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

**Day 1 – Wednesday July 6, 2016**

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| **Time** | **Stream 1 – EB 708 (LT)** | **Stream 2 - EB 705** |
| 0800-0900 | **Registration** |
| 0900-0927 | Welcome:Professor Iain MacRuryDeputy Dean, Research and Professional Practice in the Faculty of Media and Communication |
| 0930-0957 | **Simon Moore**Client as hero: Thomas Carlyle's lectures, and their legacy for public relations. | **Edward J. Downes** The History of the Adoption and Diffusion of New Media—With a Public Relations Emphasis—and a Congressional Focus |
| 1000-1027 | **Murat Seyfi, Deniz Güven and Merve Çerçi Mustafazade**The historical development of public relations in Turkey from women’s perspective | **Tugce Ertem Eray and Pınar Aslan** The Place of Woman in the Field of Public Relations in Turkey from 1980 to Today |
| 1030-1057 | **Tom Watson**From “a broad general culture” to “world-wide standards and curricula” – early debate over public relations education | **Christian Schnee** Reputation: An alternative lens to make sense of history |
| 1100-1115 | **Refreshments** |
| 1115-1142 | **Donald Wright** Re-examining the Existence of the “Velvet Ghetto” and the “Glass Ceiling”: Examining the Status of American Women in Public Relations 25-to-30 Years Later | **Michael Kunczik** Anti-German Propaganda and German Reactions during World War I |
| 1145-1212 | **Jessalynn R. Strauss** A His- and- Herstory of Marriage in Sin City: How Promoting the Wedding Industry Helped Las Vegas Establish Itself as One of the World’s Most Popular Tourist Destinations | **Dan Eller** The expansion of proactive public relations efforts and relationship management in government agencies |
| 1215-1242 | **Melike Aktaş, Pınar Özdemir and Senem Gençtürk Hızal***“Signum authenticum”* of women: *Herstories* in Turkey’s Public Relations | **Gareth Thompson** Art, documentary or propaganda of the human form? an evaluation of the 1930s films of Leni Riefenstahl |
| 1245-1345 | **LUNCH** |
| 1345-1412 | **Natasha Tobin**The untold story of the Women who led Britain’s PR and Corporate Communications Head Hunter firms – and how their decisions shaped the sector | **Yaakov Wise** When Anglo-Jewry came blinking into the media spotlight: the Jacobs Affair of 1964 |
| 1415-1442 | **Natalia Rodríguez Salcedo** A “herstory” of Public Relations: Teresa Dorn, from Scott Cutlip to Burson-Marsteller Europe (1974-1995) | **Charlotte Nilsson**Media materialities and communication rituals in Swedish mail order retailing in the early 1900s |
| 1445-1512 | **Kate Fitch** Women in Australian public relations, 1940s–1950s | **Talal Almutairi** *Dewaniya* as public opinion maker  |
| 1515-1530 | **Refreshments** |
| 1530-1557 | **Gareth Thompson**Parallels in propaganda? A comparative historical analysis of Islamic state and the Third Reich  | **Tom Volek and Charles Marsh** “Daddy, Let’s Get Los Angeles!” Public Relations, Advertising, and the Social Adoption of Radio, 1922-1924 |
| 1600-1627 | **Dustin W. Supa and Ashley Babula**An examination of historic efforts and attitudes of the integration of advertising and public relations | **Pınar Özdemir** Untold Story of Public Relation in Turkey between 1920-1923: Gaining Support for Turkish Independence War |
| 1630-1700 | **Heather Yaxley** Conducting historical interviews in a transparent age: issues and implications of a visible insider | **Francesca Petracca**The use of anecdotes and other rhetorical means in Italian political leaders’ discourse: the application of the Rhetorical Political Analysis method to investigate the rise of populism within political communication from 1990 to 2014 |
| **2000: CONFERENCE GARDEN PARTY AND SUPPER** |

**Schedule for IHPRC 2016**

**Day 2 – Thursday July 7, 2016**

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