

FIRST EDITION – June 18, 2019

## THE PUBLIC RELATIONS HISTORY NETWORK

### *World Public Relations Archive Record*

The aim of the *World Public Relations Archive Record* project is to identify existing archives in professional bodies, companies, libraries and universities which can be accessed by scholars who are researching public relations history. In this way, national and international history projects can be fostered, and new research published.

In January this year public relations historians and scholars in nearly 60 countries were contacted to form The Public Relations History Network and to supply information about archives in their country. The response has been very positive.

Previously, in 2013 and 2014, two editions of the *European Public Relations History Archive Record* were published with the assistance of members of the European Public Relations Education and Research Association (EUPRERA). There is a continuing European Public Relations History Network group in EUPRERA.

As well as supplying accurate information for historians to use in early stages of their research, the new global Network hopes that the project will encourage the gathering of material into organised archives as a long-term scholarly activity.

As John Tosh has commented: “The fact remains, however, that the study of history has nearly always been based squarely on what the historians can read in documents or printed material” That does not exclude digital material and oral history, but archives are “essential to historical scholarship” (*The Pursuit of History*, 2015, p. 71).

The *World Public Relations Archive Record* is a continuing project in which new material can be added. Please send new material and amendments to existing entries to [prhistory@bournemouth.ac.uk](mailto:prhistory@bournemouth.ac.uk).

Tom Watson PhD  
Emeritus Professor  
Faculty of Media & Communication  
Bournemouth University

June 2019

The information on archives has been organised by continental or regional groups. There are also appendices of responses from countries where no archives were identified.

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**Archive Information**

**Country:** SOUTH AFRICA

**Reporter(s):** Victor Sibeko, Chief Executive, PRISA

**Contact Details:** Public Relations Institute of South Africa (PRISA), 54 Queen's Road, Bryanston, Johannesburg, 2191, Gauteng, South Africa

**Name of Archive:** Public Relations History in South Africa

**Owner/Manager of Archive:** Public Relations Institute of South Africa (PRISA)

**Address & Contact Details:** As for PRISA (above)

**Email:** [victor@prisa.co.za](mailto:victor@prisa.co.za)

**Website:** <https://www.prisa.co.za>

**Description of Contents**

- Detailed history on the establishment of PRISA from 1957 to 2019
- Development of public relations as a profession
- Establishment of association's structures
- Formation of strategic committees

**Noteworthy Files or Resources**

PRISA's classified information

**Times when it can be accessed**

On application

**Costs (Entrance charge, search fee, etc)**

None

**Are researchers encouraged to access it? Do they need letters of introduction?**

Yes; Letters of introductions are necessary

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

-

**Any Other Information**

-

**Archive Information**

**Country:** ZIMBABWE

**Reporter(s):** Ray Mawerera

**Contact Details:** 22 Pollett Avenue, Belvedere, Harare, Zimbabwe; Email: [ray.mawerera@gmail.com](mailto:ray.mawerera@gmail.com);

Mobile: +263 77 4 508069

**Name of Archive:** Zimbabwe Institute of Public Relations (ZIPR) Library

**Owner/Manager of Archive:** Zimbabwe Institute of Public Relations

**Address & Contact Details:** Office #24, Industry House (CZI Complex), 31 Josiah Chinamano Avenue, PO Box 445, Harare, Zimbabwe. Phone: +263 77 5 12 6318

**Email:** [zipr@iwayafrica.co.zw](mailto:zipr@iwayafrica.co.zw) / [ziminstituteofpr@gmail.com](mailto:ziminstituteofpr@gmail.com) / [florencemapindu@gmail.com](mailto:florencemapindu@gmail.com)

**Website:** (Facebook & LinkedIn only) – Zimbabwe Institute of Public Relations

**Description of Contents**

Assorted textbooks, catalogues, white papers and lecture notes

**Noteworthy Files or Resources**

N/A

**Times when it can be accessed**

Monday to Friday, 0800 to 1700 (lunch break 1300 to 1400)

**Costs (Entrance charge, search fee, etc)**

None, but donations welcome

**Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers are welcome. Introduction letters not necessary but researchers need to commit to acknowledging ZIPR in their final product

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No restrictions

**Any Other Information:** ZIPR Administrator will be able to assist with contact details of sources of other archival information that may be with previous Council leaders in personal files and has not been offered to the Institute.

## **Archive Information**

**Country:** AUSTRALIA

**Reporter(s):** Dr Kate Fitch

**Contact Details:** School of Media, Film & Journalism, Monash University, Caulfield East, VIC 3145;  
[kate.fitch@monash.edu](mailto:kate.fitch@monash.edu)

**Name of Archive:** Public Relations Institute of Australia (PRIA) records

**Manager of Archive:** State Library of New South Wales

**Address:** Macquarie St, Sydney NSW 2000

**Email:** Contact librarian via 'Ask a Librarian' on the website

**Website:** <https://www.sl.nsw.gov.au/>

## **Description of Contents**

There are 38 boxes of records which are not catalogued. They include:

- Selection of meeting minutes, presidents' reports, financial records, 1986-1993
- Newsletter - *Public Relations*, 1965-1993
- Selection of media releases, research and studies, training material, awards lists, directory of PRIA public relations consultancies, conference documents, 1997-2008

## **Noteworthy Files or Resources**

N/A

## **Times when it can be accessed**

The library is open Monday to Thursday 0900-2000; Friday 0900-1700; Saturday 1100-1700. The Special Collections Area is closed on Sundays. Items in Special Collections must be requested at least one hour before closing.

## **Costs (entrance charge, search fee, etc)**

No cost to access in person. Researchers require a special, free library card which can be issued when visiting the Library. Two forms of identification are needed that together have your current address, photo and signature.

A minimum of five days' notice is required to access the PRIA records; access must be requested via the Special Collections Access Form: <https://www.sl.nsw.gov.au/access-special-collections-request>

## **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

N/A

**Any Other Information**

Both the State Library of New South Wales and the State Library of Victoria have collections of PRIA journals and newsletters dating back to the 1950s already available, although they sometimes have to be requested in advance as they are stored offsite.

## **Archive Information**

**Country:** CHINA (PRC)

**Reporter(s):** Dr Regina Chen

**Contact Details:** Department of Communication Studies, Hong Kong Baptist University, Hong Kong.

[yrchen@hkbu.edu.hk](mailto:yrchen@hkbu.edu.hk); Tel +852 3411 5057

**Name of Archive:** China International Public Relations Association (CIPRA) Archive

**Owner/Manager of Archive:** Ms Hong Tian, CIPRA

**Address & Contact Details:** No.66 North 3rd Ring Road West, Haidian District, Beijing, China; Tel + 86 10 68946887

**Email:** info@cipra.org.cn

**Website:** [http://www.cipra.org.cn/templates/T\\_List/index.aspx?nodeid=6](http://www.cipra.org.cn/templates/T_List/index.aspx?nodeid=6)

## **Description of Contents**

Statistics of the PR industry in China

## **Noteworthy Files or Resources: Public Relations Industry Reports**

Files about the CIPRA history

## **Times when it can be accessed**

By request

## **Costs (entrance charge, search fee, etc)**

To be confirmed

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers can ask for access but not strongly encouraged. Yes, a letter of introduction is definitely needed.

## **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

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## **Any Other Information**

The website is in Chinese and English texts

**Archive Information**

**Country:** CHINA (PRC)

**Reporter(s):** Dr Regina Chen

**Contact Details:** Department of Communication Studies, Hong Kong Baptist University, Hong Kong.

[yrchen@hkbu.edu.hk](mailto:yrchen@hkbu.edu.hk); Tel +852 3411 5057

**Name of Archive:** China Public Relations Association (CPRA) Archive

**Owner/Manager of Archive:** CPRA

**Address & Contact Details:** 2/F, Bohai Shipping Warehouse Building, No. 1 Haibin Warehouse, Dongzhimen, Dongcheng District, Beijing; Tel +86 10 67011238;

**Email:** [cpra@cpra.org.cn](mailto:cpra@cpra.org.cn)

**Website:** <http://www.cpra.org.cn/>

**Description of Contents**

Files of the establishment of the association

**Noteworthy Files or Resources**

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**Times when it can be accessed**

By request

**Costs (Entrance charge, search fee, etc)**

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**Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers can ask for access but not strongly encouraged. Yes, a letter of introduction is definitely needed.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

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**Any Other Information**

The website is only in Chinese



**Archive Information**

**Country:** CHINA (PRC)

**Reporter(s):** Dr Regina Chen

**Contact Details:** Department of Communication Studies, Hong Kong Baptist University, Hong Kong.  
[yrchen@hkbu.edu.hk](mailto:yrchen@hkbu.edu.hk); Tel +852 3411 5057

**Name of Archive:** Government Archive

**Owner/Manager of Archive:** The Government of the Hong Kong Special Administrative Region

**Address & Contact Details:** Government Records Service; 3/F, Hong Kong Public Records Building,  
13 Tsui Ping Road, Kwun Tong, Kowloon; +852 2195 7760 (Tel); +852 2142 5756 (Fax)

**Email:** grsinfo@grs.gov.hk

**Website:** <https://www.grs.gov.hk/en/index.html>

**Description of Contents**

PR work done by the government

**Noteworthy Files or Resources**

- Files relating to overseas public relations and promotion of Hong Kong (Record ID: HKRS 1845)
- Hong Kong Public relations in UK and Europe: 1961-64 (Record ID: HKRS 163-1-2703) and 1990-96 (Record ID: HKRS 1845-1)

**Times when it can be accessed**

Monday to Friday, 0900-1745 and online

**Costs (Entrance charge, search fee, etc)**

No

**Are researchers encouraged to access it? Do they need letters of introduction?**

These are archives open to the public. No letters of introduction are needed.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No

**Any Other Information**

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**Archive Information**

**Country:** IRAN

**Reporter(s):** Hossein Afkhami

**Contact Details:** Department of Public Relations, Faculty of Communication Sciences, Allameh Tabataba'i University, Olympic Village, Tehran; email: [hafkhami@hotmail.com](mailto:hafkhami@hotmail.com)

**Name of Archive:** Library of Faculty of Communication Sciences, Allameh Tabataba'i University

**Owner/Manager of Archive:** Dr J. Akbar-Zadeh Jahromi, Manager of the Library of Faculty of Communication Science

**Address & Contact Details:** Faculty of Communication Sciences, Allameh Tabataba'i University, Olympic Village, Tehran, Iran

**Email:** [Jahromi@atu.ac.ir](mailto:Jahromi@atu.ac.ir)

**Website:** <https://atu.ac.ir> or <https://en.atu.ac.ir>

**Description of Contents**

Professor Hamid Notqi (1906-1999) was the founder of the first teaching institution known as Institute for Press and Public Relations (now Allameh Tabataba'i University) established in 1967. His writings, publications and part of his own library materials are kept here. Other materials include books, journals and student projects or theses.

**Noteworthy Files or Resources**

The library houses over 300 research projects and reports about performance of nearly 5000 public, private and non-governmental organisations which have a PR department or Communication Office.

**Times when it can be accessed**

Saturday to Wednesday, 0800-1800

**Costs (Entrance charge, search fee, etc)**

Free

**Are researchers encouraged to access it? Do they need letters of introduction?**

External researchers need an introduction letter or recommendation

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No

**Any Other Information**

Materials are in Farsi (Persian)

**Archive Information**

**Country:** MALAYSIA

**Reporter(s):** Dr Zeti Azreen Ahmad

**Contact Details:** Department of Communication, Kulliyah of Islamic Revealed Knowledge and Human Sciences, International Islamic University Malaysia, Jln. Gombak, 53100 Kuala Lumpur

**Name of Archive:** Public Relations Personalities in Malaysia

**Owner/Manager of Archive:** Prof Dato' Sri Syed Arabi Idid

**Address & Contact Details:** Department of Communication, Kulliyah of Islamic Revealed Knowledge and Human Sciences, International Islamic University Malaysia

**Email:** sarabidid@iium.edu.my

**Website:** nil

**Description of Contents**

This archive contains video tapes of interviews with leading public relations personalities in Malaysia who served as President of the Institute of Public Relations Malaysia (IPRM)

**Noteworthy Files or Resources**

Video tape (1989) of Dato' Mohd Sopiee Sheikh Ibrahim, first President of IPRM in 1962-1963 and 1973-1975

Video tape of Mohd Salleh Daud, second President of IPRM in 1963-1965

Video tape of Datuk Ahmad Noordin Mohd Zain, President of IPRM in 1975-1980

Video tape of A.M. Jaafar, President of IPRM in 1989-1991

Video tapes (2) of Dato' Prof Mohd Hamdan Adnan, President of IPRM in 1997-2002 and 2008

**Times when it can be accessed:**

Appointment and formal request are required. Apply to Prof Idid.

**Costs (Entrance charge, search fee, etc):**

Nil

**Are researchers encouraged to access it? Do they need letters of introduction?**

Yes, an official letter is required

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No

**Any Other Information**

## **Archive Information**

**Reporter(s):** Rizwanah Souket

**Country:** Malaysia

**Contact Details:** UCSI University Kuala Lumpur (South Wing), Faculty of Social Sciences and Liberal Arts, Department of Communication, No. 1, Jalan Menara Gading, UCSI Heights, Cheras, 56000 Kuala Lumpur, Malaysia, Tel +6010 222 6012

**Name of Archive:** National Archives of Malaysia, Arkib Negara

**Owner/Manager of Archive:** Ministry of Tourism, Art and Culture Malaysia

**Address & Contact Details:** Arkib Negara Malaysia, Jalan Tuanku Abdul Halim (Jalan Duta), 50568 Kuala Lumpur; Tel 03-6209 0600/03-6205 6800

**Email:** [webmaster@arkib.gov.my](mailto:webmaster@arkib.gov.my) , [ibupejabat@arkib.gov.my](mailto:ibupejabat@arkib.gov.my)

**Website:** [www.arkib.gov.my/en/web/](http://www.arkib.gov.my/en/web/)

## **Description of Contents**

PUBLIC ARCHIVES - government official records at Federal, State, statutory body and government enterprise levels

PRIVATE ARCHIVES - records produced by organisations and voluntary bodies including religious, voluntary and professional, political records, collections of private letters, economics, sports, as well as newspapers and magazines

RECORDS AND ARCHIVES SOURCED FROM FOREIGN COUNTRIES - records concerning Malaysia acquired and purchased from overseas/foreign countries

MEMORIAL AND LIBRARY RECORDS - records concerning statesmen kept at memorials and libraries

ROYAL RECORDS AND ARCHIVES - records produced in palaces with rulers as heads of states and states without sultans

RECORDS AND ARCHIVES CONTRIBUTED BY FOREIGN COUNTRY - records concerning Malaysia contributed by archives and institutions overseas/ from foreign countries

STRAITS SETTLEMENT RECORDS AND ARCHIVES - records concerning Penang, Melaka and Singapore).

## **Noteworthy Files or Resources**

The Archive is a repository and custodian of official records, private records, memorial and library materials of the Malayan Information Services. The collection of archive materials consists of files on the first Department of Public Relations, publications on Information Services, newspapers/ magazines, agreement letters, audio-visual materials, royal archives, personal letters (including those of the first Director of Department of Public Relations Malaysia, Mubin Sheppard), private

records and archives of professors in Public Relations (notably Syed Arabi Idid), microfilms, photographs, maps, plans and charts.

**Times when it can be accessed**

Monday to Friday (0900-1700). Bookings can be made prior to access. Documents: 3 days before they are sought. Audio and video materials: 5 days before. Film material: 14 days before. There is also an online search service, e-Arkib, which can be accessed on the National Archive's website.

**Costs (Entrance charge, search fee, etc)**

Registration Fee: RM 10.00 annually. Free, if subscription is done in Arkib Negara Malaysia's compound. There are charges for documents, copying and audio-visual materials.

**Are researchers encouraged to access it? Do they need letters of introduction?**

Yes, the archive encourages researchers to register and use its facilities. Letters of Introduction are not needed. However, registration is mandatory to obtain a number to enable the researcher to purchase, view documents, audio and video materials and use facilities in the Research Hall.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

N/A

**Any Other Information**

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**Archive Information**

**Country:** PHILIPPINES

**Reporter(s):** Dr Marianne D. Sison

**Contact Details:** marianne.sison@rmit.edu.au

**Name of Archive:** Public Relations Society of the Philippines

**Owner/Manager of Archive:** Nerissa V. Ronquillo, current president, PRSP

**Address & Contact Details:** Unit 710, 7F Makati Cinema Square Tower, 1299 Chino Roces Avenue, Brgy. Pio del Pilar, Makati City, 1223; Tel +63 (0)2751-4506

**Email:** secretariat@prsp.ph

**Website:** www.prsp.ph

**Description of Contents**

- No real archive exists
- Documents are sporadic and not kept in a central location
- PRSP website does not contain historical data

**Noteworthy Files or Resources**

N/A

**Times when it can be accessed**

N/A

**Costs (entrance charge, search fee, etc)**

N/A

**Are researchers encouraged to access it? Do they need letters of introduction?**

Access to historical information may be accessed by interviews with early PR leaders (Max Edralin and Charlie Agatep), which are available through PRSP

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No

**Any Other Information**

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## Archive Information

**Country:** SOUTH KOREA (Republic of Korea)

**Reporters:** 1) Miejeong Han (한미정), Professor, Department of Advertising and Public Relations, Hanyang University, Ansan; [mjhan909@hanyang.ac.kr](mailto:mjhan909@hanyang.ac.kr); and 2) Thomas Hove, Professor, Department of Advertising and Public Relations, Hanyang University, Ansan; [tbhove@hanyang.ac.kr](mailto:tbhove@hanyang.ac.kr)

## PR history – journal articles and book

윤희중. (1976). 한국에 있어서의 Public Relations 연구의 방향과 학문으로서의 전망. *성곡논총*, 7, 599-617.

신호창 & 윤희중. (1992). 한국 PR 실무자들의 역할과 전문화에 대한 고찰. *한국언론학보*, 27, 283-308.

신인섭 & 오두범. (2002). 한국 현대 PR 사 정리의 과제와 쟁점: 문제 제기적 성찰. *홍보학연구*, 6(1), 5-38.

김원석. (2002). 한국에서의 홍보: 산업과 교육. *홍보학 연구*, 6(2), 128-156.

박종민. (2005). 우리나라의 최근 PR 활동 및 전문성에 관한 고찰. *한국광고홍보학보*, 7(5), 41-56.

채명진, & 선혜진. (2006). 1960년대 한국의 PR 상황 및 사회적 수용에 대한 연구.

*한국언론정보학회*, [한국언론정보학보], 35, 292-330.

신인섭, 김찬석, & 이명천. (2010). *한국 PR 의 역사, 1392~ 2010*. Seoul, SK: 커뮤니케이션북스 [Communication Books].

신인섭. (2014). 한국에서 광고, 홍보, PR 이란 낱말의 대두와 대학에서 광고 및 PR 교육 개시에 관한 연구. *광고학연구*, 25(8), 105-131.

## Noteworthy Files or Resources

There are no specific archives of public relations history. However, there are general, historical, media, social science, and business databases or repositories that could be relevant:

National Archives of Korea

<http://www.archives.go.kr/english/index.jsp>

National Library of Korea

[http://www.nl.go.kr/english/search/full\\_text\\_db.jsp](http://www.nl.go.kr/english/search/full_text_db.jsp)

National Institute of Korean History

<http://www.history.go.kr/en/main/main.do>

Korean History On-line

<http://www.koreanhistory.or.kr>

BigKinds - online news database with full texts of newspaper articles from national dailies, economic dailies, TV news programs, English language dailies, local dailies, professional newspapers, and news magazines.

<https://www.kinds.or.kr>

Korea Democracy Movement Open Archives

<http://db.kdemocracy.or.kr/main;jsessionid=FF7B2F42941B420CF8B23E6D5DAC9E7E>

Korean Statutes (translated into English)

[http://elaw.klri.re.kr/eng\\_service/main.do](http://elaw.klri.re.kr/eng_service/main.do)

Korean Social Science Data Center

<http://en.ksdcdb.kr/main.do>

Korea Social Science Data Archive: materials related to Korean politics, economics, sociology, psychology, and culture.

<http://en.kf.or.kr/?menuno=3822>

<http://www.kosdda.or.kr>

Korean Historic Magazines: indexes, full texts, and full images of Korean historical journals and magazines from the early 20th century.

<http://db.history.go.kr/item/level.do?itemId=ma>

KBIZ: Small and Medium Business Statistics

<http://www.kbiz.or.kr/home/homeIndex.do?menuCode=eng>



**Archive Information**

**Country:** THAILAND

**Reporter(s):** Napawan Tantivejakul

**Contact Details:** Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University, Wangmai, Pathumwan District, Bangkok 10330, Thailand

**Name of Archive:** National Archives of Thailand

**Owner/Manager of Archive:** The Fine Arts Department, Ministry of Culture

**Address & Contact Details**

Thanon Samsen, Khwaeng Wachira Phayaban, Khet Dusit, Krung Thep Maha Nakhon 10300, Tel: +66 662 281 1599

**Email:** [contact@nat.go.th](mailto:contact@nat.go.th)

**Website:** <https://www.nat.go.th>

**Description of Contents**

Government documents, photos and printing materials

**Noteworthy Files or Resources**

- Hard-to-find government printing materials and royal family members' memoirs.
- Printing materials and microfilms regarded as evidence of the implementation of press releases, news clippings and news monitoring activities in late 19<sup>th</sup> century – early 20<sup>th</sup> century Thailand.
- Rare photos taken by daguerreotype process during mid of 19<sup>th</sup> century.

**Times when it can be accessed**

Online available anytime (with very limited access and information). National archives office hours: Monday to Friday 0830-1200 and 1300-1600. Regularly closed on weekends, national holidays and from December 15 to 31 each year.

**Costs (Entrance charge, search fee, etc)**

Need to apply for membership card (which usually is issued for one-year period). There are costs for making photo copies and digital files, but there is no search fee.

**Are researchers encouraged to access it? Do they need letters of introduction?**

Foreign researchers need to get permission letter to access the archives for 60-day period from the Ministry of Culture and National Research Council of Thailand. Those who want to access the archives for a short visit are recommended to have formal types of identification card and letters of introduction.

**Are any parts of the archive restricted (e.g., not accessible until a specific date)?**

No.

**Any Other Information:** Can registered to access online; however, recommended to visit in person.

Foreigners may need to have native speakers for assistance as archive is mainly in Thai language.

## **Archive Information**

**Country:** Thailand

**Reporter(s):** Napawan Tantivejakul

**Contact Details:** Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University, Wangmai, Pathumwan District, Bangkok 10330, Thailand

**Name of Archive:** Damrong Rajanupab Collection (Prince Damrong Rajanupab is known as the “Father of Thai History and Archaeology”)

### **Owner/Manager of Archive**

- 1) National Library of Thailand, The Fine Arts Department, Ministry of Culture
- 2) Varadis Palace Museum and Prince Damrong Rajanupab Library (private)

### **Address & Contact Details**

- 1) National Library of Thailand. Thanon Samsen, Khwaeng Wachira Phayaban, Khet Dusit, Krung Thep Maha, Nakhon 10300 Tel: 662-2815212, 662-2809828-32 Email [director@nlt.go.th](mailto:director@nlt.go.th), [directornlt101@gmail.com](mailto:directornlt101@gmail.com); Website <https://www.nlt.go.th>
- 2) Varadis Palace Museum and Prince Damrong Rajanupab Library. 204 Larn Luang Road, Khlong Maha Nak, Khet Pom Prap Sattru Phai, Bangkok 10100 Tel: 662-282-9110, 6681-459-8840 Fax: 662-282-9110  
Website <http://www.prince-damrong.moi.go.th/home.htm>

### **Description of Contents**

The collection includes works, books, manuscripts, photo and personal documents of Prince Damrong Rajanupab. There is, to a certain extent, evidence of the uses of publicity as tools for educating, governing and promoting ideas. Some contents can be sought online by keywords; however, the online system, which can be sought through National Library of Thailand network, is not practical for English-speaking users. The online system is a shared database between National Library of Thailand and Prince Damrong Rajanupab Library

### **Noteworthy Files or Resources**

Those who are interested in Prince Damrong Rajanupab collection can also visit Varadis Palace Museum which includes Prince Damrong Rajanupab Library and Tisavarakumarn Gallery. The library houses more than 7,000 titles of journals, old newspapers and textbooks on history and archaeology that are the prince’s personal collections. The Tisavarakumarn Gallery exhibits images that portray the biography of Prince Damrong Rajanupab as a son of King Rama IV and Consort Chum, ranging from his birth, education, entry into the serving under the crown to his final years.

**Times when it can be accessed**

The National Library digital collections (D-library) via <https://www.nlt.go.th> is public access, always open. For personal visits, the National Library of Thailand open on Saturday and Sunday 0900-1700, Monday to Friday 0900-1830.

For personal visits to Varadis Palace Museum, the operating hours are Monday to Friday, 0900-1630, by appointment only: Morning session 0900-1200, Afternoon session 1330-1630. Closed on Saturday, Sunday and Public Holidays. Recommended to call and make appointment prior to your visit.

**Costs (Entrance charge, search fee, etc)**

There is no admission fee.

**Are researchers encouraged to access it? Do they need letters of introduction?**

The library is open for general public. Both Thai and foreigners are recommended to have formal types of identification cards or letters of introduction.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No

**Any Other Information**

Information available only in Thai.

## **Archive Information**

**Country:** THAILAND

**Reporter(s):** Napawan Tantivejakul

**Contact Details:** Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University, Wangmai, Pathumwan District, Bangkok 10330, Thailand

**Name of Archive:** The Government Public Relations Department (GPRD) Museum and Archives

**Owner/Manager of Archive:** The Government Public Relations Department, Office of the Prime Minister

**Address & Contact Details:** The Government Public Relations Department, Office of the Prime Minister, 9 Rama VI Road, Bangkok 10400, Thailand, Tel: (+66-2) 618-2323 Fax: (+66-2) 618-2358

**E-mail:** [prforeign@gmail.com](mailto:prforeign@gmail.com), [webmaster@prd.go.th](mailto:webmaster@prd.go.th)

**Website:** <https://thailand.prd.go.th>

## **Description of Contents**

Documents, books, printing materials, audio and visual materials regarding GPRD's mission and works since its establishment in 1933. There is evidence of PR education at training levels and how PR developed in governmental organizations. The archive also includes information about PR personalities and leaders.

## **Noteworthy Files or Resources**

The AV (audio & visual) archive is available via <http://av.prd.go.th>. However, the online system doesn't work very well.

## **Times when it can be accessed**

Information is not available. Recommended to call during weekdays (office hours 0900-1600) prior to the visit date.

## **Costs (Entrance charge, search fee, etc)**

Not available

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Those who want to access the archives are recommended to call prior to the visit and to have formal types of identification cards and letters of introduction/purpose of visit.

## **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Not available.

## **Any Other Information**

Information available only in Thai.

**Archive Information**

**Country:** THAILAND

**Reporter(s):** Napawan Tantivejakul

**Contact Details:** Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University, Wangmai, Pathumwan District, Bangkok 10330, Thailand

**Name of Archive:** Thai Film Archive

**Owner/Manager of Archive:** The Film Archive (Public Organization)

**Address & Contact Details:** 94 Moo 3 Phutthamonthon sai 5 Phutthamonthon Nakornpathom 73170, Thailand; Tel 66 2 4822013-14, 66 2 4821087-88, Fax 66 2 4822015

**Email:** [filmarchivethailand@gmail.com](mailto:filmarchivethailand@gmail.com)

**Website:** <http://www.fapot.org/en/home.php>

**Description of Contents**

Thai films, audios, visuals, and other related subjects which were preserved as intellectual properties and national heritages. Some Thai films in the archive can be regarded as PR history evidence.

**Noteworthy Files or Resources**

Old Thai film collection and television programmes.

**Times when it can be accessed**

Office Hours: Monday to Friday 0900-1700. Online search is available in Thai.

**Costs (Entrance charge, search fee, etc)**

Making a copy of film has costs.

**Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers are recommended to call prior to the visit (the library's extension 121) and to have formal types of identification cards and letters of introduction.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Not available.

**Any Other Information**

Information available only in Thai.

**Archive Information**

**Country:** THAILAND

**Reporter(s):** Napawan Tantivejakul

**Contact Details:** Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University, Wangmai, Pathumwan District, Bangkok 10330, Thailand

**Name of Archive:** King Chulalongkorn Digital Archives

**Owner/Manager of Archive:** Chulalongkorn University

**Address & Contact Details:** Chulalongkorn University Libraries, 254 Phayathai Road, Pathumwan, Bangkok 10330, Thailand. Tel. 6622182929, 6622182918

**Websites:** Archive Link: <http://kingchulalongkorn.car.chula.ac.th/th/home>; Library Website: <https://library.car.chula.ac.th/>

**Description of Contents**

Documents, books, printing materials, and memoirs of King Chulalongkorn. Parts of the archive are evidence of the development of governmental PR in Thailand.

**Noteworthy Files or Resources**

Collections of photos, rare books and documents in the time of King Chulalongkorn

**Times when it can be accessed**

Online searching is available anytime (with very limited access and information).

Library office hours: Monday to Friday 0800-2100, Saturday and Sunday 0900-18.00.

**Costs (Entrance charge, search fee, etc)**

No fee for digital search.

**Are researchers encouraged to access it? Do they need letters of introduction?**

Need to have formal identification cards for library visit.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Not available.

**Any Other Information**

Information available only in Thai.

**Archive Information**

**Country:** THAILAND

**Reporter(s):** Napawan Tantivejakul

**Contact Details:** Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University, Wangmai, Pathumwan District, Bangkok 10330 Thailand

**Name of Archive:** Ratchaharuethai Archive (a part of SCB Thai Bank Museum)

**Owner/Manager of Archive:** Siam Commercial Bank PCL (SCB)

**Address & Contact Details:** 9 Ratchadaphisek Road, Chatuchak District, Bangkok 10900; Tel. 6625444526, 3858 Fax. 6625444068

**Email:** thaibankmuseum@scb.co.th

**Website:** [www.thaibankmuseum.or.th](http://www.thaibankmuseum.or.th)

**Description of Contents**

Printing and publicity materials related to the establishment of Thai Commercial Bank. (SCB was Thailand's first commercial bank established in 1906.)

**Noteworthy Files or Resources**

Not available

**Times when it can be accessed**

Monday to Friday, 1000-1700

**Costs (Entrance charge, search fee, etc)**

Open for the public for free

**Are researchers encouraged to access it? Do they need letters of introduction?**

Thai visitors need to have identification cards. Foreigners need to get permission from SCB's General Manager.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Not available.

**Any Other Information**

Information available only in Thai.



**Archive Information**

**Country:** THAILAND

**Reporter(s):** Napawan Tantivejakul

**Contact Details:** Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University, Wangmai, Pathumwan District, Bangkok 10330, Thailand

**Name of Archive:** National Archive of Public Health (NAPH)

**Owner/Manager of Archive:** Society and Health Institute (SHI)

**Address & Contact Details:** 1<sup>st</sup> and 4<sup>th</sup> floor, 88/37 Ministry of Public Health, Soi Satharanasook 6, Tiwanon 14 rd. Taladkwan, Nonthaburi 11000, Tel. 6625902364-5, 6625901352, 66928589665

**Email:** [nham.thailand@gmail.com](mailto:nham.thailand@gmail.com)

**Website:** [www.naph.or.th](http://www.naph.or.th)

**Description of Contents**

Photos, printing and publicity materials related to the education and promotion of public health in Thailand.

**Noteworthy Files or Resources**

Not available

**Times when it can be accessed**

Can be accessed online any time (with limited information) but is not practical for English-speaking users. Office hours: Monday to Friday, 0900-1600.

**Costs (Entrance charge, search fee, etc)**

Open for free

**Are researchers encouraged to access it? Do they need letters of introduction?**

The library is open for general public. Both Thai and foreigners are recommended to have formal types of identification cards or letters of introduction. Recommended to call and make appointment prior to your visit.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Not available.

**Any Other Information:** Information available only in Thai.

**Archive Information**

**Country:** THAILAND

**Reporter(s):** Napawan Tantivejakul

**Contact Details:** Department of Public Relations, Faculty of Communication Arts, Chulalongkorn University, Wangmai, Pathumwan District, Bangkok 10330, Thailand

**Name of Archive:** Thammasat University's Archive

**Owner/Manager of Archive:** Thammasat University

**Address & Contact Details:** 2 Prachan Road, Khwaeng Phra Borom Maha Ratchawang, Khet Phra Nakhon, Krung Thep Maha Nakhon 10200, Thailand; Tel. 662613 3840 -1

**Email:** [Thammasatarchives@gmail.com](mailto:Thammasatarchives@gmail.com)

**Website:** <http://www.arc.tu.ac.th>

**Description of Contents**

Photos, documents and printing materials related to the development of the University, especially the establishment of democracy in Thailand through students' movements.

**Noteworthy Files or Resources**

Personal documents of previous university's leaders who involved in the promotion of democracy and PR education in Thailand

**Times when it can be accessed**

Can be accessed online any time (with limited information); Office hours: Monday to Friday 0900-1630

**Costs (Entrance charge, search fee, etc)**

Open for free

**Are researchers encouraged to access it? Do they need letters of introduction?**

The library is open for general public. Both Thai and foreigners should provide formal types of identification cards or letters of introduction.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Not available.

**Any Other Information:** Available only in Thai.

## **Archive Information**

**Country:** VIETNAM

**Reporter(s):** Nguyen Thi Thanh Huyen; Van Thi Hong Loan

**Contact details:** (1) Nguyen Thi Thanh Huyen, Associate Professor, Head of Department of Public Relations and Advertising, University of Social Sciences and Humanities, Vietnam National University in Hanoi; (2) Van Thi Hong Loan, Open University, Hochiminh City.

**Name of Archive:** N/A, See information below about the National Archives of Vietnam

**Owner/Manager of Archive:** N/A

### **Address & Contact Details**

**Email:** (1) [ntthuyen@ussh.edu.vn](mailto:ntthuyen@ussh.edu.vn); (2) [loan.vth@ou.edu.vn](mailto:loan.vth@ou.edu.vn)

**Website:** (1) <http://ussh.vnu.edu.vn>; (2) <http://www.oude.edu.vn/>

### **Description of Contents**

As the pioneers in public relations studies in Vietnam, we are sure there are no historical archives. We need time and human resource to collect and process the documents in order to build the first public relations archive here.

### **Noteworthy Files or Resources**

National Archives of Vietnam: <https://english.luutru.gov.vn/home.htm> (English) or <https://luutru.gov.vn/home.htm> (Vietnamese)

### **Times when it can be accessed:**

Working days, except weekends and holidays.

### **Costs (Entrance charge, search fee, etc)**

According to the regulations of the National Archives of Vietnam

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Yes, they are, and letters of introduction are needed.

### **Are any parts of the archive restricted? (e.g. not accessible until a specific date)**

Still do not know exactly; it depends on the type of documents.

### **Any Other Information**

Vietnam has a history of professional public relations since the 1960s in the South, while it was only propaganda in the North during the war time (1954-1975). Public relations was paused for more than 10 years from reunification in 1975 until the 1990s. Since then, public relations has been developed very quickly in practice, but research and training are still not meeting society's demands. Study about public relations history in Vietnam will help researchers, educators as well as practitioners better contribute to the development of public relations in the country and the world.

## Archive Information

**Country:** FINLAND

**Reporter(s):** Elina Melgin, PhD

**Contact Details:** [elina.melgin@procom.fi](mailto:elina.melgin@procom.fi)

**Name of Archive:** The Ministry of Foreign Affairs of Finland Archives

**Owner/Manager of Archive:** Jyrki Paloposki, Director, The Ministry of Foreign Affairs Archives

**Address and Contact Details:** Ritarikatu 2B, Helsinki, Tel: +358 40 831 0614

**Email:** [tietopalvelu.um@formin.fi](mailto:tietopalvelu.um@formin.fi); [jyrki.paloposki@formin.fi](mailto:jyrki.paloposki@formin.fi)

**Website:** <https://um.fi/archives>

## Description of Contents

Embassy and Ministry of Foreign Affairs documents including letters, reports, clippings, books, etc.

## Noteworthy Files or Resources

1918-1926 embassy documents online and the Helsinki-based ministry from 1926 onwards

## Costs (Entrance charge, search fee, etc)

Cost-free entry but copies will be charged in most archives

## Are researchers encouraged to access it? Do they need letters of introduction?

Letters are not needed normally

## Are any parts of the archive restricted? (e.g. not accessible until a specific date?)

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## Any Other Information

Archives are very largely in Finnish and Swedish

## Archive Information

**Country:** FINLAND

**Reporter(s):** Elina Melgin, PhD

**Contact Details:** [elina.melgin@procom.fi](mailto:elina.melgin@procom.fi)

**Names of Archives:** Kansallisarkisto - National Archives of Finland

This is a group of archives linked by themes of organisational communication public relations and propaganda which are jointly managed:

- Valtion tiedotuselinnten arkisto (State Wartime Propaganda Archive), 1939-44
- Tiedotusmiehet ry Arkisto (Finnish PR Society / Archive), 1947-59
- Suomen Tiedottajien Liitto Arkisto (Finnish PR Association Archive), 1973-2000
- ProComm Arkisto (Finnish Association of Communication Professionals Archive, 2000-2010)

**Owner/Manager of Archives:** Kansallisarkisto - National Archives of Finland

**Address & Contact Details:** Rauhankatu 17, Helsinki; +358 29 533 7000

**Email:** [kirjaamo@arkisto.fi](mailto:kirjaamo@arkisto.fi)

**Website:** <https://arkisto.fi>

## Description of Contents

This archive includes annual reports, board meeting minutes, press clippings, photographs

## Noteworthy Files of Resources

Archival resources for administrative histories of PR's development in Finland

## Times when it can be accessed

Monday to Friday, 0900-1600 (also see website's Info section for occasional evening openings)

## Costs (entrance charge, search fee, etc)

Free entry, but copies are charged

## Are researchers encouraged to access it? Do they need letters of introduction?

Not needed at National Archives

## Are any parts of the archive restricted (e.g., not accessible until a specific date)?

No

**Any Other Information**

These archives are very largely in Finnish

## Archive Information

**Country:** FINLAND

**Reporter(s):** Elina Melgin, PhD

**Contact Details:** [elina.melgin@procom.fi](mailto:elina.melgin@procom.fi)

**Name of Archive:** Finnish Business PR archives (Companies, Trade/Business Associations), Unions

**Owner/Manager of Archive:** Olli Alm, ELKA – Central Archives for Finnish Business Records

**Address & Contact Details:** Tutkijantie 7, Fi-50100 Mikkeli, Finland; Tel +358 44 321 3422

**Email:** [olli.alm@elka.fi](mailto:olli.alm@elka.fi)

**Website:** <http://www.elka.fi/index.php/en/info>

## Description of Contents

Varies according to the company or association and the industry that they are involved in. Includes corporate and association promotional material.

## Noteworthy Files or Resources

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## Times when it can be accessed

Monday to Friday 0800-1600

## Costs (entrance charge, search fee, etc)

Free of charge, see also <http://www.elka.fi/index.php/en/research/visiting-researcher-hall>

## Are researchers encouraged to visit it? Do they need letters of introduction?

No letters of introduction sought

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

All document search is undertaken from a catalogue; staff bringing documents from archive

## Any other information

These archives are very largely in Finnish. ELKA has an informative website in English

## Archive Information

**Country:** FINLAND

**Reporter(s):** Elina Melgin, PhD

**Contact Details:** [elina.melgin@procom.fi](mailto:elina.melgin@procom.fi)

**Name of Archive:** Audiovisual archive material (PR films for companies, nation, travel agencies, etc)

**Owner/Manager of Archive:** KAVI – Kansallinen Audiovisuaalinen Instituutti (National Audiovisual Institute)

**Address & Contact Details:** Sörnäisten rantatie 25A, 5<sup>th</sup> Floor, 00500 Helsinki, Finland; Tel +358 295 338 000

**Email:** [kavi@kavi.fi](mailto:kavi@kavi.fi)

**Website:** <https://kavi.fi>

## Description of Contents

Films and press archives, including PR films and other audiovisual material from the Finnish state, companies and associations.

## Noteworthy Files or Resources

See: <https://kavi.fi/en/library>

## Times when it can be accessed

Monday to Friday 1000 to 1600 (Library)

## Costs (entrance charge, search fee, etc)

There is a price list for some services

## Are researchers encouraged to access it? Do they need letters of introduction?

There is free entrance to KAVI

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

N/A

## Any Other Information

Much of the material is in Finnish, but KAVI offers access to international databases and publications.



## Archive Information

**Country:** FINLAND

**Reporter(s):** Elina Melgin, PhD

**Contact Details:** [elina.melgin@procom.fi](mailto:elina.melgin@procom.fi)

**Name of Archive:** MTL ry (The Finnish Association of Marketing, Technology and Creativity) archive

**Owner/Manager of Archive:** EK Confederation of Finnish Industries

**Email:** [tarja.virmala@mtl.fi](mailto:tarja.virmala@mtl.fi)

**Website:** <https://ek.fi/en>

## Description of Content

Association minutes, annual reports, etc. MTL's earlier name was Marketing Communications, and it was the PR agency's own association.

## Noteworthy Files or Resources

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## Times when it can be accessed

MTL's archive is not public but it is likely that PR historians will be allowed access.

## Costs (entrance charge, search fee, etc)

Not known

## Are researchers encouraged to access it? Do they need letters of introduction?

Applications for access should be made to [tarja.virmala@mtl.fi](mailto:tarja.virmala@mtl.fi) in the first instance

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

Not known

## Any Other Information

These archives are very largely in Finnish.

## Archive Information

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731, [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** German Federal Archive incl. German Film Archive and Military Archive (Bundesarchiv (BArch) dt. Filmarchiv, Militärarchiv)

**Owner/Manager of Archive:** The German Federal Archive is a higher federal authority of the Federal Republic of Germany subordinate to the Federal Government Commissioner for Culture and the Media.

## Address & Contact Details

Use the contact form (<https://www.bundesarchiv.de/EN/Navigation/Meta/Kontakt/kontakt.html>) to send an inquiry to the Federal Archives. The receiving section will quickly forward your message to the unit responsible for the topic you are interested in.

A list of the service teams at the various locations can be found under:

<https://www.bundesarchiv.de/EN/Navigation/Use/Help/Contact/contact.html>

**Website:** [www.bundesarchiv.de](http://www.bundesarchiv.de)

## Description of Contents

The holdings of the Federal Archives include Reich traditions as well as the central provenances of civilian and military bodies of the Federal Republic of Germany, the German Democratic Republic (GDR) and its political parties and mass organizations. The State Archives are additionally supplemented by bequests, documents of parties, associations and societies of supra-regional importance and collections of contemporary history. In addition to files, the archives also include films, photographs (e.g. Beier Collection), electronic data carriers, maps, posters, documents and plans.

## Noteworthy Files or Resources

- Documents on the Reich Ministry for Popular Enlightenment and Propaganda ("Ministerium für Volksaufklärung und Propaganda!") at the time of the German Reich
- Documents on the Ministry of Culture (Head Office of Publishers and Booksellers - Printing Permits Procedures) during the GDR era with Soviet Occupation Zone (1945-1990)
- Collection on parties, organizations, movements during the reunification period

- Films from the time of the First World War, cinema newsreels and other German productions

**Times when it can be accessed**

Koblenz (main office): Monday to Thursday: 0800-1900; Friday: 0800-1600

For pictures, posters, cards: Monday to Thursday: 0800-1500; Friday: 0800-1300

**Costs (Entrance charge, search fee, etc)**

The use of archival material in the Federal Archives is free of charge. A list of costs attached to the Ordinance on Costs and Charges regulates the fees that are incurred in exceptional cases for the use and regular production of copies as well as for the commercially used reproduction of archive sources. Thus, costs may be incurred for archival material whose use requires special effort (e.g. cinematographic films, phonograms and maps). However, no fees are charged for oral or simple written enquiries.

**Are researchers encouraged to access it? Do they need letters of introduction?**

When sending the request to the Federal Archives prepare a written request in which you describe your subject and purpose as precisely as possible.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

For a list of temporarily blocked stocks, see:

<https://www.bundesarchiv.de/DE/Navigation/Benutzen/Temporaer-gesperrte-Bestaende/temporaer-gesperrte-bestaende.html>

**Any Other Information**

Guided tours through the archive as well as the working method are possible by prior arrangement

## **Archive Information**

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731, [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** State Archives of Prussian Cultural Heritage (Staatsarchiv Preußischer Kulturbesitz)

**Owner/Manager of Archive:** Prussian Cultural Heritage Foundation

**Address & Contact Details:** Geheimes Staatsarchiv Preußischer Kulturbesitz, Archivstraße 12-14 D-14195 Berlin (Dahlem): Tel 030/266 44 75 00, Fax: 030/266 44 31 26

**Email:** [gsta.pk@gsta.spk-berlin.de](mailto:gsta.pk@gsta.spk-berlin.de)

**Website:** [www.gsta.spk-berlin.de](http://www.gsta.spk-berlin.de)

## **Description of Contents**

The archive mainly contains numerous documents of historical importance from Brandenburg-Prussia (house and court of the Hohenzollern, Prussian army, provincial authorities, political organisations, maps, etc.). At present, it preserves about 38,000 linear metres of archival records.

## **Noteworthy Files or Resources**

### General Description

The Secret State Archives Prussian Cultural Heritage traces back to the chancellery of the margrave of Brandenburg according to a charter issued in Stendal 1282. Three hundred years later, in 1598, Erasmus Langenhain was appointed as the first archivist and the archives began to play an autonomous role. In 1803, the institution obtained the honorary title Secret State Archives. By incorporating the Secret Ministerial Archives (Geheimes Ministerialarchiv), it became the central archive for the records of Prussia's supreme authorities. In 1924 the institution moved into a path-breaking new functional building in Berlin-Dahlem. To this day, this is the seat of the Archives. Because of bomb attacks, documents were partially evacuated during the Second World War. After 1945, these documents were kept in Merseburg as a part of the GDR's Central Archives. The documents that remained in Berlin continued to be available in Dahlem after 1945. In 1963, the Secret State Archives was incorporated into the Prussian Cultural Heritage Foundation (Stiftung Preußischer Kulturbesitz). After German Reunification, the divided archives were joined in their original seat in Berlin-Dahlem.

There is much material on 19th-century state public relations there, for example on Karl August Varnhagen von Ense, the first "spokesman for the Prussian government", who was commissioned by Karl August von Hardenberg, the Prussian chancellor of state, to do press relations for the Prussian government during the Congress of Vienna (1814-15).

**Times when it can be accessed**

Monday to Tuesday: 0800-1600; Wednesday to Thursday: 0800-1800; Friday: 0800-1500

**Costs (Entrance charge, search fee, etc)**

The use of the State Archives of Prussian Cultural Heritage is free of charge. Fees will be charged for the written answer to oral or written questions that do not serve general historical or local research, but private or commercially motivated (in particular, family history) research. The calculation of fees is based on the required processing time, irrespective of success or failure. For written information or investigations of archival or library material will be charged at €16.00 per half hour

**Are researchers encouraged to access it? Do they need letters of introduction?**

Before starting the use of the archive, an application must be filled in, in which details of your person and the subject and purpose of your work must be entered in the Secret State Archives. This data will be stored in a user account and you will receive a user pass. The permission to use is valid for the entire current calendar year.

**Any Other Information**

- Available online (also in English)
- The Archive also offers users barrier-free access to its main building and thus to its research hall.

## **Archive Information**

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731, [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** Carl Zeiss AG (Unternehmensarchiv Carl Zeiss AG)

**Address & Contact Details:** ZEISS Archiv, Carl-Zeiss-Promenade 10, 07745 Jena, Tel +49-3641-64-2759

**E-mail:** [history@zeiss.com](mailto:history@zeiss.com)

**Website:** [www.zeiss.de/archiv](http://www.zeiss.de/archiv)

## **Description of Contents**

The ZEISS archive contains original documents, files, photographs, patents, utility models, printed matter, technical documentation and equipment from over 150 years of history.

## **Noteworthy Files or Resources**

- Documents on the development of the “literary department”, which began at the beginning of the 20<sup>th</sup> century and contains strategic plans (“Denkschriften”), information about media, personnel, and correspondence with scientists and politicians, etc.

## **Times when it can be accessed**

The archive is open Monday to Friday: 0900 to 1500. Other visiting hours can be arranged.

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Registration is necessary before first visit

## **Any Other Information**

Online research available

## **Archive Information**

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731; [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** Hapag-Lloyd AG Archive

**Contact Person:** Ms. Martina Fähnemann

**Address & Contact Details:** Hapag-Lloyd AG, Ballindamm 25, 20095 Hamburg; Tel +49 40 3001 2677, Fax: +49 40 33 53 60

**E-mail:** [martina.faehnnemann@hlag.com](mailto:martina.faehnnemann@hlag.com)

**Website:** [www.hapag-lloyd.com](http://www.hapag-lloyd.com)

## **Description of Contents**

Files, corporate publications, advertising material, posters, paintings, prints, photos, image data carriers, ship models and objects relating to the history of Hapag-Lloyd AG since 1847. A large part of the written records (prior to 1970) are deposited in the Hamburg State Archives.

## **Noteworthy Files or Resources**

There are 130 metres of file material of HAPAG there from 1847 to 1970, until the merger of Hapag (Hamburg) with Norddeutscher Lloyd (Bremen).

## **Are researchers encouraged to access it? Do they need letters of introduction?**

The archive of Hapag-Lloyd AG is an internal archive normally not accessible to the public. Enquiries can be made in writing to the archive management. Smaller research enquiries will be dealt with by correspondence. Written enquiries are also requested here.

## Archive Information

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731; [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** Leipziger Messe [Exhibition] Archive

**Owner/Manager of Archive:** Dr Frauke Gränitz (Corporate Archive Officer)

**Address & Contact Details:** Dr. Frauke Gränitz, Referentin Unternehmensarchiv, Messe-Allee 1, 04356 Leipzig; Tel +49 341 678-8189, Fax: +49 341 678-8182

**E-mail:** [f.graenitz@leipziger-messe.de](mailto:f.graenitz@leipziger-messe.de)

**Website** [www.leipziger-messe.de/unternehmen/geschichte/unternehmensarchiv/](http://www.leipziger-messe.de/unternehmen/geschichte/unternehmensarchiv/)

## Description of Contents

The company archive stores documents and objects from the exhibition history. The archive was established in 1917 shortly after the founding of the "Messamt für die Mustermessen in Leipzig" (Trade fair office for the sample fairs in Leipzig). A large part of the holdings was burned during the bombing of Leipzig in 1943. However, some material survived the Second World War, such as the first fair poster from 1908 or the first cardboard fair badge with pin from 1918. Most archives date from after 1945.

## Noteworthy Files or Resources

- The *Leipzig Mustermesse*. Official newspaper of the Leipzig Trade Fair Authority for the Mustermesse in Leipzig, between 1917 and 1922
- *Press Echo*, since 1945 as well as advertising material and brochures
- Leipzig trade fair journals, between 1947 and 1990

## Times when it can be accessed

Access to the company archive takes place in coordination with its manager. The use of archival material is generally carried out in the company's archive rooms under supervision. The use of the company's own technical aids (e.g. computer, dictation machine, camera, mobile phone, etc.) requires the approval of the company archive officer.

## Costs (Entrance charge, search fee, etc)

The use of the company archive is subject to a fee. A 50 % reduction in fees may be granted for services provided to pupils and students if they are not employed for commercial purposes. If



publication is in the interest of Leipziger Messe GmbH, fees may not be charged. That decision is made by the Head of Communications, Leipziger Messe GmbH.

**Are researchers encouraged to access it? Do they need letters of introduction?**

It is possible to use the records kept in the company archives of Leipziger Messe GmbH if a justified interest can be presented

**Any Other Information**

A detailed article about Leipziger Messe and its relevance for PR in Germany can be found at

[www.pr-museum.de](http://www.pr-museum.de)

## **Archive Information**

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany; Tel +49 / (0)3 41 9735 731; [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** Thyssenkrupp Konzernarchiv

**Address & Contact Details:** Andreas Zilt M.A., thyssenkrupp, Konzernarchiv, Friedrich-Ebert-Straße 12', 47119, Duisburg-Ruhrort; Tel +49 203 5266822; Fax: +49 203 5266825

**Email:** [konzernarchiv@thyssenkrupp.com](mailto:konzernarchiv@thyssenkrupp.com)

**Website:** [www.thyssenkrupp.com/de/unternehmen/historie/archive/thyssenkrupp-konzernarchiv.html](http://www.thyssenkrupp.com/de/unternehmen/historie/archive/thyssenkrupp-konzernarchiv.html)

## **Description of Contents**

The thyssenkrupp Group Archive is a "knowledge repository" responsible for the archives of thyssenkrupp AG and its subsidiaries. The thyssenkrupp Group archives also store the documents of the former Thyssen AG and its predecessor companies. Documents, maps and plans, films and photographs, digital media, posters and medals from the middle of the 19th century to the present are permanently stored in the corporate archives for research into history and understanding the present.

## **Noteworthy Files or Resources**

- Personal, factual and company-related press clippings
- Posters and leaflets
- Files about the first "literate person", Alfred Krupp had recruited in 1870 and the subsequent literary departments, propaganda departments and press departments at Krupp since then.

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Prior written request is sought before access to the archive is agreed.

## **Archive Information**

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731; [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

## **Name of Archive**

Historisches Archiv Krupp

**Owner/Manager of Archive:** Alfried Krupp von Bohlen and Halbach-Foundation

**Address & Contact Details:** Alfried Krupp von Bohlen und Halbach-Stiftung, Historisches Archiv Krupp, Villa Hügel, Hügel 1, 45133 Essen; Tel +49 201 188 48 21, Fax: +49 201 188 48 59

**Email:** [archiv@hak-krupp-stiftung.de](mailto:archiv@hak-krupp-stiftung.de)

**Website:** <https://www.krupp-stiftung.de/villa-huegel/>

## **Description of Contents**

In addition to the holdings of the Krupp company and the family, there are also documents of companies which have merged into the Krupp group. These include documents from the Bochumer Verein. In total, the holdings cover nine running kilometres. In addition to files and printed matter, it also includes numerous historical films and 2 million photographs.

## **Noteworthy Files or Resources**

- Photographs (approx. 2 million) as well as films (approx. 5,000 reels), which go back to the early days of these media
- Documents from companies that have been absorbed into the Krupp Group

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Personal research on site in the reading room is possible after prior written request and approval.

## **Any Other Information**

The Historical Archive Krupp has been owned by the Alfried Krupp von Bohlen und Halbach Foundation since 1998 and operates as a center for Krupp history at Villa Hügel.

## **Archive Information**

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731; [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** Volkswagen Archive

**Address & Contact Details:** Volkswagen Aktiengesellschaft, Heritage / Volkswagen Communication, Brieffach 1973, 38436 Wolfsburg

**Email:** [history@volkswagen.de](mailto:history@volkswagen.de)

**Website** [www.volkswagenag.com/de/group/history.html](http://www.volkswagenag.com/de/group/history.html)

## **Description of Contents**

Almost five kilometres of files, almost one million photos, 1,800 films, around 70,000 publications and 15,000 drawings, but also digital data are available in the Group archives. The archives are the starting point for historiography and the foundation for legal protection. This database can be used to answer questions about the history of Volkswagen, its products, locations and employees.

## **Noteworthy Files or Resources**

Data files about the foundation and the development of corporate communication department.

## **Times when it can be accessed**

Opening Hours (Museum) – Tuesday to Sunday 1000-1700

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Documents can be inspected in the group archive after prior arrangement of an appointment.

## **Any Other Information**

The permanent exhibition "Memorial to Forced Labor on the Volkswagen Plant Site", opened in 1999, is also on the Wolfsburg factory site. In many publications, Volkswagen sheds light on different aspects of its corporate history. For example, the "Historische Notate" (Historical Notations) series of publications includes memoirs of former forced labourers, publications on the post-war period and on various topics in the history of the company. In the series "Forschungen Positionen Dokumente" (Research Positions Documents) there are scientific presentations on various topics in the history of the Group.

## **Archive Information**

**Country:** GERMANY

**Reporter(s):** Univ-Prof Dr (em) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731; [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** Munzinger Archive

**Owner/Manager of Archive:** Ernst Munzinger

**Address & Contact Details:** Albersfelder Str. 34, 88213 Ravensburg; Tel +49 751 76931-0, Fax: +49 751 652424

**E-Mail:** [box@munzinger.de](mailto:box@munzinger.de)

**Website:** [www.munzinger.de](http://www.munzinger.de)

## **Description of Contents**

One of the oldest (modern) archives in Germany, it goes back to 1913. Since the archive has delivered information in the form of loose-leaf works to the media, libraries, companies and institutions. Munzinger Online Archive was founded in 1997 as an information service on the Internet. The paid database is the further development of the service, in which the archive obtains, evaluates and verifies information, presents it objectively and reliably, prepares it for citation and make it available 24 hours a day, 7 days a week. The information on biographies, countries and lexical facts consists of loose-leaf collections, CD-ROMs and an online service with several million entries and is mainly used by publishers, the press, radio, political institutions and libraries.

## **Noteworthy Files or Resources**

The archive's holdings include a wide range of German press databases, for example: *Frankfurter Allgemeine* Archive, *Süddeutsche Zeitung*, *Die Welt*, *der Spiegel*, as well as the *PressReader* with over 5000 international newspapers and magazines.

## **Any Other Information**

Many public and scientific libraries offer their registered users free access to Munzinger Online, which can also take place outside the institution. The modules can be subscribed to individually by libraries.

## **Archive Information**

**Country:** GERMANY

**Reporter(s):** Univ.-Prof. Dr (em.) Günter Bentele

**Contact Details:** Universität Leipzig, IfKMW (Institute for Communication and Media Studies), IPF 165153, Ritterstraße 24, D-04109 Leipzig, Germany, Tel +49 / (0)3 41 9735 731; [bentele@uni-leipzig.de](mailto:bentele@uni-leipzig.de); [www.communicationmanagement.de](http://www.communicationmanagement.de)

**Name of Archive:** University of Leipzig Archive

**Director of Archive:** Dr Jens Blecher

**Address & Contact Details:** Universitätsarchiv Leipzig, Prager Strasse 6, 04103 Leipzig; Tel +49 341 – 9730200, Fax: +49 341 – 9730219

**E-mail:** [archiv@uni-leipzig.de](mailto:archiv@uni-leipzig.de)

**Website** [www.archiv.uni-leipzig.de](http://www.archiv.uni-leipzig.de)

## **Description of Contents**

The holdings document the over 600-year history of this university. Among them are faculty files, doctoral and personal files, minutes of the academic senate, court files, which also recorded prison sentences of students. Also preserved is the complete collection of the Nationes and Kollegien, into which the old university was divided until the university reform of 1830. Thus, there are still estates of professors and other university members, which founded the reputation of the University of Leipzig.

## **Noteworthy Files or Resources**

- The Archive includes the estate of Prof Dr Albert Oeckl, Head of Corporate Communications at both the German Chambers of Industry and Commerce and BASF and a founder of the German PR Association (Deutsche Public Relations Gesellschaft) established in 1958, and of Dr Friedrich H. Korte, a "man of the first hour" and one of the first post-war PR practitioners.

## **Times when it can be accessed**

Monday to Friday 0900-1700

## **Costs (Entrance charge, search fee, etc)**

The use of the University Archives by members of the University is free of charge.

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Access is possible after prior registration.

**Any Other Information**

The online service offering is diverse. In the file check, online research in advance shows whether the university Archive has the files you seek. More detailed online search is also available after registration.

## **Archive Information**

**Country:** GREECE

**Reporter(s):** Dr Anastasios Theofilou

**Contact details** [atheofilou@bournemouth.ac.uk](mailto:atheofilou@bournemouth.ac.uk); +44 07580069622, +30 6937361155

**Name of Archive:** Archive of Greek Advertisement and Communication

**Owner/Manager of Archive:** Institute of Communication

**Address & Contact Details:** Υπερίδου (Υπερείδου) 7, Plaka (Πλάκα), 105 58 Athens, Greece

Phone: +30 2103318065-6, Fax: +30 2103213570

**Email:** [info@ioc.gr](mailto:info@ioc.gr)

**Website:** <http://www.instofcom.gr/>

## **Description of Contents**

The archive is wide-ranging and includes radio and TV spots, printed material and magazines since 1940. There is also an archive of video-recorded interviews with Greek PR pioneers. The library of the Institute includes almost all books written in Greek about public relations in 1950s, 1960s and 1970s.

## **Noteworthy Files or Resources**

The interviews and the books are invaluable and have been used by the reporter (Dr Theofilou). Pioneers such as Manos Pavlidis, Andreas Rizopoulos and Marcel Yoel are included in the recorded interviews.

## **Times when it can be accessed**

Business hours. You will need to press a buzzer to be let in. Do not expect open doors.

**Costs** (Entrance charge, search fee, etc):

There is no entrance fee for researchers, but the Institute needs to know beforehand that you want to look at the archive. Also, being a member of the Institute of Communication allows you access to all material and offers discounts should you wish to purchase recorded interviews.

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers do not need special letters of introduction, but the Institute requests notification in advance if you wish to access the archive.

## **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Not at present

## **Any Other Information:**

In addition to the archive material on offer, researchers may want to contact past presidents of the Institute in case they hold personal files of correspondence and organisational documents.



**Archive Information**

**Country:** IRELAND

**Reporter(s):** Dr Pauline Madigan

**Contact Details:** Dr Pauline Madigan, MPRII, BA, PG Dip, MA, EdD, Lecturer and Programme Director, Media/Public Relations (BA Hons), Institute of Technology Carlow, Kilkenny Road, Carlow, Ireland

**Email:** [pauline.madigan@itcarlow.ie](mailto:pauline.madigan@itcarlow.ie)

**Name of Archive:** Material on public relations education in Ireland

**Owner/Manager of Archive:** Dr Pauline Madigan

**Address & Contact Details:** As above

**Email:** Pauline.madigan@itcarlow.ie

**Website:** None

**Description of Contents**

Various material relating to the launch and development of public relations education in Ireland (kindly given to me by Ireland's pioneering lecturer, Dr Francis Xavier Carty).

**Noteworthy Files or Resources**

Ireland's first syllabus for public relations education

**Times when it can be accessed**

Arrange appointment via email

**Costs (entrance charge, search fee, etc):**

None

**Are researchers encouraged to access it? Do they need letters of introduction?**

Letters of introduction are not needed

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

None

**Any Other Information**

-

## Archive Information

**Country:** ITALY

**Reporter(s):** Elisabetta Bini, Ferdinando Fasce, Toni Muzi Falconi

**Contact Details:** Elisabetta Bini, PhD, Department of Humanities, University of Naples Federico II,  
[elisabetta.bini@unina.it](mailto:elisabetta.bini@unina.it)

**Name of Archive:** Archivio Storico Enel

**Owner/Manager of Archive:** ENEL

**Address & Contact Details:** Archivio Storico Enel, via Ponte dei Granili, 24, 80146 Napoli; +39  
0813674213

**Email:** [archiviostoricoenel@enel.com](mailto:archiviostoricoenel@enel.com)

**Website:** <http://enelikon.enel.it/Enelikon-Internet/home.jsp>

## Description of Contents

The archive houses documents relating to the PR activities of the main Italian electrical company, Enel and its predecessors, between the late 19<sup>th</sup> century and the 1970s. The archive can be searched online at: [http://enelikon.enel.it/Enelikon-Internet/storico/home\\_storico.jsp](http://enelikon.enel.it/Enelikon-Internet/storico/home_storico.jsp).

## Noteworthy Files or Resources

Journals, documentaries and films; Audiovisual archive

## Times when it can be accessed

-

## Costs (entrance charge, search fee, etc)

None

## Are researchers encourage to access it? Do they need letters of introduction?

Researchers should write to the archive or call its main phone number in advance.

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

-

## Any Other Information

-

## Archive Information

**Country:** ITALY

**Reporter(s):** Elisabetta Bini, Ferdinando Fasce, Toni Muzi Falconi

**Contact Details:** Elisabetta Bini, PhD, Department of Humanities, University of Naples Federico II,  
[elisabetta.bini@unina.it](mailto:elisabetta.bini@unina.it)

**Name of Archive:** ENI

**Owner/Manager of Archive:** Archivio Storico Ente Nazionale Idrocarburi (ENI)

**Address & Contact Details:** Piazzale Enrico Mattei, 1, 00144 Roma; +39 06 598 22645

**Email:** [archivio.storico@eni.com](mailto:archivio.storico@eni.com)

**Website:** <http://archiviostorico.eni.com>

## Description of Contents

The archive houses documents relating to the PR activities of the main Italian oil company, Ente Nazionale Idrocarburi (ENI)

## Noteworthy Files or Resources

The house magazine, *Il Gatto Selvatico*; Series Relazioni Esterne; Documentaries and films; the *Stampa e oro nero* publication

## Times when it can be accessed

Office hours are Monday to Friday, 0900-1800

## Costs (entrance charge, search fee, etc)

None

## Are researchers encourage to access it? Do they need letters of introduction?

Yes; initial contact is by an online request, <https://archiviostorico.eni.com/aseni/en/request-info>

See <https://archiviostorico.eni.com/aseni/en/page/consultation-rules> for terms of access.

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

-

## Any Other Information

There is an introduction to the Archive at: <https://archiviostorico.eni.com/aseni/en/pills/IT-ENI-CMS0001-000002>

## Archive Information

**Country:** ITALY

**Reporter(s):** Elisabetta Bini, Ferdinando Fasce, Toni Muzi Falconi

**Contact Details:** Ferdinando Fasce, University of Genoa, [nando.fasce@unige.it](mailto:nando.fasce@unige.it)

**Name of Archive:** Centro Storico Fiat

**Owner/Manager of Archive:** Fiat Chrysler Group

**Address & Contact Details:** Via Chiabrera, 20, 10126 Torino; +39 011 0066240

**Email:** [centroarchiviostorico@fcagroup.com](mailto:centroarchiviostorico@fcagroup.com)

**Website:** [https://www.fcagroup.com/en-US/group/regions/emea/Pages/centro\\_storico.aspx](https://www.fcagroup.com/en-US/group/regions/emea/Pages/centro_storico.aspx)

## Description of Contents

This is the archive of the most important Italian automobile and industrial vehicle manufacturer, now Fiat Chrysler. It includes the papers of the *Stampa e Pubblicità* (Press and Publicity), *Stampa e Propaganda* (Press and Propaganda), and *Relazione Esterne* (External Relations, i.e. PR) departments of the company. All contain material of interest to PR scholars.

## Noteworthy Files or Resources

The papers of Gino Pestelli, the head of the main publicity and communication departments from the late 1920s to the mid-1960s are worthy of particular attention.

## Times when it can be accessed

Visitors need to arrange appointments

## Costs (entrance charge, search fee, etc)

None

## Are researchers encourage to access it? Do they need letters of introduction?

By appointment, on weekdays from 0900 to 1700; Letters of introduction are needed

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

-

## Any Other Information

The Fiat corporate archives have more than 5,000 linear meters of print documents, 300,000 technical designs, 5,000 automotive and industrial history volumes and magazines, more than six million images (prints, slides, plates and negatives) and over 200 hours of historical films.

## Archive Information

**Country:** ITALY

**Reporter(s):** Elisabetta Bini, Ferdinando Fasce, Toni Muzi Falconi

**Contact Details:** Elisabetta Bini, PhD, Department of Humanities, University of Naples Federico II,  
[elisabetta.bini@unina.it](mailto:elisabetta.bini@unina.it)

**Name of Archive:** Associazione Archivio Storico Olivetti

**Owner/Manager of Archive:** Olivetti

**Address & Contact Details:** Via Miniere, 31, 10015 Ivrea; +39 0125 641238

**Email:** [segreteria@archiviosistoricolivetti.it](mailto:segreteria@archiviosistoricolivetti.it)

**Website:** <http://www.archiviosistoricolivetti.it> ;

## Description of Contents

This archive houses the documents relating to the PR activities of Olivetti.

## Noteworthy Files or Resources

*Series Ufficio Stampa e Eventi; Design; Direzione Commerciale.* Documentaries, films and advertisements; Journals published by Olivetti, such as *Comunità, SeleArte, Urbanistica, Zodiac architettura, Tecnica e Organizzazione, Notizie Olivetti.*

## Times when it can be accessed

Monday to Friday, 0830-1230 and 1330-1700, by appointment

## Costs (entrance charge, search fee, etc)

None for entry, but there are charges for reproduction of documents

## Are researchers encouraged to access it? Do they need letters of introduction?

Researchers must contact the archive in advance to seek permission to access material. See:

[http://www.archiviosistoricolivetti.it/wp-content/uploads/2017/12/regolamento\\_aaso.pdf](http://www.archiviosistoricolivetti.it/wp-content/uploads/2017/12/regolamento_aaso.pdf)

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

-

## Any Other Information

Part of the archive has been digitized and can be accessed at:

<https://archividigitaliolivetti.archiviosistoricolivetti.it/en/>

## Archive Information

**Country:** ITALY

**Reporter(s):** Elisabetta Bini, Ferdinando Fasce, Toni Muzi Falconi

**Contact Details:** Ferdinando Fasce, University of Genoa, [nando.fasce@unige.it](mailto:nando.fasce@unige.it)

**Name of Archive:** Archivio Peronne 1871-1945

**Owner/Manager of Archive:** Fondazione Ansaldo

**Address & Contact Details:** Corso FM Perrone 118, 16152 Genoa; +39 010 859 4130

**Email:** [info@fondazioneansaldo.it](mailto:info@fondazioneansaldo.it)

**Website:** [www.fondazioneansaldo.it](http://www.fondazioneansaldo.it)

## Description of Contents

This huge family business archive details the history of Ansaldo, one Italy's oldest industrial companies.

## Noteworthy Files or Resources

Early material from the 1890s to 1921, in a dozen boxes, deals with PR activities although different headings and titles were used.

## Times when it can be accessed

The Ansaldo Foundation is open to the public from Monday to Friday, from 1000-1600; however, visitors need to arrange appointments in advance as materials are off site and need to be retrieved.

## Costs (entrance charge, search fee, etc)

-

## Are researchers encourage to access it? Do they need letters of introduction?

Yes, letters of introduction with an explanation of the research project, are welcomed.

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

-

## Any Other Information

The history of the archive is at:

[https://www.fondazioneansaldo.it/index.php?option=com\\_content&view=article&id=46&Itemid=124&lang=en](https://www.fondazioneansaldo.it/index.php?option=com_content&view=article&id=46&Itemid=124&lang=en)

## Archive Information

**Country:** ITALY

**Reporter(s):** Elisabetta Bini, Ferdinando Fasce, Toni Muzi Falconi

**Contact Details:** Elisabetta Bini, PhD, Department of Humanities, University of Naples Federico II,  
[elisabetta.bini@unina.it](mailto:elisabetta.bini@unina.it)

**Name of Archive:** Archivio Storico Piaggio

**Owner/Manager of Archive:** Fondazione Piaggio

**Address & Contact Details:** Viale R. Piaggio, 7, 56025 Pontedera; +39 0587 27171

**Email:** [archivio@museopiaggio.it](mailto:archivio@museopiaggio.it)

**Website:** <https://www.museopiaggio.it/en/the-historical-archive/>

## Description of Contents

The Piaggio Historical Archive contains material about the metalworking company Piaggio (maker of the Vespa scooter) from its origins in the late 19th century through to the present day, covering all fields of operation.

## Noteworthy Files or Resources

Documents relating to PR activities from 1917 onwards.

## Times when it can be accessed

Access to the Archive for research work is free, exclusively by appointment, from Monday to Friday from 1000-1800.

## Costs (entrance charge, search fee, etc)

Free entry

## Are researchers encourage to access it? Do they need letters of introduction?

Yes; however, researchers must use the Archive's online process to arrange an appointment:

<https://www.museopiaggio.it/en/archive-consultation/>

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

-

## Any Other Information

More information about the Piaggio Archive's resources can be found at:

<https://www.museopiaggio.it/en/archive-fonds/>

## **Archive Information**

**Country:** ITALY

**Reporter(s):** Elisabetta Bini, Ferdinando Fasce, Toni Muzi Falconi

**Contact Details:** Elisabetta Bini, PhD, Department of Humanities, University of Naples Federico II,  
[elisabetta.bini@unina.it](mailto:elisabetta.bini@unina.it)

**Name of Archive:** Archivio Storico Pirelli

**Owner/Manager of Archive:** Fondazione Pirelli

**Address & Contact Details:** Viale Sarca 222, 20126 Milano; +39 02 644 23971

**Email:** [info@fondazionepirelli.org](mailto:info@fondazionepirelli.org)

**Website:** <http://search.fondazionepirelli.org/?lang=en>

## **Description of Contents**

“The Pirelli Historical Archive contains over three kilometres of documents on the history of the Group, from its foundation in 1872 through to the present day.”

## **Noteworthy Files or Resources**

This archive has documents, drawings and posters, photographs, audio-visual materials and magazines from throughout the manufacturer’s history, with many documents on its PR and promotional activities.

## **Times when it can be accessed**

Much of the archive can be accessed through online search

## **Costs (entrance charge, search fee, etc)**

## **Are researchers encourage to access it? Do they need letters of introduction?**

Yes; however, researchers seeking access to physical archives must contact the archive in advance, setting out the purpose and scope of their enquiry. There are also forms (in Italian) to complete for specific types of archival material.

## **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

-

## **Any Other Information**

-



## Archive Information

**Country:** NORWAY

**Reporter(s):** Tor Bang, Associate Professor, Associate Dean, Communication Management, Department of Culture and Communication, BI – Norwegian Business School, Oslo; +47 464 10 665  
[tor.bang@bi.no](mailto:tor.bang@bi.no)

**Name of Archive:** Riksarkivet (National Archives)

**Owner/Manager of Archive:** Arkivverket, a government agency

**Address & Contact Details:** PO Box 4013, Ullevål Stadion, N-0806 Oslo, Norway; Tel +47 480 55 666

**Email:** [post@arkivverket.no](mailto:post@arkivverket.no)

**Website:** <https://www.arkivverket.no/en/>

## Description of Contents

The National Archives and the regional state archives are thereby both administration bodies and scientifically based institutions for culture preservation.

## Noteworthy Files or Resources

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## Times when it can be accessed

Digitally; always open. By visits: Monday to Friday, 0900-1600

## Costs (entrance charge, search fee, etc)

None

## Are researchers encouraged to access it? Do they need letters of introduction?

Yes, very much so. It would be wise to make an appointment before going there.

## Are any parts of the archive restricted (e.g. not accessible until a specific date)?

N/A

## Any Other Information

Arkivverket is the central body for private and public archives in Norway. It is, however, not dedicated to public relations. Norway's Communication Association does not keep archives. There is no industry association dedicated to public relations in Norway.

## Archive Information

**Country:** SPAIN

**Reporter(s):** Natalia Rodríguez Salcedo

**Contact details:** Dpto. Marketing y Empresas de Comunicación (office 0690), Edificio de Bibliotecas, Universidad de Navarra, 31080 Pamplona (Navarra); [nrodriguez@unav.es](mailto:nrodriguez@unav.es)

**Name of Archive:** General Archive of the University of Navarra. It includes the *fondo personal* (personal archive) of Joaquín Maestre Morata (born 1927), a Spanish PR pioneer and founder of the first Spanish PR consultancy at Barcelona in 1960.

**Owner/Manager of Archive:** Yolanda Cagigas ([ycagigas@unav.es](mailto:ycagigas@unav.es)), Head of the General Archive of the University of Navarra

**Address & Contact Details:** Biblioteca de Humanidades, 31009 Pamplona (Navarra), Spain.  
Telephone: +34 948 425600, extension 802965

**Email:** [agun@unav.es](mailto:agun@unav.es)

**Website:** <https://www.unav.edu/web/archivo-general/fondos-personales>

## Description of Contents

540 cardboard filing boxes of documents from the first PR Spanish consultancy (founded in 1960 as an independent and sold to Shandwick group in 1990)

1. The history of the first Public Relations Spanish agency, S.A.E. de RP: PR campaigns (1959-1989), press clippings (1961-1981), personal letters (1961-1996), administration (1960-1965), meetings (1964-1970), relationships with other PR agencies (1982-1991), contacts with Shandwick group (1989-1991)
2. Contributions to international (1961-1993) and national (1961-1990) professional associations
3. Contributions to PR education (Escuela Superior de Relaciones Publicas de Barcelona - 1968 to 1973- and others)
4. PR materials from professional campaigns

For more information about contents, you can access a table of contents at:

<http://dadun.unav.edu/handle/10171/38978>

## Noteworthy Files or Resources

Boxes about the history and development of the agency and contributions to professional associations (personal correspondence and documents)

**Times when it can be accessed**

Monday to Friday, 0900-1800 (Summer: Monday to Friday, from 0800-1430)

**Costs (Entrance charge, search fee, etc):**

Free of charge. There are rules that researchers must observe when accessing the consultation room (Seminar room 2510, 2<sup>nd</sup> floor, Main Library Building, Social Sciences:

<https://www.unav.edu/documents/29777/0/normas-sala-de-consulta-2018-01.pdf> (See below: “Any Other Information” section\*)

**Are researchers encouraged to access it? Do they need letters of introduction?**

Yes; No (see Any Other Information section below\*)

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No

**Any Other Information:**

Archival material is mainly in Spanish, but also in English and French (for example, personal correspondence and relationship with international associations such as IPRA)

Researchers must:

1. Submit a request for “consultation form” (available at: <https://www.unav.edu/web/archivo-general/solicitud-de-consulta-del-fondo>) to which a response will be given almost immediately and then arrange specific consultation dates;
2. Submit a “box consultation form” (available at: <http://www.unav.edu/web/archivo-general/formulario-de-peticion-de-cajas>), maximum four at a time.

Researchers are only allowed to have pencils, computers and papers with them. No cameras or the like allowed. Copies of records are available at a given cost (<http://www.unav.edu/web/archivo-general/atencion-al-usuario>)

## **ARCHIVE INFORMATION**

**Country:** UNITED KINGDOM

**Reporter(s):** Tom Watson

**Contact details:** [tom.watson1709@gmail.com](mailto:tom.watson1709@gmail.com)

**Name of Archive:** History of Advertising Trust (HAT)

**Contact Details:** The History of Advertising Trust Archive, 12 Raveningham Centre, Raveningham, Norwich NR14 6NU, Norfolk, England, Tel 01508 548623

**Email:** [enquiries@hatads.org.uk](mailto:enquiries@hatads.org.uk)

**Website:** [www.hatads.org.uk](http://www.hatads.org.uk)

### **Description of Contents**

HAT is primarily an archive of UK advertising and display promotional material and of texts on the fields that it covers. Its remit has widened to all forms of brand communications, including retail marketing, public relations, direct marketing and media in all forms.

### **Noteworthy Files or Resources**

It is home to the archives of the Chartered Institute of Public Relations (CIPR). As well, there are more than 200 files related to public relations that can be accessed through online search.

### **Times when it can be accessed**

HAT is based in a small town in rural Norfolk and not easily accessed by public transport. Researchers must contact HAT by phone or email before travelling to the archive.

### **Costs (entrance charge, search fee, etc)**

Costs are set out on the HAT website

### **Are researchers encouraged to access it?**

Yes, but must approach HAT in advance

## ARCHIVE INFORMATION

**Country:** UNITED KINGDOM

**Reporter:** Tom Watson

**Contact details:** [tom.watson1709@gmail.com](mailto:tom.watson1709@gmail.com)

**Name of Archive:** Special Collection of historic advertising and public relations texts, including the Mordecai Lee collection

**Owner/Manager of the Archive:** Bournemouth University

**Address and Contact Details:** Archives and Special Collections, Sir Michael Cobham Library, Bournemouth University, Poole, Dorset BH12 5BB

**Email:** [ArchivesandSpecialCollections@bournemouth.ac.uk](mailto:ArchivesandSpecialCollections@bournemouth.ac.uk)

**Website:** <https://www.bournemouth.ac.uk/students/library/using-library/archives-special-collections/history-pradvertising-journalism-collections>

### Description of Contents

More than 100 seminal texts in public relations and advertising from 1920 onwards held in a Special Collection. This was supplemented in a donation by Professor Mordecai Lee of University of Wisconsin-Milwaukee in 2017 of historic texts and papers on public administration public relations in the United States.

### Noteworthy Files or Resources

Early texts from Bernays, LEE and pre-World War 2 writers. See a (dated) catalogue:

<https://rl.talis.com/3/bournemouth/lists/938E498D-4B14-4506-6986-7DD24D5A24D4.html>

Mordecai Lee Collection: <https://libguides.bournemouth.ac.uk/c.php?g=661653&p=4691066>

### Times when it can be accessed:

See advice from University website above, but normally office hours, Monday to Friday.

### Are researchers encouraged to access it? Do they need letters of introduction?

Access is welcomed; however, letters of introduction are needed well in advance. Completion of the Archives and Special Collections Permission Form may be needed.

The Mordecai Lee Collection has a Finding Aid (Catalogue) which can be accessed through the link above. The collection is contained in 20 large archive boxes.

### Are any parts of the archive restricted (e.g. not accessible until a specific date)?

Books cannot be removed from the Library, but Inter-Library Loans can be requested.

### Are any parts of the archive restricted (e.g. not accessible until a specific date)?

No

### Any Other Information?

## ARCHIVE INFORMATION

**Country:** UNITED KINGDOM

**Reporter:** Tom Watson

**Contact details:** [tom.watson1709@gmail.com](mailto:tom.watson1709@gmail.com)

**Name of Archive:** International Public Relations Association (IPRA) from 1953 to 2002

**Owner/Manager of the Archive:** Bournemouth University

**Address and Contact Details:** Archives and Special Collections, Sir Michael Cobham Library, Bournemouth University, Poole, Dorset BH12 5BB

**Email:** [ArchivesandSpecialCollections@bournemouth.ac.uk](mailto:ArchivesandSpecialCollections@bournemouth.ac.uk)

**Website:** <https://www.bournemouth.ac.uk/students/library/using-library/archives-special-collections/history-pradvertising-journalism-collections>

### Description of Contents

The catalogue of the IPRA archive can be found at:

<https://microsites.bournemouth.ac.uk/historyofpr/ipra-archive/>

### Noteworthy Files or Resources

Files of IPRA meetings and congresses from 1953 onwards; extensive photo files

### Times when it can be accessed:

See advice from University website above, but normally office hours, Monday to Friday.

### Are researchers encouraged to access it? Do they need letters of introduction?

Access is welcomed; however, letters of introduction are needed well in advance. Completion of the Archives and Special Collections Permission Form may be needed.

### Are any parts of the archive restricted (e.g. not accessible until a specific date)?

None; however, it may take five working days for the files to be brought from storage to the Cobham Library

### Any Other Information?

-

## ARCHIVE INFORMATION

**Country:** UNITED KINGDOM

**Reporter:** Tom Watson

**Contact details:** [tom.watson1709@gmail.com](mailto:tom.watson1709@gmail.com)

**Name of Archive:** Public Relations Educators' Forum (PREF) from 1992 to 1999

**Owner/Manager of the Archive:** Bournemouth University

**Address and Contact Details:** Archives and Special Collections, Sir Michael Cobham Library, Bournemouth University, Poole, Dorset BH12 5BB

**Email:** [ArchivesandSpecialCollections@bournemouth.ac.uk](mailto:ArchivesandSpecialCollections@bournemouth.ac.uk)

**Website:** <https://www.bournemouth.ac.uk/students/library/using-library/archives-special-collections/history-pradvertising-journalism-collections>

### Description of Contents

The PREF archive can be found at:

<https://microsites.bournemouth.ac.uk/historyofpr/files/2010/03/PREF-Archive-1992-1999-May-2015-Update.pdf>

### Noteworthy Files or Resources

Files of PREF meetings from 1992 to 1999, as well as newsletter and membership lists.

### Times when it can be accessed:

The catalogue and archive are available online. However, physical material can be inspected. See advice from University website above, but normally office hours, Monday to Friday.

### Are researchers encouraged to access it? Do they need letters of introduction?

Online access is available at all time. To inspect material, however, letters of introduction are needed well in advance. Completion of the Archives and Special Collections Permission Form may be needed.

### Are any parts of the archive restricted (e.g. not accessible until a specific date)?

None; however, it may take five working days for the files to be brought from storage to the Cobham Library

### Any Other Information?

-

**Archive Information**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Public Relations Professional Council Library

**Owner/Manager of Archive:** Consejo Profesional de Relaciones Públicas (Public Relations Professional Council), Claudia Lanzani, General Coordinator

**Address & Contact Details:** Paraná 754, 5° floor B, (C1017AAP) Ciudad Autónoma de Buenos Aires, +54 11 4811-5405

**Email:** [coordinacion@rrpp.org.ar](mailto:coordinacion@rrpp.org.ar)

**Website:** <https://www.rrpp.org.ar/>

**Description of Contents**

Very complete collection of books by national authors

**Noteworthy Files or Resources**

Historical bulletins of the Argentine Association of Public Relations (AARP) from 1969 to 1975

**Times when it can be accessed**

Weekdays from 1000 to 1600

**Costs (entrance charge, search fee, etc)**

None

**Are researchers encouraged to access it? Do they need letters of introduction?**

It is suggested that researchers call by telephone to arrange the visit.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No restrictions



## **ARCHIVE INFORMATION**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** National Congress Library

**Owner/Manager of Archive:** Congreso Nacional (National Congress)

**Address & Contact Details:** Hipólito Irigoyen 1750, (C1022) Ciudad Autónoma de Buenos Aires, +54 11 4381-0976

**Email:** -

**Website:** <https://bcn.gob.ar/>

### **Description of Contents**

Books and official gazettes about legislation

### **Noteworthy Files or Resources**

Law library, newspaper library

### **Times when it can be accessed**

Weekdays from 0800-2400, Saturdays and Sundays from 1000-2000

### **Costs (entrance charge, search fee, etc)**

None

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Free access; you must show your ID or passport at the entrance

### **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No restrictions

## **ARCHIVE INFORMATION**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact Details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Biblioteca Nacional Mariano Moreno de la República Argentina (National Library)

**Owner/Manager of Archive:** Biblioteca Nacional (National Library)

**Address & Contact Details:** Biblioteca Nacional Mariano Moreno de la República Argentina  
Agüero 2502, (C1425EID), Ciudad Autónoma de Buenos Aires, +54 11 4808-6000

**Email:** consultas@bn.gov.ar

**Website:** <https://www.bn.gov.ar/>

### **Description of Contents**

Main library of the country

### **Noteworthy Files or Resources**

Newspaper library, photographic library, map library and audio library

### **Times when it can be accessed**

Weekdays from 0700-2400

Saturdays and Sundays from 1200-1900

### **Costs (entrance charge, search fee, etc)**

None

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Free access; you must show your ID or passport at the entrance

### **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No restrictions

## **ARCHIVE INFORMATION**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact Details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Universidad de Belgrano Library

**Owner/Manager of Archive:** Universidad de Belgrano, Patricia Allendez Sullivan

**Address & Contact Details:** Universidad de Belgrano, Zabala 1837, (C1426 DQG) Ciudad Autónoma de Buenos Aires, +54 11 4788-5400

**Email:** [patricia.allendez@ub.edu.ar](mailto:patricia.allendez@ub.edu.ar); [biblioteca@ub.edu.ar](mailto:biblioteca@ub.edu.ar)

**Website:** <https://biblioteca.ub.edu.ar/>

### **Description of Contents**

The Library houses material from the careers of Journalism, Business administration, Communication, Public Relations, Education, Psychology, Sociology, Law and Political Science

### **Noteworthy Files or Resources**

### **Times when it can be accessed**

Weekdays from 0800-2200; Saturdays from 0900-1400

### **Costs (entrance charge, search fee, etc)**

None

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers outside the university must ask for authorization

### **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

No restrictions

## **ARCHIVE INFORMATION**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Electronic library of science and technology

**Owner/Manager of Archive:** Ministry of Education, Culture, Science and Technology, Presidency of the Nation

**Address & Contact Details:** Godoy Cruz 2320, 2º floor, (C1425FQD) Ciudad Autónoma de Buenos Aires, +54 11 4899-5000

**Email:** biblioteca@mincyt.gob.ar

**Website:** <http://www.biblioteca.mincyt.gob.ar/>

### **Description of Contents**

Provides Internet access to complete articles from scientific and technological periodicals, reference databases, summaries and other national and international bibliographic information of interest to the members of the Science and Technology System.

### **Noteworthy Files or Resources**

National and international repository of open access

### **Times when it can be accessed**

Always

### **Costs (entrance charge, search fee, etc)**

None

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers who do not belong to subscribing organizations will only be able to access to the national and international repository of open access

### **Are any parts of the archive restricted (e.g., not accessible until a specific date)?**

N/A

## **ARCHIVE INFORMATION**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Biblioteca Central de la Universidad Abierta Interamericana (UAI)

**Owner/Manager of Archive:** Susana Soto PhD

**Address & Contact Details:** Montes de Oca 745, (C1270AAH) Ciudad Autónoma de Buenos Aires, +54 11 4301-5240

**E-mail:** [susana.soto@uai.edu.ar](mailto:susana.soto@uai.edu.ar)

**Website:** <http://biblioteca.vaneduc.edu.ar>

### **Description of Contents**

Collection of public relations disciplinary material

### **Times when it can be accessed**

Monday to Friday from 0900 to 1900

### **Costs (entrance charge, search fee, etc)**

Free for the UAI students and academic staff

### **Are researchers encouraged to access it? Do they need cover letters?**

Researchers from outside the UAI may access it with a special permit.

### **Are any parts of the archive restricted (e.g., not accessible until a specific date)?**

No

## **ARCHIVE INFORMATION**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact Details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Biblioteca "Agustín Zapatta Gollan", Centro Regional Santa Fe, Universidad Concepción del Uruguay

**Owner/Manager of Archive:** Alexis Cano, Librarian responsible

**Address & Contact Information:** Tucumán 2716, (S3000) Santa Fe, Provincia de Santa Fe, +54 342 4525658 ext. 26

**E-mail:** biblioteca@iessantafe.edu.ar

**Website:** <https://bibliotecaagustinzapatagollan.blogspot.com>

### **Description of Contents**

The Library houses material from Journalism, in all its dimensions (sports, radio, television, advertising), Communication and Public Relations

### **Noteworthy Files or Resources**

Recent efforts have aimed at updating the Communication material. In addition, there is a specific and specialized blog. It reveals all kinds of information of interest relevant to the field's educational community.

### **Times when it can be accessed**

Monday to Friday from 0900-1200 and from 1800-2100.

### **Costs (entrance charge, search fee, etc)**

Access is free of charge

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers get free access without the need for any kind of presentation

### **Are any parts of the archive restricted (e.g., not accessible until a specific date)?**

So far there are no restricted sections, the material is freely accessible

## **ARCHIVE INFORMATION**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact Details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Biblioteca de la Universidad de Ciencias Empresariales y Sociales

**Owner/Manager of Archive:** Lic. Silvia Torres

**Address & Contact Details:** Paraguay 1401, (C1061ABA) Ciudad Autónoma de Buenos Aires,  
+54 11 4815-3290 int. 408

**E-mail:** [storres@uces.edu.ar](mailto:storres@uces.edu.ar)

**Website:** <https://www.uces.edu.ar/biblioteca/centro>

### **Description of Contents**

No data

### **Noteworthy Files or Resources**

No data

### **Times when it can be accessed**

Monday to Friday from 0830 to 2100

### **Costs (entrance charge, search fee, etc)**

Free for the UCES community

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers need authorization

### **Are any parts of the archive restricted (e.g., not accessible until a specific date)?**

No

## **ARCHIVE INFORMATION**

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact Details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Biblioteca de la Universidad Católica de La Plata

**Owner/Manager of Archive:** Roberto Javier Irazú

**Address & Contact Details:** Avenida 13 n° 1227, CP 1900, La Plata, +54 221 439 3100

**E-mail:** No data

**Website:** <https://www.ucalp.edu.ar/biblioteca/>

### **Description of Contents**

No data

### **Noteworthy Files or Resources**

No data

### **Times when it can be accessed**

No data

### **Costs (entrance charge, search fee, etc.)**

Free for University's students and professors

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers need authorization

### **Are any parts of the archive restricted (e.g., not accessible until a specific date)?**

No



## ARCHIVE INFORMATION

**Country:** ARGENTINA

**Reporter(s):** Carolina A. Carbone, Gustavo Coppola, Maximiliano Ortner

**Contact Details:** Carolina A. Carbone, Universidad de Belgrano, [carolina.carbone@ub.edu.ar](mailto:carolina.carbone@ub.edu.ar)

**Name of Archive:** Biblioteca de la Universidad Nacional de Lomas de Zamora

**Owner/Manager of Archive:** Universidad Nacional de Lomas de Zamora

**Address & Contact Details:** Camino de Cintura y Juan XXIII, B1832 Lomas de Zamora, Buenos Aires,  
+54 11 4282-1412

**E-mail:** [biblio@unlz.edu.ar](mailto:biblio@unlz.edu.ar); [bibliotecacentralunlz@yahoo.com.ar](mailto:bibliotecacentralunlz@yahoo.com.ar)

**Website:** <http://www.bibliounlz.com.ar/>

### Description of Contents

No data

### Noteworthy Files or Resources

No data

### Times when it can be accessed

No data

### Costs (entrance charge, search fees, etc.)

Free for university students and professors

### Are researchers encouraged to access it? Do they need letters of introduction?

External researchers need authorization

### Are any parts of the archive restricted (e.g., not accessible until a specific date)?

No

**Archive Information**

**Country:** MEXICO

**Reporter(s):** Jorge Alberto Hidalgo Toledo, Anáhuac University

**Contact details:** Av. Universidad Anáhuac 46, Col. Lomas Anáhuac, Cp. 52786, Huixquilucan, Estado de México; [jhidalgo@anahuac.mx](mailto:jhidalgo@anahuac.mx); +55 56 27 02 10, Ext. 8674.

**Name of Archive:** There is no specific PR archive but there is a professional association that can support the search for information

**Owner/Manager of Archive:** Asociación Mexicana de Profesionales de Relaciones Públicas, PRORP [Mexican Association of Public Relations Professionals, PRORP]

**Address & Contact Details:** Javier Lugo, General Manager, Carracci 120 Extremadura, Insurgentes, 03740 México, D.F. Tel: 52 55 55 98 79 60

**Email:** [jlugo@prorp.org.mx](mailto:jlugo@prorp.org.mx)

**Website:**

**Description of Contents**

-

**Noteworthy Files or Resources**

-

**Times when it can be accessed**

-

**Costs (Entrance charge, search fee, etc)**

-

**Are researchers encouraged to access it? Do they need letters of introduction?**

Yes, they need a letter of introduction

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

-

**Any Other Information**

-

## Archive Information

**Country:** ISRAEL

**Reporter(s):** Clila Magen, PhD, Bar-Ilan University

**Your contact details** [clila.magen@biu.ac.il](mailto:clila.magen@biu.ac.il); [clilamagen@gmail.com](mailto:clilamagen@gmail.com)

**Name of Archive:** Israel State Archives (ISA)

**Owner/Manager of Archive:** The Prime Minister's Office

**Address & Contact Details:** Offices: 14 Hartom St., Har Hotzvim, Jerusalem; Mailing Address: Prime Minister's Office, 3 Kaplan St., Jerusalem

**Email:** reading\_hall@archives.gov.il

**Website:** <http://www.archives.gov.il/>

## Description of Contents

In the State Archives, one can find the following state documents: discussions of decision-makers, the work of civil servants, forms regarding the interface between citizens and government ministries; photographs of events; newsreels from the days before television, maps of the Land of Israel evolving over a hundred and fifty years; population records; (de)classified reports; letters from citizens; economic, legal, geographic, demographic and administrative materials; education programs; construction and housing plans; and much more. Since the establishment of the state, the archive staff has been working to identify documentation in the various state institutions and to transfer it to the archive, and then arrange, preserve, and ultimately present it to the public. However, a vast majority of documentation has never been opened. In recent years, the Israeli government has decided that the archive must adapt itself to a world where documentation is digital, with the public accustomed to consuming information through digital and social channels. Since there are hundreds of millions of pages in the archive, and the number is growing steadily, this is a task that will take years to complete. This website is the beginning of that long road.

## Noteworthy Files or Resources

Highlights recommended by the archive: Making peace with Egypt; The beginning of the State of Israel. The archive includes many documents regarding PR of public and ministerial offices. These may be traced in the archive by using key words such as spokesman, spokeswoman, spokesperson/press liaison, public relations, information/ propaganda (in Hebrew): דובר, דוברת, דוברות, יחסי ציבור, הסברה. Please note that the catalogue service is in Hebrew and the majority of the material in the archive is in Hebrew as well.

**Times when it can be accessed**

The Israel State Archives has changed the way it operates, and the service is mainly given online. Catalogue search and access to files is online and available 24 hours a day. Research assistance by archive staff: Sunday-Thursday, 0900-1500 (Israel time). The reading room is closed on Jewish holidays from the day before each holiday ("holiday eve"). During the long holidays (Sukkot and Passover) it is closed for nine days each. It is also closed during a summer vacation in August.

**Costs (Entrance charge, search fee, etc.)**

Scanned material is free of charge and without limitation. However, most of the files have yet to be scanned or declassified or both. The archive declares that after ordering a file which is not scanned, the archive staff will do their best to scan it and declassify it within about two weeks, at no cost. In cases where the declassification process takes longer than two weeks, the archive staff will inform the researcher. Audio, video or images in high quality may be purchased according to the following price list (2019): 50 NIS per video; 20 NIS per image

**Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers are encouraged to access the archive and there is no need for letters of introduction. However, use of material is subject to terms of use (<http://www.archives.gov.il/en/terms-of-use/>).

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

See "Costs" above.

**Any Other Information:**

- An English-language interface for the archive's website is currently a work in progress.
- Some parts of the catalogue are not yet online.

## **Archive Information**

**Country:** ISRAEL

**Reporter(s):** Clila Magen, PhD, Bar-Ilan University

**Contact details:** [clila.magen@biu.ac.il](mailto:clila.magen@biu.ac.il); [clilamagen@gmail.com](mailto:clilamagen@gmail.com)

**Name of Archive:** IDF & Defense, Establishment Archives

**Owner/Manager of Archive:** Ministry of Defense

**Address & Contact Details:** The IDFA Ministry of Defense, Hakirya, 6473424, Tel-Aviv, Israel

The archive is located at Yaacov Dori St., Kiryat Ono (Tel Hashomer military base)

**Email:** [archive\\_pniyot@mod.gov.il](mailto:archive_pniyot@mod.gov.il), [ilana\\_alon@mod.gov.il](mailto:ilana_alon@mod.gov.il)

(Not intended for new requests. For new requests – fill [scrutiny request form](#))

**Website** <http://www.archives.mod.gov.il/sites/English/Pages/default.aspx>

### **Description of Contents**

The archive contains files and documents, photographs, audio-visual materials, books, press collections, posters, journals and bulletins, military publications, maps, etc., from the 19<sup>th</sup> century to the present.

### **Noteworthy Files or Resources**

The most relevant material for PR history scholars relates to the IDF Spokesperson's Unit. All the information regarding the Unit and produced by it from its establishment is located in this archive. Relevant material about the spokesperson of the Ministry of Defense is available as well.

### **Times when it can be accessed**

Catalogue Search (in Hebrew) is open 24/7.

<http://www.archives.mod.gov.il/Pages/SearchCatalog.aspx>

The reading room in which researchers may gain access to full documents is open Sunday to Thursday, 8:00-16:00, excluding holidays. All visits to the archives are pre-coordinated and visitors need to make an appointment in advance. In the reading room, one may scrutinize all types of declassified archival materials. An archivist can offer assistance.

The archive has a very rich YouTube channel, which includes hundreds of video documents, many produced by the IDF Spokesperson Unit: <https://www.youtube.com/user/IdfModArchives#g/a>

### **Costs (Entrance charge, search fee, etc)**

Scrutinizing the archive's collection is available at no cost. Copies may be obtained for a fee:

<http://www.archives.mod.gov.il/sites/English/About/Documents/200034%20IDFA%20Price%20List.pdf>

**Are researchers encouraged to access it? Do they need letters of introduction?**

Researcher are encouraged to access the archive following the procedure of filling out the request forms. <http://www.archives.mod.gov.il/sites/English/Services/Pages/Requestforuse.aspx>

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Yes, the procedure of declassifying such materials requires the authorization of a special interoffice committee that meets three times annually. Thousands of files were already declassified by the committee and are now open to the public. If the materials that the researcher requires are not included in these, s/he is required to refer a request to the archive's manager to scrutinize classified materials (link on the website), who will refer the request to the committee.

<http://www.archives.mod.gov.il/sites/English/Services/Pages/Classifiedmaterialsscrutinyrequest.aspx>

[x](#)

**Any Other Information**

By the end of 2019 most of the audio, video and image materials will be open to the public online.

## **Archive Information**

**Country:** ISRAEL

**Reporter(s):** Clila Magen, PhD, Bar-Ilan University

**Contact Details:** [clila.magen@biu.ac.il](mailto:clila.magen@biu.ac.il); [clilamagen@gmail.com](mailto:clilamagen@gmail.com)

**Name of Archive:** The Knesset Archives: Public Relations and International Inter-Parliamentary Relations and Knesset Photographs

**Owner/Manager of Archive:** Knesset (National legislature of Israel)

**Address & Contact Details:** Givat Ram, Jerusalem 919500; +972-2-6753600, +972-2-6753532

**Email:** [arcvd@knesset.gov.il](mailto:arcvd@knesset.gov.il)

**Website:** [https://knesset.gov.il/archive/eng/ArchiveIntro\\_eng.htm](https://knesset.gov.il/archive/eng/ArchiveIntro_eng.htm)

## **Description of Contents**

(as noted on the archive's website) "The Knesset Archives serve as both an administrative and a historical archival repository. The administrative archives provide archival services to the administrative departments of the Knesset; their purpose is to preserve and describe all current records in accordance with the working procedures and practices of the organization; the historical archives preserve and describe the parliamentary records created by the Knesset as well as the photograph collection and the special ceremonial records. In fact, the Archives function as a custodian of the memory of the Knesset, and maintain records related to significant events in the State of Israel since its establishment in 1948. The collections of the historical archives are essential to the research endeavor and to the legislative process. They are used by history researchers in the field of Israeli parliamentarianism as well as by the Knesset Members, Knesset Committees, Parliamentary Assistants and by the Knesset employees involved in routine daily parliamentary work."

## **Noteworthy Files or Resources**

### **- Public Relations and International Inter-Parliamentary Relations**

"This record collection contains documents related to the official ceremonies of the Knesset, for example: Holocaust Remembrance Day (Yom HaShoah), Memorial Day (Yom HaZikaron), and the Arbor Day (Tu BiShvat) celebrations, which also mark the establishment of the Knesset. The documents pertaining to the inter-parliamentary relations include records about the visits of foreign parliamentary delegations as well as the visits of foreign heads of state. This group of records includes correspondence related to the visits to the Knesset of Presidents of the United States (Richard Nixon, Jimmy Carter, Bill Clinton), correspondence with Royal Houses pertaining to the visits of the King of Spain and the Queen of Holland. The documents of the Knesset's inter-parliamentary

relations can be consulted in the traditional paper form. They are not yet available in digital format. However, the speeches delivered from the Knesset rostrum by foreign heads of state and heads of parliamentary delegations can be digitally accessed using the digitized version of the Knesset Plenary Records." ([https://knesset.gov.il/archive/eng/ArchiveCollections\\_eng.htm](https://knesset.gov.il/archive/eng/ArchiveCollections_eng.htm)).

#### **- Knesset Photographs**

The Knesset Archives contains approximately 15,000 printed photographs from the People's Council through the Sixteenth Knesset and tens of thousands more digital photographs since the Seventeenth Knesset. The collection of photographs documents the activity of the Knesset, plenary and committee sittings, visits by Knesset Members in Israel and abroad, and the activities of the Speaker of the Knesset in the Knesset Building and outside it. Most of the photographs were commissioned by the Knesset from in-house photographers. Other photographs were received from various photographers and entities, such as the Government Press Office and the IDF Spokesperson. The photographs include documentation of special plenary sittings marking the election of Israel's presidents and visits by foreign dignitaries such as Egyptian President Anwar Sadat and Queen Beatrix of the Netherlands, cultural events held in the Knesset Building, and exhibitions of painters and sculptors. A particularly interesting collection documents the inauguration ceremony for the Knesset Building in August 1966, which was attended by delegations from many countries with a parliamentary system of government: the United States, Western Europe, South America, Africa, and Asia. Some of the delegations appeared in their national costumes, and their photographs appear in the photo collection. In recent years, the Archives has scanned the entire historical collection and is in charge of a repository containing both the scanned photographs and the digital photographs of the Knesset Press Office. Following the digitization effort, use of the collection has increased significantly—both in the Knesset and beyond—for the following projects, among others:

- The exhibition on The Knesset's Journey to Jerusalem, displayed on the third floor of the Knesset Building
- Mobile exhibition on Israeli parliamentarianism at Israeli missions abroad
- An exhibition on visits by VIPs to the Knesset, which was prepared for a conference of heads of diplomatic missions
- "The Knesset Celebrates 70," an exhibition at Ben-Gurion Airport
- Many media items on the occasion of the Knesset's 70th anniversary

The collection is available to the public only by emailing the Archives. In the future, part of the collection will be available through the Knesset website.

#### **Times when it can be accessed**

Reception is by appointment only during Knesset work hours



**Costs (Entrance charge, search fee, etc.)**

Admission is free.

**Are researchers encouraged to access it? Do they need letters of introduction?**

The Archives generally answers public inquiries by email. Researchers, jurists, and members of the general public are invited to come to the Archive, following advance coordination with archivists, for complex searches or to review materials in physical form. Researchers are encouraged to access it.

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

The Knesset's materials are subject to the Archives Law and the Archives Regulations. The bulk of the parliamentary material—protocols of the Knesset plenum and Knesset committees and legislative files—is open to public scrutiny as soon as it publicized. Administrative materials as well as correspondence in legislative and discussion files are declassified after 15 years. Minutes of the Foreign Affairs and Defense Committee are declassified after 30 years; those of classified subcommittees, after 50 years. Knesset photographs and Knesset publications are open to public examination, subject to the provisions of the Copyright Law.

[https://knesset.gov.il/archive/eng/ArchiveCollections\\_eng.htm](https://knesset.gov.il/archive/eng/ArchiveCollections_eng.htm)). "

**Any Other Information**

## **Archive Information**

**Country:** ISRAEL

**Reporter(s):** Clila Magen, PhD, Bar-Ilan University

**Contact details:** [clila.magen@biu.ac.il](mailto:clila.magen@biu.ac.il); [clilamagen@gmail.com](mailto:clilamagen@gmail.com)

**Name of Archive:** National Photo Collection

**Owner/Manager of Archive:** Government Press Office (GPO)

**Address & Contact Details:** Jerusalem, Agudat HaSport Hapoel 1, Gan HaTechnologyah, +972-2-5007555

**Email:** [gpophoto@press.pmo.gov.il](mailto:gpophoto@press.pmo.gov.il)

**Website** [http://gpophoto.gov.il/haetonot/Eng\\_Default.aspx](http://gpophoto.gov.il/haetonot/Eng_Default.aspx)

### **Description of Contents** (from website)

"This collection, which constitutes a kind of "photographed history book" of the State of Israel, holds within it photographs of principal events and people in the life of the country as they have been documented by Government Press Office photographers over the years starting with the earliest days of the state and up until the present day. It also presents photographs by additional photographers, some from before the establishment of the state, who have donated their collections for the benefit of the citizens of Israel."

### **Noteworthy Files or Resources**

Diplomatic visits, coverage of historical wars, etc.

### **Times when it can be accessed**

7 days a week, 24/7

### **Costs (Entrance charge, search fee, etc)**

Free of charge, subject to the terms that appear under the headings "Terms"

[http://gpophoto.gov.il/haetonot/Eng\\_ShowPage.aspx?id=30](http://gpophoto.gov.il/haetonot/Eng_ShowPage.aspx?id=30)

### **Are researchers encouraged to access it? Do they need letters of introduction?**

Researchers are encouraged to use it and do not need letters of introduction. However, the content is protected by copyright. See terms.

### **Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

Subject to the terms that appear under the headings "Terms"

## **Archive Information**

**Country:** TURKEY

**Reporter(s):** Dr Melike Aktas, Dr B. Pinar Ozdemir

**Contact details:** Ankara University Faculty of Communication

Email: [aktas@media.ankara.edu.tr](mailto:aktas@media.ankara.edu.tr), [pozdemir@ankara.edu.tr](mailto:pozdemir@ankara.edu.tr)

**Name of Archive:** Ankara University Faculty of Communication Library

**Owner/Manager of the Archive:** Ankara University Faculty of Communication

**Address & Contact Details:** Ankara University Faculty of Communication, Ankara 06590, Turkey

**Email:** [ilef@ankaa.edu.tr](mailto:ilef@ankaa.edu.tr)

**Website:** <http://ilef.ankara.edu.tr/?lang=en>

## **Description of Contents**

As Ankara University was the first institution offering public relations higher education in Turkey, the library of Communication Faculty holds early educational materials, congress and seminar publications and books in Turkish since 1960s. It also has a catalogue of Public Relations theses.

## **Noteworthy Files or Resources**

Halkla İlişkiler Birinci Semineri 5-13 Aralık 1966 (First Public Relations Seminar 5-13 December 1966):

The first public relations training seminar given to the public sector professionals in Turkey. The material includes speeches, working group reports and summary of the seminar.

Halkla İlişkiler Ders Notları, James Orrick, 1967 (Türkçeye çeviren Oguz Onaran): Public Relations Course Notes, James Orrick, 1967 (translated into Turkish by Oguz Onaran) – One of the first course materials used in the public relations education in Turkey.

## **Times when it can be accessed**

Monday-Friday 0830 to 1700

## **Costs (Entrance charge, search fee, etc)**

None

## **Are researchers encouraged to access it? Do they need letters of introduction?**

Yes

## **Are any parts of the archive restricted (e.g. not accessible until a specific date?)**

No

## **Any Other Information**

**Archive Information**

**Country:** UNITED ARAB EMIRATES

**Reporter(s):** Prof Badran A. Badran

**Contact Details:** Badran A. Badran, PhD, Professor, College of Communication and Media Sciences, Zayed University, Dubai Campus, PO Box 19282, Dubai, United Arab Emirates; Tel +9714 4021210; email: [badran.badran@zu.ac.ae](mailto:badran.badran@zu.ac.ae)

**Name of Archive:** No formal archive exists, but the Middle East Public Relations Association (MEPRA) which is based in Dubai has an informal archive.

**Owner/Manager of Archive:** Middle East Public Relations Association

**Address & Contact Details:**

**Email:** [community@mepra.org](mailto:community@mepra.org)

**Website:** <http://www.mepra.org>

**Description of Contents**

N/A

**Noteworthy Files or Resources**

N/A

**Times when it can be accessed**

N/A

**Costs (Entrance charge, search fee, etc)**

N/A

**Are researchers encouraged to access it? Do they need letters of introduction?**

N/A

**Are any parts of the archive restricted (e.g. not accessible until a specific date)?**

N/A

**Any Other Information**

Libraries of Zayed University (Abu Dhabi & Dubai) and the United Arab Emirates University (Al Ain) have several books and other resources about public relations in the UAE and Gulf region. Old PR agencies in Dubai may have documents about past campaigns and projects. Registered agencies with MEPRA can be found through: <http://www.mepra.org/membership/registered-agencies/>

## APPENDICES

**Country:** CROATIA

**Reporter:** Zdeslav Milas, Edward Bernays University College

**Contact details:** Ratkajev Prolaz 8, Zagreb, [zdeslav.milas@bernays.hr](mailto:zdeslav.milas@bernays.hr); [www.bernays.hr](http://www.bernays.hr)

Unfortunately, Croatian public relations history has not been researched. There are no archives on PR, although there exist some fragments of documented PR history in some chapters of book and a few scientific papers.

As an example of the beginning of public relations is the development of communication practice in Zagreb Public Transport service established in 1962, although some PR techniques can be identified already in 1888, when this public company was founded (<http://www.commreview.hr/wp-content/uploads/2019/02/3.-CMR-Milas-Juri%C4%87.pdf>).

Some aspects of political public relations appeared as early as 100 years ago after the breakup of the Austro-Hungarian Monarchy in 1918 and the massive engagement of Croats in the political life of the newly created country called the Kingdom of the Slovenes, Croats and Serbs. In this manner, the leader of the Croats, Stjepan Radić, and his Croatian Peasant Party made use of various public relations techniques for political communication in the 1920s, such as the organization of massive events (100,000 people), which were covered by the press, the publishing of press releases and proclamations with political messages in the party bulletin, as well as the use of various persuasion methods targeting opinion leaders in villages.

During WWII, we cannot quite talk about PR because it could be considered propaganda by all sides involved (Independent State of Croatia on the one side, and on the other, the Partisan Movement). In communist Yugoslavia (1945-1990), in the public sphere of communication, there was strong censorship and propaganda. However, in the corporate sector, there were signs of development. For example, Hotel Esplanade had the first public relations manager position in 1964, and PR mainly development in the tourism and hotel branch and the network of PR managers soon spread to industries such as Podravka in 1968.

After the establishment of democracy and of Croatia as an independent country, public relations at the government level was formed with the founding of the Ministry of Information in 1990 and the appointment of the first spokesperson of the Republic of Croatia, and, as of 1992, the Public Relations Office of the Government of the Republic of Croatia. During the 1990s, the system of spokespersons spread to ministries, and in 1994 the Croatian Public Relations Association (HUOJ) was set up, and in 1995 the first corporate communications departments were established in large companies. At the end of the 1990s, the first public relations agencies were established.

The first book in the Croatian language on public relations was published in 1995 and maturing at that time were young scholars such as Zoran Tomić and Božo Skoko, who published books and conducted studies on PR, and as of 2005 lecture at the Department of Public Relations at the Faculty of Political Science in Zagreb. In the meantime, some twenty translations of books on public relations by American, British and German authors were published.

After the year 2000, the PR profession developed steadily up until 2009 when, due to the economic crisis, the PR and marketing branches were severely affected, with some agencies even having to close down. Established in 2010 was the Croatian Communication Agencies' Association (HUKA), which gathers 15 of the largest PR agencies in Croatia. The largest PR agency in 2013 was Millennium Promocija, whose experts also established the first College of Communication Management in Croatia, which offers bachelor's and master's degrees in public relations. The College was named after the famous pioneer of public relations, Edward Bernays. Currently, there are about 3000 PR professionals active in Croatia.

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**Countries:** EAST AFRICA, CENTRAL AFRICA, HORN OF AFRICA

**Reporter:** Dane Kiambi PhD, Assistant Professor of Public Relations, College of Journalism & Mass Communications, University of Nebraska-Lincoln

**Contact Details:** 338 Andersen Hall, Lincoln, NE 68588-0433, Email: [dane.kiambi@unl.edu](mailto:dane.kiambi@unl.edu), Tel: +1 402-472-3021

There are no archives that are specifically devoted to public relations in East, Central and Horn of Africa but there are national archives and documentation centers that have a rich history of how successive governments have utilized various functions of public relations. Researchers have to look carefully (and rely on an experienced librarian(s) at the archives) to find what they need.

**Websites:** Links to the national archives of Kenya, Uganda, Ethiopia, and Rwanda.

Kenya - <http://www.archives.go.ke/>

Uganda - <https://publicservice.go.ug/national-records-and-archives-catalog/>

Ethiopia - <http://www.nala.gov.et/home>

Rwanda - <http://ralisa.minispoc.gov.rw/>

**Country:** LIBYA

**Reporter(s):** Mokhtar Elareshi PhD, University of Tripoli

**Contact Details:** Sayyidi al Misri Road, Al hadba, PO Box 45879; arishimok@yahoo.com

Professional public relations in Libya is very young, starting in 1992. Since then the number of PR educated is growing in tandem with some large local businesses and organisations. Despite being launched for over a quarter-century of teaching and practice PR in Libya, there is, unfortunately, no archive that keeps track of documents, conferences, meetings, minutes etc. This is could be because of a lack of interest to store such information and the ongoing war and conflict in Libya have made it impossible to gather information about PR.

Despite the ongoing war and conflict in Libya (eight years to now), some PR professionals attempted to launch a Libyan Public Relations Association as an umbrella to lead developing more projects in PR in Libya including journal, meetings and conferences, but the project did not progress and still just a hope to see it one day in the future. What the country is providing in terms of PR is just teaching curriculum at undergraduate and postgraduate levels, and some basic training courses.

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**COUNTRIES REPORTING NO PUBLIC RELATIONS ARCHIVE(S) (June 2019)**

Belgium

Croatia

Czech Republic

East and Central Africa (region)

Estonia

France

Japan

Latvia

Libya

Portugal

Saudi Arabia