

## 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	
1145-1215	<b>Tom Watson</b> Hagiography – a promotional tool from the “Dark Ages”	<b>Jessica Borge</b> The British Family Planning Association, Public Relations Policy, and the Dynamics of Television Exposure in the 1950s and 1960s
1215-1245	<b>Thomas Stoeckle</b> The Perennial Spectre of the Phantom Public: the long shadow of Kierkegaard & Lippmann, and reflections on metamodern publics	<b>Martina Topić</b> Public Relations and Women Equality: From Bernays’ Torches of Freedom to NIKE’s Gender-bound Communities
1245-1315	<b>Dustin W. Supa</b> A history of (dis)Ability in corporate America: Integration of disabled persons and its impact on organizational perception and regulatory law	<b>Ella Chorazy</b> Spotlight on spin: representations of political PR in fictional film and television
1315 - 1430	Lunch	
1430 -1500	<b>Günter Bentele</b> 70 years of corporate communications history of Hapag/Hapag-Lloyd (Hamburg) 1847-1918	<b>Thomas Bivins</b> Puppets, coloring books, and comics—Oh my: A case study
1500-1530	<b>Gareth Thompson</b> The publicity and propaganda operations of the British Union of Fascists from 1932-1939	<b>W. Timothy Coombs and Sherry J. Holladay</b> Imperial Airlines First Airline Accident: Insights from the Precursors of Crisis Communication
1530-1600	<b>Tomoki Kunieda</b> Towards a “world history” of public relations: a case from Japan	<b>David McKie</b> 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	<b>Panel Future of PR History</b> <i>Dustin Supa – Panel chair</i> <ul style="list-style-type: none"> <li>• <b>Gareth Thompson:</b> Future Directions in PR History. Architectural Perspectives on Public Relations Historiography</li> <li>• <b>Marina Shilina:</b> Future of PR History in Datafied Economy and Hybrid PostHuman Society. A Case of Russia</li> <li>• <b>Cheryl Lambert:</b> Future of PR History</li> </ul>	
1015-1030	Refreshments	
1030-1100	<b>Richard Bailey</b> PRCA at 50 – a historical perspective of the relationship between public relations and advertising	<b>Clila Magen</b> 2 soldiers missing, 2 campaigns, 20 years: The public battles of Israeli MIA families
1100-1130	<b>Anne Gregory</b> Chartered Status: and public relations' struggle for legitimacy	<b>Tor Bang</b> Identifying Audiences and Understanding Mass Reactions: Tracking the Successes of Populist Political Movements through Studies of Interwar Social Science
1130-1200	<b>Carolina Andrea Carbone</b> History and evolution of lobbying legislation in Argentina	<b>Brendan Maartens</b> 'A Very Great Ignorance of Life in the Services': Recruiting Minors for the British Armed Forces under the Post-War Attlee Governments, 1945-51
1200-1300	Lunch	

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

## SCHEDULE FOR THE INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE 2019

### Day 3 – Friday June 28, 2019

Time	Stream 1 – EB 708 LT	Stream 2 – EB 704
0830-0900	Registration	
0900-0930	<b>William Anderson</b> The First Public Relations Measurement?: How Social Reformers Measured Their Communication Materials in the 1920s	<b>Jessalynn Strauss</b> Bright Lights, Sin City: How Neon Helped Las Vegas Establish Itself as a Tourist Destination
0930-1000	<b>W. Timothy Coombs and Sherry J. Holladay</b> Strategy from Pseudo-events: An Historical Lesson from the Crash at Crush	<b>Bonita D. Neff</b> 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	<b>Rosanna Planer</b> The Rise of Digital Storytelling in Public Relations How a Literary Format may Increase an Organization's Brand	<b>Elina Melgin</b> Diplomacy and extensible role of a communicator – learnings from history with Finnish spice
1030-1100	<b>Keith Butterick</b> Participatory Consultation: Developing a new paradigm for infrastructure consultations	<b>Michał Chmiel</b> 30 years of Polish Government Spokespersons. History of governmental communication practice and their implications for education of Public Relations in Poland.
1100-1115	Refreshments	
1115-1145	<b>Yan Yi</b> The Chinese Political Logic of State Leaders' Impression Management: From Mao Zedong to Xi Jinping	<b>Jeffery R. Patterson</b> British empire exhibition of 1924: a case study for strategic intent in public relations historiography
1145-1215	<b>Napawan Tantivejakul</b> Public relations efforts of king Chulalongkorn in international diplomacy in late 19th century	<b>Øystein Pedersen Dahlen and Rolf Werenskjöld</b> The Norwegian Ministry of Foreign Affairs and its Press Office: Pressure from the Great Powers and Political Censorship in Norway in the 1930's
1215-1245	<b>Ali A Dashti, Talal M Almutairi and Albaraa F. Altourah</b> Sheikh Abdullah Al-Salem & Public Relations: Case of Nation Branding of Kuwait 1950-1965	<b>Sule Ya'u Sule</b> Evolution of Public Relations and strategic communication in Nigeria
1245-1345	Lunch	

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Day 3 - continued		
1345-1415	<b>Susan Kinnear</b> PR 'HER'STORIES: Heroine or Heretic? Revising the influence of Robyn Hyde on national awareness and identity in mid 20th century New Zealand.	<b>Rachel Kovacs</b> The Public Relations of Herbert Lehman: Statesman, Humanitarian, Philanthropist, Pragmatist
1415-1445	<b>Cheryl Ann Lambert</b> Hello Girls: Enlisting women as World War I telephone operators	<b>Conor McGrath</b> Authorial voice(s): the writing styles of Francis X. Carty
1445-1515	<b>Martina Topić, et al (Collaborative project)</b> Women in Public Relations (1982-2018)	<b>Sian Rees</b> PR Historiography Re-Imagined: Aligning corporate and activist perspectives
1515-1530	Refreshments	
1530-1600	<b>Olesia Gorbunova Oner and Begüm Ekmekçigil Türkmen</b> Self-Branding Strategies of Fashion and Life-Style Bloggers in Turkey: Microhistorical Analysis	
1600-1630	<b>Hossein Afkhami,</b> Evolution of Public Relations Textbooks in Iran: a thematic trend analysis	
1630- 1700	Final Plenary	
1700 -	Drinks Reception sponsored by Routledge	