

**THE PROCEEDINGS OF THE INTERNATIONAL HISTORY OF
PUBLIC RELATIONS CONFERENCE 2014**

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Presentations from speakers: Lambert to Snowden

Author(s), affiliations & email	Paper
Cheryl Ann Lambert, Boston University, clamber4@bu.edu	A liberal newspaper in the U.S. Deep South: A historical case study
Jacque L'Etang, Queen Margaret University, jletang@qmu.ac.uk	Historicity, knowledge, societal change and movements
Jim Macnamara, University of Technology Sydney & Tom Watson, Bournemouth University, jim.macnamara@uts.edu.au, twatson@bournemouth.ac.uk	Australia's emergence on the international public relations scene: 1959 to 2000
Charles Marsh, University of Kansas, marsh@ku.edu	The Strange Case of the Goddess Peitho: Classical Antecedents of Public Relations' Ambivalence Toward Persuasion
Michaela O'Brien, University of Westminster, M.O'Brien2@westminster.ac.uk	Placing activist communication at the centre: how Friends of the Earth framed the Newbury bypass campaign
B. Pinar Özdemir, Ankara University, pinarthetigger@gmail.com	Public Relations of Labour Unions in 1960s and 1970s in Turkey: An Untold Story
Sian Rees, Swansea University, s.f.rees@swansea.ac.uk	Authentic or defensive? - The representation of the BBC
Natalia Rodríguez Salcedo, Universidad de Navarra, nrodriguez@unav.es	The birth of the first Spanish public relations consultancy: Contributions to the history of public relations in the midst of a dictatorship
Collette Snowden, University of South Australia, collette.snowden@unisa.edu.au	An assessment of the use of Public Relations techniques and technology by Muriel Matters to promote the cause of women's suffrage

A liberal newspaper in the U.S. Deep South: A historical case study

Cheryl Ann Lambert, Ph.D.

Assistant Professor, Boston University

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Introduction

- ❑ P.D. East launched *The Petal Paper* in 1953
- ❑ White liberal editor initially avoided controversies
- ❑ Brown *v.* Board of Education a turning point
- ❑ Reframed newspaper focus
- ❑ Reconstructed occupational role

Study purpose

- ❑ Examine how P.D. East transitioned from a journalist to a civil rights advocate in the pages of *The Petal Paper*
- ❑ Uncover the public relations strategies East employed during transition

Theoretical Frame: Constructivism

- ❑ **Social constructivists believe:** Individuals formulate reality by making sense of their experiences.
- ❑ People actively interpret the meaning of their environments and their existence (Lindlof & Taylor, 2011).
- ❑ Power can shift away from individuals (Creswell, 2013) when social constructions are co-opted as institutional preferences (Lindlof & Taylor, 2011).
- ❑ **The process of social constructivism:** Understanding the world through social interactions (Burleson, 2005).

Literature review

- ❑ Coverage in U.S. South (Friedman & Richardson, 2008; Morris, 1993; O'Rourke, 2012; Williams, 2002)
- ❑ Visual framing (Friedman & Richardson, 2008; O'Rourke, 2012)
- ❑ Limited support (Durham, 2002; Stephens, 2012; Stoker, 2012)
- ❑ Complete media support (Weill, 2000)

Methodology: Historical case study

Dataset: Gotlieb Archives

- ❑ Select editions of paper
- ❑ Editor correspondence
- ❑ News coverage of editor
- ❑ East biography

Analysis

- ❑ Thematic analysis
- ❑ Constant comparison

Findings

- ❑ Alternative approaches to advertising
- ❑ Seeking out new subscribers
- ❑ Repacking articles for publicity
- ❑ Demonstrating subject matter expertise

Discussion

- ❑ From journalist to advocate (e.g., Durham, 2002)
- ❑ Civil Rights tactics (Hon, 1997) & critics (Forde, 2012; Friedman & Richardson, 2008; Morris, 1993; O'Rourke, 2012; Williams, 2002)
- ❑ Visual techniques (Friedman & Richardson, 2008; O'Rourke, 2012)
- ❑ Similarities (Weill, 2000) & differences (Mellinger, 2008; Stephens, 2012, Stoker, 2012)

Limitations/Future research

- ❑ Lack of scholarship
- ❑ Necessitates book-length analysis
- ❑ Comparative analysis of *The Petal Paper* and *Durant News*

Conclusion

- ❑ Boundary-spanning
- ❑ Platform of community papers
- ❑ PR strategies outside the field
- ❑ Professional standards/social movements

Thank you

□ Any questions?



Historicity, knowledge, societal change and movements

Jacquie L'Etang

Queen Margaret University

Scotland

Underlying research questions

- What is the relationship between PR and social change/social development, both historically and in the current context?
- What is the relationship between PR and social movements, both historically and in the current context?
- Which agents/actors initiate PR type activities? (PR spaces, PR places)
- What are the interrelationships between historical understandings of societal change and PR type activities (discursive/action)

Key problematics

- PR as historical action/change
- The relationship between PR, social movements, new social movements (NSMs, NRMs), activism
- Definitions of social movements
- The relationship between agents/actions and structures, social processes and change, and the role of PR in these dynamic flows, exchanges, accommodations and conflicts

Key problematics

- The role of PR activities in constructing historical understandings
- The role of PR activities in societal self-understandings of past and present
- The role of PR activities in facilitating historicity
- An historicist approach to situating PR activities as part of social change
- PR's sense of historical self?
- PR as social movement?
- Towards reflexive history and historiography in PR scholarship

Assumptions/position/approach

- PR in historical change, not just PR as part of history
- Conflictual rather than consensual
(counterpoint to Habermasian version of public sphere)
- Engaging historical theory, historiography, social theory

Historicity

‘All societies have different modes of “historicity”, their definitions of their history. But most historians and social scientists adapt a causal social scientific or historiographic model that limits their understanding to the repetition of the same, events tied to one another, inhibiting their understanding of the possibility of new historical configurations’ (Castoriadis, 1987: 264–5).

Historicity

- Social movements and historicity – the struggle for control
- Conflict focus
- Part of inter and intra-societal dynamics that in itself generates action

Layering PR history

- Embedding PR in theories of societal change and social process
- Broadening focus on PR history from specific cases or occupational histories to historical communicative action
- Re-thinking definitions and relationship between PR and social movements (activism) and ideological positions
- Conflict not consensus
- Theoretical scope on macro-scale that permits multiple interpretations

AUSTRALIA'S EMERGENCE ON THE INTERNATIONAL PUBLIC RELATIONS SCENE: 1959 TO 2000

JIM MACNAMARA, UNIVERSITY OF
TECHNOLOGY SYDNEY, AND TOM WATSON,
BOURNEMOUTH UNIVERSITY

CONTEXT

IPRA founded in 1955 as lead organisation for development and promotion of PR as a professional practice (L'Etang, 2004)

Australian involvement began in 1959 but little engagement till 1980

Became intensive in 10-year period from 1983 to 1993

Took global leadership role, then faded away

SOURCES

IPRA archive, held at BU

Interviews with prominent IPRA members of the 1980s and early 1990s

Four in Europe (UK, Sweden, Belgium and Switzerland); Four in Australia

Included four former IPRA Presidents

FOUR PERIODS

- 1) **Early international engagement (1959 to 1967)**
- 2) **The Jon Royce era (early to mid-1980s)**
- 3) **IPRA World Congress 1988**
- 4) **Peak membership and leadership (early to mid-1990s)**

**Later, Australia again awarded IPRA Congress for 2002
but it did not take place**

1) EARLY ENGAGEMENT

1959 to 1967

**First female member of IPRA worked for Australian airline
Qantas: Mrs J. Bradbury**

PRIA recognised by IPRA in 1960

National representatives didn't attend Council

PR pioneer Eric White on Council

Corresponded by airmail

Only four members in 1970; 10 by 1980

2) JON ROYCE ERA

Royce, former radio host, ran PR consultancy in Melbourne

Became Australian representative in IPRA early 1980s

In 1983 won bid for 11th World Public Relations Congress in Melbourne

“Royce’s outgoing persona...opened an opportunity for his homeland to gain recognition”

“Very dynamic” (Murdoch, 2013); “a fabulous guy” (van der Straten Waillet, 2013)

IPRA President in 1985; Died early 1986



MID-1980S CONTEXT

“In general, public relations in Australia is not internationally-minded” (Pritchitt, 1984)

“Subsidiary approach” to corporate PR (Sjoberg, 2013)

Australia “not really an international player on the international PR scene” and “a one-man band kind of place” (Hayes, 2013)

“Great academic interest for PR”; “influenced by US model [of PR]” (van der Straten Waillet, 2013)

3) IPRA WORLD CONGRESS 1988

Tied to Australia's Bicentenary

Organisers led by Senator Jim Short

Well attended; “a really very good Congress” (van der Straten Waillet, 2013)

“They wanted to put Australia on the map and made it a great success” (Sjoberg, 2013)



4) PEAK MEMBERSHIP IPRA LEADERSHIP

Australian membership of IPRA rose from 23 in 1985 to 78 in 1993, but faded to 25 by 2000

Jim Pritchitt became IPRA President in 1992; others were on IPRA Council or worked on committees and projects

IPRA Gold Paper 11, “Public Relations Evaluation” arose largely from Australian members

IPRA IMPACT ON AUSTRALIAN PR

IPRA opened doors to contacts and networks

“Access to new business” (O’Sullivan, 2013)

Timing was linked to world growth in PR and extension of agency networks

IT and telecoms were creating 24/7 operations of corporations and media

DECLINE IN ENGAGEMENT

**Cost of travel, related to weakness of Aussie \$, was deterrent
IPRA seen as “clubby” and Europe-centric: based in Geneva,
with high operating costs**

Rise of PRIA as a stronger national body

**Less need for IPRA as “contacts” source, as PR consultancy
networks entered Australia**

**IPRA in “a critical financial position” by 1994; virtually
bankrupt for three years; governance questions**

IPRA'S FOCUS CHANGES

**By late 1990s, a new group of countries entered IPRA
40-year link with Anglo-American PR scene ended
Africa, Middle East, Eastern Europe and Indonesia more
involved
“Australia was not part of the process” (Hayes, 2013)**

BY 2009

Australian membership reduced to 18

IPRA not relevant to rapidly-growing Australian PR sector



CONCLUSION

From 1983 to 1993, “the dalliance with IPRA...demonstrated rising national confidence and a desire to take a more outward look on international relationships that were in time with the rapid internationalisation of PR worldwide”

After 1993, Australian PR moved to create its own relationships, while IPRA was in decline

The Strange Case of the Goddess Peitho: Classical Antecedents of Public Relations' Ambivalence Toward Persuasion

Charles Marsh
University of Kansas
USA



Apollo, Athena, Orestes and the Erinyes

G.Z.s.c.
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Persuasion and PR

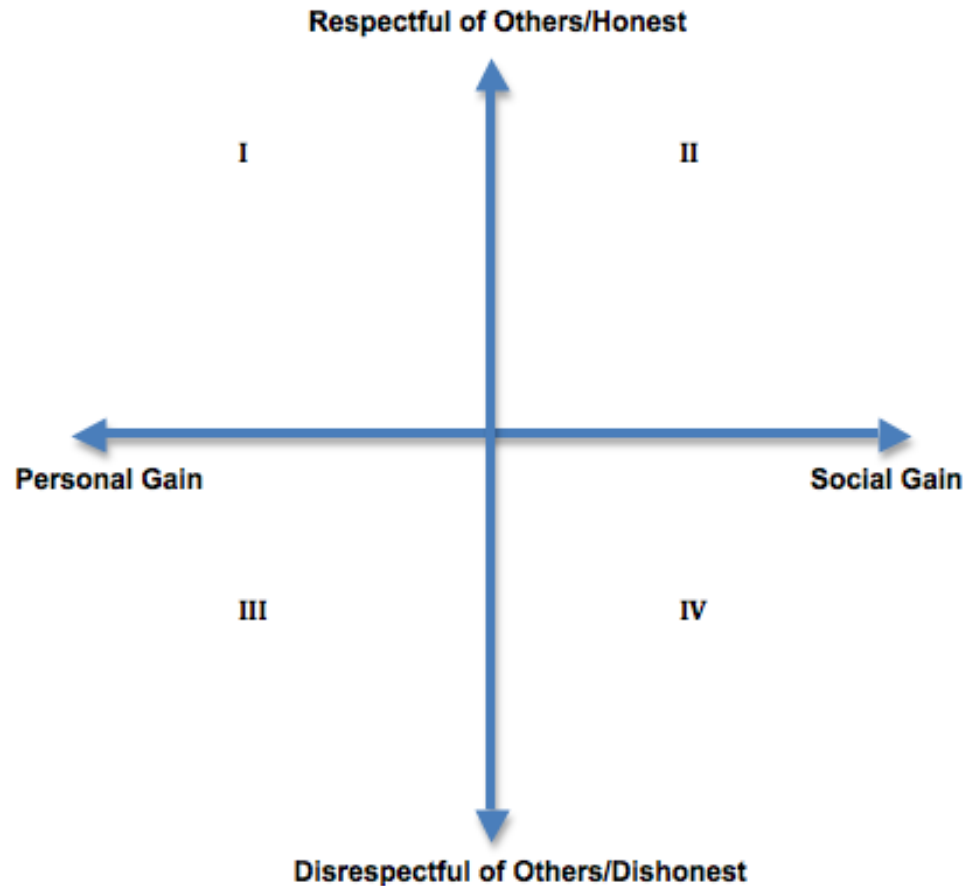
- “The role of persuasion in public relations,” write Pfau and Wan (2009), “is the focus of considerable controversy.”
- Edgett (2002) has asked “whether persuasion is a legitimate public relations function ... [and] whether it can be performed to high ethical standards.”

The Goddess Peitho

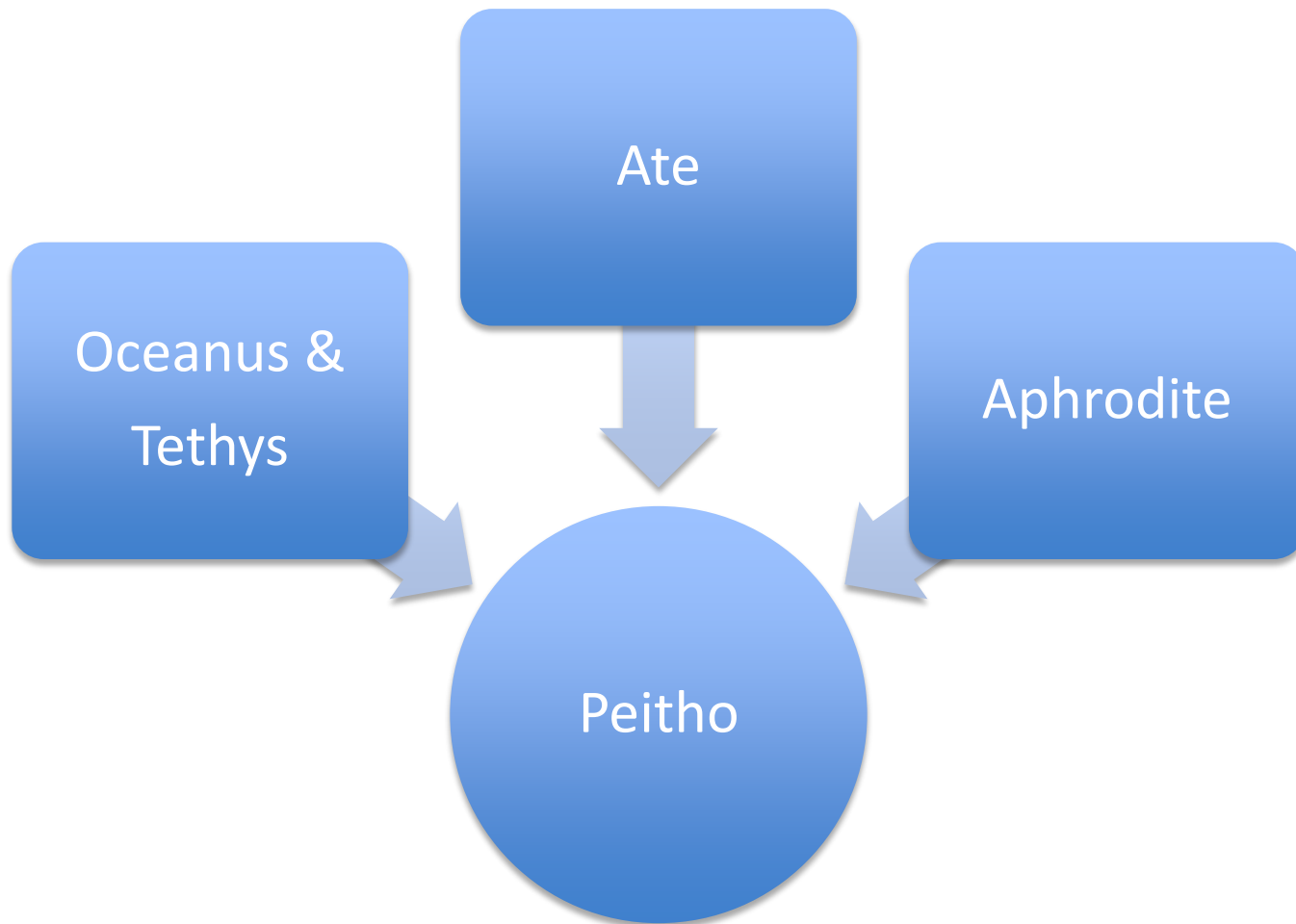


“[A]s a symptom, not only of [the Athenians’] confusion of mind, but of their contempt for the gods, they recognize that Persuasion [Peitho] is one of the gods, and they observe that the city makes sacrifices to her every year, but when men aspire to share the power which the goddess possesses, they claim that such aspirants are being corrupted, as though their desire were for some evil thing.” -- Isocrates, *Antidosis*

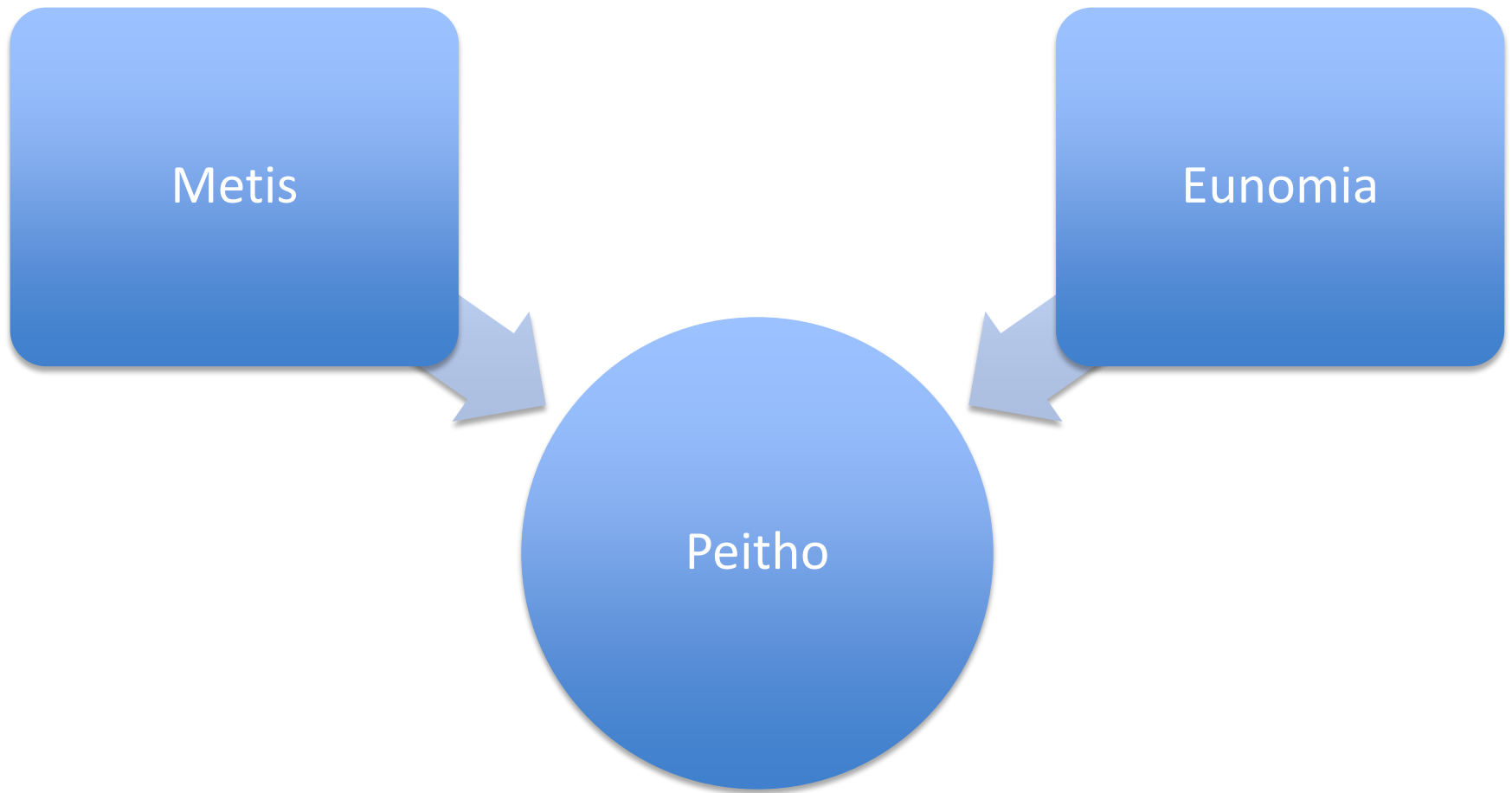
Peitho's Range of Meaning



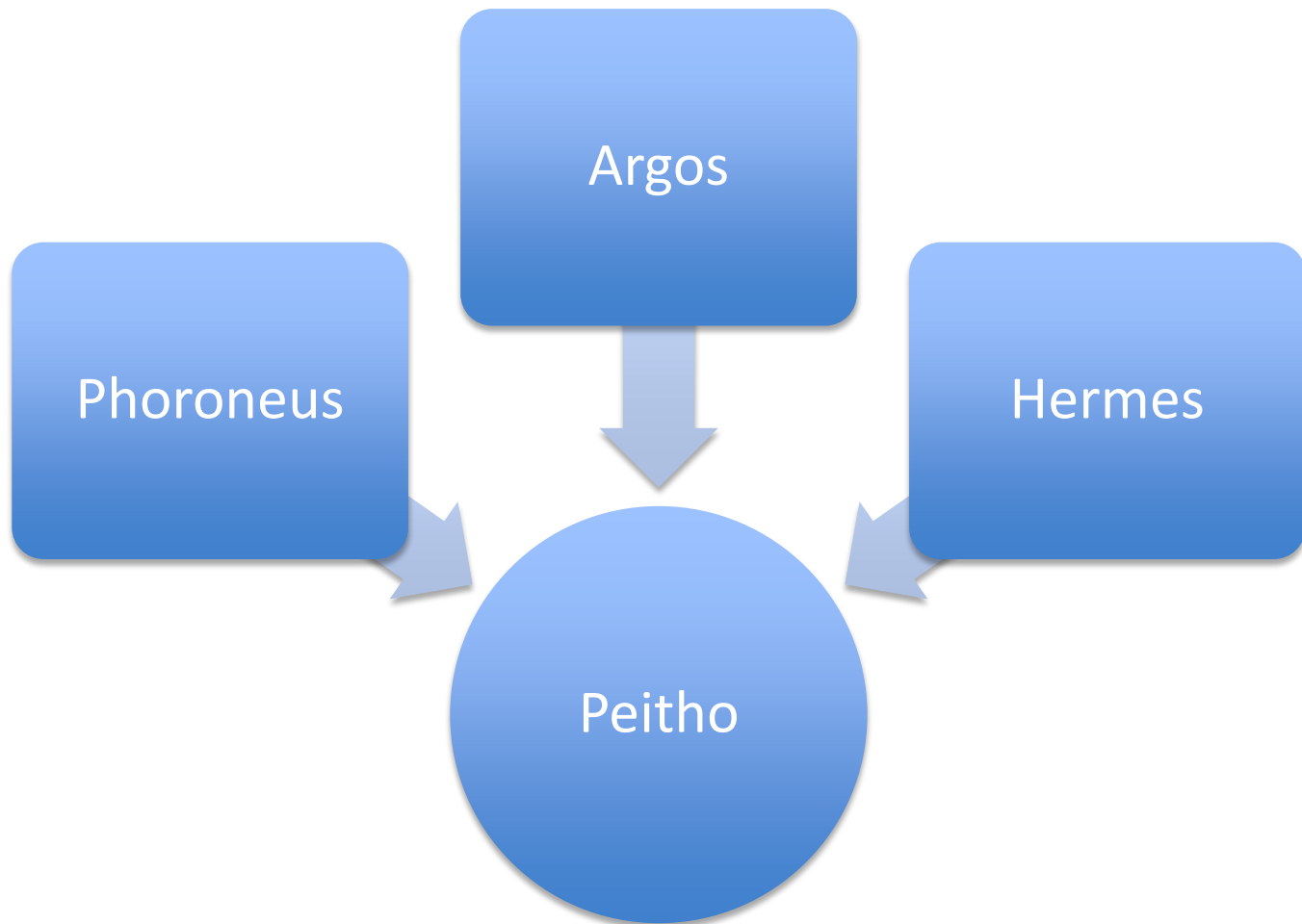
Peitho as Daughter



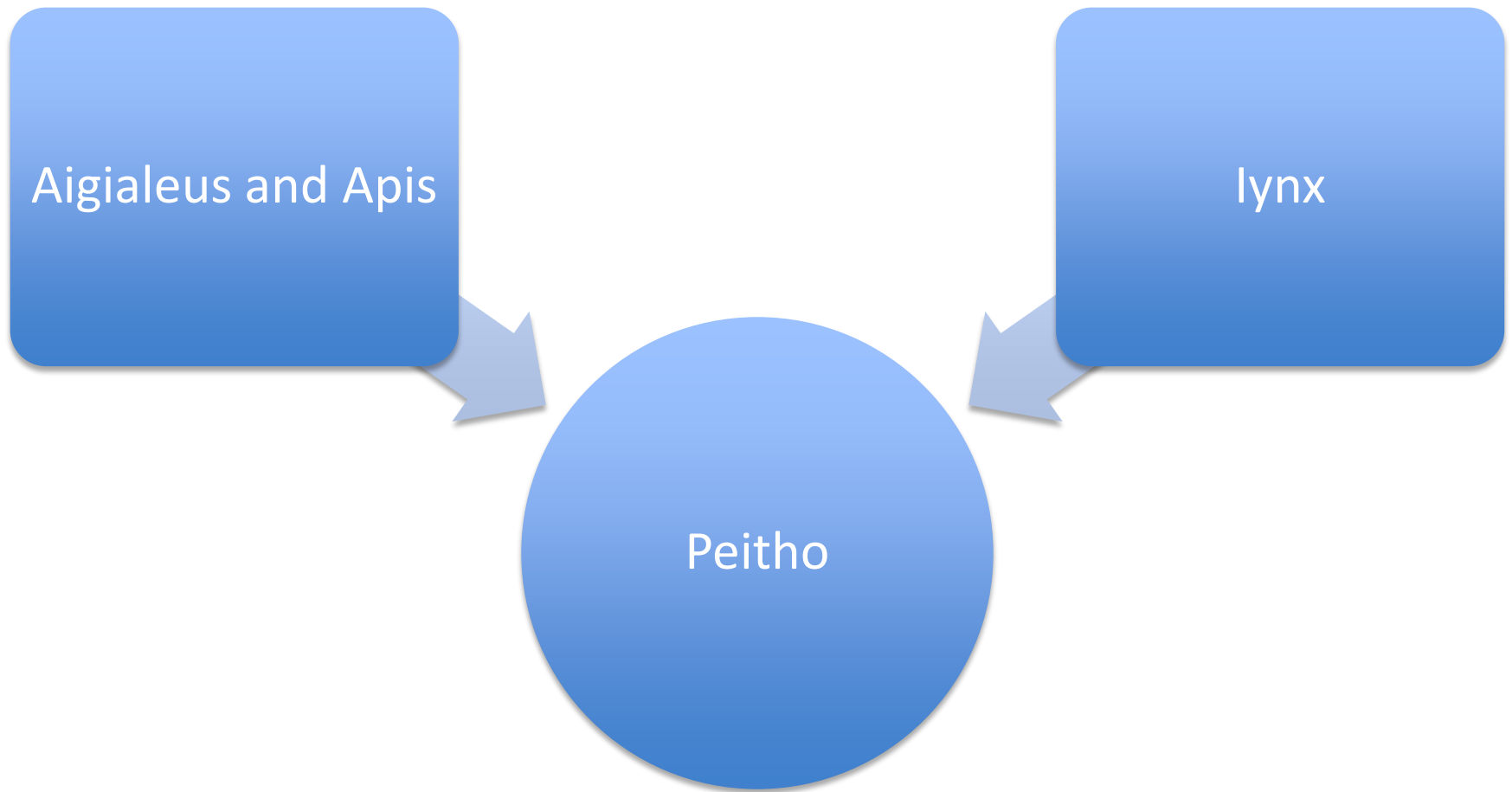
Peitho as Sister



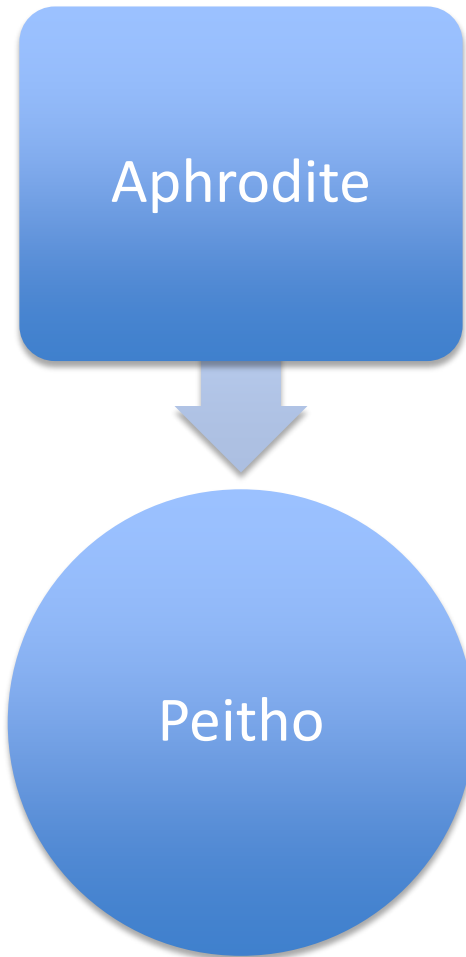
Peitho as Wife



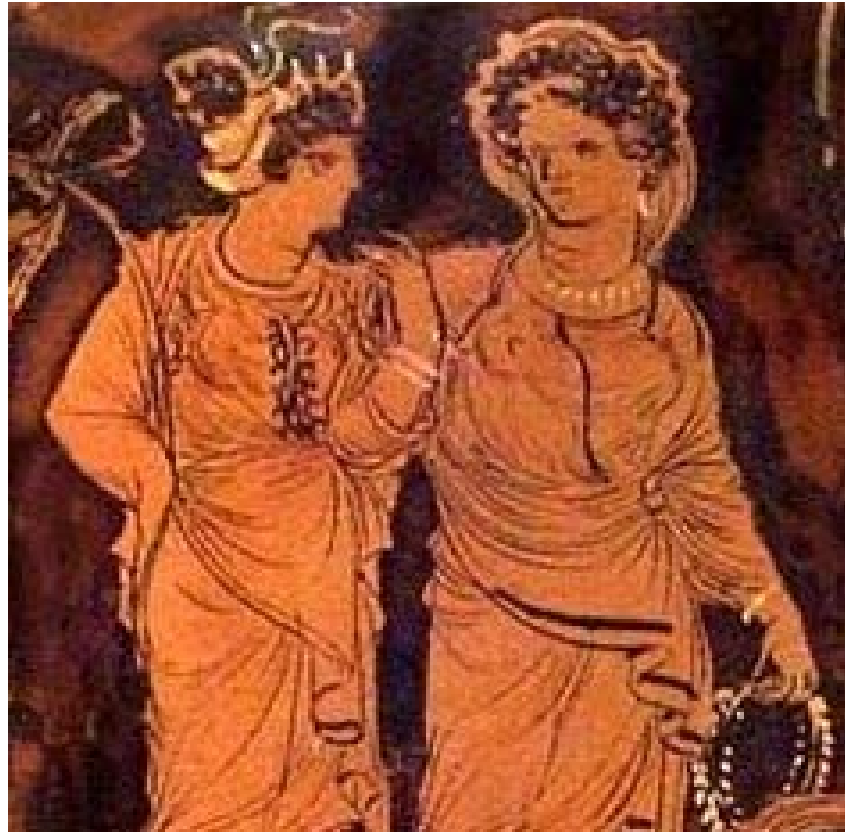
Peitho as Mother



Peitho as Companion



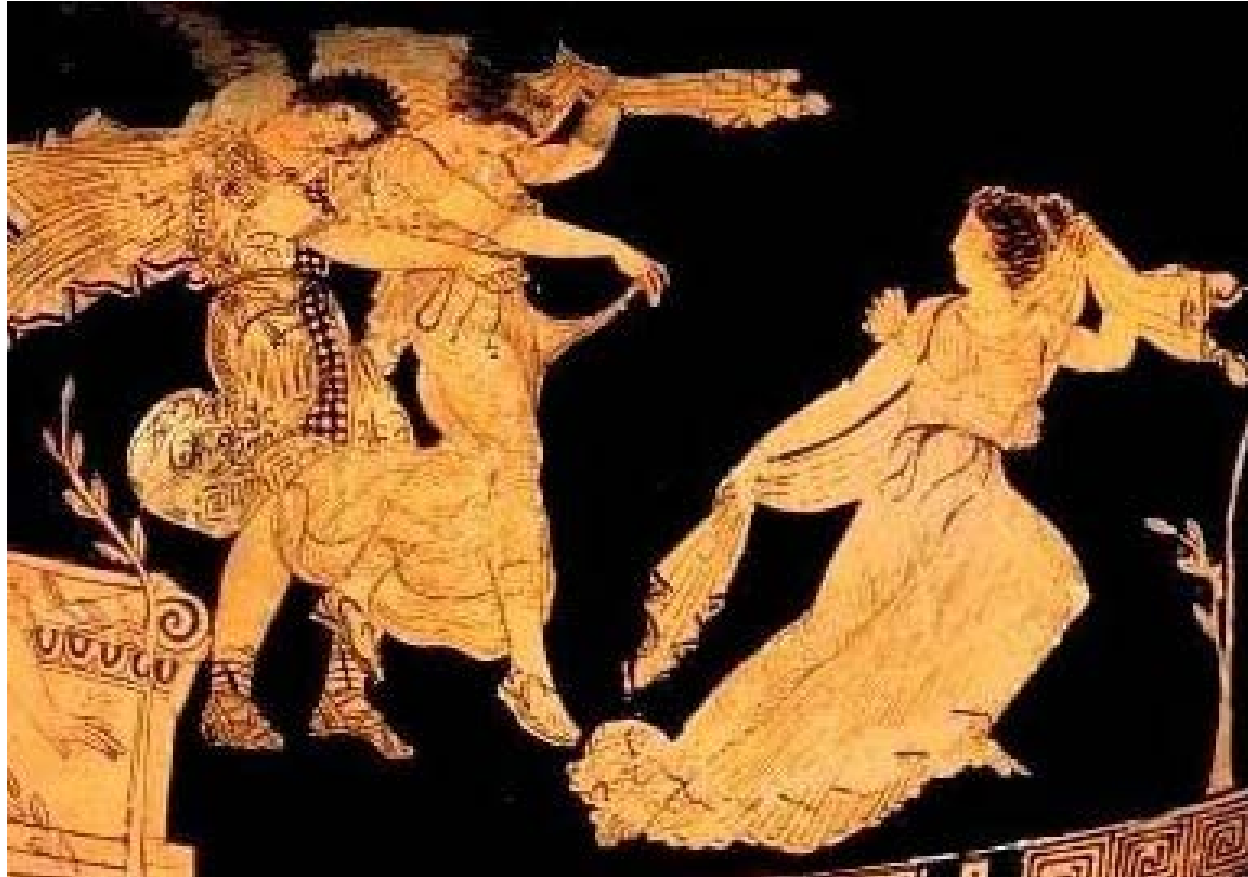
Peitho in Art



Peitho at Weddings



Peitho Shunning Force



Peitho and Illicit Seduction



Peitho in Art



“In the right place – marriage – Peitho brings men and women harmonious delight; in the wrong place – illicit sexual relationships – Peitho can be an agent of discord and catastrophe.”
– Buxton (1982)

Aeschylus and Peitho



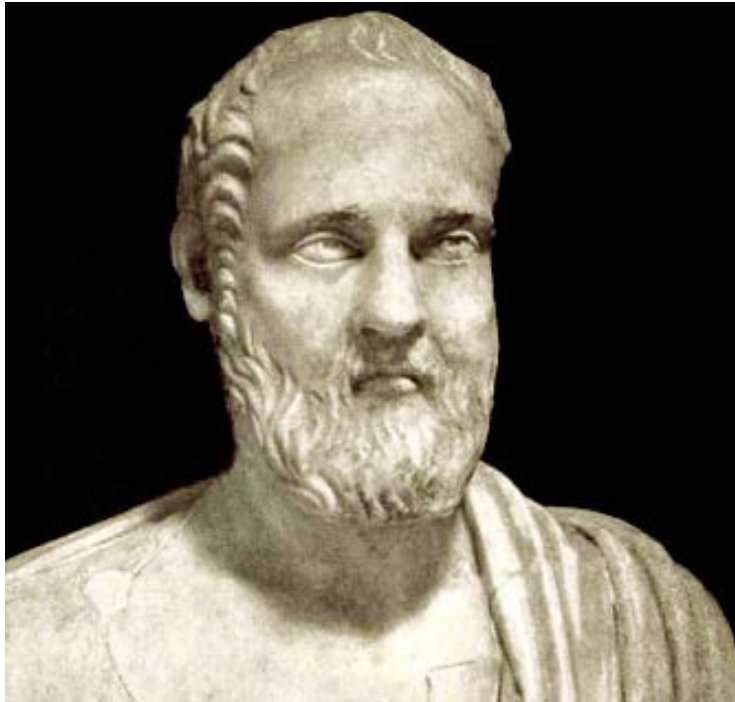
Apollo, Athena, Orestes and the Erinyes

© www.maicar.com

“Perhaps the most striking of all the conceptions which we find in Aeschylus, and the most original.”

-- Winnington-Ingram (1951)

Isocrates and Peitho



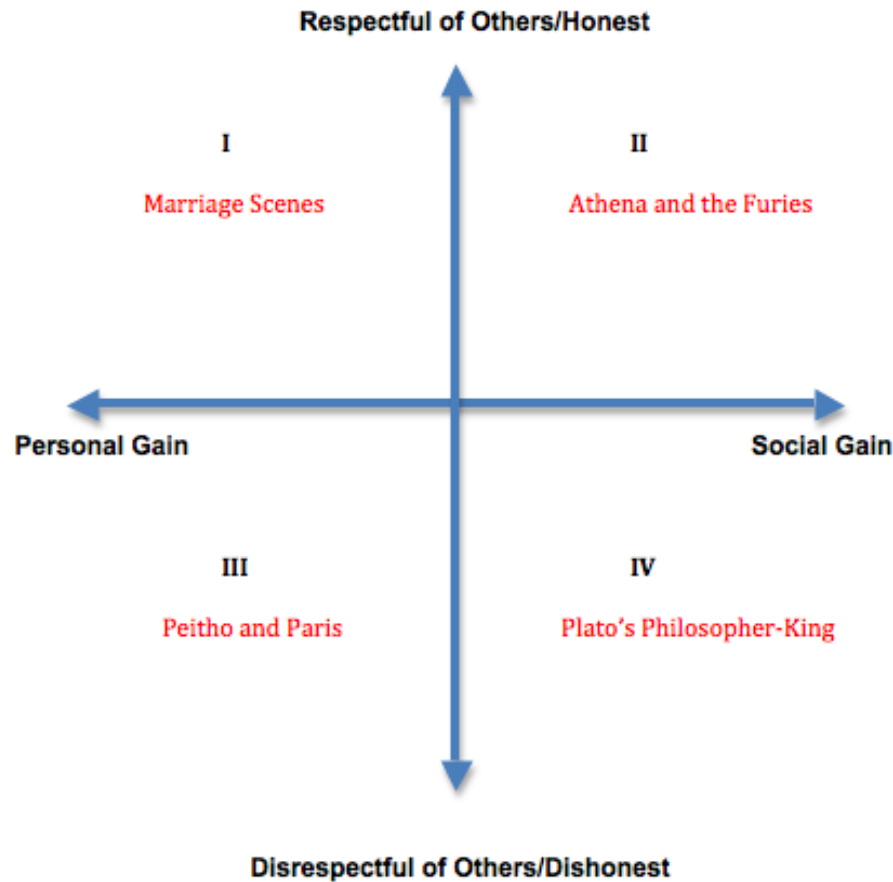
“[B]ecause there has been implanted in us the power to persuade [*peithein*] each other and to make clear to each other whatever we desire, not only have we escaped the life of wild beasts, but we have come together and founded cities and made laws and invented arts....” -- Isocrates, *Nicocles*

Plato and Peitho



“The rulers then of the city may, if anybody, fitly lie ... for the benefit of the state.... It seems likely that our rulers will have to make considerable use of falsehood and deception for the benefit of their subjects.” – Plato, *Republic*

Peitho's Range of Meaning



Peitho at Her Best

- Honest
- Respectful of others
- Mindful of community wellbeing
- Filtered through wisdom

Placing activist communication at the centre: how Friends of the Earth framed the Newbury campaign

Michaela O'Brien, University of Westminster
@michaelao

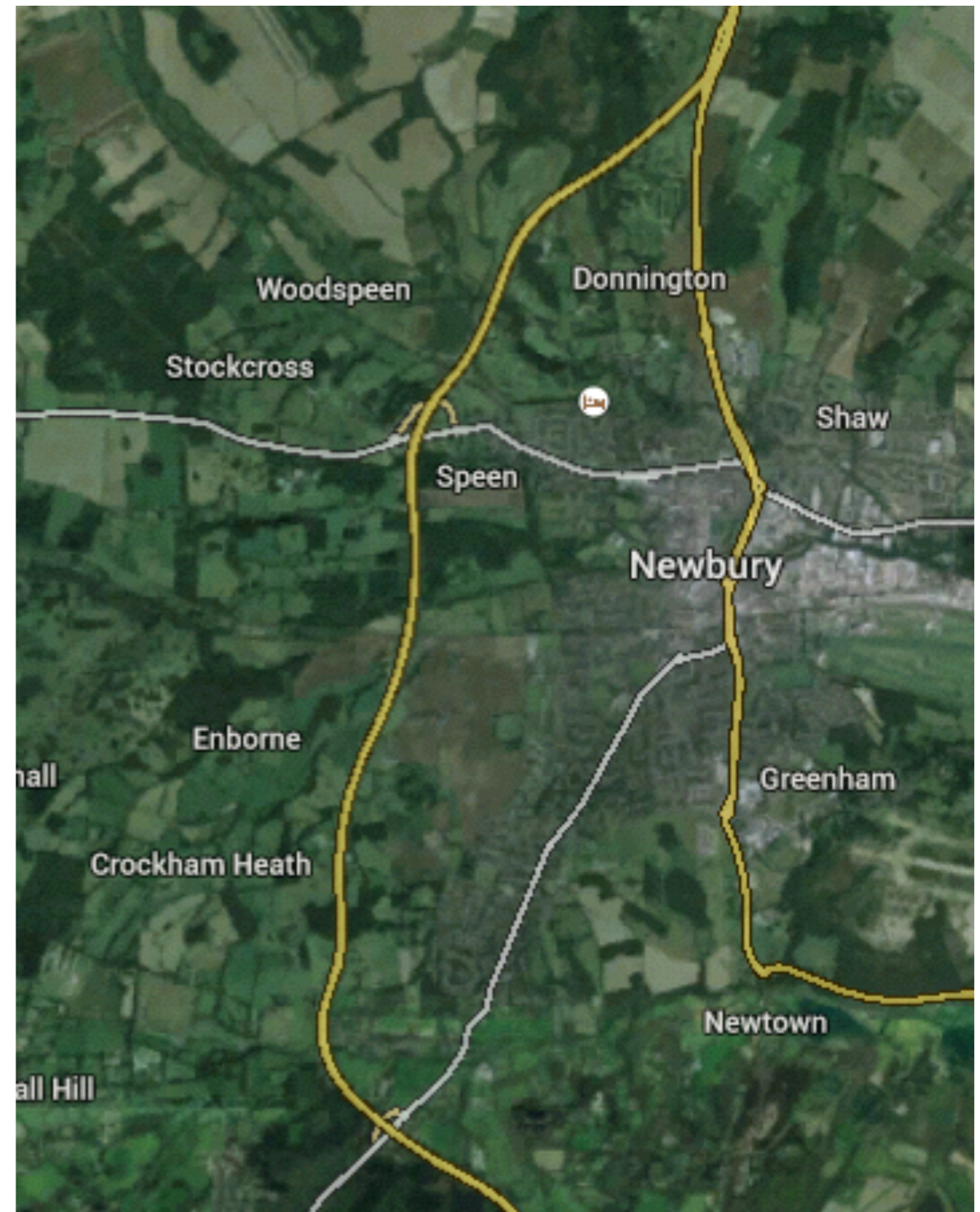
England's green and pleasant land



<http://www.bbowt.org.uk/what-we-do/living-landscapes/west-berkshire-living-landscape>



The Newbury bypass would
destroy more than a dozen
sites of historical and natural
importance to save 2 minutes
driving time





Landmark campaign:

Biggest road protest
in the UK

30 tree camps along
the 9-mile route

8,000 attended rally

Innovative tactics



Scale of the response:

100s of security
guards and police at a
cost of £ millions

Criminal Justice Act



<http://nickcobbing.co.uk/stories/the-wood-for-the-trees/>

Campaign objectives:

A memo to all staff titled *Newbury campaign* from the Friends of the Earth executive director on 12 February 96 sets out the campaign objectives as being to:

- stop the bypass;
- ensure a sustainable solution to traffic problems;
- and to expand relations with other environmentalists especially the peaceful direct action movement.

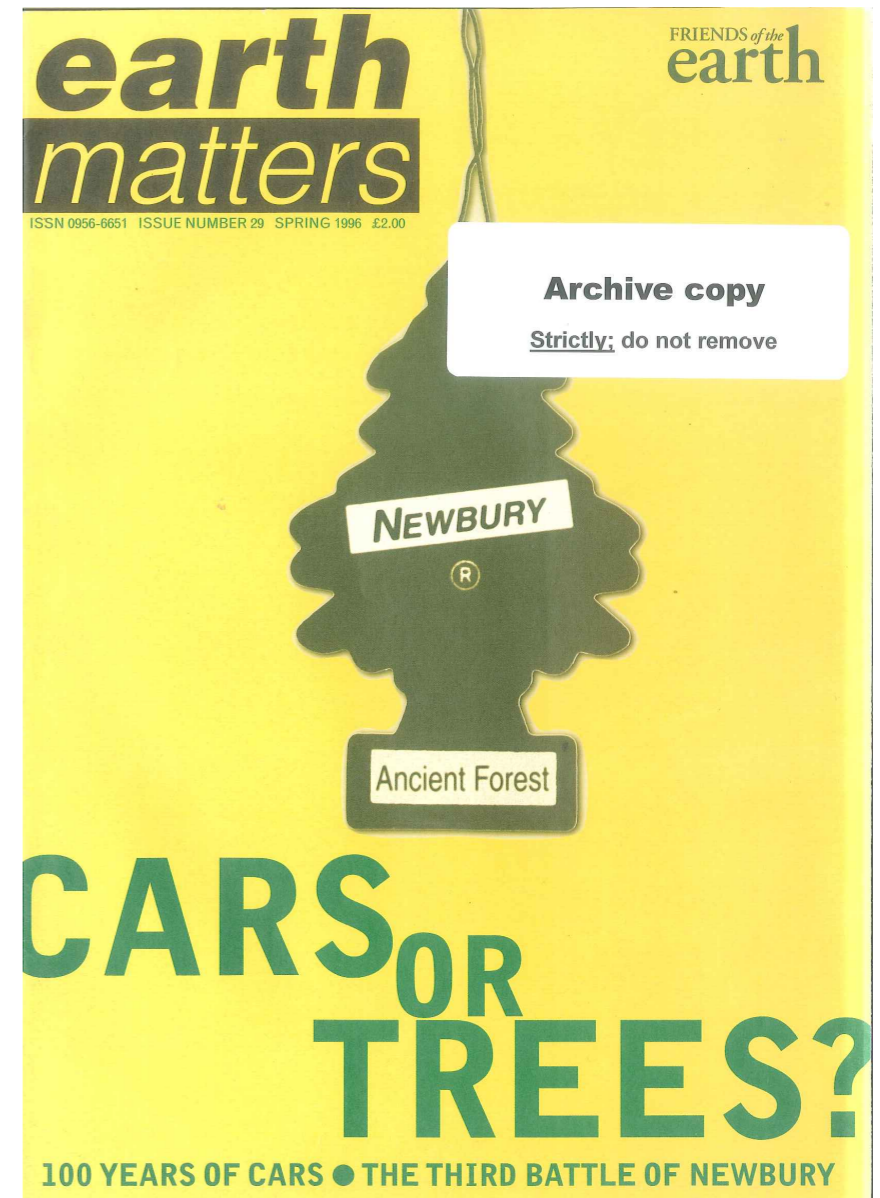


Research Questions

1. How did Friends of the Earth frame the Newbury bypass campaign? Which frames were given most prominence?
2. What factors influenced the framing of the campaign? How did Friends of the Earth balance public interest / organisational interest?
(With reference to Coombs & Holladay (2012); and to Benford and Snow (2000)'s core tasks of diagnostic, prognostic and motivational framing.)
3. What insights can we gain from this about the particular challenges facing PRs / communicators inside NGOs?

Methodology

1. Content analysis of Friends of the Earth public facing and campaign material: 88 press releases; 8 editions of supporter magazine; various leaflets and posters; campaign website (as archived July 97)
2. Content analysis of internal campaign documents: staff memos, weekly planning meeting minutes; media reports; the campaign evaluation document
3. Semi-structured qualitative interviews with campaign events organiser & media officer
4. Limitations: scale; new researcher; lack of triangulation





Since January this year, the hills, woods and water-meadows around Newbury have once more seen lines of opposing armies fighting for the land.

The Third Battle of Newbury is over a road that will cost £101-million of public money to build, but which will shave only minutes off journey times, and have no long-term impact on traffic and pollution in the town.

Effective and environmentally responsible alternatives to the scheme do exist, yet the Government continues to ignore them.

See pages 4 and 17 for news from the frontline

Dylan Garcia

Findings

1. The theme of ‘middle England’ uniting to oppose the bypass was deliberately nurtured by Friends of the Earth to give legitimacy to the protests

“I remember in February 96 bringing together CEOs of leading environmental groups as part of the framing around Middle England. That was partly to give authority to the activists and to show it was not just radical troublemakers but established groups working on this.”

Interview with campaign team member and event organiser.

“We wanted to get across the broad spectrum of concern from many quarters who shared concerns about the damage.”

Interview with campaign team member and media officer.

“Anecdotal reports are that the Cabinet has been shocked by the size of the protest ... if middle England goes for it, the stakes could change.”

Newbury progress review meeting minutes 2 February 96

"The message is - those against the bypass are not rent-a-mob; they have the support of right thinking people around the country."

Briefing note to stewards on the day of the rally Sunday 11 February 96

Support from professional and 'respectable' groups

“Prominent Newbury business people have called a press conference to explain why [they] don't want the bypass to be built”

Friends of the Earth press release 15 January 1995

“Famous names from the worlds of racing, entertainment, music and English high society have given their backing to a mass walk [along the route of the bypass]... Spike Milligan, Johnny Morris, Charlie Brooks, Julian Cope, Lady Jeannine Barber ... are among those either attending the walk or giving it their backing.”

Friends of the Earth press release 5 February 1996

“Middle England has turned out today to see how the proposed Newbury bypass would damage some of our most beautiful countryside ... this rally sends a clear message to Government.”

Friends of the Earth press release 12 February 1996

The Government's view seems to be that the Newbury protesters are not sufficiently respectable to be worth listening to. That is neither fair nor true.

Anyway, on Sunday 11th February, the Government saw thousands of Barbours and tweed hats joining the disenchanted youth to demonstrate their solidarity against the bypass. A sympathetic civil servant told me that the Government will reconsider the scheme only if Middle England is seen to be against it. Well, on that Sunday, Middle England was out in force. I marched at the front of the demonstrators with Lady Barber and the Hon Mrs Henry Tennant.

Tracy Worcester, the Marchioness of Worcester,
writing in the Daily Telegraph February 1996
(reprinted in Earth Matters issue 29, Spring 1996)

- Public facing materials linked the frame of middle England to values of professionalism, tradition, historical resonance, community, spirituality and a pastoral sense of place.

“Local residents, outraged at the destruction of the local beauty spots, will be ... holding a tree dressing ceremony. Tree dressing is a very ancient way of celebrating our woodlands and will involve decorating trees with coloured wool, paper chains and ribbons.”

Friends of the Earth press release 20 January 1996

“Local people in Newbury will be joining tree dwelling protesters in a weekend of musical celebration... Morris dancers and all sorts of musical instruments will be used to serenade the trees. A spokesperson said ‘Local people are responding creatively to the devastation caused by the chainsaws’.”

Friends of the Earth press release 28 January 1996

“Druids of Britain are to hold a ceremony to celebrate the trees ... Part of the first Celtic Spring Festival, known as Imbolc. Druids hold the land sacred and honour the trees as symbols of the beauty and strength of creation.”

Druids of Britain press release 2 February 1996

“Five vicars ... will conduct a special service to highlight the spiritual loss that will result from the unnecessary destruction of the countryside... The Rev Peter Owen-Jones said ‘...The systematic destruction of God's creation makes life so intolerable for those forced to live in its shadow.’”

Friends of the Earth press release 7 February 1996

“The tragedy of this road is that the sense of place will be destroyed for ever by an ugly visual scar ... It will take away the real feel of history and historic continuity which is gained by standing on Round Hill, the very centre of the 1643 conflict [the first Battle of Newbury in the English Civil War] and from where a panorama of the battlefield can be had.”

The Battlefields Trust press release undated: probably March 1996

Media picked up the middle England frame

“The rally proved to be a success.... Coverage was broad-based; good pictures in the broadsheets and lengthy stories in the Mail and Express; the message was absolutely right: ‘Middle class joins punks and drop-outs on Newbury demo’.”

Newbury progress review meeting 14 February 96 minutes

“The [media] emphasis was shifting from portraying protestors as dole scroungers to more thoughtful pieces about the bypass not being a solution to Newbury’s traffic problems”

Newbury progress review meeting 19 January 96 minutes

2. Friends of the Earth also prioritised the ‘**alternative solutions**’ theme - however this was not as widely picked up by media



“Andrew Wood of Newbury Friends of the Earth said: ‘We need real solutions to Newbury’s traffic problems, not more roads. We need to cut the traffic, not the trees.’”

Friends of the Earth press release 9 January 1996

Cut the traffic, not the countryside



Dylan Garcia

Measures to cut and control traffic in Newbury could be far more effective in solving the town's traffic problems than the proposed bypass, according to an independent study carried out for Friends of the Earth.

This is a further blow to the controversial scheme, which is already the target of ferocious campaigning because of the threats it poses to wildlife and historic sites (see *Earth Matters* 27).

Researchers at the Metropolitan Transport Research Unit found that the 'benefits' of the bypass would be quickly wiped out by traffic growth generated by the new road. In many parts of the town, traffic would be back to current levels in five to ten years, and in some places the bypass could make congestion worse. Ultimately, Newbury's roads would see a massive increase in overall traffic levels.

In contrast, a package of demand management measures would reduce traffic levels in the town far more effectively and at lower cost. These should include, amongst others: speed limits; traffic calming and parking restrictions; priority schemes for pedestrians, bikes, buses and high occupancy vehicles; special rail services for long-distance freight and sophisticated computerised junction management schemes.

Jill Eisele of local campaign group The Third Battle of Newbury said: "This report finally buries the myth that the bypass was designed to help Newbury. Nationally the tide has turned against road-building, and we are confident that a package of traffic management measures would be the best solution for the town."

news

LESS TRAFFIC PLEASE

In September, Friends of the Earth and the Green Party launched an ambitious campaign aiming to secure the passage of the Road Traffic Reduction Bill through Parliament in the 1996/7 Parliamentary session.

The Bill requires the Secretary of State to draw up a plan to stabilise traffic at 1990 levels by 2000, and to achieve a ten per cent reduction by 2010.

Speaking at the launch, Friends of the Earth Director Charles Secrett explained, "The Bill is a beacon of hope for millions of people suffering from air pollution, road-building, noise and all the other symptoms of a car-obsessed transport policy. We aim to bring together all those who suffer the effects of excess traffic in a political show of strength to force Parliament to pass this Bill."

Already the Liberal Democrats have endorsed the Bill's targets. 45 local authorities and 103 MPs from five parties are also backing the Bill.

CARMEL WOODS SAVED

Carmel Woods in the Gwenlais Valley, Wales, has been saved from destruction following a legal challenge by a local resident.

A Grade 1 SSSI, the woods are internationally important for their diverse wildlife and unusual geology. A tangle of ash, holly, hazel and yew trees shelters rare mosses and ferns, and animal residents include the rare Pearl Bordered Fritillary butterfly and the Greater Horseshoe Bat. The woods also contain an extensive cave system and Britain's only example of a turlough, or ephemeral lake.

A year ago, the Secretary of State for Wales decided that an old quarrying permission, granted in 1948 as part of the post-war drive to "get the country back on its feet", was still valid.

His decision was challenged by Ms Pat Langford. Wimpey Minerals has now agreed to confine its operations to the existing working quarry and in return Ms Langford has withdrawn her High Court Challenge. Wimpey has stated that the savings made in legal costs will increase the donation the company is able to make towards the future upkeep of the land.

The future of the turlough remains uncertain. An opencast coalmining application by Celtic Energy is to be heard at a public inquiry on 26th January 1996.

STOP THE NEWBURY BYPASS!

[NEWBURY YEAR REVIEW!](#)

[INTERACTIVE BYPASS HOT MAP](#)

[PICTURE GALLERY](#)



[THIRD BATTLE OF NEWBURY](#)

[CARS COST THE EARTH!](#)

[PRESS RELEASE ARCHIVE](#)

THE ISSUES:

[bullet point]

Why Friends of the Earth is opposed to the building of the [Newbury Bypass](#)

[bullet point]

What [alternative solutions](#) are Friends of the Earth proposing to solve Newbury's traffic problems ?

[bullet point]

Check out our [HOT MAP](#) of environmental devastation



“Railtrack is investigating plans to let lorries ride ‘piggy back’ on trains... These ... could substantially cut long-distance heavy lorry traffic through Newbury ... The scheme could be up and running within the timescale of the bypass and at less than half the cost.”

Friends of the Earth press release 8 February 1996

Internal campaign planning meeting minutes show that the attempt to stimulate debate about alternatives continued throughout the campaign:

“CS [the executive director] wants to promote new ground by developing a compromise solution: a) stop work on bypass now b) implement transport alternatives c) carry out EIA d) then see whether bypass is still justified.”

Newbury progress review meeting 14 February 96 minutes

The alternative solutions frame was not as well picked up by the media

“The issues about transport policy were not centre stage [for media]”

Newbury progress review meeting 26 January 96 minutes

"The broader transport message about the alternative scheme did not get through to the media. Once the confrontation had started that was their main agenda."

The Newbury review – evaluation of the campaign July 96

“The focus for the media was activists in the trees and the protest camps. ... We were trying to get in these other concerns about ... the wider road issues.”

Interview with media officer



<http://www.indymedia.org.uk/en/2006/01/331633.html>

3. The third major frame was defending the ‘right to peaceful protest’.

“Work started today at approximately 9am, when a digger moved into Great Penn Wood at the southern end of the bypass. It was stopped from 9:45 am onwards as protesters lay in front of the digger. There were large numbers of police present. The police did not intervene or make any arrests – testament to the peaceful behaviour of the protesters. Some security guards attempted to forcefully remove protesters. ... All the groups involved are committed to peaceful, non-violent protest.”

Friends of the Earth press release 10 January 1996

“Friends of the Earth neither encourages nor discourages illegal direct action but does emphatically believe in the public’s right to peaceful demonstration... FoE will continue to campaign within the law.”

FoE memorandum 9 January 96: Internal briefing: Newbury protests: FoE line

“There was this weird alliance between activists on the ground ... and the established groups. It was an uneasy relationship but that's why it was so powerful.”

Interview with campaign team member and event officer

“Undoubted value for the political relationship with the protestors ... It’s essential the LOs [legal observers] continue to be a visible presence – they do have a calming effect.”

Newbury progress review meeting 2 February 96 minutes

“All agreed this was a great creative idea and resolution of FoE’s dilemma and difficulty at Twyford.”

The Newbury review – evaluation of the campaign July 96

Media focus was on conflict

“The conflict provided the focus and the pictures”

The Newbury review – evaluation of the campaign July 96 p12

“The sheer scale of Newbury... turned [it] into a ‘golden news scenario’. Once journalists had witnessed 800 security guards and 500 police escorting diggers onto site they became hooked. As one [journalist] said, Newbury became almost a ‘substitute war’ for the media.” Ibid (p13)

“The conflict quickly became the main media motive and the more complex issues about alternatives, longer-term road / transport strategies got lost in the smoke and excitement of tree-top scuffles.” Ibid (p13)

“Take the battle away from Newbury ... – shift the ground so it isn’t always those camera-seducing images of possible confrontation.”

Undated minutes of an internal meeting on 11 January 96 titled: messages and ideas to help us manage media coverage at Newbury

Collaboration: emerging theme

“It has been extraordinary to see the staff ... pull together ... breaking down barriers between departments, and making abundantly clear that everyone at FoE is a campaigner.”

Memo to all staff titled Newbury campaign from ED 12 February 96

“Newbury catalysed cross department working.”

The Newbury review – evaluation of the campaign July 96

“[The campaign] involved lots of people in the organisation. It was a forerunner of ... cross organisational campaign teams. Those experiences helped us to work together better in future.”

Interview with media officer

Conclusions

- Of the three frames ‘middle England’, ‘alternative solutions’, and the ‘right to protest’, the most successful in media terms was the ‘middle England’ frame which made a good story.
- NGO public relations / public communications professionals face specific framing and messaging challenges compared to colleagues in the private or public sector, to do with legitimacy.
- Social movements theory can offer useful frameworks to consider these issues.

Implications

- The media coverage of protest can overlook frames designed to stimulate public debate on substantive issues.
- This can restrict the ability of NGOs to represent the public interest, which is key to balancing competing interests within a pluralist society, and therefore of concern to PR academics and practitioners across all sectors.

Public Relations of Trade Unions in 1960s and 1970s in Turkey: An Untold Story



B. Pınar Özdemir
Ankara University
Faculty of Communication





- ❧ Trade unions and public relations are usually seen unrelated in Turkish context.
- ❧ Identification of public relations with private sector led trade unions to keep public relations at a distance. Consequently, communicative action discourses of trade unions have been generated excluding the concept of public relations. Though they practise public relations it was almost never named as public relations.

Study



- ❧ This study examines the case of 1 May 1978, which is derived from a broader research on public relations of trade unions during the period 1960-1980.
- ❧ For this particular presentation I will focus on the ways in which The Confederation of Progressive Trade Union (DISK) established in 1967, employed public relation strategies and tools for mobilising the masses for the 1 May demonstrations in the shadow of the massacre which took place during the previous year's demonstrations.



- ❧ DISK Archive
- ❧ DISK's Board of Directors Records
- ❧ Digital Newspaper Archives of The Period
- ❧ DISK Journals

Unions and Public Relations



- ❧ The first May Day procession took place in London in 1890, when around a quarter of a million trade unionists marched to Hyde Park to show solidarity and pride in workers' organisations.
- ❧ During the Progressive Era in the United States labour right advocates used alternative strategies to receive public attention. For instance, Upton Sinclair's novel based on the meat packing industry in Chicago, *The Jungle*, was published in serial form in a newspaper in 1905 and widely read.
- ❧ The Amalgamated Union of Building Trade Workers (AUBTW) celebrated its centenary in 1948, and produced a booklet for members describing the union's achievements during the previous 100 years.

Trade Unions in Turkey



- ❧ After the military coup of 1960, Trade Union Act no 274 and the Collective Bargaining, Strikes and Lockouts Act no 275 were enacted in 1963.
- ❧ These guaranteed the right to strike and to engage in collective bargaining, and facilitated a dramatic increase in union membership. The Confederation of Progressive Trade Unions (DISK) was founded in 1967.

May Day in Turkey



- ❧ May Day celebrations took place in 1909 in Turkey for the first time. The first demonstration was in Istanbul 1912 and this first meeting served as a mean of handing out pamphlets rather than demonstrations for labour movement solidarity.
- ❧ The first massive May Day celebration took place at the Taksim Square in 1976. This celebration was led by DİSK with participation of hundreds of thousands of workers.

Why Taksim Square Matters?



- ❧ Taksim Square holds a symbolic position for the May Day celebrations in Turkey. It is a place which maintains a reciprocal daily relationship between its space and the crowd's trajectories. This relationship was a major pragmatic and symbolic concern in the configuration of the 1 May demonstration.
- ❧ Labours occupy the heart of the city even for one day to show their solidarity and power.

Taksim Square Massacre in 1977

- ❧ 1 May 1977 was very crowded and enthusiastically celebrated.
- ❧ There were 100 thousand people in the square when the massacre began. The crowd was targeted with shootings from the top of some buildings just before the march was over. Despite announcements not to panic, 34 people were killed, 26 of whom died because of suffocation and trampling



DISK and Public Relations Efforts for May 1978

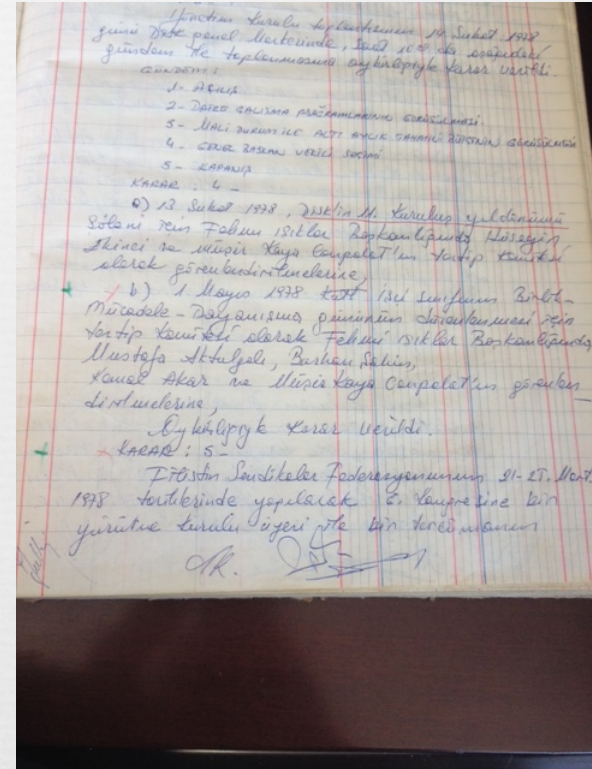


- ❧ It was crucial for DISK to demonstrate that it has not dread of the massacre and the pressures that it received after May 1977. Furthermore, leftist political organisations had regarded DISK as leading the May Day organisations. Thus, organising another crowded May Day just after the massacre would have been a significant achievement for DISK.
- ❧ It was necessary for DISK to develop well-planned public relations activities in order to organise May Day as a form of "event management" with the aim of showing that it preserves its powerful position, its ability to mobilise people after the massacre and to assert the significance of May Day.

Comitee



❧ The May Day organisation comitee elected in meeting and Fehmi Işıklar, secretary general of the confederation and pioneer of the labour movement, chaired the committee; Mustafa Aktulgalı, Burhan Şahin, Kemal Akar and Müşür Kaya Canpolat were appointed as members.



Strategy



- ❧ DISK`s strategy was to organise a single march for concentrating the attention of the public, national and international media and workers on May Day.
- ❧ The confederation decided that May Day demonstrations should take place only in Taksim in order to gather larger numbers of people from other cities, which would eventually keep media attention, focused and keep the 1977 massacre on the agenda.

Public Relations Tools

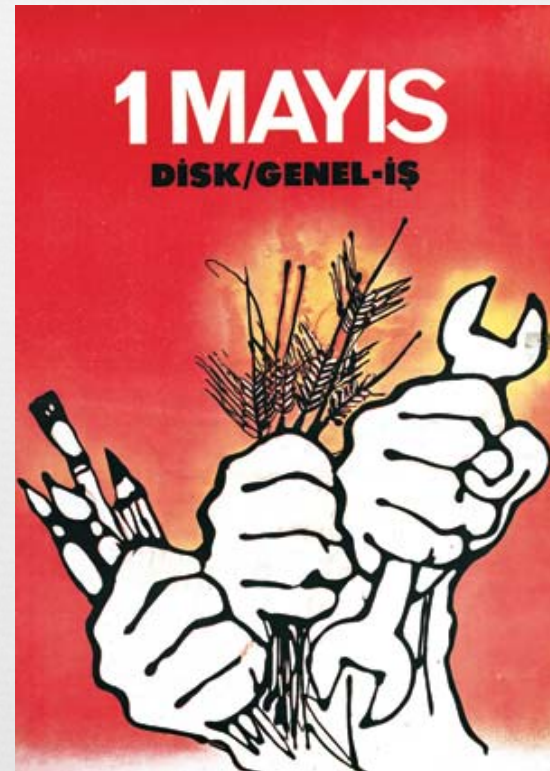


- ❧ Posters
- ❧ Competiton
- ❧ Exhibitions
- ❧ Union Journal
- ❧ Public speeches
- ❧ Press releases

Posters



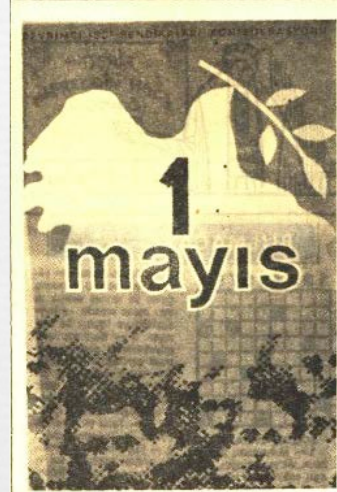
- ❧ Posters have been the distinctive tools of communication for leftist movements in Turkey.
- ❧ Particularly, "propaganda" work of 1960s and 1970s benefited from posters as a vital means for announcing their activities and conveying their messages on the walls of urban spaces.



Poster Competition

- DISK adopted an innovative approach to poster design and launched a competition for May 1978.
- Distinguished personalities of Turkish art such as Semih Balcıoğlu and Yaşar Kemal from the selection committee contributed to the reputation of the competition. The committee assessed the submitted posters and they were presented in May Day. The winners were announced via newspapers.

Cumhuriyet
Yayın Tarihi : 09.04.1978
Sayfa : 5



DISK'in 1 Mayıs afiş
yarışmasını
Şekip Davaz kazandı

İstanbul Haber Servisi — DISK'in düzenlediği 1 Mayıs afiş yarışması dün sonuçlanmış ve birinciliği Şekip Davaz'ın yaptığı kazanılmıştır. Yarışma sonunda ikinciliği Ertan Saran, üçüncülüğü ise Aydın Erkmen almışlardır.
Semih Balcıoğlu başkanlığında Yaşar Kemal, Tahsin Sarac, Kemal Nebioğlu, Mustafa Aslter, Bülent Erkmen ve Yücel Yaman'dan oluşan seçici kurul, 134 afiş arasından 16'sına da münafiyen vermiştir. Seçme sonunda, Gurbur Dargan, İkiyüğü, Onur Tavay, Emre Şenay, Kâzım İğayev, Ayşe Çelkin, Vedat Bodur, Gülşan Karamustafa, Hüseyin Özdemir, Ali İhsan Akülke, Erdal Eksi, Halis Başarır, Sadık Karamustafa, Ayşe Yıldırım, Mehmet Sonmez ve Mustafa Aydın'ın münafiyen almışlardır.
Ödül dağıtımı yarınki bugün DISK Genel Merkezinde yapılacak ve birinciyi 7.500, ikinciyi 5.000, üçüncüyü 3.000 lira ödül verecektir. Ayrıca Kontedersyona üye üç sendika da dereceye giren eserlere 5.000 lira vererek yapıları satın alacaklardır. Münafiyen alan ürünler de DISK üyesi sendikalar tarafından 5.000 lira karşılığı satın alınacaktır.

Orjinal Boyut : 9 * 24 cm

Exhibitions



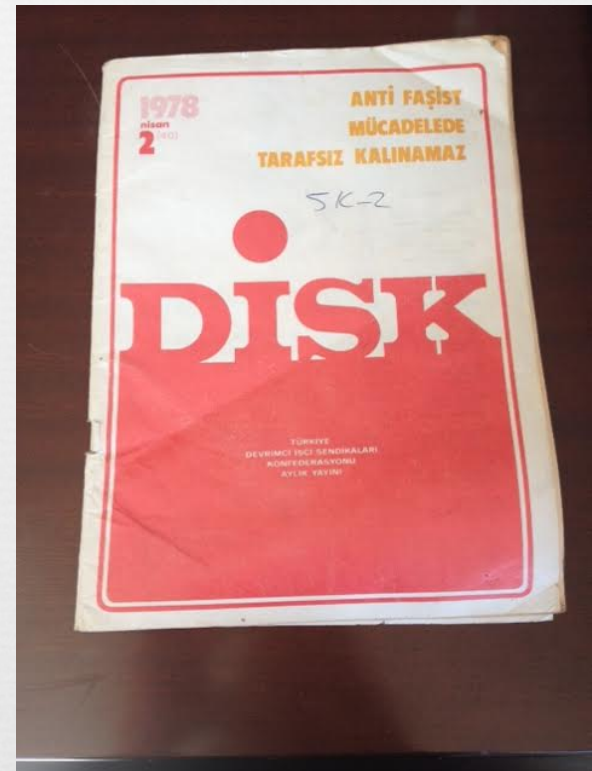
- ❧ DISK presented the posters to the public via exhibitions in Istanbul and Izmir after the competition.



DISK Journal



- ❧ The DISK journal was another important tool of communication during the organisation of May Day 1978.





- ❧ The April issue of the journal was primarily focused on May Day preparations. The journal emphasised the importance of effective communication indicating that “the good relations with political parties and democratic popular organisations will ensure a packed May Day square on May Day”.



Public Speeches



- ❧ Speeches contribute a great deal to the public relations of trade unions in terms of gaining visibility and supporters for their case and influencing public opinion.
- ❧ DISK effectively used speeches during the preparations for May Day. The determination to use Taksim Square was strongly emphasised in various meetings via speeches.

Press Realeses



- ❧ DISK benefited from the press releases as well. The most remarkable of these releases was secretary general Isiklar's response to the news about the government's opposition to celebrating May Day in Taksim.
- ❧ The DISK executive board publicised another press release on 28 April 1978 emphasising their dedication: "We celebrate the day of the unity, solidarity and struggle the working class, honourable May Day, in the May Day Square under the leadership of DISK. DISK is in charge of May Day celebrations. The march and the meeting will be realised in accordance with working class discipline".

Event Day



- ❧ DISK took seriously the organization of the May Day event. A day before the demonstration colossal May Day placards were prepared by several artists on a floor of the DISK building.





- ∞ The speech platform was situated in front of the Intercontinental Hotel with various billboards and placards symbolising the working class upon which slogans such as "Long Live Socialism" and "We will call to account for 1 May 1978" were written.





- ❧ A large billboard stating "Long Live May Day" was on the front side of the Culture Centre. The portraits of those who were killed in May Day 1977 were also among the remarkable visuals .
- ❧ Furthermore, 3D visuals produced by artists and students who were encouraged by DISK, played an important role in visualising the demands of working class. Supported by the participation of hundres of thousands, this meeting has been the last May Day celebration in Taksim until 2000s.



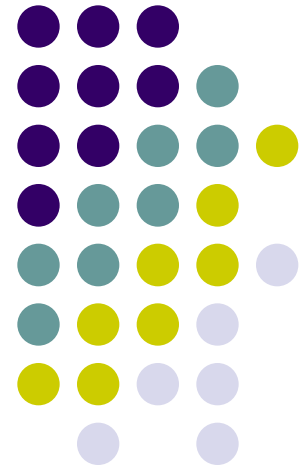
Conclusion



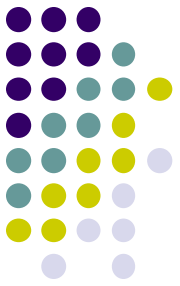
- ❧ Trade unions develop particular public relations strategies depending on their historical context and employ public relations tools in order to reach their organisational goals.
- ❧ No doubt, cultural and political particularities of different countries are reflected by different trade union public relations concepts and practices.
- ❧ Examining the ways in which trade unions employ public relations from historical perspective can also support alternative public relations historiographies.

Authentic or Defensive?

**The Representation of the BBC
Sian Rees**



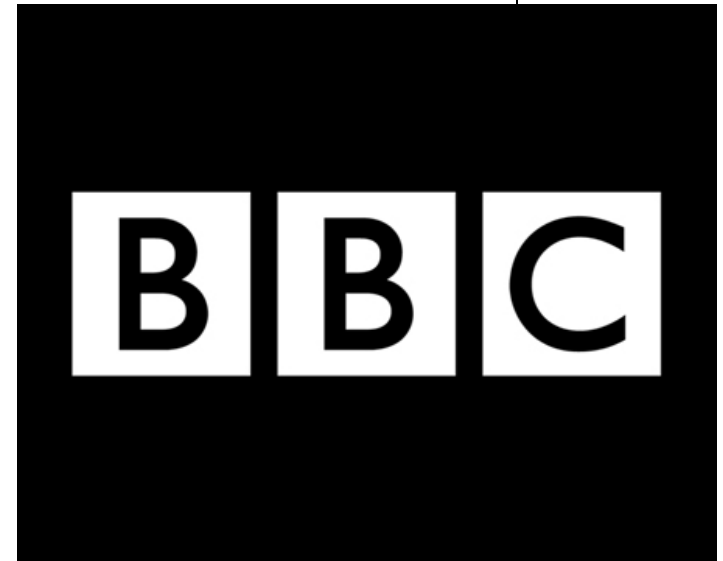
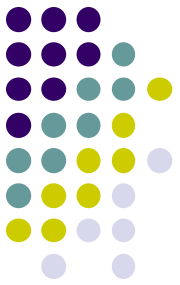
PhD

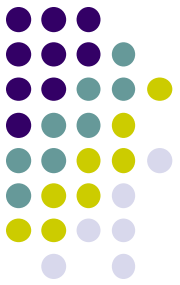


- Thesis: ‘Brand “Authenticity”’: A Comparative Analysis of Methodologies of Justification for Digital Brands’
- This paper presents some preliminary findings for a chapter on the representation of the BBC

BBC

- Justificatory strategies employed by the British Broadcasting Corporation
- Corporate communications activity
- Last 40 years





Thematic Analysis

Boyatzis (1998)

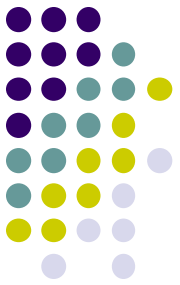
- Themes as patterns
- Inductive from data or deductive from prior research or theory

Joffe (2012)

- Constellations of meanings
- Danger of projection and subjectivity
- Issues can be abstracted

Joffe & Yardley (2004)

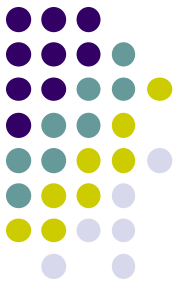
- Stay true to the raw data
- Look at meaning within particular contexts



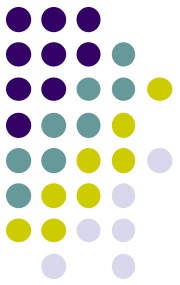
Previous Academic Uses

- Prevalent in health and social sciences
- Hastings et al (2013) analysed interviews with professionals regarding email use
- Jones et al (2013) created a typology of networking approaches used by SMEs
- Martin et al (2013) analysed the representation of notions of leadership
- Penaloza & Barnhart (2011) used Foucault's ideas as a deductive tool

Discourse Historical Analysis



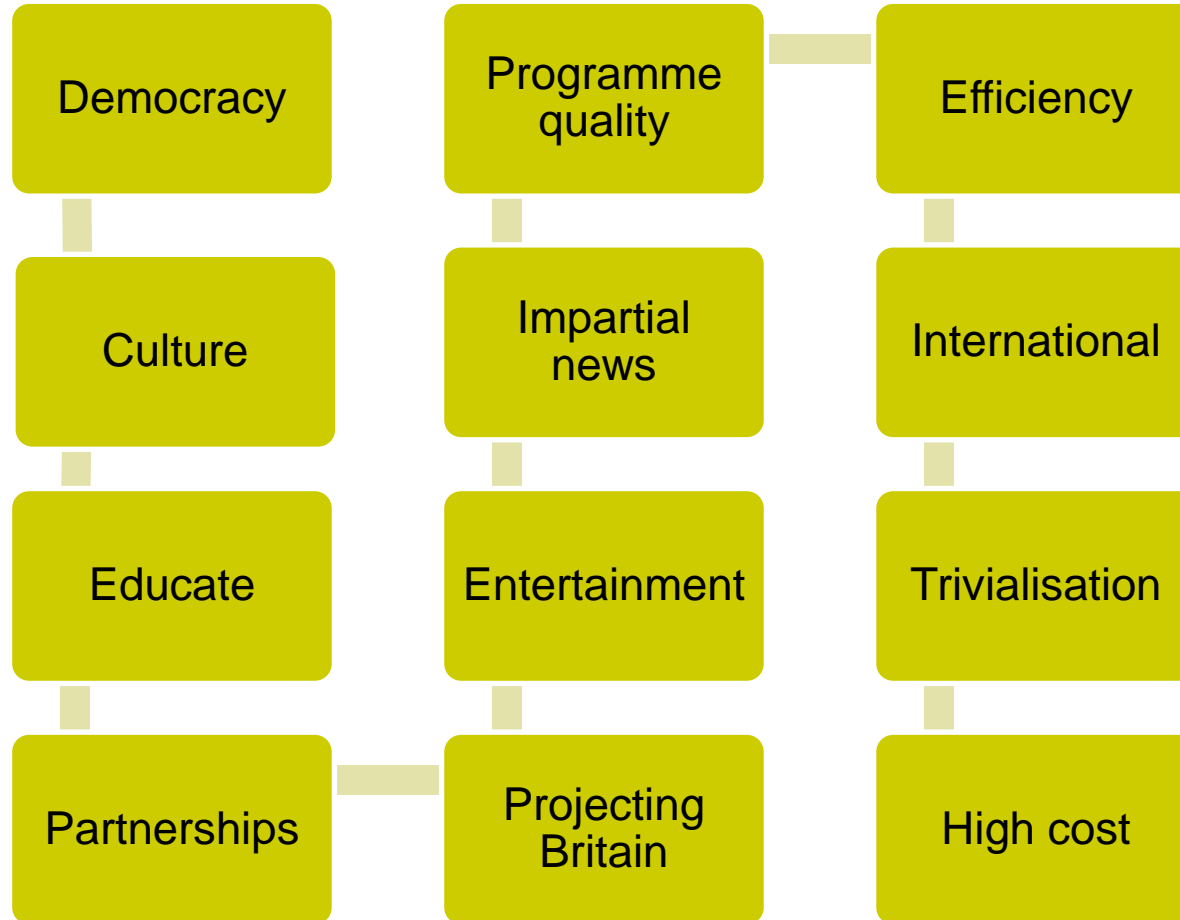
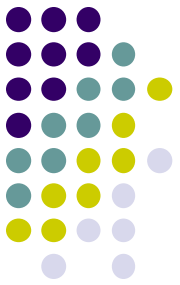
- Lorenzo-Dus & Marsh 2012 – link between discourse study and temporal societal issues
- Four levels: 1) linguistic, 2) discursive relationships, 3) extra-linguistic sociological and institutional influences, 4) macro political and historical contexts
- My study: links BBC texts with media coverage of the day
- Interesting use of Fairclough's four legitimization categories

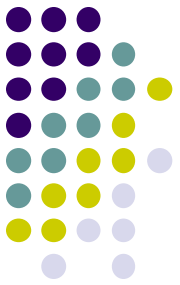


BBC Test Points

‘Every fifteen or so years Charter renewals provide a good opportunity for thinking about what the BBC’s role and purpose is’ (Stevenson 1993:1).

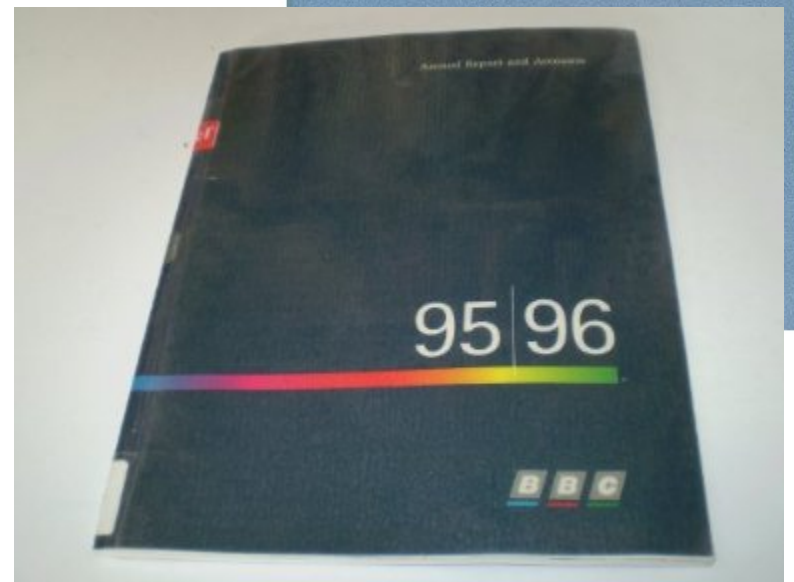
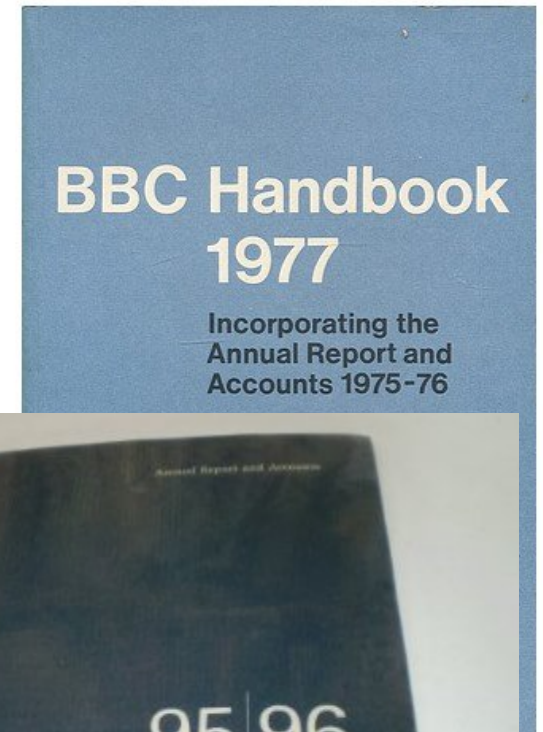
Deductive Themes

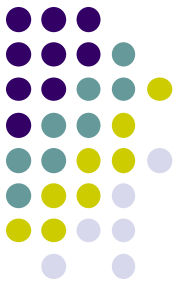




BBC Data

- Time periods: 1985/6, 1995, 2006, 2013/14
- 133 media cuttings
- Key terms: 'BBC reputation'; 'BBC brand'
- Four annual reports

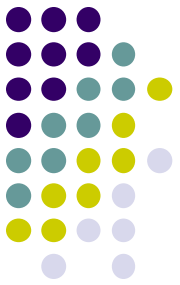




Themes: Annual Reports

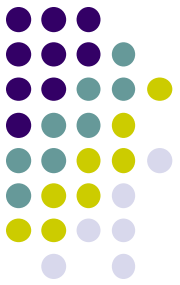
BBC Annual Reports (1985, 1995/6, 2006/7, 2013)	
Major Themes	Sub-Categories
Civic Purpose (45)	Democracy (6), taste / decency (7), entertaining (6), educating (15), public interest (13)
Progressive (34)	Future orientated (18), technological leader (12), creative leader (4)
Size and scope (31)	International (8), breadth of coverage (12), popular audience appeal (11)
Value for money (20)	Efficient (3), careful control (4), financially constrained (5), commercial earnings (8)
Professionalism (19)	Quality programmes (9), quality personnel (10)
Audience interactivity (17)	Listening organisation (6), audience orientated (11)
British identity (14)	Projects Britain (6), facilitates pluralistic identity (8)
Well managed (11)	Well managed (8), responds to mistakes (3)
Symbolic partnerships (11)	Symbolic partnerships (11)
Independent news (9)	Independent news (9)

Civic Purpose

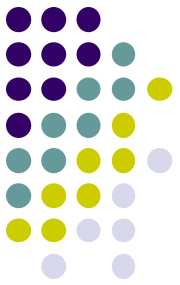


- **Enabling democracy** - providing ‘full and serious reporting of parliamentary affairs’ (BBC Annual Report 1985:22)
- A seminar by the Board of Governors ‘to examine the important and complex issue of **taste and decency**’ (BBC Annual Report 95/96:3)
- **Educative purpose** (15) repeatedly highlighting, through the use of numbers, the take-up of its services by UK educational and general audiences.
- **The public interest** - ‘During the worst days of the civil war in Lebanon BBC External Services provided the main source of accurate reporting to residents cut off in Beirut’ (BBC Annual Report 1985:2)

Progressive

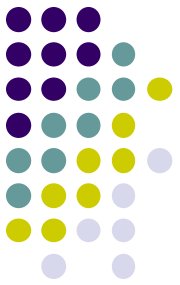


- ‘in 1983/4 the BBC was occupied in almost equal measure with the present and future’ (BBC Annual Report 1985:1) and how ‘the transformation of the BBC gathered pace, releasing money and resources for new investment’ (BBC Annual Report 95/96:1).
- Talk of being a ‘pioneer’ [in DBS] (BBC Annual Report 1985:10), of having ‘provided a clear lead’ [in broadcasting and developing microcomputers] (BBC Annual Report 1985:27) and being at the ‘forefront of developing new technology for natural history coverage’ (BBC Annual Report 1985:38).



Size and Scale

- Catalogue-like lists and details of programmes
- Its global nature is emphasized (8) positioning it as ‘the world’s most reliable source of news and information’ (BBC Annual Report 1985:2), reaching an extensive global audience, broadcasting in 37 languages (BBC Annual Report 1985:65).



Further Themes

Value

- Commercial earnings (8)
- Financial constraint (5)

Professional

- Award-winning programming (9)
- Award-winning personnel (10)

Listening

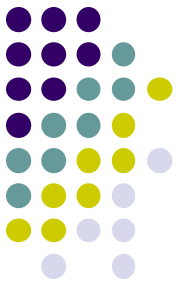
- Listens to audience groups (6)
- Public meetings, road shows, events

British Identity

- Pluralistic nature (8)
- Promotion of Britain (6)

Other Themes

- Good management (11)
- Partnerships (11)
- Independent news 9()



Media: 1985

1

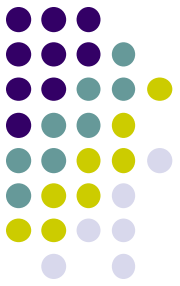
- Beholden to the government of the day (27)

2

- Editorial independence / integrity (20)

3

- Tarnished reputation (14)



Media: 1994/5

1

- Commercialization (23)

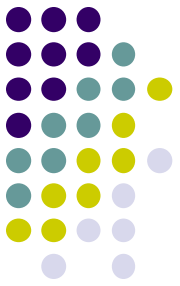
2

- BBC brand name (17)

3

- International (13)

Media: 2006/7



1

- Commercialization (31)

2

- BBC brand name (14)

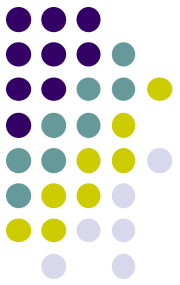
3

- International (14)

4

- Independent news (14)

Media: 2013/14



1

- Bureaucratic (15)

2

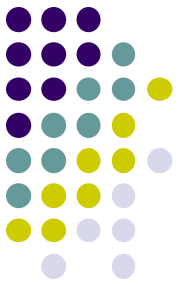
- High cost (15)

3

- Scandals (14)

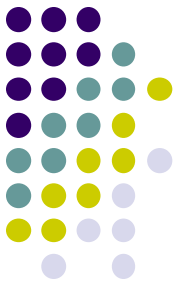
4

- Valuable reputation (10)



Media Themes

Predominant Themes	1985	1994/5	2006/7	2013/14
Commercial earnings	2	23	31	9
Beholden to the Government of the day	27	4	2	0
Independent news	20	14	14	8
Trusted, valuable brand	0	17	14	10
Badly managed / beaurocatic	6	7	2	15
High cost	0	2	6	15
Tarnished reputation / scandal	14	6	6	14
International	6	13	14	9
Wide audience appeal / popular	3	6	11	9
Progressive / future orientated	0	3	11	6
Trivialises	1	1	10	4
Powerful organisation	1	1	9	2
Well managed	1	8	0	1
Enables democracy	7	6	7	0
Constrained by lack of finance	2	7	4	3
Auntie / Beeb	2	7	3	7
Serves public interest	0	7	4	5
Technological Leader	0	1	6	6



Authentic or Defensive?

Reports		Media Coverage				
Themes		Sub-Categories	1985	1994/5	2006/7	2013/14
Civic purpose	45	Serves public interest	0	7	4	5
		Enables democracy	7	6	7	0
		Entertains	0	6	3	1
Progressive	34	Progressive / future orientated	0	3	11	6
		Technological leader	0	1	6	6
Size and scale	31	International	6	13	14	9
		Wide audience appeal / popular	3	6	11	9
Value	20	Commercial earnings	2	23	31	9
		Constrained by lack of finance	2	7	4	3
Professional	19					
Interactive	17					
British identity	14					
Well managed	11	Well managed	1	8	0	1
Partnerships	11					
Independent	9	Independent news	20	14	14	8
		Beholden to the Government of the day	27	4	2	0
		Trusted, valuable brand	0	17	14	10
		Badly managed / beaurocatic	6	7	2	15
		High cost	0	2	6	15
		Tarnished reputation / scandal	14	6	6	14
		Trivialises	1	1	10	4
		Powerful organisation	1	1	9	2
		Auntie / Beeb	2	7	3	7



The birth of the first Spanish PR consultancy.

*Contributions to the history
of PR in the midst of a
dictatorship (1960-1975)*

Natalia Rodríguez Salcedo



Universidad
de Navarra



***“There are truths on this side of the
Pyrenees that are falsehoods on the other”***

Blaise Pascal (1623-1662)



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de Navarra**



So... was Spain really different?



Universidad
de Navarra



The birth of the first Spanish PR consultancy.

Contributions to the history of PR in the midst of a dictatorship

Introduction

- 1. Context** *when and where?*
- 2. Founders** *who?*
- 3. Contributions to the practice** *how?*
- 4. Contributions to the profession** *why?*

Conclusions



Universidad
de Navarra

Introduction

- The birth of S.A.E. de RP (*Spanish Ltd. corporation of public relations*) in a dictatorial context (1960-1975)
- When did PR practice and theory started in Spain?
- Methodology:
 - In-depth interviews
 - Personal archive



Introduction



Before...

... and after



Introduction

- The birth of S.A.E. de RP (*Spanish Ltd. corporation of public relations*) in a dictatorial context (1960-1975)
- When did PR practice and theory started in Spain?
- Methodology:
 - In-depth interviews
 - Personal archive
 - Hemerography analysis
 - Literature review to provide a historical account that fits on the Spanish history of PR timeline



1. Context



What it was happening in:

1.1. Politics

- Franco's regime (1939-1975) after Spanish civil war (1936-1939)
- Hostility both to liberal democracy (until early 1950s) and communism
- Legislation to control and direct the press. Censorship (change 1966)
- End of diplomatic isolation by the end of the 1950s

2.2. Economics

- End of economic autarchy from 1957 on with the technocrats
- Stabilization programs I, II and III (1964-67, 1968-71, 1972-75)
- Rapid growth: Spanish miracle (1954-1972)

2.3. Society

- Growth of a substantial middle class (60's-70's)
- Expansion of broad social security coverage and education access
- Mass tourism (contact with other cultures)

2. Founders

Professional backgrounds

2.1. Joaquín Maestre Morata (1927)

- Degree in Human Relations (Ministry of Industry) and Advertising (Ministry of Information)
- Founder and owner of Feyjo, a small advertising agency (Alicante)
- Advertising man in Danis (Barcelona, 1956-1960)
- Chance encounter with Lucien Matrat (Brussels, 1958)

2.2. Juan Viñas Bona (1918-2002)

- A popular broadcaster/radio presenter (Barcelona), responsible for local charitable campaign
- Promoter of an influential national health campaign ('Eye Protection Crusade', 1955-1980)

September 1959, Joaquín Maestre and Juan Viñas meet in an event planned for a “prestige advertising campaign”



3. Contributions to the practice

The practice of PR, by S.A.E. de RP:



3.1. Early years and clients (1960-1963)

- Clients: *local and national clients in textile industries and consumer goods (male fashion shows and tailor boards, Children Festivals, Fat burners, Department Store anniversaries...) and first international clients (US Department of Agriculture, International Wool Secretariat)*
- Services provided: *media relations and event planning*
- Results: *economic growth and expansion of structure and staff*

3.2. Estabilization Plan I (1964-1967)

- Clients: *national industries (electric, motor, and tourism) and international clients (Hubber laboratories, Mitsui and Toshiba, Basf, Henkel, Fuji Bank, Hong Kong Trade Development Council, John Deere...).*
- Services provided: *media relations and event planning (more strategic)*

3.3. Estabilization Plans II and III (1968-1975)

- Clients: *national (Catholic Church, construction sector, and tourism, Spanish Labour Ministry and Social Security Directorate General), international (Dreyfus Offshore Trust ...).*
- *A better professional internal structure*

4. Contributions to the profession (1)



4.1. First professional associations are established (1961-1965)

- *Agrupación Técnica de RP* (Technical PR Association), Madrid (1961)
- *Agrupación Española de RP* (Spanish PR Association), Barcelona (1965)
- *Centro Español de RP* (Spanish PR Centre), Madrid (1965)
- Mr. Maestre's international visits to US and European consultancies, Editorial Board of *Revista Internacional de RP* (1962)
- Mr. Maestre: first Spanish IPRA Fellow member (1963)

4.2. In search of professional and international recognition (1966-1968)

- *I Congreso Nacional de RP and IPRA's Council Meeting + XII General Annual Assembly* (1966)
- *Escuela Superior de Relaciones Publicas* (1967)

4. Contributions to the profession (2)



4.3. Efforts to institutionalize PR (1969-1975)

- *Asamblea Nacional de RP (First National Assembly of PR) (1969)*

Permanent Commission's Report

- Provisional approval of the official curriculum of the School of Information Sciences, PR included (September, 1974)
- Official Register

In brief, Joaquín Maestre:

- IPRA member since 1963 (the first Spanish fellow) and member of his Council, organiser of its Council Meeting and General Assembly in Barcelona in 1966,
- Founder and chair of Spanish PR Associations,
- Promoter of institutionalization of Spanish PR

Conclusions

1. PR consultancy in Spain evolved from advertising and it was developed by advertising men

2. The history of the first Spanish PR consultancy was very much influenced by its historical context

At the same time, PR might have influenced the history of Spain itself

3. The practice and efforts to have professional bodies happened almost simultaneously

4. The history of the first Spanish PR consultancy influenced the history and the practice of PR so much that it can almost be considered as a virtual chronicle of PR history in Spain

5. S.A.E. de RP gave public prestige and dignity to the profesion in a dictatorship





**Thank
you!**



**Universidad
de Navarra**

Thank you

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