THE PROCEEDINGS OF THE INTERNATIONAL HISTORY OF

PUBLIC RELATIONS CONFERENCE 2014

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Presentations from speakers: Bentele to Kovacs

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Günter Bentele, Universität Leipzig, bentele@uni-leipzig.de	165 years Public Relations History of a Company: the Case of KRUPP, Germany
Carolina Andrea Carbone, Universidad de Belgrano & Manuel Montaner Rodríguez, Universidad del Salvador, carolina.carbone@ub.edu.ar, manuel.montaner@usal.edu.ar	Argentinean Public Relations: 100 years of constant growth
Robert L. Heath, University of Houston & Daymion Waymer, Texas A&M University, rheath@uh.edu	John Brown, Public Relations, Terrorism, and Social Capital: "His Truth Goes Marching On"
Tom Isaacson, Northern Michigan University, tisaacson2@gmail.com	Word-of-mouth communication: A historical and modern review of its impact on public relations
Paula Keaveney, Edge Hill University, keavenep@edgehill.ac.uk	Slavery and the Celebrity Book Tour
Susan Kinnear, Manchester Metropolitan University, S.Kinnear@mmu.ac.uk	'One People': National Persuasion and Creativity in early 20th century New Zealand
Jan Niklas Kocks & Juliana Raupp, Freie Universität Berlin, j.n.kocks@fuberlin.de, j.raupp@fu-berlin.de	'Socialist Public Relations' – a contradiction in adiecto? On conceptualisations and practices of political and cultural PR in the German Democratic Republic
Rachel Kovacs, College of Staten Island, City University of New York (CUNY), rachel.kovacs@csi.cuny.edu	Nation-Building Starts at Home: CSR, Community Relations, and U.K. Broadcasters

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165 Years PR-History of a Company: The Case of Krupp

THE INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE, University of Bournemouth Bournemouth July, 1-2, 2014

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Public Relations Instruments and Institutions

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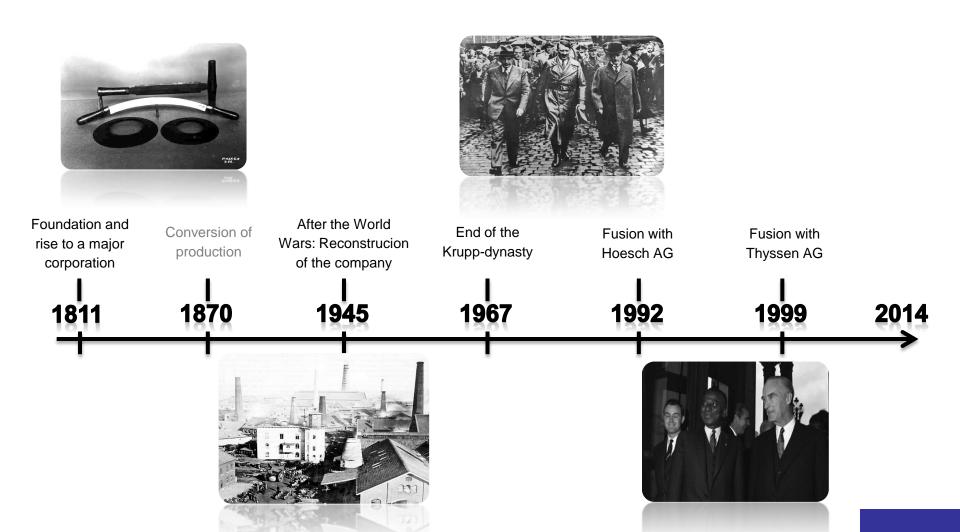
1 Introduction

The Company Krupp as a Pioneer of Public Relations

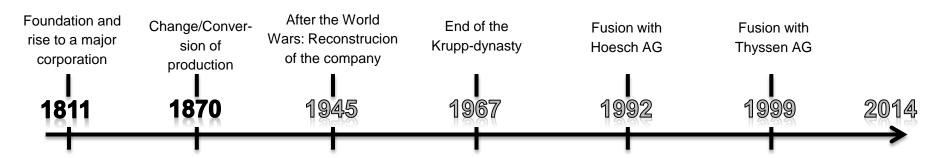
- The company owes a leading role in the evolution of Public Relations as a professionalized field in Germany
- Particularly Alfred Krupp is seen as one of the first, who realized and practised the essence and importance of Public Relations at international level (see also Kunczik 1997, p. 189 ff.)
- Evolution of a variety of PR and promotional instruments, which have been constantly advanced and adopted by others in the due of company history
- Communication history can be seen as a process of institutionalization and professionalization of PR in organisations and as a professional field
- Corporate PR history can be taken as a model for corporate PR in whole Germany

2 Fixing Some Points of Company History

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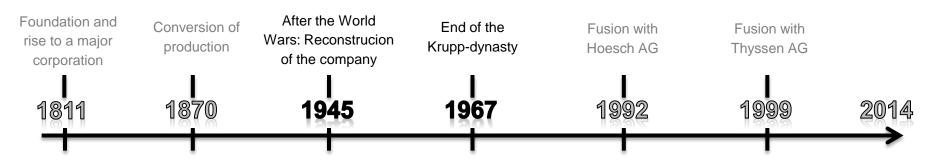
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- **1811**: Foundation of the *Kruppsche Gussstahlfabrik* (cast steel factory) by Friedrich Krupp and two other founders (from 1816 sole proprietor)
- 1848: Appointment of his son Alfred Krupp as director
 - Rise to a cross-border major corporation in the steel industry
- Later conversion of production towards armaments industry
 - Weapon producer for German army in Franco-Prussian War
 1870/71 and the two World Wars

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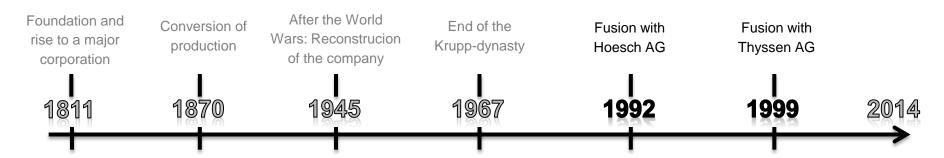
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- Immense image problems after the Second World War 1945 (weapon producer and warmonger)
 - Restructuring of company
- Alfried Krupp von Bohlen und Halbach, meanwhile director, sentenced to prison as war criminal at Nuremberg Trials
- 1967: End of the Krupp-dynasty after death of Alfried Krupp von Bohlen und Halbach
 - Conversion to Friedrich Krupp GmbH

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- Company emerges to a management-holding
- 1992: Fusion with *Hoesch AG* to *Friedrich Krupp AG Hoesch-Krupp*
- 1999: Fusion with *Thyssen AG* to *Thyssen-Krupp AG*
- Till today, the core business is steel segment, in addition to industrial plants and industrial goods

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Public Relations Instruments and Institutions

- Letters of Alfred Krupp
 - > first instruments of communication: letters (from 1821 on)
 - introduced by Alfred Krupp to maintain and intensify longdistance customer contacts
 - main purpose to maintain customer contacts after the decease of first generation company leader Friedrich Krupp
 - advertising-alike letters contained informations about quality of products and customer service

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- Printed business cards
 - in flashcards format and provided with pictures and symbols
 - presented the company with its main products, surrounded by Prussian symbols
 - can be considered as forerunners of modern business cards
 - handled out by Krupp and his representatives at customer visits and world exhibitions



Flg. 1: Krupp business card from the 1830ies (refer to N.N. 2013)

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- Professionally staged public trial shooting
 - all guns produced by Krupp were presented and fired in front of invited guests from various nations
 - first performed in 1878 in Meppen
 - forerunner of today's (military) event communication



Fig. 2: Trial shooting in Meppen (Stenglein 2011)

1

- Photography as Communication and PR instrument
 - views on the factory and specifically pictures on the factory life
 - company presented as healthy, productive and trustful corporation
 - also photographs of products but especially of guns used for advertising purposes
 - Krupp was a pioneer with regards to the use of photography for business purposes

Early PR and advertising of the company Krupp

Early photography

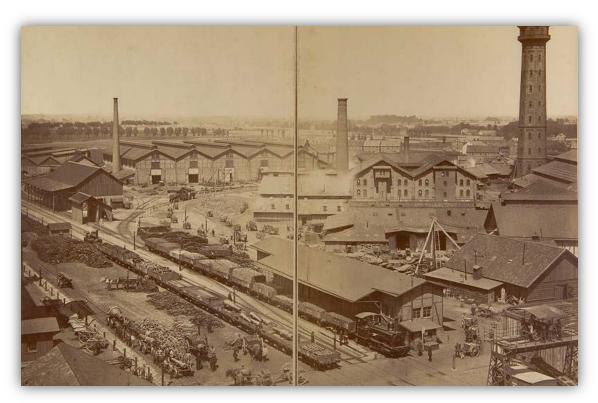


Fig. 3: Krupp production site in 1864 (http://www.nikon-fotografie.de/vbulletin/picture.php? albumid=13999&pictureid=219720. Accessed: June 23, 2014)

Event communications at world exhibitions

1

- First international industrial exhibition in London in 1851
 - firmajor public forum
 - before the exhibition started, Krupp travelled to London in order to attend build up of his exhibits and to provoke competitors
 - main piece of Krupp's exhibits: a cast steel block of about 2'500 kg weights
 - great success led to the worldwide reputation of the company
 - following world exhibitions with larger and heavier cast steel blocks in order to establish international recognition and a good image in the st long run

Event communications at world exhibitions

First international industrial exhibition in London in 1851



Fig. 4: Krupp's cast steel block at the world wxhibition in 1851 (Woischnik 1964, p. 79)

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Introduction of a company logo

- 1875: growing significance and extent of public communication
- Alfred Krupp realized the increasing potential of public communications and knew how to use it in a beneficial way
- company´s goal was to establish a brand on the market to gain a unique selling proposition



Fig. 5: Official announcement of trade mark (refer to Wolbring 2000, S. 144)

- The search of a "literate person"
 - should produce information for the international newspapers as well as to observe and analyse the international press
 - 1870: Berlin journalist, Josef Grünstein of the "Berliner Börsenzeitung" (newspaper of the Berlin stock exchange), was found and presumably worked from 1870 onwards for Krupp
 - working relationship kept as a secret

- The foundation of a "news bureau"
 - founded in 1890 under the direction of Friedrich Alfred Krupp
 - should assure a better communication with the field as a kind of post-message service
 - international representatives should not only acquire orders but also conduct press observations in their host country to observe competitors and to improve networking with (potential) customers
 - ongoing expansion of field of work due to growing public interest and the increasing scepticism about the unbraked growth of the company

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- The foundation of a "news bureau"
 - 1901: press office first appeared in the company's organization chart
 - Krupp is the first company of the private industrialo sector in Germany, which set up a special department for communicating with the public
 - development into a central contact point for journalists
 - nothing published in the trade press, which was not conforming to the company's interests
 - journalists, who wrote for military journals, could edit their texts about Krupp in the news bureau and specialized authors were hired to gain secret information about competitors and government's plans

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- The foundation of a "news bureau"
 - financial support to journalists and publishers to make them compliant
 - today, this would be considered as clear unethical behavior
 - in relevant journals appeared basically nothing that was not discussed in any way with the company and nothing that was not in its interests
 - press office became a department, in which the communication of the company with the public converged and was controlled
 - further expansion of field of work: preparation of presentations prior to exhibitions, fairs and created brochures with statistical data to describe the company

- The foundation of a "news bureau"
 - strong expansion of employees
 - only four people were employed in order to control the company's environment by the time of the founding in 1890
 - number increased to 45 employees in 1911
 - can be considered as a proof of the increased importance of the department within 21 years

Lobbying activities

- 1870: outbreak of the Franco-German War
 - Krupp instrumentalized and skilfully utilized its network to sell armaments
 - just one day after the beginning of hostilities, Krupp delivered guns worth a million dollars as a war donation from its own funds
- After unification in 1871 mutual visits between the Kaiser and Krupp in Berlin and Essen (company headquarters) became mandatory
 - positive press coverage of the imperial fleet policy through launched articles
 - German sea forces equipped by Krupp ascended to the second largest navy in the world

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Lobbying activities

1

- 1893: beginning of Friedrich Alfred Krupp's parliamentary career
 - aimed to direct the political atmosphere in the German Empire towards the advocacy of an active industrial policy
 - booklet "What did the Reichstag in 1893/94 do for the fleet?" to influence politicians towards an active fleet policy
 - also journalistic campaigns to support and justify the fleet policies
 - also due to the effects of massive publicity first naval law in 1898 came into being

The company's image after the world wars

- After the World Wars image of the company Krupp as coresponsibles reached a low-point
 - intense need of communication activities to restore company image
 - employment of numerous communication specialists and international authorities
 - especially Carl Hundhausen (co-founder of the post-war PR in Germany; from 1954 until 1963 PR manager at *Krupp*) involved in *Krupp*'s image building process through several activities

- Press relations
 - the German, the American, British and French press stood in the centre of image building
 - in order to recover the image, Krupp's PR highlighted the high quality of its products
 - in addition, it stressed the pioneering spirit of the former Krupp company owner with regards to employee benefits

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The era of Carl Hundhausen

- Corporate media
 - reanimation of company magazine *Kruppsche Mitteilungen* for internal communication purposes
 - officially reintroduced in 1952
 - overall distribution to all departments and 30'000 employees
 - extent of 24 pages in DIN-A4-format



Fig. 6: Early version of *Kruppsche Mitteilungen* (http://i.ebayimg.com/t/KRUPPSCHE-MITTEILUNGEN-17-Jahrgang-Nr-6-Essen-Gussstahlfabrik-den-20-Maerz-/00/s/Mzk4WDI4MQ==/z/5P0AAOxyc2pTcMjK/\$_12.JPG. Accessed: June 23, 2014)

Historical archives

- after 150th anniversairy Historische Sammlung Krupp integrated as measurement of PR-strategy in form of a museum of company history
- exhibition of historical products and documents to show continuous development of company
- active until today in two floors of the Villa Hügel, which originally was the residence of the company's owner
- Villa Hügel also made available to symbolic purposes for nonprofit objectives and as cultural centre

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The era of Carl Hundhausen

- Visitor management
 - invitation of international politicians and statesmen to visit the production site and meet the company management
 - Regular institution to demonstrate political diplomacy and to improve public awareness of the company



Fig. 7: Visit of Haile Selassie I. of Ethiopia at *Krupp* factory (http://www.derwesten.de/img/incoming/crop6073083/3343702697-clmg0134_530-w992-h740/245-WA-16-k-98.jpg. Accessed: June 23, 2014)

Publications

- numerous books, countless articles and reports in prestigious journals about the revival of the Krupp company were published
- special highlight on company brochures in context of trade fairs and exhibitions as well as specific press publications for journalists
- also several book publications from external authors
 - positive publications sponsored through financial aid and general support
 - ➤ "to win international recognized authorities over or ... to
 assist interested authors and scientists for historically critic
 work" (Lehming 1997, p. 212)

Annual Reports

- important communication measure as "principle to gain public trust" (Lehming 1997, p. 216)
- introduced in 1955 as systematically cultivated PR-instrument to inform stakeholders of the company
- cooperation of different business divisions in production of reports

- > PR-advertorials
 - publication of advertorials in daily newspapers and business journals
 - overlapping between Public Relations and classical advertisement
 - advertorials mainly presented company in general, its image and general business strategies
 - e.g. "KRUPP-Arbeit" series 1955 (refer to Lehming 1997, p. 221)
 - image campaign throughout several print media channels
 - context of German Industrial Trade Fair in Hannover

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The era of Carl Hundhausen

- Other activities
 - Representatives Conference
 - convention of cross-boarder Krupp representatives
 - reporting of company strategy and motivation of employees
 - Notice board
 - instrument of internal information of Krupp employees
 - information about current activities, e.g. staffing policies
 - Jubilee celebrations
 - institutionalization of regularly celebrated company events
 - e.g. speech of the former Federal President, Theodor Heuss, in 1961 on the 150th anniversary of the company

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Thank You!

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Argentinian PR: 100 years of continuous growth

Professor Carolina Andrea Carbone Public Relations Director Career at Universidad de Belgrano, Buenos Aires, Argentina and

Professor Manuel Montaner Rodríguez Public Relations Director Career at Universidad del Salvador, Buenos Aires, Argentina

The country

- Argentina is a democratic and republican country with a rich and varied social, political and economic history.
 In the last 100 years of its history the country has gone heyday, followed by periods of uncertainty.
- It is a very rich and diverse country, which went from an agro-export model that began in the late nineteenth century, through a model of import substitution for today to become a model against industrial development.

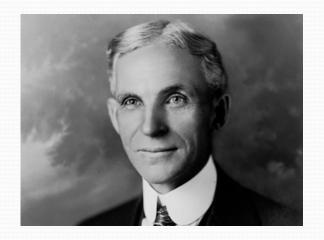
100 years!

- This year marked 100 years since the arrival of Ford to Argentina (1913-2013).
- Then we are going to link the history of the company and the PR evolution in Argentina

"When we think that tomorrow will never come, then it's already yesterday", Henry Ford

Ford Motor Co.

• The company founded by Henry Ford in Detroit in 1903, it established its first foreign subsidiary in Britain in 1909 and the second subsidiary in Argentina in 1913.



Why Ford?

- It was the first company to do some relations with the community when they arrived to Argentina in the early 20th Century
- The company was forehead, ahead of his time
- It introduced the first PR professionals to the country and these professionals founded the first PR organisations
- Also they were involved to teaching PR
- And nowadays they still have a very important participation in the PR field

The first period

- Ford enterprise decides to confer the authorization to open its second subsidiary worldwide, this time in South America. On 31th of December 1913, in a board meeting in United States it was agreed to spread business to Argentina.
- Since its arrival in Argentina, the company began to make small non systematic actions what we call, today, Public Relations.

Community relations

• The first Ford plant was settled in La Boca. La Boca is a port district with poor houses that gave shelter to immigrants. A lot of them were made of zinc sheets and wood panels.

 The Ford T models, arrived from United States in wood boxes of three meters wide and three meters long. Boxes donation became the first act of community engagement of the company in our country.

• In all these periods the PR were adapted to the needs of organizations grew and evolved with them.

Press relations

- In 1919 took place the first meeting of all dealer agents and representatives of the brand in the country. The convention lasted three days and is published in the Argentinean Automobile Club magazine.
- The article's headline stated: "Meeting of agents and commercial conference at the Buenos Aires Plaza Hotel"(Ford, 90 years in Argentina, 2004, 8). The event management and the broadcast of activities in the press are other Public Relations actions of Ford in his early years in the country.

The 20's

- Touch of colour: In 1924 a Tango was composed in which Ford was mentioned as symbol of status and prestige, it was the car that everybody wanted to have.
- At that time the company published advertisements offering a free car or truck service and also free driving courses, also free for the car owner or his chauffeur.
- The company was characterized by generating strong ties with the community, another action carried out by those days were the traffic education classes that were even taught in primary schools.

• A slogan from 1925 said: "For every ten cars that are driven in the country, eight are Ford" by then there were 120.000 vehicles circulating around the country and 100.000 were Ford.

The first steps

• Lorenzo Blanco (2009), who was a pioneer of Public Relations in Argentina and also worked at Ford, said in an interview that "in that moment is when the topics of the Community Relations appear. Ford begins to implement a policy that had already begun in the United States, which by that time was going through the Great Depression. Before economic and unemployment problems, Ford starts to carry out certain works with the community under the name of Public Information, later Public Relations".

• In 1922, Ford had a special office for these issues, which was managed by (...) Pedro Parapugna (supervisor of the Public Affair office) a good person, very friendly and educated, who was in charge of donations.

Ford and sports

• "The love for Ford is one of the Argentinean passions. Like every passion, it has given birth to a visceral and deep relationship, in which families were born and have grown with **love for the brand**. Perhaps only football can match that love, through the shirt (the equivalent of the brand) and the admiration for the idols on the field (As for race drivers)". Augé Bacqué, Jorge (2003)

En la Argentina del futuro las autopistas nos permitirán viajar más rápidos y seguros.





Los argentinos seguiremos comentando las carreras de Fangio y Gálvez.

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Contribuyando a sa crecimenta.



PORT DOPOS ANDERSON E.A. Y SUF CONCESSIONATION

The 50's

• In January 1959 Henry Ford II, grandson of the founder, visits Argentina. Since he plans to invest 70 million dollars (currently an equivalent of 400 million dollars) to purchase an area of 105 hectares and the construction of the Industrial Center of Pacheco, he meets the Argentinean President.

Public affairs

- The president Arturo Frondizi signs the decree 4246 that authorizes the investment of Ford in Argentina.
- It is the biggest investment that the company has made outside the United States. The Centre is built at an accelerated pace, in only 16 months, and in 1963 are sold the first vehicle made 100% in Argentina.

Something is changing...

- For one of the pioneers of the profession, Hector Chaponik, creator of the Public Relations Guide in Argentina, the first stage (1900-1950) of the performance of the activity was characterized "by capable and enthusiastic men, whose training was the result of the exercise of the duty, even though they had been trained abroad" (Barresi, 1999).
- Among these men was Lorenzo Blanco, who had as a teacher Peter Parapugna, Public Communications Manager of Ford.

• Lorenzo Blanco, former Ford PR director, was trained in the United States and studied Public Relations at Wayne State University. When he returns to the country, a new scenery had initiated, the 50s is considered to be the turning point in the history of Public Relations in Argentina. The first steps toward professionalization were taken.

• Ford company was the first to have a PR department in the country (CONFIARP, 2004).

The second period

• The second period began on 25 June 1958 when a group of executives from the field, who worked in leading companies and institutions (Including the Public Relations Manager of Ford), founded the **Argentinean Public Relations Association** that turned out to be the first professional entity.

New objectives

• The new association had an extensive work in an attempt to classify the field spreading the technical standards and its respective scopes, serving any entity setting also the managerial position that the Public Relations had already conquered in important organizations in our country.

From Argentina to Latin America

• This association was also a founding member of the Inter-American Federation of Public Relations Associations (FIARP), that subsequently grew organizationally into the American continent and became the present Inter-American Confederation of Public Relations (CONFIARP).

The first PR School

- The 7 July 1961 is founded the **Argentinean Circle of** Public Relations Professionals as division of the original and founder Association because of a new wave of ideas concerning the professional organization of public relations, creating shortly after the **School of** Public Relations -with three annual cycles- which had the peculiarity of having special experienced teachers that hold actively positions in companies and public and private institutions.
- Some of the first professors came from the Ford company.

More actions for the community

 In 1965 was inaugurated the Technical National School "Henry Ford" with the presence of President Arturo Illia. In a building of 2600 square meters, 180 students received their education.

Corporate social responsibility

• The Community Care Plan (CAP) was created by Ford in 1967; in fulfilment of the programme a year later is delivered the first rural school in La Posta (Tucumán, Argentina). The Ford Company begins to take its first steps toward what would later be one of the pillars of its Corporate Social Responsibility program.

• The Community Assistance Plan; proving once again that the education and community relations are the strongest pillars of Ford's corporate identity. Between 1968 and 1992 41 schools in total are built along and across the country. Today they are in full process of modernization and renovation because the bond with these schools has never been broken.



- On 24th February 1965 is also founded the School of Graduates in Public Relations. This professional institution is formed on the basis of the graduates of the School of the Circle of Professionals in Public Relations and its purpose was to assemble all specialist graduates with proven records in the professional practice providing an enrolment.
- The career starts to be delivered at the university level.

The 80's

- In this new democratic context begins a new stage in Public Relation. Representations of the main Public Relations consultancies from around the world began to settle in the country.
- As priority activity appears the management of relations with the press; in second place the financial communications, then the strategic planning and crisis management; in fifth place: event planning and in final place, consultancy and training

 Also begins to grow the spectrum of companies that start having their own Department or Public Relations Management, the career offer spreads as well in other universities, besides the traditional ones in which the career was already teached.

The 90's

• This decade meant a significant growth in the Public Relations profession, especially due to the economic opening of Menem's government and it also contributed to a series of privatizations of public companies that took the lead in the Corporate Communications market using the Events and Institutional Advertising as strategic management tool and PR Branding.

- At this time also entered the country international consultancies accompanying their clients that settled in the country, as noted by Professor Miguel Cavatorta:
- "In Argentina, the internationalization of Public Relations in the early 90s meant the massive arrival of numerous international consultancies on a consolidated path".

• Burson Marsteller opened his offices in Argentina in 1995, at the same time the international consultancy Hill and Knowlton settled in Argentina in 1996, Edelman consultancy in 1997 and Porter Novelli consultancy in 1998, even with actions developed in the 70s and 80s, different regional networks shaped in the country towards neighbouring countries and from its subsidiary in Buenos Aires to the interior of country.

- To have a clear awareness of the explosive growth of international Public Relations consultancies in the last fifteen years in Argentina, it is enough to remark that in 1996 there were thirty consultancies in the country (Pereira Parodi, op. cit.). Today they are more than 50.
- Even the academic world expanded its offer to 17 universities, both private and public, in which the career was offered.

Today

 The Professional Council of Public Relations in Argentina went from less than a hundred affiliated people and almost no company, to almost 600 professionals, academics, consultancies, students and young professionals that formed its corporate mass. • It has 4 Commissions: Committee on Education (Academic), the Students and Young Professionals Committee (which has nearly 30 years of constant work and annual Olympics), the Corporate and Professional Exchange Committee and, with international profile, the association with the Global Alliance.

• It makes high profile actions as the National Meeting of Students and Young Professionals, the Solidarity Marathon, the International Conference (fourth edition this year), the "Prender" program for young entrepreneurs and the National Olympic of Public Relations, among others.

Henry Ford III words

• "I know times have been difficult in Argentina, but I am confident that the country will exit the crisis stronger than ever and that Ford will be part of the bright future" Bill Ford's message commemorating the 90th anniversary of Ford Argentina (Ford, 2003).

• "We want our product to serve costumer and society, and created value for everyone. Our employees, suppliers and dealers in Argentina embrace and exemplify this vision, not only in the products they make and sell, but in their dedication to being good corporate citizens and giving back to the community" Bill Ford's message. The title was: "A century inspiring the future" (Ford, 2013).

Thank you!

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John Brown, Public Relations, Terrorism, and Social Capital: "His Truth Goes Marching On"

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Public Relations and Change Management

The historical study of public relations should examine non-establishment and even outlaw discourses, the strategies of challenging and seeking to change a dominant culture: Tensions over dominant narratives, power resources and social capital.

- Terrorism is one such tool by which to strive to change society.
- Statist versus individual/group initiatives

Organizational Focus

- Anti-slavery Associations in the US
- Intuitively applied, traditional best practices of public relations
- Rhetorical advocacy/discursive approach to issues advocacy contests leading to change management through contested principles of social capital.

Terrorism as Public Relations

- Public Relations as terrorism; terrorism as public relations
- If terrorism (which today—and historically—is a frequent occurrence) seems to have little impact in most instances, why and how should it be studied?
- And, what is its relationship to public relations?

Public Relations Conditions for Change

- Publicity and promotion of issue positions and change-based actions
- Rhetorical advocacy/discursive issue advocacy as the basis for change management through contested issues and social capital
- This case examines the abolitionist career of John Brown (1800-1859) who publicized the cruelty of slavery and advocated its abolition with violence if necessary.

John Brown: A House Divided

- Born May 9, 1800 in New England, as one of a line of Puritan Calvinists.
- Raised to believe that slavery and racism are contrary to God's law on human justice and whose opposition is righteous.
- Learned that the Golden Rule applied to all people regardless of race.
- Was moved by the plight of a slave boy his age.
- Worked for the underground railroad

Clash of Narratives

- Fugitive Slave Law (1850) Obligation to resist freedom
- Race to battle the status of slavery in Missouri and "Bloody " Kansas (1854-1861)
- Osawatomie, Narrative of rescue, resistance and change (1856)
- History of slave revolts (US--1712, 1800, 1881, 1820, 1829, 1831, 1839; Tousaint L'Ouverture, 1791)
- Material value of human property: Wealth and culture

Public Relations for Terrorism

- Terrorism is the enactment of publicity/promotion, fundraising, recruitment, organization/team building, speech making, creating reputation based on identity and identification;
- Terrorism is an enacted dialectical tension, a polarization;
- Terrorism is staged social movement issue activism: strain, mobilization, confrontation, negotiation (including collaborative decision making), and resolution (Heath & Palenchar, 2009)

Terrorism for Public Relations

Terrorism as issue debate regarding CSR standards, legitimacy, social capital, and moral authority.

Terrorism as issue debate regarding leadership, character, reputation and identity (Aristotelian advocacy, 19th century Hegelianism, Calvinistic, and Transcendentalist views of character and social obligation).

Event

- Harpers Ferry (October 1859) US Arsenal in Virginia (now West Virginia)
 - Aim to start a slave revolt, create a new state, and oppose slavery by force and insurrection
 - Bungled from the start and potentially trivial
 - Saved by "the wrong sword" to become the "sword of God"

Narrative Divisions and Denial

- Anti-slavery associations (supporters and deniers)
- Southern advocates of Fugitive Slave Law and secession: Narrative of resistance to change
- Transcendentalists (Moral and societal imperative)
 - Henry David Thoreau (Freedom and personal dignity)
 - Ralph Waldo Emerson (Brown's gallows "a glorious cross")
 - John Greenleaf Whittier
 - Victor Hugo (Awakened a new era of democracy)

Narrative: "Truth is marching on!"

- Focus on Brown Text: "But though he lost his life in struggling for the slave/His truth is marching on."
- Focus on God: "He hath loosed the fateful lightning of His terrible swift sword/His truth is marching on." (Julia Ward Howe)
- Battle Hymn of the Republic
- Union Army: "John Brown's Army"

Brown's Narratives

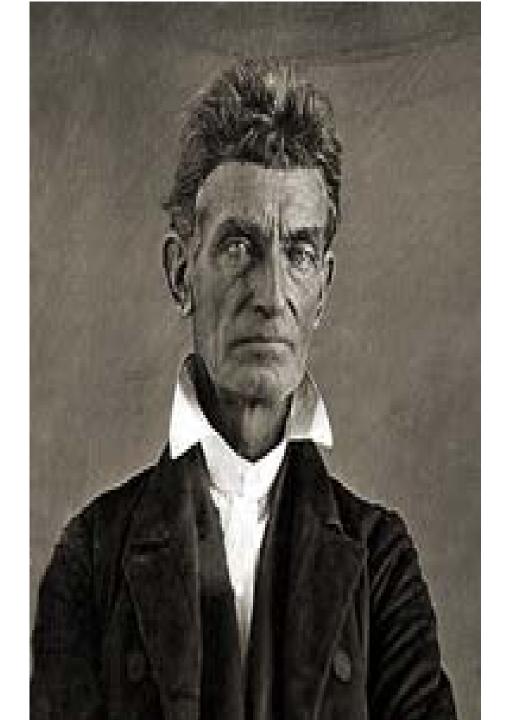
- Principles/courage—an eye for an eye; God's Hand
- Righteous: He acted to save his soul!
- Advocate: "Now if it is deemed necessary that I should forfeit my life for the furtherance of the ends of justice, and mingle my blood further with the blood of my children and with the blood of millions in this slave country whose rights are disregarded by wicked, cruel, and unjust enactments—I submit: so let it be done!"

Narratives of Social Capital

- Character and motive of terrorists: willing to sacrifice all for a cause larger and more noble than their lives. In fact, they would fail to be righteous if they did not willingly sacrifice for the betterment of others.
- Social capital that is earned by the terrorists as

 (1) agents of discourse,
 (2) terms of the
 discourse,
 (3) hierarchies of the discourse, and

 (4) trajectories of discourse.



Conclusion

The raid on Harpers Ferry helped dislodge slavery, but not in the way Brown had foreseen. It did not ignite slave uprisings through the South. Instead, it had an immense impact because of the way Brown behaved during and after it, and the way it was perceived by key figures on both sides of the slavery divide. The raid did not cause the storm. John Brown and the reaction to him did. (Reynolds, 2005, p. 309)



Word-of-Mouth Communication: Historical and Modern Review of its Impact on PR

Tom Isaacson, Ph.D.

Communication and Performance Studies Dept.

Northern Michigan University (USA)



A story ...





IHPRC 2014





IHPRC 2014



tripadvisor*

Sign in with Faceboo

Q City, hotel na

Bar del Cappuccino, Rome

Home Rome ▼ Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2012 More

Home > Europe > Italy > Lazio > Rome > Restaurants > Bar del Cappuccino

Bar del Cappuccino **■**□ke

Via Arenula, 50, 00186 Rome, Italy



Ranked #2,739 of 3,950 restaurants in Rome

1 Review

Cuisines: International

Update restaurant details

Got a photo? Add it.

1 review from our community

Write a Review



"Pastrami in quel di Roma"

Reviewed January 28, 2012

Google Translation

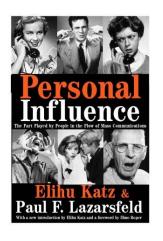


Modern example; historical context; where to start?

Theoretical discussion in *Intro to PR* ...

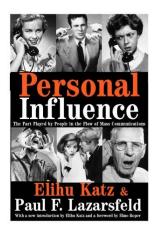
- Hypodermic needle model
- 2-step flow model

Katz & Lazarsfeld, 1955



"...the existence of horizontal opinion leadership in many crucial areas of people's daily lives becomes clearly established."

Katz & Lazarsfeld, 1955

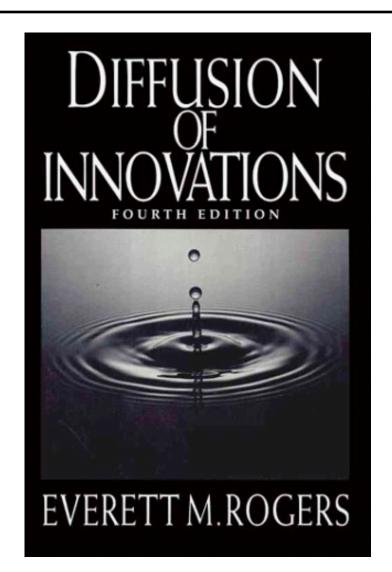


Characteristics:

- Informal
- Face-to-Face
- Causally exercised* within small groups of friends, family members, and neighbors *Not just purposeful (e.g., PR/ADV)
- Influenced by "stage in life" & gregariousness

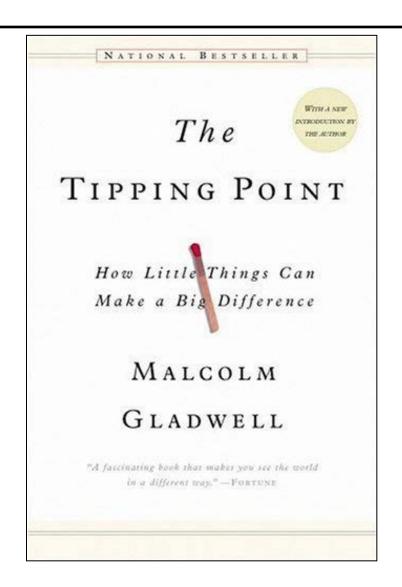
Relative advantage, Compatibility, Complexity, Trialability, Observability





Connectors, Mavens, Salesman







Is Modern Word-of-Mouth the same?

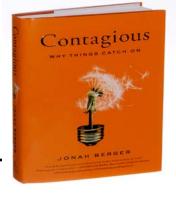






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Berger, 2013



Social currency



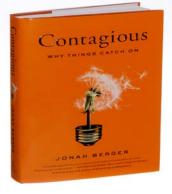


<u>Triggers</u>





Berger, 2013



Emotion





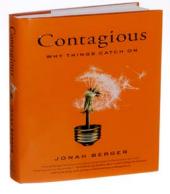
Public





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Practical Value



ZARA

What do you share with friends, family, etc.?

IHPRC 2014

Stories

HOME » TRAVEL » TRAVEL NEWS

Virgin: the world's best passenger complaint letter?

Here we reproduce a complaint letter sent to Sir Richard Branson, which is currently being emailed globally and is considered by many to be the world's funniest passenger complaint letter.



12:48PM GMT 26 Jan 2009

Related Partners



Back to the opening story ...





I Add to trip

Bar del Cappuccino

Via Arenula, 50, 00186 Rome, Italy









2 visitor photos

Ranked #52 of 5,044 restaurants in Rome

13 Reviews

Cuisines: International

Most recent review

"Awesome Tasting Coffee @ Reasonable Price!" - Feb 1, 2013

Update restaurant details

13 reviews from our community

Write a Review





Food Service Value Atmosphere

Bar del Cappuccino

III Add to trip

Via Arenula, 50, 00186 Rome, Italy



Tweet



Ranked #10 of 5,283 restaurants in Rome

Cuisines: International







4 visitor photos

25 reviews from our community

Write a Review





25 reviews sorted by Date ▼ Rating English first



Rome v

Hotels ∨ Flights Holiday Rentals Restaurants

Things to Do

Best of 2014

Trending Now

Europe → Italy → Lazio → Rome → Rome Restaurants → Bar del Cappuccino

Bar del Cappuccino

Via Arenula, 50, 00186 Rome, Italy

☐ 06 68806042 ☐ Website ☐ Improve this listing

III Add to trip



Ranked #263 of 8,235 restaurants in Rome

● ● ● ● 77 Reviews

Certificate of Excellence 2014

Cuisines: Bar

Dining options: Breakfast/Brunch







8 visitor photos



"The way in which people influence each other is not only affected by the primary groups within which they live; it is co-determined by the broad institutional setting of the American scene."

- Katz & Lazarsfeld, 1955

Questions / Comments

Word-of-Mouth

Tom Isaacson
Northern Michigan University (USA)



SLAVERY AND THE CELEBRITY BOOK TOUR

Paula Keaveney



Public Relations techniques used to promote Harriet Beecher Stowe and Uncle Tom's Cabin during the UK book tour.

APRIL TO SEPTEMBER 1853.

Harriet Beecher Stowe

Uncle Tom's Cabin, published in serial form then book.

1851/2

Sells more copies in UK than US.

Invited to UK by anti slavery campaigners.

Early example of "celebrity book tour".



Pre 20th Century PR

Potted history (according to Professor Ron Smith)

1820s : Amos Kendall is effectively first presidential press secretary (a newspaper editor doing some extra work)

Mid 1800s: Social reform movements like anti slavery, temperance, suffrage use Public Relations techniques such as third-party endorsement, public speaking, personalising issues.

1896: Bryan-McKinley presidential campaign first with full effort on public opinion, using media relations, posters, leaflets etc.

NB: None of these people call themselves Public Relations people.

In the UK

Potted history (according to me)

1832: Concerted lobbying and public opinion operation by anti slavery campaigners in wake of Great Reform Act

Mid 1800s: Fuzzy line between journalism and PR with writers like Dickens using own news outlets to promote particular causes.

Early 1900s: Use of media/public stunts (like parades of fake Chinese workers) to affect public opinion in run up to elections.

NB: None of these people called themselves PR people.

PR People?



What about him. PR person?



Definitions....

"a strategic communication process that builds mutually beneficial relationships between organisations and their publics"
Public Relations Society of America (2012)

"Public relations is about reputation - the result of what you do, what you say and what others say about you.

Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics."

Chartered Institute of Public Relations (2014)

And that means....?

Defining by technique - "doing PR"

Expectation management and building anticipation

Media relations

Public affairs and lobbying

Piggybacking and opportunism

Use of official spokespeople

The UK Context

Huge UK sales of Uncle Tom's Cabin, with wide range of "spin offs"

Public familiar with speaking tours on slavery

Pre existing PR/activism – demonstration at 1851 Great Exhibition

Mid 1800s saw fall in price of printing and increase in cheaper book production

Newspapers in habit of acknowledged reprinting of stories so local events can become national. NB: Times seen as partially hostile.

The book tour that's not about selling books.

Book already a big seller but copyright problems (not completely remedied till 1891)

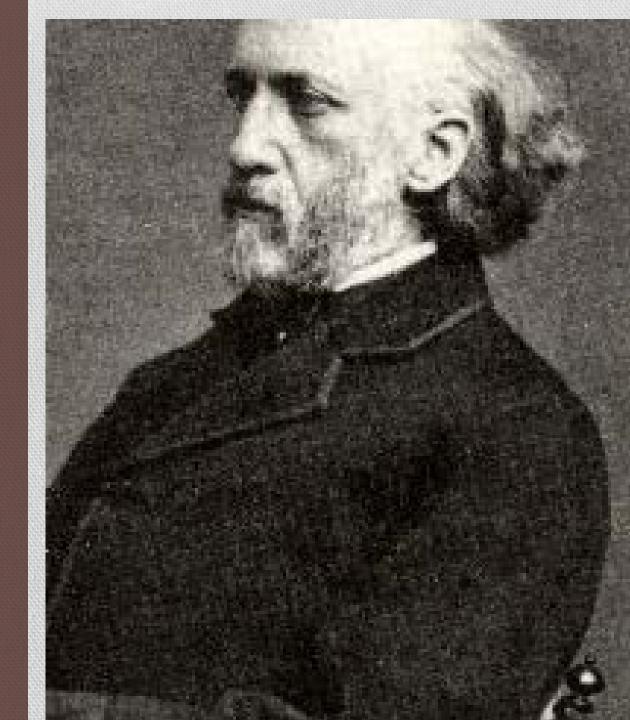
Money after the fact

Cause promotion rather than book promotion

Travelling "spin doctor"?

Charles Beecher

Acted as secretary, dealing with arrangements and correspondence, during tour.



Media Relations

Getting positive or neutral coverage free of charge in third-party publications

Responding, or deciding how to respond, to negative coverage in third-party publications

Making your story interesting enough to qualify as "news"

"Verbatim" report of breakfast meeting

Liverpool Mercury, 15 April 1853

"... reporters here make sad work with all extempore speeches. Hence I find that all platform speakers who wish to be well reported write out their speeches beforehand and give them to the reporters and then they speak them extempore as near they can" (Beecher: 48)

"The son of Sir Duncan MacGregor was engaged in preparing a report for the Morning Chronicle... soon after Lord Shaftesbury came to me and said there were some passages that perhaps had better be omitted as they might be taken hold of as having a political meaning" (Beecher: 85)

Expectation management

Preparing audience so that reaction to news is that it is good news/better than expected news

Creating suspense/excitement

Technique heavily based on timing

Balance between enough advance information and enough suspense

Arrival in Liverpool.
Coverage 10 April 1853
(repeated in several others)

" UNCLE TOM'S CABIN."

MRS. HARRIET BEECHER STOWE IN LIVERPOOL.

The talented authoress of "Uncle Tom's Cabin," the most popular work of the present day, is at present in Liverpool. She arrived on Sunday morning, in the Canada, from Boston, accompanied by her husband, the Rev. Calvin E. Stowe, and her brother, the Rev. Charles Beecher. We stated in our last that Mrs. Stown was expected in Liverpool, but the letters which were elsewhere published as to the state of the health of that lady rendered it doubtful whether she would so soon after her illness be able to undertake the voyage. The arrival in the river of the Canada was as usual announced by the firing of several guns, and as a strong breeze was blowing over the town, the reports were distinctly heard in all parts, and many persons proceeded to the landing stage, in the hope of greeting Mrs. Stowe on her arrival in the mother country. As it turned out, they were not disappointed. Although the Canada entered the river about half-past nine o'clock it was after twelve o'clock before the Satellite, with the passengers, reached the Runcorn. steps, George's pier-head. A rush was then made to theplace of landing, and the greatest anxiety was evinced by the dense crowd to catch a glimpse of the popular writer. Mrs. Harriet Beecher Stowe, with her husband and brother, were sitting near the stern of the Satellite when she came alongside, and they did not leave their position till most of the other passengers had landed. Mrs. Stowe then, closely veiled, walked ashore, leaning on the arm of her husband. The crowd followed them to one of Mr. Joseph Rogers' cars, in which Mr. and Mrs. Stowe immediately took their seats. The people up to this time managed to suppress their enthusiasm, but when a large portmanteau with the letters "Hi. B. S." e, was lifted on the top of the car, all doubts as to the identity of the lady were dispelled, and a load cheer was given. During the few moments which intervened before the car drove off, the persons on the quay thronged round, and gave expression to their feelings in various ways. Dr. Stowe appeared to be much pleased with the reception given to them, and his wife bowed her acknowledgments at the windows of the car. As the vehicle drove off n, another loud cheer was given, and the neighbourhood of George's dock soon after assumed its usual appearance on the Sabbath-day.

Mrs. Stowe proceeded direct to the residence of Mr 10 John Cropper, Dingle-bank. In consequence of the indisposition of his brother, Mr. Edward Cropper by dialors and the series of the

is. We are glad to learn that Man. Store e is so far recovered as to be able to enjoy her visit to be is country.

In the small town of Litchfield, it is country.

In the small town of Litchfield, it is little state of Connecticat, Mrs. Harriet Baschers owe was born, about the year 1812. Her father, Mr. Liye ian Beecher, was a clery, man, pastor of a preseptorie i church there. He was a man of great acquirements as a scholar and ability as a

"A rush was then made to the place of landing, and the greatest anxiety was evinced by the dense crowd to catch a glimpse of the popular writer... Mrs Stowe then, closely veiled, walked ashore leaning on the arm of her husband. The crowd followed them... but when a large portmanteau with the letters HBS was lifted onto the top of the car, all doubts as to the identity of the lady were dispelled and a loud cheer was given... the persons on the quay thronged round..." (Liverpool Mercury)

"After he (the Earl of Shaftesbury) was through and another speech begun, Hatty entered and sat by the Duchess and then the audience rose en masse and cheered and waved their hats..." (Beecher: 105)

"In the course of the reverend gentleman's address, Mrs Stowe entered one of the galleries, and was loudly cheered by the audience who rose en masse..." (Morning Chronicle, 17 May 1853)

Public affairs

About trying to influence decision-makers either directly or through intermediary audiences/groups

Can involve meetings, petitions, survey results, mass events, face to face and so on

Half a million strong petition.

Anti- Slavery Reporter April 1853

sympathy. An appeal on behalf of churches be placed at her disposal for Anti-slavery or schools for the free coloured people of such and such a place; or to enable the applicant to set up in some line of business; or to purchase his own, or his wife's, or his children's, Gurney, Esq., Sir E. N. Buxton, Joseph or some near relative's freedom: all these gardents—and we say this advisedly—are reckoned upon as so many "safe dodges." fund; and G. W. Alexander, Esq., Lombard-Now we say that when such applications are letteret, will act as General Treasurer. Now we say that when such applications are street, will act as General Treasurer. made, those who are disposed to respond to them ought to make sure in the first place that the applicant is honest, or comes properly recommended; and in the second place, that imposition. We strongly recommend our field, Birmingham. friends to apply the test we have suggested.

order to raise an amount worthy of the object, further efforts are necessary, and the Comalso several other ladies, members of the mittee hope that donations may abound, commensurate with the full, deep, and earnest feeling with which thousands have arisen the Amended Address.

The following report was read to the meetfrom reading Mrs. Stowe's work.

When thousands of the women of England are subscribing a remonstrance to the American tures to the address of the women of Great Britain people on behalf of the slaves, it becomes us to and Ireland to the women of America, on the show that our interest in their cause is some-show that our interest in their cause is some-thing more than an expression of sentiment. In the commencement of this undertaking, one penny was mentioned as the lowest con-tribution, that none might be excluded from the privilege of criginity but the Carlo. "The number of signatures amounts to 562.848. the privilege of giving; but the Committee and it may safely be asserted that there is scarcely trust that all who can afford more, will bestow a single district of Her Majesty's European do-

has been made; in others, a few friends of the vented a very large multiplication of the numbers. cause have undertaken to collect, while there are still very many towns and villages where of Mrs. Beecher Stowe, who has undertaken to no steps appear to have been taken in reference make such arrangements as shall give it the no steps appear to nave been taken in reference to the proposal. Under these circumstances, the Committee earnestly solicit the co-operation of a still more extended circle, without "The General Committee are desirous to tion of a still more extended circle, without acknowledge the efficient services of the Subwhich our token of respect for Mrs. Stove and our sympathy with the slave cannot be to Mrs. Sutherland, who has acted throughout as truly national

the proposal has not been taken up, and others "The General Committee are also desirous to where it has only been partially carried out, there will be those who will manifest their named in the list subjoined, for the large numbers interest in its success by devoting to it a little time and exertion. As it is intended that the amount raised shall be presented to Mrs.

Collected by their individual efforts."

A list of about sixty names was then read, including some from Paris, Jerusalem, Stowe on her arrival in this country, and is to Guernsey, &c., and the address, with twenty-

recommended; and in the second place, that ponding committee will be nappy to supply he presents guarantees respecting the ultimate of and legitimate disposal of the monies to be inquiry—viz., A. M. Southall, Wellingtonsubscribed. Thus much is due, not only to road, Birmingham; Mars Beelby, Chad Road, the donor himself, but in justice to the really disposal to the property of the donor himself, but in justice to the really disposal to the property of the property of the donor himself, but in justice to the really disposal to the property of the propert

SLAVERY IN THE UNITED STATES.

TRIBUTE TO MRS. STOWE.

The Central Committee engaged in carrying out the above proposal, believe it has been made very generally known and has been made very generally known

ing by the Duchess of Sutherland :-

"The General Committee for obtaining signa-

"The number of signatures amounts to 562.848. their contributions on a widely different scale.

In several towns, through the energetic sympathy universally prevailed, and nothing but exertions of local committees, a general canvass

uly national.

It is earnestly hoped that in places where and attention to the work.

Massive piece of activism

Today, an on – line petition only needs to reach 100,000 for the possibility of a debate in Parliament.

http://www.parliament.uk/business/committees/committees-a-z/commons-select/backbench-business-committee/e-petitions/

More than half a million signatures, all women.

But...

No evidence that this was successful.

Attracted media criticism in US as well as debate around wording.

No evidence it was successfully promoted in America on completion.

No evidence of US politicians using it.

Harriet Beecher Stowe's celebrity book tour shows

Some sophisticated use of Public Relations techniques

Clear understanding of these techniques among some in her party

Clever maintenance of image control (despite one or two official spokesperson errors)

Arguably, failure to turn the cause of the book into increase in effective activism

A few useful references

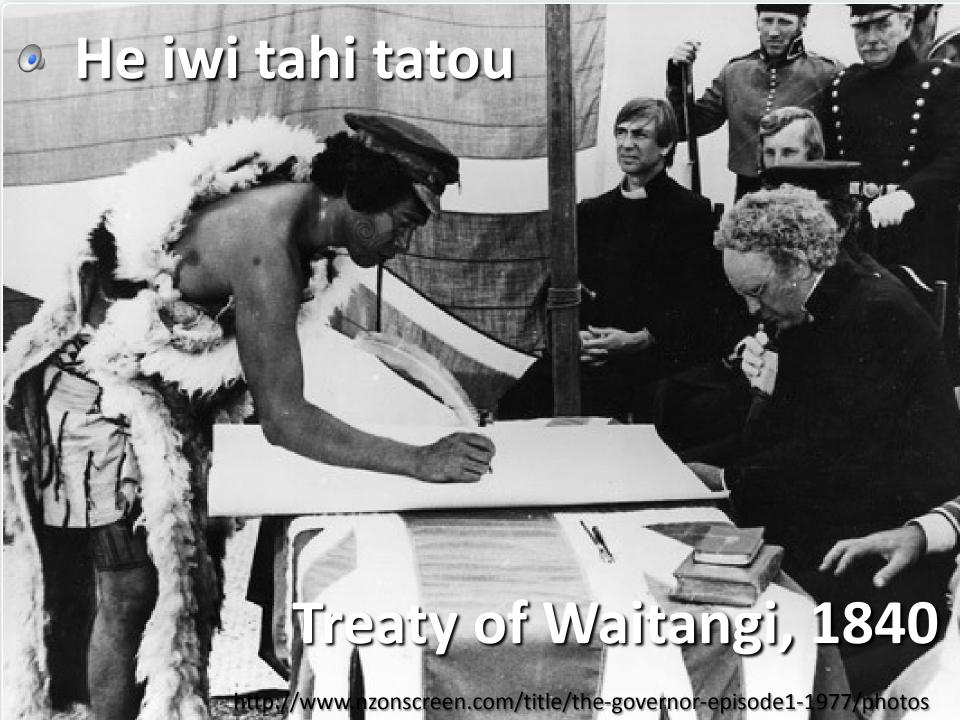
Beecher, Charles. Harriet Beecher Stowe in Europe. Stowe Day Foundation 1986

Crawford, Martin. The Times and American Slavery in the 1950s. Slavery and Abolition. Vol 3 part 3 228-242

Huzzey, Richard Freedom Burning. Cornell University Press. 2012

Temperley, Howard. British Anti-Slavery 1833 – 1870. Longman. 1972





Research Subject

- Basic premise How do you create a nation?
- How do you persuade people from
 - different home nations
 - different cultural groups
 - different religions and
 - different ethnic groups
- that they are now, in fact, one people?



http://www.nzhistory.net.nz/media/photo/new-zealand-coat-arms-1911-1956

Creation through creativity

- "Companies seek to gain marketing advantage in the battle for hearts, minds and wallets through the application of superior creativity." (Tench and Yeomans, 2006, p425)
- My argument is that this applies equally to Brand New Zealand; to the concept of internal and external marketing of New Zealand as a nation worth investing in, both in terms of capital and culture.
- This study looks at how New Zealand in the early part of the 20th century sought to utilize creativity to persuade its new citizens that they were now 'New Zealanders.'

Brand 'New Zealand'

- Holt (The Principles of Cultural Branding, 2004) argues that brands emerge through a <u>story telling</u> process which fills the brand with meaning.
- In the first half of 20th century, this was achieved for 'Brand New Zealand' through a wide range of government and corporate sponsored 'creative communications' including:
 - Government Information Films
 - Advertising
 - Journalism, magazines and commentary
 - Fiction films focussing on the 'New Zealand' experience
 - Poetry
 - Novels and short stories



http://www.pureadvantage.org/blog/2011/07/26/element-makeover-brand-new-zealand/

Brand 'New Zealand' required marketing both externally and internally.

Why create a unified identity?



http://www.nzhistory.net.nz/media/photo/maori-battalion-haka-in-egypt-1941

Members of the 28th Maori Battalion, the most celebrated and highly decorated unit of all New Zealand's forces, perform a haka, Egypt, June 1941.

Kingitanga leader Te Puea Herangi, questioned why Maori

should fight for an Empire that had, within living memory, invaded and occupied their lands.



http://www.tainui.co.nz/tridevunit/tribal_dev_unit.html

NZ Identity Overseas

• In 1901, the NZ liberal government established a 'Tourism and Publicity Department' said to be the first such institution in the world. (Belich, 2001)

Most of the publicity activity was focused on

London

 "Tourism' appears to have functioned as a proxy and focus for a much wider and more significant type of national self promotion." (Belich, p82)



http://www.teara.govt.nz/en/photograph/21273/waitomo-caves-hostel

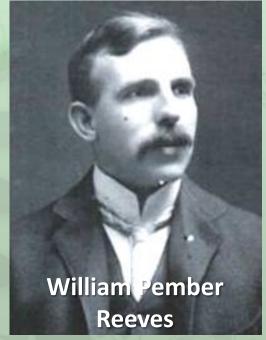
NZ Identity Overseas

 New Zealanders travelling to Great Britain were given 'literature' about New Zealand "likely to assist them in disseminating useful information" about the country (Belich).

Between 1920 and 1926, New Zealand's High Commission in

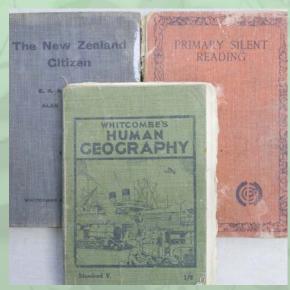
London sponsored over 800 lectures and 47 exhibitions and shopping days.

 "High Commissioners, who were usually leading politicians such as William Pember Reeves, doubled as managers of an ongoing promotions campaign." (ibid, p83)



Domestic Identity: The New Zealand Citizen

- So how do you create this New Zealand identity where there isn't one before?
- How do you persuade all these people that their previous stories and identities are now one story, one identity?
- Reach children through education
- In 1905 the government published school text "The New Zealand Citizen: An elementary account of the citizen's rights and duties and the work of government."



http://www.nzmuseums.co.nz/account/3021/object/35270/Textbooks_school

The New Zealand Citizen

 Written by the government's inspector of schools, E K Muglan and later updated by his

son, newspaper editor Alan Mulgan.

 It was a response to Australia's plan to create a Federation of Greater Australia, including New Zealand, in 1901.

 Became the definitive text of cultural identity for children, in print for nearly 40 years.

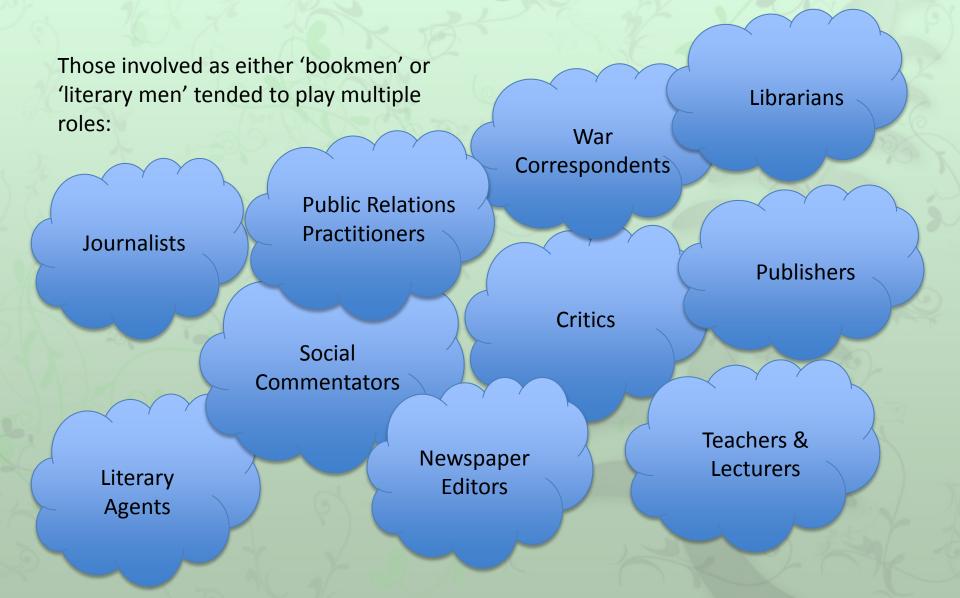


http://www.teara.govt.nz/en/biographies/3m64/1/1

Cultural Pioneering for an adult audience

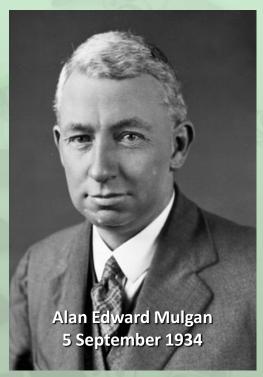
- The New Zealand government maintained a parliamentary press core to inform the public of its mandate through journalism, and were so concerned to create a national literature for New Zealand that they
 - had state organised and funded Authors Weeks from 1936
 - staff in the prime ministers office dedicated to enhancing cultural communication
 - state sponsored magazines that promoted and published poems and short stories by New Zealand writers
 - and, overseen by the Minister of Internal Affairs, a state literary fund to encourage young writers to play their part in shaping and reflecting a cultural identity for New Zealand

Cultural Pioneering



The Bookmen: Alan Mulgan

- Editor of the Auckland Star
- Co-author of later editions of The New Zealand Citizen
- Author of A Pilgrims Way in New Zealand and Home, a New Zealander's Adventure as well as numerous novels, anthologies and biographies
- Published a series of journalistic articles explaining the need for New Zealand's engagement in the Second World War
- Supervisor of Talks for New Zealand Radio the equivalent of the Reith Lectures
- President of the state sanctioned New Zealand Poets, Essayists and Novelists Society (PEN) 1940-42
- Lecturer in Journalism at Auckland University
- Awarded an OBE 1947



The Bookmen: Leo Fanning

- New Zealand's first and most prominent Public Relations practitioner
- Parliamentary press gallery member
- Journalist
- Pamphleteer
- Writer
- PEN member



http://www.techhistory.co.nz/IronSands/Reminiscence.htm

The Literary Men: John Mulgan

 Editor of the Oxford University Press and editor and correspondent of WB Yeats and WH Auden

 Novelist and author of Man Alone and Report on Experience

Experience

- Poet, Biographer, Essayist, Critic
- Scholar, Farmer, Rugby player
- New Zealand Representative at the League of Nations
- Journalist and War Correspondent
- Lieutenant Colonel in the British Army
- Veteran of El Alamein
- Recipient of the Military Cross
- SOE Commander and hero of the Mountains of Greece



http://www.teara.govt.nz/en/biographies/4m68/1/1

The Literary Men: Denis Glover

- Poet and author of The Magpies, Sings Harry and Arawata Bill
- Publisher
- Founder and Editor of the Caxton Press
- Journalist
- Critic
- Lieutenant Commander in the British Navy
- Recipient of Distinguished Service
 Cross and Soviet Veterans Medal



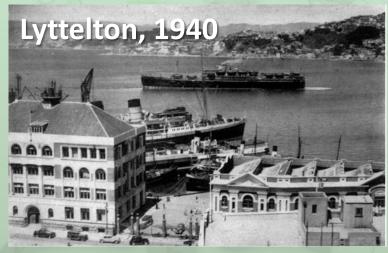
http://www.teara.govt.nz/en/biographies/4g11/1/1

Denis Glover

Glover provided the commentary to *The* Coaster by the New Zealand Film Unit, New
 Zealand's answer to Basil Wright and John
 Grierson's 1936 film Night Mail

The Coaster

http://www.nzonscreen.com/title/the-coaster-1948



http://nzetc.victoria.ac.nz/tm/scholarly/WH2MMed-fig-WH2MMe02b.html

Denis Glover

- He also wrote commissioned works such as his collection *The Air* in 1957, including *To the Plane* for TEAL, later to become Air New Zealand
- Denis Glover, To the Plane, 1957:

Sky-rider, sweeping your wings against
The cobweb cloud, asking the sun's proximity,
You intimate of thunder,
What rich plunder
Do your instruments pluck from the skies?



http://airandspace.si.edu/images/collections/media/full/a19860324000cp03.j

Warrior Writers

- Mulgan and Glover were 'strong poets' (Bloom, 1973) in every sense.
- University educated first-class scholars, competitive, accomplished sportsmen, both men had attended the workers riots of 1932 as special constables, only to find themselves 'facing the wrong way' (Ogilvie, 1999, p50) when they reached the barricades.
- Their distinguished service records, argues Jensen, gave additional credence to their role as warrior writers and '... added a special weight of masculine authority to the new literature.... Glover and Mulgan... seemed close to that ideal combination of literature and manliness, the whole man.' (Jensen, 1996, p59).

Literary Women: Robyn Hyde

 Accredited as the world's first female war reporter to detail the war in China*, Hyde walked the trans-Siberian railway to arrive in Hsuchow when the Japanese attacked the

city in 1938.

 Harried, captured and assaulted by the Japanese and shunned by New Zealand society for her illegitimate child, mental illness and avant-garde writing style, she took her own life in 1939.

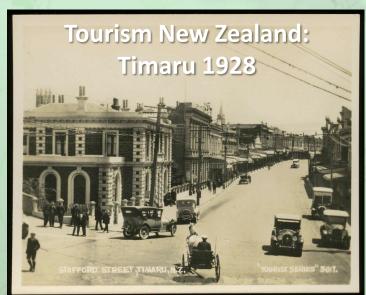
http://www.nzepc.auckland.ac.nz/authors/hyde/

Hyde and Public Relations

 From 1927-8 Hyde worked for the New Zealand Publicity Bureau and wrote 50 articles on place tourism in New Zealand.

- She also wrote screen titles for the Bureau's silent films.
- "I go in and watch a wild jumble of scenes which might mean anything. I have to try to make them into [a] titled sequence."

(Hyde to Schroder, 28 November 1927)



http://www.nzmuseums.co.nz /account/3359/object/94984/ Stafford_Street_Timaru_NZ_(T ourist_Series_3017)

A challenge to the 'Whole Man'

 Jensen argues that Hyde was writing at a time when New Zealand culture was "...defined by excitement over masculine language and material, where criticism praised good writing with enthusiastic metaphors of the robust male body." (Jensen, p102)

• For example, Bertram dismisses Hyde's work for its

fragmentation, which he sees as stemming from her turbulent life, which he dismisses as ".... a rather embarrassing record of dangerous living and overstretched ambition" (Bertram, 1955, p17)



The 'Man Alone'

• Jensen argues that while Mulgan's novel supplied the name '... the man alone was said to manifest himself in the drifting men of Sargeson's stories [and] the solitary male figures in Glover's poem sequences

Sings Harry and Arawata Bill...'

(p65).

 This 'man alone' was a white male, living an all but isolated existence in combat with an unwilling but beautiful natural environment he eventually masters.



Maori Response to 'Kiwi' Identity



http://www.guardian.co.uk/world/2009/feb/12/haka-war-dance-history

Postcolonial Maori Identity



http://www.listal.com/viewimage/1704171

Once Were Warriors, (*Lee Tamahori*) 1994:

Film Trailer

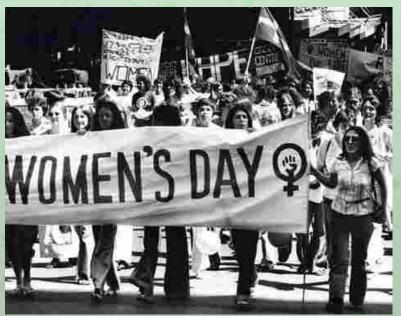
http://www.youtube.com/watch?v= NV45ZuepZo

Excluded Women Fight Back



http://en.wikipedia.org/wiki/Women 's suffrage in New Zealand

Women's rights group asserted their independence through numerous marches then, famously in 1984, dragged University of Auckland playwright and academic Mervyn Thompson from his office and tied him to a tree in the public park, spray painting 'rapist' over his car.



"It's no coincidence that a playwright was chosen as communal sacrifice to inaugurate the concept of sexual harassment here.... male writers have had a peculiarly prominence in our discussions of New Zealand [identity]" (Jensen, p3).

http://solomonsmindfield.blogspot.com/2010/02/feminism-today-with-nina-power-and.html

Conclusions

- The New Zealand social experiment in nation building through creativity was therefore effective in defining an identity for the nation, but this was not a new identity; it invigorated an old one that is still being perpetuated.
- Nor was this an inclusive identity. It did not create one people; instead is excluded some people and has implications for all state sponsored activity in this area.
- In a globalised world where European colonialism has been replaced by corporate imperialism, international communications is still an area rife with colonial

representation.



http://www.theage.com.au/articles/2007/04/22/1177180523044.html

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Socialist Public Relations

A CONTRADICTIO IN ADIECTO?



Democracy and PR



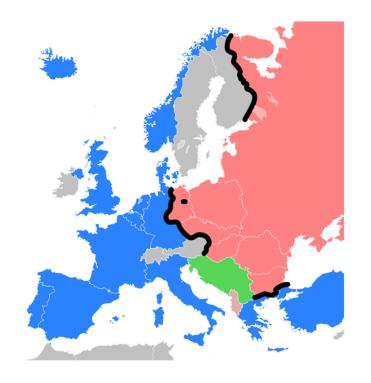
- pluralism (of opinions)
- right to express individual opinions
- right to advocate individual positions and interests
- → democratic systems have to allow for / need public relations



PR and Democracy

• the vice versa: connection between political system and form of communication

PUBLIC RELATIONS ONLY



SINISTER
COMMUNIST
PROPAGANDA
ONLY

(Oeckl, 1964)



Contraposition

PUBLIC RELATIONS

SINISTER COMMUNIST PROPAGANDA

OPEN DIALOGUE

RESPONIVENESS

TRUTHFUL INFORMATION

ACCOUNTABILITY



MISINFORMATION

BLATANT LIES

MANIPULATION

PERSONALITY CULT



SOCIALIST PUBLIC RELATIONS

THE CASE OF THE GDR



State of Research

SOCIALIST PUBLIC RELATIONS?

- impossible (e.g. Oeckl, 1964; Ronneberger, 1978)
- particularities (e.g. Bentele, 1998; Swoboda, 1986; Zagatta, 1984)
- no connection between system and communication (e.g. Bussemer, 2008; Kunczik, 1993; Merten, 2000)

PR IN THE GERMAN DEMOCRATIC REPUBLIC?

- existent (though in a particular form) in the cultural and economic sector (Bentele & Peter, 1996; Otto, 2013; Raupp, 2001)
- existence in the political field subject to debate (Gibas, 1998; Meyen & Fiedler, 2011; Szyszka, 1998)



Research Interest

'Socialist Public Relations' in the Political Field:

a communicative contradictio in adiecto?

a particular (or even peculiar) form of public communication?

a relatively normal form of PR?



Methodology

- document analysis regarding conceptualisations of political PR in the GDR
- focusing on various sources from the GDR:
 - party conference proceedings (n=15)
 - governmental directives (n=1)
 - (collections of) practitioners' accounts (n=13)
- comparison against
 - generally accepted understandings of political PR
 - conceptualisations of political (governmental) PR in the FRG (Kocks, 2011)

→ political PR in the GDR as governmental PR



Public Relations – General Understandings

- PR as the management of communication between an organisation and its publics (Grunig & Hunt, 1984)
- political PR as the communication management of political actors, addressing their in- and especially their external audiences (Bentele, 1997)
- governmental PR as the (publicly funded) communication of governmental bodies and officeholders, executed from their official position (Kocks & Raupp, 2014)
 - information of the public
 - explanation and advertisement of political measures and policies
 - building of relationships between those governing and those governed



Governmental Public Relations in the FRG



- of elevated importance right from the beginning (1949)
- to be organised in a professional and centralised way
- initially primarily fulfilling informational duties
- campaign / partisan component:
 - communicating against the opposition
 - influencing the media
- caesura in the 1970s: legal limitations by the constitutional court (BVerfGE 44,125)
- rising importance of dialogic and participatory components from the early 1980s
- reciprocal components (from the 1980s): communication of societal agendas and public opinion to governmental bodies

(cf. Kocks, 2011; Kunczik, 2006)



Political Public Relations in the GDR (1)



of elevated importance right from the beginning

to be organised in a professional and centralised way

to distribute information to the general population

- to improve the relations between those governing and those governed, therefore to be:
 - objective
 - decisively non-propagandistic



Political Public Relations in the GDR (2)



functions:

- information
- education (mid-1950s)
- agitation (mid-1950s)
- from the 1960s on: stronger emphasis educative functions (Marxist-Leninist theory)

- strong claims to truthfulness and objectivity
- agitation and propaganda to distribute political and economical facts



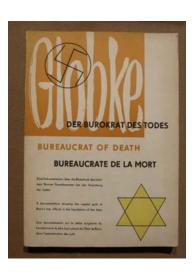
Political Public Relations in the GDR (3)



- system conflict (with the FRG):
 - continuously gaining importance
 - communicative measures aiming at the FRG's population







governmental PR as a power- and truthful tool in the system conflict (GDR perception)



Political Public Relations in the GDR (4)



- media relations: attempts towards direct influence on journalists
 - journalists not to serve as direct governmental communicators
 - influencing by the placement of topics and interpretative frames

developments:

- beginning in the 1970s: broadening of the debate surrounding political PR
 - participants: journalists, scientists and (political) practitioners
 - topics: fostering of political participation & improvement of citizen-state relations
- especially with the transition of power (Ulbricht / Honecker)
 - political PR becoming even more important (broadening and scientific foundation)
 - reciprocal communication: calls for mutual exchange between governing and governed
 - introduction of strict delimitations between socialist 'Öffentlichkeitsarbeit' and (Western) PR



Summary: Political Public Relations in the GDR (1)

- tasks: information, education, agitation
- strong normative claims to truthfulness
- instrumentalisation of the media
- no (lager) legal constraints
- from the 1970s: rising importance of (communicative) inclusion and the enablement of political participation
- continuously: high importance of the system conflict





Summary: Political Public Relations in the GDR (2)

• PR as pluralistic and dialogic communication adhering to the highest ethical standards...



- overly normative understandings of PR...
 - contemporary understandings mistaken for PR as such (Bentele & Peter, 1996)
 - normative understandings mistaken for PR as such (Kunczik, 1993; Merten, 2008; Meyen & Fiedler, 2011)
 - PR as the licence to deceive (?) (Merten, 2008)
 - empirical studies indicating a state in which measures subsumed under the notion of PR are often
 - uni-directional
 - persuasive
 - partisan
 - manipulative (in some case)

→ normatively less demanding understandings of PR



Summary: Political Public Relations in the GDR (3)

political PR in the GDR:

- conceptualised as the management of communication between organisations (i.e. governmental bodies and the state party) and their publics
- conceptualised to distribute information
- conceptualised to foster some form of communicative exchange



- particularities:
 - (dominant) educative component
 - no external constraints



SOCIALIST PUBLIC RELATIONS

A CONTRADICTIO IN ADIECTO?



Black milk of daybreak we drink it come evening we drink it come midday come morning we drink it come night we drink it and drink it we spade out a grave in the air there it won't feel so tight.

Paul Celan: Death Fugue –

(translation by A.Z. Foreman)



Public Relations





- cultural PR (Raupp, 2001)
- economic PR (Otto, 2013)
- PR (at least) on an organisational level (Raupp, 1999)
- political communication as PR





SOCIALIST PUDEIC RELATIONS A CONTRACIO IN ADIECTO



Primary Sources

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D21	Staatliche Öffentlichkeitsarbeit und sozialistische	Collection of practitioners' accounts (Conference)
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D22	Staatliche Öffentlichkeitsarbeit, Erfahrungen und Erfordernisse: Zwickauer Erfahrungsaustausch 1982	Collection of practitioners' accounts (Conference)
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D23	Sozialistische Demokratie: Organ des Staatsrates und des Ministerrates der Deutschen Demokratischen Republik (Beilage 13/71),	Collection of practitioners' accounts (Journal, Special Issue)
		(Journal, Special Issue)
D24	Sozialistische Demokratie: Organ des Staatsrates und des Ministerrates der Deutschen Demokratischen Republik (Beilage 17/71),	Collection of practitioners' accounts (Journal, Special Issue)
D25	Sozialistische Demokratie (04.09.1970)	Collection of practitioners' accounts (Journal)
D26	Sozialistische Demokratie (25.09.1970)	Collection of practitioners' accounts (Journal)
D27	Sozialistische Demokratie (16.10.1970)	Collection of practitioners' accounts (Journal)
D28	Sozialistische Demokratie (23.10.1970)	Collection of practitioners' accounts
		(Journal)
D29	Sozialistische Demokratie (11.12.1970)	Collection of practitioners' accounts
		(Journal)
		<u> </u>

Party Conference Proceedings (n=15)

Governmental Directive (n=1)

Practitioners' Accounts (collections) (n=13)



Thank you for your kind attention!

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Nation Building Starts at Home, CSR, Community Relations, and U.K. Broadcasters

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2014

Overview: Things to Consider

- In general: Public relations' use in eliciting greater corporate social responsibility (CSR) from U.K. broadcasters, responsiveness to regional and national cultures, culture-specific representations in electronic communication, and community needs in the nations and regions.
- NGOs, i.e., viewer and listener broadcasting advocacy groups, community media associations, coalitions, and informal publics that seek greater representation via authentic, indigenous media, training and development of local talent to produce that media, a forum for community issues and needs and investment by British broadcasters in their communities.
- The general political climate, including a push for greater devolution, which has had an impact on the way in which broadcasters have responded to national cultures and communities.
- The economic downturn beginning in 2008 down and the subsequent fallout from the recession, which "pushed the envelope" towards broadcasters' greater involvement with community needs.
- The formalizing of policies that require or encourage media corporations to respond to local, national or regional stakeholders
- "National interest," "nation building "ambiguous terms as per "Great" Britain; CSR focus on cultural expression, education, community needs for Scotland, Wales, the North, the underrepresented.
- Reporting: CSR frameworks for benchmarking "rubric" organizations
- Exploring if, and how, recent shifts in broadcasting production and management bases have had an impact on community relations and opportunities for local residents.
- The training of new, local talent and home-grown shows and the opportunities to focus on local issues

Issues: "Nation Building," Community, & Cultural Integrity

- Nations/regions' desire accurate representation and increased funding for children's, religious, news and current affairs programming, drama, documentaries, indigenous film productions
- Greater support for identifying, training new home-grown talent and professional develop of current talent/technical and creative base
- Fear impact on cultural integrity of increased imports and reliance on U.S.-generated content, especially with lack of regulation on cable, satellite, online content
- Concerns re: "digital divide" and its impact on citizenship/culture; reduced but still uneven
- Throughout U.K. concerns about safety, monitoring, lack of regulation of online industries
- Pressure to conform to changing EU TV guidelines
- Severe impact of industry changes on public broadcasters (e.g., BBC) facing regulation, restructuring, relocation (50+ per cent relocated to BBC Media City, Manchester)
- Commercial broadcasters are all but released from their public service obligations, which then fall to publicly-funded BBC & also Channel 4 (which commissions, but doesn't make programs)
- These concerns can be considered CSR issues because cultural representation & responsiveness by broadcasters (including in their online content) to their viewing and listening publics) are mandated.

Frames of Reference

- Literatures: communication/activism, organizational theory, political science, social movements, globalization (EU), NGO literatures (mainly political science), CSR literatures (public relations, political science, management, environmental)
- Terms of reference: CSR, social responsibility, corporate responsibility, sustainable development, corp. citizenship, environmental impact assessment (EIAs), CSR reporting
- Frameworks: Global Compact, Global Alliance, BSR, (U.K.) Business in the Community

Accountability vs. CSR

- Does CSR drive public relations practices or do public relations practices drive CSR?
- How does accountability differ from CSR? Accountability-Externally driven and imposed norms CSR-"Push from within" Norms-intrinsic and in organizational fabric
- CSR and attendant relationship outcomes contribute to organizational <u>triple</u> bottom line-social, financial, environmental
- The role of human capital-investment in labor-training and development, as part of sustainability, needs explication

Rubrics for CSR: The Global Compact

- U.N. housed; supported by core funding from govt. donors
- Web site provides CSR policy papers and presentations
- Voluntary compliance by over 1000 with 10 basic principles to protect human rights and the environment.
- One of...public-private partnerships...seeking to redefine the terms on which companies go about their business, and how social and environmental goods can be most effectively delivered." (Zadok, 2001).
- Zadok: "A massive step...for leading corporations... to benchmark their performance against the closest we have to an international consensus on what constitutes civilized behavior."
- Ruggie (2004): "a value-based platform for social capital formation...to seek joint solutions to the imbalances and dislocations resulting from the gap between the global economy and national communities." (p. 16).
- Over 20 transnational NGOs in policy initiatives and dialogues

Rubrics for CSR: Business in the Community (UK)

From the Website

- "It's time for a new contract between business and society"
- Education & young people
- Enterprise & culture
- Tackling unemployment
- Marketplace sustainability
- Workplace & employees
- "During 2013 our programmes continued to improve the lives of people in our communities and create a positive impact on our member companies."

Rubrics for CSR: Business for Social Responsibility

- Business resource showcasing organizations/policies & valuing people, communities, and the environment
- Supports "ecologically-sustainable" activities
- Davenport and Lewellyn (2004)
 - 120-keyword search of BSR's database
 - content analysis of five years of media and ten years of corporate-citizenship awards for reported and rewarded CSR.
 - Centrality of community relations to CSR: "employee principles and issues are among the most reported and the most rewarded...." (Davenport and Lewellyn, p. 274)
- BSR site: 1) comprehensive overview of CSR,
 - 2) access to organization-specific principles of CSR
 - 3) documented practices and rewards for CSR behaviors
- Documents CSR's bottom-line business value

CSR Sources

- Clarkson (1995) –corporate performance: stakeholder
- Moon (2000)-accountability emphasis-"Value for Money"
- Henderson (2001)-"triple bottom line" (eco, social, envir)
- Robertson and Nichols (1996)-walking the talk
- Stainer (2008)-value of CSR in business decisions
- Abramov (2011)-building trust in fragile states
- Castells (2000)-NGOs intervene-catalyzing CSR
- Doh (2001)-business, government, NGO triangle
- Bennett (2002)-NGO role in CSR, esp. w/i triangle
- Carroll (1979 onwards)-economic, legal, ethical, discretionary
- Kotler & Lee (2005)-commitment to improve community

More CSR Sources

- Holmes & Watts (2000)-improve workforce's and community's quality of life
- White (2006)-achieve commercial success ethical way
- Bennett (2002)-int'l business community must promote greater economic inclusion and social justice
- Paluszek (2011) (c. Bruntland, 1983)-assuring future of generations to come via sustainability

Center and Periphery Issues

- North, Nations lag economically, technologically-not culturally, intellectually
- Public Service broadcasters-remit/obligations-serve and represent all U.K.
- Peripheral areas historically have reception difficulties and fewer resources
- ITV consolidation (formerly, 15 franchises-now 1) means that original productions that "ring true" culturally, reflect communities have declined.
- ITV lost advertising revenue (20 million pounds) from children's programming and stopped producing original kids' programs.
- BBC-lion's share of responsibility for new programming in Nations; limited as per national or regional origin; produces some Welsh programs for S4C.
- Broadly speaking, these are community relations but also sustainability issues—How do you keep a community, one that is your audience, viable?

Broadcasters' Dilemma: Balancing CSR, Devolution, and Cultural Integrity in the Nations and North

- NGO advocacy around public interest communication policy issues
- At Issue: Public service (CSR) obligations of state/private broadcasters
- At Stake: Distribution of resources equitably throughout the U.K.
- Representation of national identities in broadcasting/online content
- National and regional representation in production and distribution
- Two contiguous threads—national identity and social cohesion
- Voices and talents of smaller communities cry to be heard.
- Changing demographics (Asian, pan-European populations)
- Language preservation (Welsh and Gaelic broadcasting)

NGOs/Local Broadcasters Pursue CSR

Original study: Six U.K.-wide groups

Voice of the Listener and Viewer (VLV)

Consumers Association (all consumer issues)

National Consumer Council (government watchdog)

Mediawatch UK (formerly NVALA, lower public profile after Whitehouse's death) Campaign for Quality Television (now defunct)

Deaf Broadcasting Council (now defunct)

- **VLV** consistently pursued public interest, using many PR tactics **Active chapters with Directors in Scotland and Wales** Loose, ad hoc alliances and coalitions, including with BBC
- Seek legitimacy with broadcasters, using variety of PR tactics; hold them to high bar
- Small community media and cultural groups seek legitimacy, funding, work for policy change, fill gap not met by mainstream broadcasters, e.g. Summerhall TV in Edinburgh, focus on local arts
- Scottish Enterprise and Culture Committee can fund but not legislate
- Call for more Welsh-language programming for S4C; BBC's arrival may not bring that

What Broadcasters Share with or Could Learn from the Rubrics

- Global Compact members share annual reports or convey essential messages in other formats, like BBC Web-based Corporate Comm. releases information about its CSR.
- The broadcasters could better embrace the Compact's support for educational and/or humanitarian partnership projects in developing countries, or at least raise awareness through increased coverage of these issues.
- Perhaps the BBC could do more globally to reinforce support for PSB and viewer and listener input into electronic communication.
- Compact members have also formed innovative alliances, such as in Melbourne, much like the Scarman Trust in the UK and the BBC's collaboration with VLV.
- The Global Alliance's (2004) framework for integration of social and environmental concerns into business plans has begun to be adopted by the BBC--could help achieve responsible localization as well as 'responsible

Working with NGOs

- BBC Consultations on the Digital Dividend, children's programs, and other initiatives.
- Presence at the Children's Media Conference in Sheffield and other events.
- BBC consulted activists and corporate citizenship watchdogs for input into its CSR Report (2004) as reported by Hastings (2004), BBC Head of CSR.
- Report (Media CSR Forum and KPMG) identified key issues and publics in the media/broadcast CSR agenda:
 - 1) issues with implications for the media-- e.g. informing public opinion
 - 2) and issues unique to media (e.g., editorial policy)
- Reid: Annual CSR reports divided into themed strands

Conclusion/Discussion

- Broadcasters have begun to make a concerted effort to involve themselves in local, regional, and national issues and have developed a number of initiatives that have the potential for significant impact on the communities in which they operate and those further away.
- They recognize that community/cultural NGOs represent a significant force on behalf of citizen rights and generate dialogue on crucial issues for society
- They experience increased pressures from coalitions and other entities
- Frameworks for CSR exist in public service tradition and performance norms and remits define CSR behaviors
- Finally, variables such as Scottish independence, changing levels of support for Gaelic programs and conflict among Welsh about the continued growth of Welsh programs throw into question national interests but the approach of broadcasters must go beyond political and cultural interests to the sustainability, economically, educationally, and in terms of future generations of skilled professionals, in which they operate

Thank You

For your Attention and Interest!