

SCHEDULE FOR THE INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE 2015

Day 1 – Wednesday July 8, 2015

Time	Stream 1 – EB 708 (LT)	Stream 2 - EB 705
0800-0900	Registration	
0900-0927	<u>Welcome:</u> Professor John Fletcher, Pro-Vice-Chancellor, Research & Innovation	
0930-0957	Vincent Hazleton & Melissa Dodd A history of the feminization of public relations in the United States: Stalking the truth	Gareth Thompson <i>The Next of Kin</i> : A historical case study on the use of feature film in World War II propaganda
1000-1027	Jacque L'Etang 'It's always been a sexless trade'; 'There's very little velvet curtain': gender and public relations in post-Second World War Britain	Melike Aktaş Ymanoğlu Public Relations Activities of National Economy and Saving Society during 1930s in Turkey
1030-1057	Thomas H. Bivins Drawn and Quartered: Women's Suffrage Cartoons as Early Public Relations	Jane Johnston Developing a public interest theory for public relations: Origins and directions
1100-1115	Refreshments	
1115-1142	Mary Welch Historical analysis of the International Public Relations Association education Gold Papers 1976-1997	Cayce Myers Reconsidering Early U.S. Public Relations Institutions: An Analysis of Publicity and Information Bureaus 1891-1918
1145-1212	Donald K. Wright Growth and Development of Public Relations Codes of Ethics in English Speaking Countries: A Historical Analysis	Clila Magen & Ephraim Lapid Facing Peace and War: Israel's Government Press Office, 1948-2014
1215-1242	Astrid Spatzier 1964 – 2014: 50 Years PR-Agencies in Austria. Analysing the Development of the Agency Scene and Diverging Relationships with Neighbouring Disciplines	Richard Bailey 'Smoking and Health' 1962: The Royal College of Physicians and the start of the campaign against smoking
1245-1345	LUNCH	
1345-1412	Stefan Wehmeier Public Relations – a maturing discipline? Results from a citation analysis (1998 to 2014)	Alina Dolea & Raluca Moise 25 years of PR in the Romanian book sector: a short history of institutionalization and professionalization

1415-1442	Øystein Pedersen Dahlen Using narratives, discourses and paradigms to analyse the history of public relations	Halise Karaaslan Şanlı Public Relations Activities During the Nation-Building Process in Turkey
1445-1512	Swaran Sandhu Towards an institutional history of PR? Five years of IHPR scholarship: categorizations and mental models of PR History	Terence Flynn, Paulo Nassar & Mateus Furlanetto Electrifying Public Relations: How a Canadian Company Created Brazil's First Corporate Public Relations Department
1515-1530	Refreshments	
1530-1557	Virginia McKendry Princess Charlotte's Public Tears: A Regency Period Case Study in Proto-public Relations	Inga Pūre Public Relations Education in Latvia: development and contemporary situation
1600-1627	Tor Bang Targeting crowds: Norwegian labor movement's shift from logos to pathos in its 1930s propaganda	Zeny Sarabia-Panol & Marianne Sison Contemporary Public Relations Education in the Philippines: Its Origins, Influences and Challenges
1630-1700	Philomen Schönhagen & Mike Meissner Co-evolution of public relations and journalism: The beginnings of PR in the 19th century in German-speaking countries	Kiranjit Kaur A Historical Analysis of Public Relations Education and Its Impact on the Professionalization of the Industry: Malaysian Annals
2000 CONFERENCE GARDEN PARTY AND SUPPER		

Schedule for IHPRC 2015

Day 2 – Thursday July 9, 2015

Time	Stream 1 – EB 708 LT	Stream 2 – EB 704
0900-0930	Registration	
0930-0957	Karen Miller Russell & Margot Opdycke Lamme Theorizing Public Relations History: Strategic Intent as a Defining Characteristic	Edward J. Downes The History of Capitol Hill’s Press Secretaries: Helping Members of the U.S. Congress “Look Good” for Almost 50 Years
1000-1027	Clea Bourne Public relations and development campaigns: Postcolonial insurance relations at the global-local nexus	Günter Bentele 100 Years ago: Official State public relations and propaganda of Germany in World War I
1030-1057	B. Pinar Özdemir Building a “modern” and “western” image: Miss Turkey beauty contests from 1929 to 1950	Neeltje Du Plessis Theory building in public relations/communication management in South Africa: Development of the Pretoria School of Thought
1100-1115	Refreshments	
1115-1142	J. Suzanne Horsley The History of Disaster Communication: The Untold Story	Astrid Spatzier One Woman – Two Sides of One Coin? – Journalism and Public Relations: the Case of Bertha von Suttner, Austria
1145-1212	Patrick Karle Sidney Rittenberg and the History of Public Relations between Modern China and the West: 1945-to-Present	Deniz Sezgin, Didem Hekimoğlu Tunceli & İlqar Seyidov Public Relations for Health Socialization: A Historical View of Health Campaigns in Turkey
1215-1242	Pauline Keaveney Lobbying Politicians – new tricks or an old trade?	David McKie & Jordi Xifra “All stories are true; some stories actually happened”: Fact-finding versus storyselling, history, and PR history
1245-1330	LUNCH	
1330-1415	‘Meet the Editors’ Discussion	
1415-1442	Jacquie L’Etang ‘Who’s afraid of Rollo Swaveley, Webster Dabble and Rusty Conway?’ The Society for the Discouragement of Public Relations – British eccentricity, irony and media	Dalien René Benecke & Chris Skinner Illustrating public relations dissent and activism in a changing South African society: The Rotary International case study

	critiques	
1445-1512	Rachel Kovacs From Nation Building to Crisis Calming: The BBC's Public Relations Tug of War	Brendan Maartens The Great War, Military Recruitment and Public Relations: The Case of the Parliamentary Recruiting Committee, 1914-15
1515-1542	Nneka Logan Pioneering Business-to-Business Public Relations in the U.S.: The Rhetorical Strategies of the Norfolk & Western Railway	João Moreira dos Santos Roots of Public Relations in Portugal: Changing an Old Paradigm
1545-1612	Natalia Rodriguez-Salcedo & Tom Watson Public relations in dictatorships – Southern and Eastern European perspectives from 1945 to 1975	Z. Yaakov Wise European Judaism, Freud, Bernays and the birth of Public Relations
1615-1645	Final Plenary	
1645-1745	Drinks Reception and Book Launch, sponsored by Routledge	