronation

Demands for a more professional public relations operation were subtle at first and involved lobbying behind the scenes by editors.

The chorus of dissent reached a peak with open representations being made to the Minister of Works at a press conference in late 1952, with which Sir Thom Fife Clarke was working.

This led to the appointment in November 1952 of an ex-journalist, R.G.S (Bob) Hoare as Chief Information Officer in the Earl Marshall's office to handle public relations relating to the Coronation.

Bob Hoare was an experienced Fleet Street press man known to several editors personally

1953 Coronation

The Newspaper World report on the appointment noted that:

“Considerable satisfaction was being felt in newspaper offices this week at the action taken by the Earl Marshall’s office in appointing a fully-qualified journalist and public relations officer to take charge of the Press inquiries regarding Coronation matters.”(Anon, 1952)

There are also formal letters in Fife Clarke’s files (FICA 2/4/1) from editors of UK national papers to the Earl Marshall congratulating him on the decision to appoint Bob Hoare.

He went on to support the broadcast media with an operation to get print and television pictures across the globe as quickly as possible, with almost 100 Police cadets drafted in to act as motor bike couriers

Media Coverage: A determinist viewpoint

BBC radio had a global dimension and an element of “projection” in its tone.

It was titled: *Coronation Day Across the World*

“As dawn swept across the world today, it found everywhere the Commonwealth peoples and their friends preparing to celebrate. Allay long those celebrations have been going on all. Now, night has fallen over half the world and soon night is falling here in London.

Soon Coronation day will be over.

All the way round the world they are waiting to greet the Queen. The Queen who is in their thoughts and in their hearts.

We tonight are going round the world to listen to those people and voices....

Media Coverage

An estimated 27 million people out of a population of 36 million watched the live broadcast in Britain and the number of people owning television sets doubled in 6 months.

In the United States, 55 million - around one third of Americans – watched the broadcast the next day or tuned in for photographs accompanied by radio feed.



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L'Etang, J.,(2004). Public Relations in Britain: A History of Professional Practice in the 20th Century. London: Lawrence Erlbaum Associates.

Pimlott, B. (2002) The Queen: Elizabeth II and the Monarchy. London: HarperCollins.

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The papers of Sir Thomas Fife Clark, Churchill Archives Centre. Churchill College, Cambridge.

(FICA 2/4/1)

The Papers of Sir Jock Colville, Churchill Archives Centre. Churchill College, Cambridge.

The Papers of Philip Cunliffe-Lister, First Earl of Swinton, Churchill Archives Centre. Churchill College, Cambridge



The Global Alliance for Public Relations and Communication Management: Origins, Influences, Issues and Prospects

Jean Valin, APR, FCPRS

Professor Anne Gregory, PhD, FCIPR

Fraser Likely MA, APR, FCPRS

Overview of GA and its origins

- Formation years: 1997 to 2002
- Collaborative effort had a difficult birth
- A product of and contributor to globalisation
- Today GA is the largest PR body in the world
 - Over 67 associations and institutions represented
 - More than 170,000 members can be reached
- Established global standards
- Co-created advocacy platforms: Stockholm Accords and Melbourne Mandate



Research areas

- Drivers to the formation of this new global body
- Influences and issues surrounding formation
- Describe competing visions
- Document oral history and record formation events
- Examine previous attempts at Global Federation
- Discuss prospects and issues



Methodology

- Qualitative research
- Literature and document review
- Interviews with key actors
- Authors own experience as GA leaders during and after formation

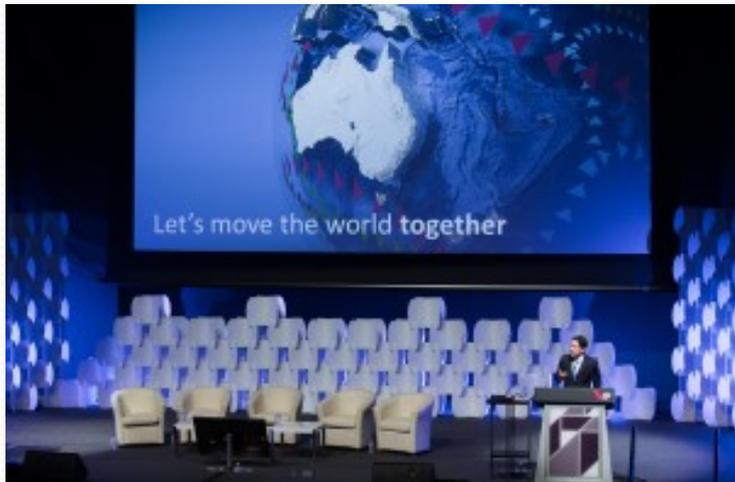


Findings

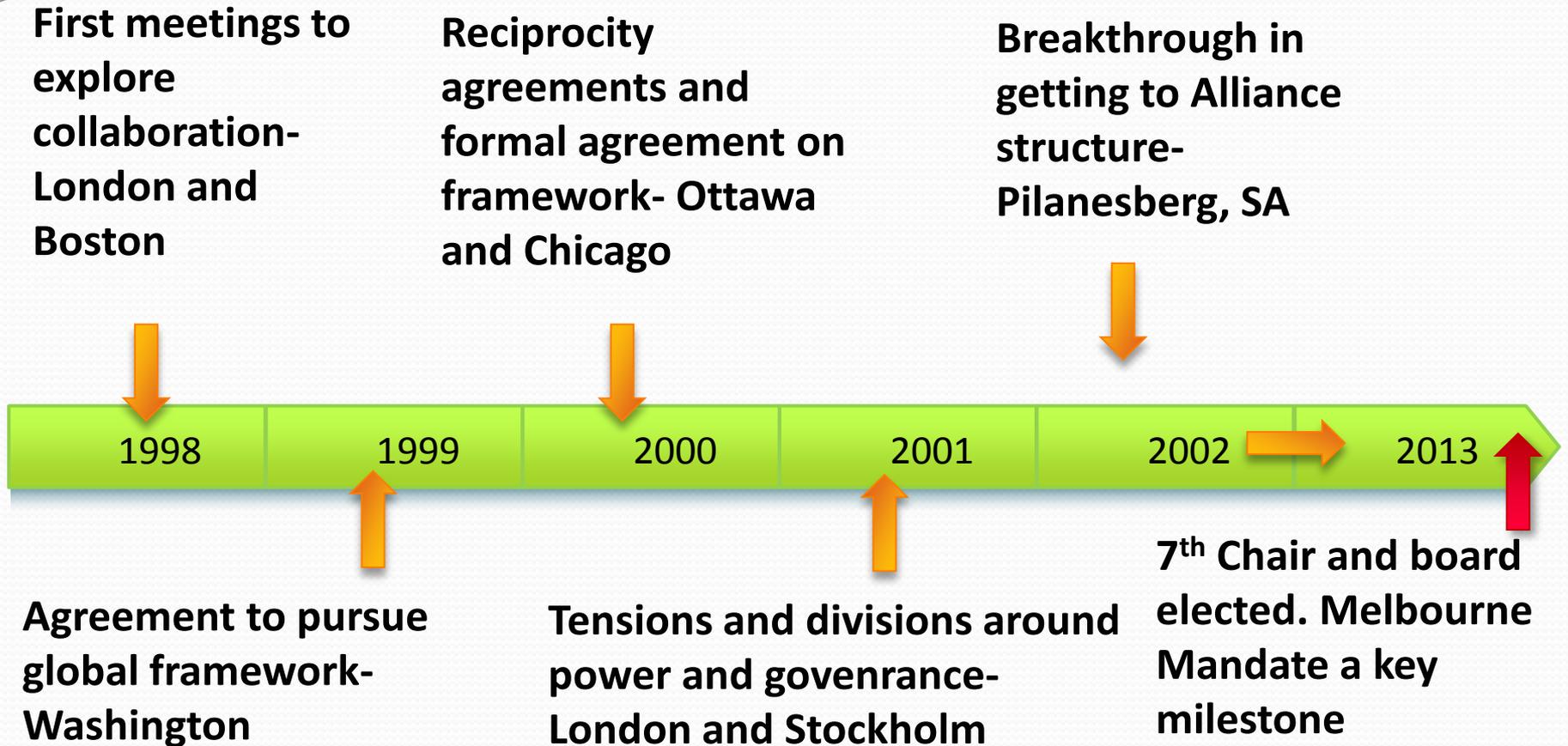
- Associations wanted to work together but went about it differently
 - IPRA tried forming a global federation for last 40 years but abandoned
 - IABC was seen as a competitor and threat to national associations
 - PRSA outlined a bold vision for a Global Institute
 - IPR wanted to export its professional development programs
 - Several concurrent collaborative initiatives: Reciprocity, mutual recognition between national associations

Globalisation push

- Part of a trend
- GA followed the model of centre pushing out to peripheries
- Setting standards a natural outcome of globalisation



Timeline of key events-Formation of Global Alliance



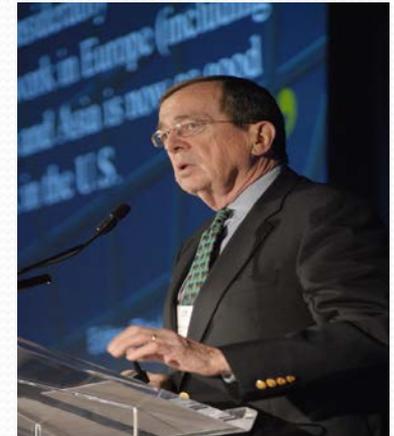
The determination of a few key individuals and general agreement by associations on objectives mission and vision kept the leaders focused on overcoming issues and challenges to formation

Issues and challenges

- IABC seen as competitor yet was needed at the table
- IPRA was ambivalent and felt disrespected by PRSA which it perceived as driving the alliance
- Vision of 'One profession-One voice' was a rallying call yet it created unintended challenges for diversity
- Original financial structure was unstable. Model has been adjusted
- GA policies created a seamless membership offer for 170,000 professionals

Drivers

- Globalisation
- Growth of national associations
- Professionalization of profession
- Global advocacy



Discussion

- GA punches 'above its weight'
- Global standards-its best achievements
 - Ethics, credentials/designation, curriculum
- Profile is lower than it should for global body
- Financial stability now within reach



Discussion



- Still striving to depart from its western centric origins
- Need for more robust engagement from members
- Need to reach out to smaller associations and make room for other voices and approaches

Conclusions

- GA now an established forum for collaboration and co-creation
- Time to examine its operating and governing model
- Build on success of global standards and advocacy platforms

THE COMMUNICATIVE ORGANISATION

CHARACTER



**DEFINING DNA
INFLUENCING
REPUTATION
BUILDING BRAND**

RESPONSIBILITY



**ETHICS
CITIZENSHIP
SUSTAINABILITY**

CULTURE



**LISTENING
ENGAGING
REPORTING**

EVOLUTION



**THE MELBOURNE
MANDATE**

Future research

- Examine the role GA could play by aligning with other areas of global collaboration
- Examine the impact that GA has had on the professionalization of public relations
- Examine the value GA brings to its broader membership base



Public Relations? Profession or Craft?

An Analysis Based Upon the Literature of Professionalism

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**International History of PR Conference
Bournemouth University - 24 June 2013**

Aims and Goals of the Paper

- Discuss various qualities of a “profession.”
- Examine differences between a “profession,” “occupation,” “trade” and “craft.”
- Define “traditional professions,” “semi-professions,” etc.
- Research method is historical/critical analysis.
- Examine the work of noted scholars who have studied “professions” and “professionalization.”
- Take a critical look at how public relations stands up to requirements for being a profession.
 - Intellectual, learned, practical, providing a unique and essential service, guided by altruism, etc.
- Discuss the various definitions of public relations.
- Examine criteria suggesting Public Relations is a profession.
- Examine criteria suggesting Public Relations is not a profession.
- Explain the uniqueness of Public Relations in this debate.

Scholarly Works Examined

- Abraham Flexner
- Thomas Caplow
- A.M. Carr-Saunders
- P.A. Wilson
- Paul Dressel
- Amitai Etzioni
- Abraham Kaplan
- Myron Liberman
- T.H. Marshall
- Howard Wilensky
- Edward Engberg
- Kenneth S. Lynn
- William J. McGlothlin
- R.H. Tawney
- Howard M. Vollmer
- Donald L. Mills
- Charles R. Wright
- Morris L. Cogan
- Edward Engberg
- Jack M. McLeod
- Searle E. Hawley, Jr.
- Alan Whitehead

Criteria Determining A Profession

- **Intellectual**
- **Learned**
- **Practical**
- **Guided by altruism**
- **Organized into groups or associations for professional purposes**
- **The technique must be communicable by education**
- **Raw materials drawn from science and learning**
- **Perform essential service**
- **Practitioners have broad range of autonomy**
- **Greater emphasis on service than private economic gain**
- **Have a comprehensive self-governing organization**
- **Must have an enforced Code of Ethics**

Criteria Determining A Profession

- **Must have a Body of Knowledge**
- **Based upon a systematic Body of Theory**
- **Must deal with matters of great urgency and significance**
- **Having techniques or skills that can be taught**
- **Must involve problem solving**
- **Must have an intellectual base**
- **Must have a broad range of autonomy**
- **Have a comprehensive self-governing organization**
- **Needs community sanction**
- **Requires a professional culture**

A Problem of Definition

- How do we define “profession.”
- How do we define “public relations.”
- What are the “traditional professions?”
- What about “professionalization?”
- What about “semi-professions?”

Prof. Criteria Supporting PR

- Intellectual.
- Learned.
- Guided by altruism.
- Having techniques or skills that can be taught.
- Organized into associations or groups of practitioners for various professional purposes.
- Involves problem solving.
- Deal with matters of great urgency and significance.
- Based on a systematic body of theory.
- Performs unique and essential service.

Prof. Criteria Not Supporting PR

- Intellectual.
- Learned.
- Guided by altruism.
- Having techniques or skills that can be taught.
- Organized into associations or groups of practitioners for various professional purposes.
- Involves problem solving.
- Deal with matters of great urgency and significance.
- Based on a systematic body of theory.
- Performs unique and essential service.

Prof. Criteria of the Middle Ground

- Intellectual.
- Learned.
- Guided by altruism.
- Having techniques or skills that can be taught.
- Organized into associations or groups of practitioners for various professional purposes.
- Involves problem solving.
- Deal with matters of great urgency and significance.
- Based on a systematic body of theory.
- Performs unique and essential service.

Licensing

- Supporters of licensing say it would enhance the industry, make it more ethical and have a positive impact on making PR a profession.
- Critics argue it would impede the freedom of expression not only of practitioners but also of their clients.
- Edward L. Bernays was a long-time advocate of licensing.
- Early editions of the Cutlip & Center *Effective PR* text strongly supported licensing but recent ones have backed-away from this support suggesting licensing might discourage free and open debate.
- Brazil currently serves as a testing zone for licensing in public relations.

Accreditation

- In the absence of licensing, some professional associations have developed accreditation programs to certify those who practice PR.
- PRSA initiated the accreditation concept in PR 50 years ago.
- Others have since started their own programs including IABC, CPRS, CIPR, PRIA, PRISA and others.
- Universal Accreditation Board (UAB) led by PRSA and includes seven other professional associations.
- Professional associations strongly promote their accreditation programs indicating being accredited “Is a mark of professional achievement and commitment.”
- Most of the world’s truly senior-level PR practitioners are not accredited by any professional association.

Two Different Kinds of PR Practitioners

- Practitioner of Two-Way communication
- Holds PR degree
- Holds office in a professional society
- Accredited by a professional society
- Committed to following a code of ethics
- Conducts research based on outcomes
- Publicist or Press Agent
- No formal education in PR
- Does not belong to any PR professional society
- Conducts research based on outputs (if research is conducted at all)

Summary of Findings

- One could argue successfully both that PR is a profession and that it is not.
- Although PR might not be a profession in the traditional sense, the industry does have many elements and characteristics of professionalism and professionalization.
- Even some of our field's biggest advocates question its status as a profession.
- Although the PR industry might not meet all of the criteria of a "profession," many PR practitioners exhibit high degrees of professionalism in carrying out their PR duties.
- Consequently, because of its uniqueness, the question of whether or not PR is a "profession" should be asked in terms of the individual and not the practice.

Public Relations? Profession or Craft?

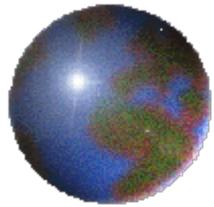
An Analysis Based Upon the Literature of Professionalism

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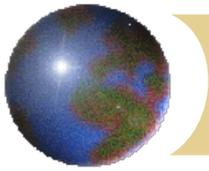
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*Hidden (pre)history and unknown
histories of PR: Contributions of
French Annales movement to public
relations historiography*

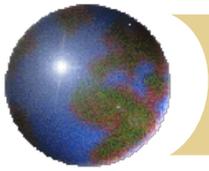
Jordi Xifra
Pompeu Fabra University
Barcelona
jordi.xifra@upf.edu



Hidden (pre)history and unknown histories of PR

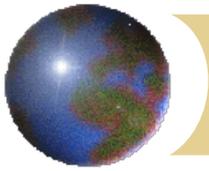
PURPOSE

to analyze why PR historiography should include the major contemporary contributions to History as part of its aims.



Hidden (pre)history and unknown histories of PR

Consequently, we have focused on the most influential historical movement of the 20th century, the French *Annales*, taking four of its most relevant members as examples: Jacques Le Goff, Bernard Guenée, Claude Gauvard, and Roger Chartier.



Hidden (pre)history and unknown histories of PR

Annales

Histoire, Sciences Sociales

Don et reconnaissance

Carlo Ginzburg

Normes juridiques et mariage chrétien

Marta Madero

Charlotte de Castelneau-L'Estoile

Art et patrimoine

Charlotte Guichard

Tapati Guha-Thakurta

Grammaires de l'action

Jean-Louis Fabiani

Christian Jouhaud

Louis Quéré

Cyril Lemieux

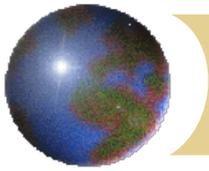
**Arts
Famille**

65^e année - n° 6

novembre-décembre 2010

ÉDITIONS DE L'ÉCOLE
DES HAUTES ÉTUDES
EN SCIENCES SOCIALES

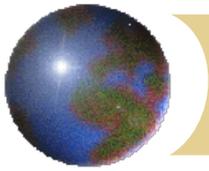
Diffusion
ARMAND COLIN



Hidden (pre)history and unknown histories of PR

Two of these concepts are, or should be, important in the historical approach to public relations:

- *Longue durée*
- *Mentalités*

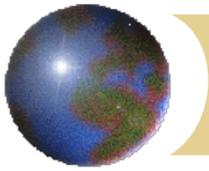


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Long term (Braudel)

Three types of historical times:

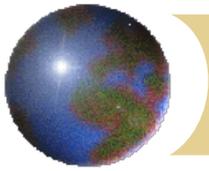
- ⊕ An event
- ⊕ An individual, a situation
- ⊕ The long term (or level of structures with great stability: geographical frameworks, biological realities, productivity limits, even some ideological phenomena...).



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Mentalities(1):

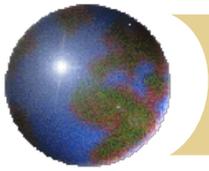
- Consequence of interdisciplinary approach.
- The concept comes from psychology and was also used by Levi-Strauss.
- It was preferred than Durkheim “collective representations” (too much static).



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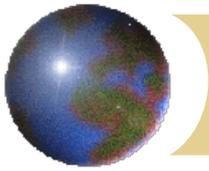
Mentalities(2):

- The history of mentalities focuses not on the events which have been the subject matter of most European history-writing since ancient times, but on the wider mindsets of past cultural and social groups.
- From the 1970s, the history of mentalities turned to historical anthropology and cultural history.



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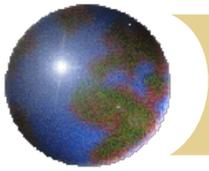


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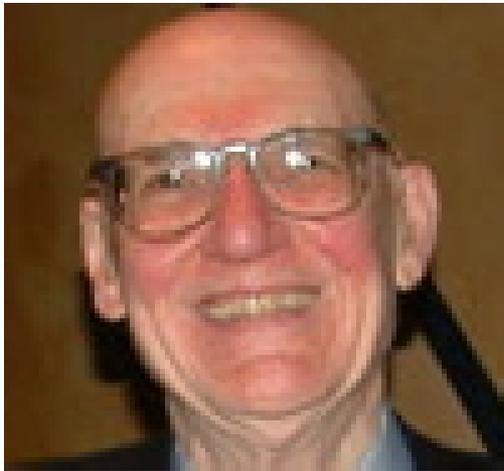


Roger Chartier

- Leader of the 4th generation of *Annales*
- Cultural history
- History of representations and public opinion
- French Revolution specialist

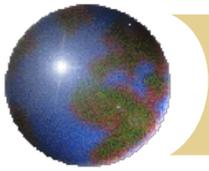


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Bernard Guenée

- Medievalist
- Public opinion in 14th century
- Reputation (*renommée*) in Middle Ages

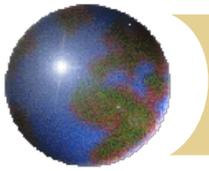


Hidden (pre)history and unknown histories of PR



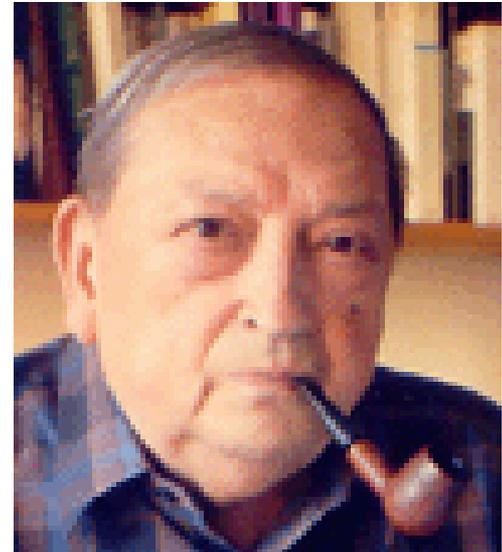
Claude Gauvard

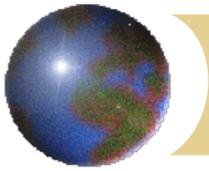
- Medievalist
- *Fama* , reputation, an public opinion in Middle Ages
- Research on the mechanisms by means of which good and bad reputations were defined



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Jacques Le Goff





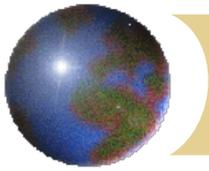
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Medievalist

Braudel's successor as leader of Annales

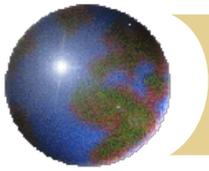
He led the New History movement and got the idea of mentality back



Hidden (pre)history and unknown histories of PR



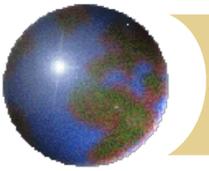
Le Goff (1994) considers the history of propaganda as part of social history, cultural history, the history of the imaginary and the history of the symbolic, without which "a true political history is not possible" (p. 519).



Hidden (pre)history and unknown histories of PR



In many of his works, but especially in his conclusions of the conference *Le forme della propaganda politica nel Due e nel Trecento* (Trieste, 1994) presented a summary of the findings and reflections concerning propaganda in Middle Ages.

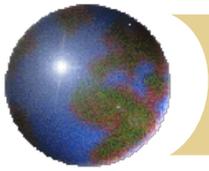


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Thus, studying medieval propaganda means accepting a typology of forms with no clear boundaries (*like today*).

Le Goff's findings that contribute to the history of PR:

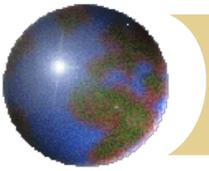


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The Middle Ages as a setting for new forms of “propaganda by appearance”, because of the Catholic liturgy:

- the elevation of the Host during the Eucharist
- the introduction of the Feast of Corpus Christi
- the appearance of the dais

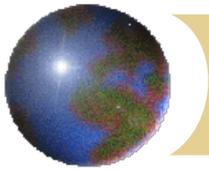


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Public and public opinion as medieval institutions:

- Those terms designate reactions to propaganda (activism antecedent).
- More research needed about publics of influential communication and how the propaganda strategies were adapted to according to these publics.

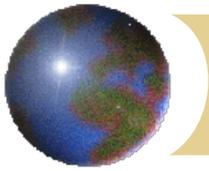


Hidden (pre)history and unknown histories of PR



Memory and history as propaganda mechanisms

- History was the great reference point for medieval propaganda.
- "It is a manipulated history, steeped in memory, which is the goal and target of propaganda" (Le Goff, 1994, p. 527).
- Establishing, maintaining or restoring historical memory: a main role of propaganda and today's PR.

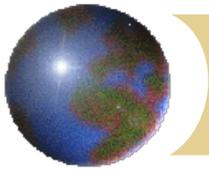


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Other features of medieval propaganda

- The *exempla* and the origins of ethical propaganda.
- The role of communications actors.
- The rise of image as a communication channel.
- Emotion as a basis of medieval propaganda.
- Reputation through images and laughter as a propaganda medium.
- New symbols of power as propaganda weapons.



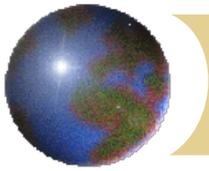
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Conclusions(1)

Guenée (2002): "In this field [public opinion and reputation], as in many others, realities have progressed far beyond names".

"PR" existed before Industrial Revolution.

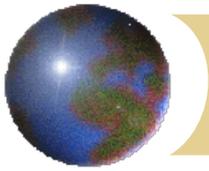


Hidden (pre)history and unknown histories of PR

Conclusions(2)

PR is a meaning-construction process through the use of symbols, interactions and interpretations.

The history of PR is part of the history of mentalities.

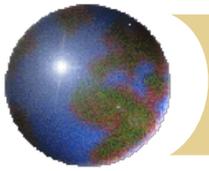


Hidden (pre)history and unknown histories of PR

Conclusions(3)

The history of PR is a part of **cultural history** and **anthropological** research should help to know better:

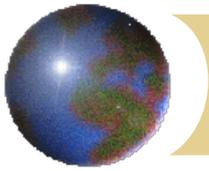
- a) the public communication processes;
- b) the role of reputation in the behavior of individuals and organizations.



Hidden (pre)history and unknown histories of PR

Conclusions(4)

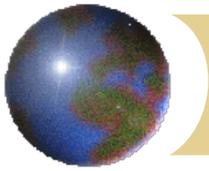
There is a **(hidden) historiography** of PR done by the historians of the fields of cultural history and new history.



Hidden (pre)history and unknown histories of PR

Conclusions(5)

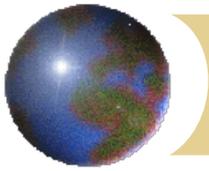
PR historians **must pay attention to the work and methods of the last historiographical movements** and schools: *Annales*, Communist Party Historians Group (& historical materialism), microhistory, cliometrics.



Hidden (pre)history and unknown histories of PR

Conclusions(6)

Public relations is a *longue durée* phenomenon and its historians should approach it as such.

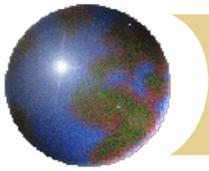


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Conclusions(7)

The approach to history of PR should be **non linear**.

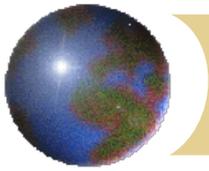
A nonlinear historiography of PR should be useful for going beyond the current microhistory of PR.



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Further research

More research is needed about the context(s) in which the reputation and its management takes place: did a public sphere exist before the 18th century?



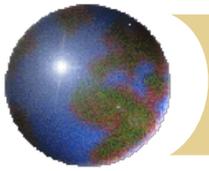
Hidden (pre)history and unknown histories of PR

Intuition

Without the *Annales* movement, we would not be here.

Wish

We must break the temporal limits of the dominant PR history.



Hidden (pre)history and unknown histories of PR

Thanks so much!