International History of Public Relations Conference
Wednesday 5 July and Thursday 6 July 2017
Introduction and welcome

Welcome to the 8th International History of Public Relations Conference (IHPRC) this year being held on Wednesday 5 July and Thursday 6 July, 2017 at Bournemouth University.

The conference is the international opportunity for academic researchers, historians and interested practitioners to meet, hear papers and discuss this expanding field of research.

All the conference organising team and colleagues from BU’s Faculty of Media & Communication wish you a pleasant, enjoyable and intellectually stimulating conference. Bournemouth is the UK’s premier seaside resort, so we hope you have a fun time, too.

The conference evolved from a ‘History of Public Relations’ special issue of the Journal of Communication Management in 2008. The response to it showed that there was worldwide interest in public relations history.

From this small beginning, a proposal for an international conference emerged, which was ‘sounded out’ with a panel including Professor Don Wright, Associate Professor Karen Russell, Professor Karla Gower, Dr Natalia Rodríguez Salcedo, Robin Croft, Dr Robert Wakefield and Professor Anne Gregory. All have remained in contact with IHPRC over succeeding years and some are attending this year.

The first conference drew 34 papers from 13 countries, which has been the rolling average, although the range and number of countries has expanded. By the end of this conference nearly 200 papers will have been presented and discussed, which shows that the specialist field of public relations history is not just here to stay, but is thriving.

At IHPRC 2015, the number of papers being presented is a new record high of 46 from 44 single and group authors. They come from 21 countries, which is also the broadest spread of nations since 2010.

One strong indicator of the development of the field has been the rapid growth of the publishing in both academic journal and book forms. For three years, Public Relations Review published an annual PR History special section or special issue. It had a break in 2015 but will return in 2016.

For 2015, the publication gap, thanks to Karen Miller Russell, was filled by a first-ever History of Public Relations special issue of the Journal of Public Relations Research which was published on the eve of the conference. The Journal of Public Relations Research was the home of our special issue for 2017 as well thanks to Bey-Ling Sha and Hillary Fussell Sicco.

Book publishing has grown apace since the first conference book launches in 2013. This year, Routledge is rolling out more titles in its New Directions in Public Relations and Communication Research series. Palgrave has completed the publication of its six-book National Perspectives on the Development of Public Relations: Other Voices series, edited by IHPRC Chair, Professor Tom Watson. There are five regional Perspectives volumes – Asian, Eastern European, Middle Eastern and African, Latin American and Western European. The sixth book, Perspectives on Public Relations Historiography and Historical Theorization: Other Voices, is published this month.

Routledge will be holding a drinks reception for IHPRC delegates on the afternoon of Thursday 6 July at the close of the conference.

IHPRC history and publications progress

This year’s International History of Public Relations Conference (IHPRC) will be the eighth organised at Bournemouth University. The conference was launched in autumn 2009 and the First IHPRC was held on Thursday 8 July and Friday 9 July, 2010.

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## Schedule for the International History of Public Relations Conference 2017

**Day 1 – Wednesday 5 July, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Stream 1 – EB 708 (LT)</th>
<th>Stream 2 - EB 705</th>
</tr>
</thead>
<tbody>
<tr>
<td>0800-0900</td>
<td>Registration</td>
<td></td>
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<tr>
<td>0900-0945</td>
<td><strong>Opening Speech:</strong> Michael Wilmore, Executive Dean, Faculty of Media and Communication, Bournemouth University</td>
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<tr>
<td>1030-1057</td>
<td><strong>Ruth Garland</strong> How did the UK government communications service resist and respond to the challenges of media transformation and the rise of ‘political spin’ after 1997?</td>
<td><strong>Gareth Thompson</strong> The 1952 Memorandum on Government Publicity</td>
</tr>
<tr>
<td>1100-1127</td>
<td><strong>Brendan Maartens</strong> ‘What the Country Wanted’: A Brief History of Official Press Relations in the United Kingdom, c. 1860-1980</td>
<td></td>
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<tr>
<td>1130-1145</td>
<td>Refreshments</td>
<td></td>
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<tr>
<td>1200-1227</td>
<td><strong>Tom Watson</strong> The promotion of saintly cults in the medieval era</td>
<td><strong>Tomoki Kunieda</strong> Post-WW2 Transition of Tokyo’s Government PR: Democratization, Politicization and Optimization</td>
</tr>
<tr>
<td>1230-1257</td>
<td><strong>Heather Yaxley</strong> Opening the box: A ‘pastpresents’ exploration of the archival funds of a singular PR practitioner</td>
<td><strong>William Anderson</strong> Keeping Fit: How the U.S. Government Used Public Relations to Fight Venereal Disease after World War I</td>
</tr>
</tbody>
</table>
Schedule for the International History of Public Relations Conference 2017
Day 2 – Thursday 6 July, 2017

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<th>Time</th>
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<th>Stream 2 – EB 704</th>
</tr>
</thead>
<tbody>
<tr>
<td>0900-0930</td>
<td>Registration</td>
<td>GIFTS and Registration</td>
</tr>
<tr>
<td>1000-1027</td>
<td>Günter Bentele - The “invention” and industrialization of public relations in Germany in the context of political PR at the beginning of the 19th century</td>
<td>Patricia A. Curtin – Organized Labor, Business, Government Regulation, and the U.S. Public Relations Profession: 1890 to 1910</td>
</tr>
<tr>
<td>1100-1115</td>
<td>Refreshments</td>
<td>GIFTS and Registration</td>
</tr>
<tr>
<td>1115-1142</td>
<td>Rendro Dhasi, Terence Lee &amp; Kate Fitch - The Evolution of Political Public Relations in Indonesia</td>
<td>Rachel Kovač - Public Relations, Emergency Relief, and the Military at St. Otilien</td>
</tr>
<tr>
<td>1700-1727</td>
<td>Tor Bang - From paternalism to partnership: fifty years of orchestration of anti-smoking communication</td>
<td>Hessa Al-Yasari - Government Public Relations in the United Arab Emirates: Historical Overview of Public Relations Practices of the Pre-Union Period (1960’s-1970’s)</td>
</tr>
<tr>
<td>1545-1612</td>
<td>Melissa D. Dodd - The Historical Development and Legitimization of Corporate Activism in the U.S.</td>
<td>Christian Schnee - About olive trees and broccoli: A history of political party emblems in the 20th and 21st century</td>
</tr>
<tr>
<td>1615-1630</td>
<td>Refreshments</td>
<td>GIFTS and Registration</td>
</tr>
<tr>
<td>1630-1657</td>
<td>William Anderson - “The next great plague to go”: How the U.S. Government Used Public Relations to Fight Venereal Disease during the Great Depression</td>
<td>Brendan Maertens - The Irish Problem: Recruiting to the British Armed Forces in Ireland Before and After the Easter Rising, 1914-19</td>
</tr>
<tr>
<td>1900-1927</td>
<td>Tor Bang - From paternalism to partnership: fifty years of orchestration of anti-smoking communication</td>
<td>Hessa Al-Yasari - Government Public Relations in the United Arab Emirates: Historical Overview of Public Relations Practices of the Pre-Union Period (1960’s-1970’s)</td>
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Author(s), affiliation and email
Title of paper

Melike Aktaş, Ankara University aktas@media.ankara.edu.tr, Senem Gençtürk Hızal, Başkent University, and B. Pınar Özdemir, Ankara University, pinarthetigger@gmail.com
PR in Turkish Public Administration: 1960s to 1980s

Hessa AlYasi, University of Sharjah, U14220427@sharjah.ac.ae
Government Public Relations in the United Arab Emirates: Historical Overview of Public Relations Practices of the Pre-Union Period (1960’s-1970’s)

William Anderson, Elon University, banderson11@elon.edu
Keeping Fit: How the U.S. Government Used Public Relations to Fight Venereal Disease after World War I
‘The next great plague to go’: How the U.S. Government Used Public Relations to Fight Venereal Disease during the Great Depression

Lunch

Melike Aktaş, Ankara University aktas@media.ankara.edu.tr, Senem Gençtürk Hızal, Başkent University, and B. Pınar Özdemir, Ankara University, pinarthetigger@gmail.com
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author: in alphabetical surname (of first named author) order with author(s) affiliation, email and title of paper

Author information

In alphabetical surname (of first named author) order with author(s) affiliation, email and title of paper
Günter Bentele, Universität Leipzig, bentele@uni-leipzig.de

The “invention” and industrialization of public relations in Germany in the context of political PR at the beginning of the 19th century

Patricia A. Curtin, University of Oregon, pcurtin@uoregon.edu

Organized Labor, Business, Government Regulation, and the U.S. Public Relations Profession: 1890 to 1930

Rendro Dhani, Murdoch University, S.Soehoed@murdoch.edu.au

The Evolution of Political Public Relations in Indonesia

Kate Fitch, Murdoch University k.fitch@murdoch.edu.au

The Historical Development and Legitimization of Corporate Activism in the U.S.

Melissa D. Dodd, University of Central Florida, Melissa.Dodd@ucf.edu

The Historical Development and Legitimization of Corporate Activism in the U.S.

Edward J. Downes, Boston University, edownes@bu.edu

The History of a Communication Management Revolution Led by Capitol Hill’s Press Secretaries

Ruth Garland, London School of Economics and Political Science, Ruth.garland@londoninternet.com

How did the UK government communications service resist and respond to the challenges of media transformation and the rise of ‘political spin’ after 1957?

Anne Gregory, University of Huddersfield, a.gregory@hud.ac.uk


Teresa Holder, Meredith College, tholder@meredith.edu

Eat this, don’t eat that: An analysis of social influence tactics in the American Sow the Seeds of Victory Campaign of World War I.

Denise Hill, Elon University, dhill12@elon.edu

The United States Information Agency and US Racial Problems in the 1950s and 1960s

Rachel Kovacs, College of Staten Island, City University of New York (CUNY), rachel.kovacs@csi.cuny.edu

Public Relations, Emergency Relief, and the Military at St. Ottilien Public Relations and the FDA: Proactive Measures and Responding to Negative Product Outcomes

Tomoki Kunieda, Taisho University t.kunieda@mail.tais.ac.jp

Post-WWII Transition of Tokyo’s Government PR: Democratization, Politicization and Optimization

Brendan Maartens, Middlesex University Mauritius Branch Campus, b.maalstens@mdx.ac.ma


Mark Phillimore, University of Greenwich, M.Phillimore@gre.ac.uk


Christian Schnee, University of Greenwich, c.schnee@gre.ac.uk

About olive trees and broccoli: A history of political party emblems in the 20th and 21st century
Astrid Spatzier, University of Salzburg, astrid.spatzier@sbg.ac.at
From Communication to Real Policy - The Management Game of a Great Communicator: The Case Study of Bruno Kreisky, the Media Chancellor in Austria from 1970 to 1983

Jessalynn Strauss, Elon University, jstrauss2@elon.edu
“Good Trouble” in Sin City: A History of Protest and Social Activism in Las Vegas

Parichart Sthapitanonda, Chulalongkorn University, sparicha@yahoo.com
Sopark Pipatpiboon, University of the Thai Chamber of Commerce, soparpis@live.com
History of Thai government PR: Lessons on power of social context in applying PR for peace process between Thailand and Cambodia

Dustin W. Supa, Boston University, supa@bu.edu
Caitlin Szczepanik, Boston University,
Bermuda’s Last Stand: An Investigation of the Attempt to "Professionalize" the Public Relations Field in the United States through Licensure

Syed Arshad Iqbal, International Islamic University Malaysia, sarabidid@iium.edu.my
The Emergence of Governmental Information Services in British Malaya: Exploring the Antecedent Growth to Malaysian Public Relations

Napawan Tantivejakul, Chulalongkorn University, napawan.t@gmail.com
Eight Decades of the Government Public Relations Department of Thailand: the Never Changing Story?

Gareth Thompson, University of the Arts London, g.a.thompson@arts.ac.uk
Promoting peace and global governance: The United Nations and The Blue Vanguard
The 1952 Memorandum on Government Publicity

Martina Topić, Leeds Beckett University, M.Topic@leedsbeckett.ac.uk
The Untold Story of the Women Who Led Britain’s PR and Corporate Communications Head Hunter Firms – and How Their Decisions Shaped the Sector

Tom Volek and Charles Marsh, University of Kansas, tvolek@ku.edu and marsh@ku.edu
National Ideologies and Public Relations: An Analysis of the Work of Croatian People’s Movement in 19th Century Dalmatia

Heather Yaxley, Bournemouth University, hyaxley@bournemouth.ac.uk
Opening the Box: A ‘Pastpresents’ Exploration of the Archival Fonds of a Singular PR Practitioner

Tom Watson, Bournemouth University, tom.watson1709@gmail.com
The Promotion of Saintly Cults in the Medieval Era

Z. Yaakov Wise, University of Manchester, yaakovwise@aol.com
How PR Created a Country: Mythos, Propaganda and the Balfour Declaration of 1917

Donald K. Wright, Boston University, donaldkwright@aol.com
The Important and Significant Role Played by the Institute for Public Relations in the Growth and Development of Communication Research, Measurement and Evaluation
Conference media and proceedings

The Proceedings of the Conference will be published online in the late summer through the conference website as a permanent record. Abstracts are already available at www.historyofpr.com/abstracts

Conference delegates can access the university’s free WiFi system and are encouraged to tweet comments. The Twitter hashtag is #ihprc and the conference’s handle is @historyofpr. Bloggers can link their posts to the conference website, www.historyofpr.com. Also, join the International History of Public Relations Conference group on Facebook and keep in touch all year round.

Contacts and information

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International History of Public Relations Conference
www.historyofpr.com

Useful numbers and websites

Southwest Trains
www.southwesttrains.co.uk
0845 600 650

National Rail Enquiries
www.nationalrail.co.uk

Bournemouth Tourism
www.bournemouth.co.uk
0845 0511 700

United Taxis
www.556677.com
01202 556677

Urgent assistance
(Police, Ambulance, Fire) 999

Emergency medical
www.rbch.nhs.uk
01202 303626

Local hotels
Best Western Hotel Royale
0845 373 1008

East Cliff Hotel
01202 544545

Green House Hotel
01202 498590

Marsham Court Hotel
01202 552113

Miramar Hotel
01202 505531

Premier Inn Bournemouth
01202 295266

Royal Bath Hotel
01202 655555

Russell Court Hotel
01202 295849

Wessex Hotel
01202 551911

Scientific Committee

Prof Dr Guenter Bentele (Leipzig University)

Prof Don Wright (Boston University)

Prof Tom Watson (Bournemouth University)

Prof Jacque L’Etag (Queen Margaret University)

Prof Jordi Xifra (Pompeu Fabra University)

Prof Karen Russell (University of Georgia)

Dr Natalia Rodriguez-Salcedo (University of Navarra)

Prof Tom Bivins (University of Oregon)

Dr Kate Finch (Murdock University)

Prof Meg Lamme (University of Alabama)

Action Committee

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Dr Jessalynn Straus (Slan University)

Dr Pelin Hürmeric (Yeditepe University)

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