

SCHEDULE FOR THE INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE 2019

Day 1 – Wednesday June 26, 2019

Time	Stream 1 – EB 708 (LT)	Stream 2 - EB 705
0900-1000	Registration	
1000-1030	Welcome to IHPRC and BU in EB 708	
1030-1145	Panel: The story of IHPRC from 2009 to 2019 in EB 708	
Session 1. Chair:	Jessalynn Strauss	Rachel Kovacs
1145-1215	Tom Watson Hagiography – a promotional tool from the “Dark Ages”	Jessica Borge The British Family Planning Association, Public Relations Policy, and the Dynamics of Television Exposure in the 1950s and 1960s
1215-1245	Thomas Stoeckle The Perennial Spectre of the Phantom Public: the long shadow of Kierkegaard & Lippmann, and reflections on metamodern publics	Martina Topić Public Relations and Women Equality: From Bernays’ Torches of Freedom to NIKE’s Gender-bound Communities
1245-1315	Dustin W. Supa A history of (dis)Ability in corporate America: Integration of disabled persons and its impact on organizational perception and regulatory law	Ella Chorazy Spotlight on spin: representations of political PR in fictional film and television
1315 - 1430	Lunch	
Session 2. Chair:	Don Wright	Øystein Pedersen Dahlen
1430 -1500	Günter Bentele 70 years of corporate communications history of Hapag/Hapag-Lloyd (Hamburg) 1847-1918	Thomas Bivins Puppets, coloring books, and comics—Oh my: A case study
1500-1530	Gareth Thompson The publicity and propaganda operations of the British Union of Fascists from 1932-1939	W. Timothy Coombs and Sherry J. Holladay Imperial Airlines First Airline Accident: Insights from the Precursors of Crisis Communication
1530-1600	Tomoki Kunieda Towards a “world history” of public relations: a case from japan	David McKie Unsettling accounts: PR history’s time lords and the “abiding questions” of general history
1700 -	Social Activity! Meeting in Bournemouth!	

SCHEDULE FOR THE INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE 2019

Day 2 – Thursday June 27, 2019

Time	Stream 1 – EB 708 LT	Stream 2 – EB 704
0830-0900	Registration	
0900-1015	<p>Panel Future of PR History Dustin Supa – Panel chair</p> <ul style="list-style-type: none"> • Gareth Thompson: Future Directions in PR History. Architectural Perspectives on Public Relations Historiography • Marina Shilina: Future of PR History in Datafied Economy and Hybrid PostHuman Society. A Case of Russia • Cheryl Lambert: Future of PR History 	
1015-1030	Refreshments	
Session 1. Chair:	Günter Bentele	Dustin W. Supa
1030-1100	<p>Richard Bailey PRCA at 50 – a historical perspective of the relationship between public relations and advertising</p>	<p>Clila Magen 2 soldiers missing, 2 campaigns, 20 years: The public battles of Israeli MIA families</p>
1100-1130	<p>Anne Gregory Chartered Status: and public relations’ struggle for legitimacy</p>	<p>Tor Bang Identifying Audiences and Understanding Mass Reactions: Tracking the Successes of Populist Political Movements through Studies of Interwar Social Science</p>
1130-1200	<p>Carolina Andrea Carbone History and evolution of lobbying legislation in Argentina</p>	<p>Brendan Maartens ‘A Very Great Ignorance of Life in the Services’: Recruiting Minors for the British Armed Forces under the Post-War Attlee Governments, 1945-51</p>
1200-1300	LUNCH	

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Session 2. Chair:	Anne Gregory	Tom Watson
1300-1330	Arne L. Gellrich, Stefanie Averbek-Lietz and Erik Koenen, M. Always frankly and in the public view? – the co-evolutionary epistemic project of public diplomacy and transnational reporting under the League of Nations	Margot Opdycke Lamme and Karen Miller Russell Page, Bernays and Propaganda in Interwar PR
1330-1400	Alina Dolea The gradual marketization of Romania's country image and of the Romanian migrant	Conor McGrath Lester Milbrath's the Washington lobbyists, 55 years on
1400-1430	Donald K. Wright What Do We Call What We Do and Why? A Historical Examination on the Use of the Term "Public Relations"	Denise Hill Making the Case for Moss Kendrix as the Father of US Multicultural Marketing Communications
1430-1500	Refreshments	
1500-1630	Panel Teaching for PR <ul style="list-style-type: none"> • Øystein Pedersen Dahlen: PR history as an introduction to PR studies • Denise Hill: U.S. Public Relations Pioneers and the Lack of Diversity: A Fact of History? • Marina Vujnovic & Dean Kruckeberg : Teaching Activist History Of Journalism And PR As Foundation For Understanding Contemporary Activist Practice • Jessalynn Strauss: Teaching the Influencer Generation: Using Netflix's TV Show 'The Crown' to Help Today's Students Understand a World of PR Before Social Media 	
Session 3. Chair:	Napawan Tantivejakul	Brendan Maartens
1630-1700	Michaela Jackson, Marianne Sison and Ella Chorazy Public relations ethics in the 21st century: A systematic review	Dmitrii Gavra and Alyona Savitskaya The ethics in Russian PR: dynamic and dilemmas through decades
1700-1730	Karen Conrad 'Freeze frame 2012 – who were Australia's public relations educators?	Amy Thurlow Competing Narratives of Public Relations Ethics – A Canadian Context
1730-1800	Khaled Zamoum and T. Serra Gorpe The emergence and development of public relations teaching in the United Arab Emirates: An in-depth look	Tricia Close-Koenig Wearing out projectors: A history of Canadian milk campaigns, 1930s-1950s.
1900	Conference dinner	

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Day 3 – Friday June 28, 2019

Time	Stream 1 – EB 708 LT	Stream 2 – EB 704
0830-0900	Registration	
Session 1. Chair:	Karen Miller Russell	Martina Topić
0900-0930	William Anderson The First Public Relations Measurement?: How Social Reformers Measured Their Communication Materials in the 1920s	Jessalynn Strauss Bright Lights, Sin City: How Neon Helped Las Vegas Establish Itself as a Tourist Destination
0930-1000	W. Timothy Coombs and Sherry J. Holladay Strategy from Pseudo-events: An Historical Lesson from the Crash at Crush	Bonita D. Neff The Intersectionality of Public Relations Thought from an Analysis of Refereed Presentation Titles Published in Professional Associations Annual Conference Programs: A 2003 to 2018 Perspective
1000-1030	Rosanna Planer The Rise of Digital Storytelling in Public Relations How a Literary Format may Increase an Organization’s Brand	Elna Melgin Diplomacy and extensible role of a communicator – learnings from history with Finnish spice
1030-1100	Rachel Kovacs The Public Relations of Herbert Lehman: Statesman, Humanitarian, Philanthropist, Pragmatist	Michal Chmiel 30 years of Polish Government Spokespersons. History of governmental communication practice and their implications for education of Public Relations in Poland.
1100-1115	Refreshments	
Session 2. Chair:	Thomas Bivins	Gareth Thompson
1115-1145	Yan Yi The Chinese Political Logic of State Leaders’ Impression Management: From Mao Zedong to Xi Jinping	Susan Kinnear PR ‘HER’STORIES: Heroine or Heretic? Revising the influence of Robyn Hyde on national awareness and identity in mid 20th century New Zealand.
1145-1215	Napawan Tantivejakul Public relations efforts of king Chulalongkorn in international diplomacy in late 19th century	Øystein Pedersen Dahlen and Rolf Werenskjold The Norwegian Ministry of Foreign Affairs and its Press Office: Pressure from the Great Powers and Political Censorship in Norway in the 1930’s

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1215-1245	Ali A Dashti, Talal M Almutairi and Albaraa F. Altourah Sheikh Abdullah Al-Salem & Public Relations: Case of Nation Branding of Kuwait 1950-1965	Martina Topić, et al (Collaborative project) Women in Public Relations (1982-2018)
1245-1345	LUNCH	
Session 2. Chair:	Tanya Le Roux	
1345-1415	Cheryl Ann Lambert Hello Girls: Enlisting women as World War I telephone operators	Conor McGrath Authorial voice(s): the writing styles of Francis X. Carty
1415-1445	Hossein Afkhami, Evolution of Public Relations Textbooks in Iran: a thematic trend analysis	Sian Rees PR Historiography Re-Imagined: Aligning corporate and activist perspectives
1445-1545	Refreshments	
1545-1615	Final Plenary PR Museum Discussion	
1615-	Drinks Reception sponsored by Routledge	