

Schedule for the International History of Public Relations Conference 2022

Day 1 – Wednesday 6 July, 2022

Time	Stream 1 – EB708 (LT)	Stream 2 – EB704
09:00-10:00	Registration, with Coffee and Pastries	
10:00-10:30	Welcome to IHPRC and Bournemouth University	
10:30-11:00	(Online) Inka Stever and Joseph John Nalloor Professionalization, cultural adaptation and the history and impact of the Middle Eastern Public Relations Association (MEPRA)	Donald K. Wright Exploring the history of blending practical experience and traditional academic scholarship into public relations education
11:00-11:30	(Online) Yannas Prodomos and Amalia Triantafillidou The origins of public relations in Greece: Tracing the missing link and excavating landmark spots	Martina Topić and Ralph Tench Behavioural change campaigns in the early 20th century Britain: The role of class and colours in Coughs and Sneezes campaigns (1931-1960).
11:30-11.45	Coffee Break	
11:45-12:15	(Online) Ebru Ackay, B. Pinar Özdemir, Melike Aktas and Senem Gençtürk Hizal Public relations history in public relations education in Turkey: Meeting the past with the present	Sian Rees The history of PR and branding in Wales: A socio-cultural perspective
12:15-12.45	(Online) Dalien Rene Benecke and Clarissa Muir PR curricula reviewed, reimagined and relevant in a disruptive era	Gareth Thompson The locomotives of PR history: War and other trains of thought
12:45-14:00	Lunch	

14:00-14.30	(Online) Thomas Beke Litigation communication without national borders?	Rachel Kovacs A coalition that forged a path for African American education and social justice: Booker T. Washington and Julius Rosenwald
14.30-15:00	(Online) Susan Kinnear and Sarah Roberts Bowman Recognizing a signature pedagogy for public relations: Teaching and learning in the past 20 years	Sherry J. Holladay and W. Timothy Coombs The rise of jaywalking: How pedestrians lost the streets to automobiles
15:00-15:30	(Online) Alejandro Álvarez-Nobell, Antonio Castillo-Esparcia and Isabel Ruiz-Mora The historical evolution of the function of measurement and evaluation in Ibero-America	Tor Bang The intellectual context of Central and Northern European labor movement communication handbooks on communication tactics for voter persuasion
15:30-15:50	Coffee Break	
15:50-16:20	(Online) Donn Tilson All creatures great and small: Re-defining the “publics” of public relations	
16:20-16:50	LaShonda Louallen Eaddy Minding the paradox(es): Utilizing crisis history to weather the <i>longue durée</i>	
16:50-17:20	(Online) Pat Curtin Revisiting a U.S. public relations origin myth from a labor perspective: the 1902 and 1906 Anthracite Coal Strike/Stoppage	
19:00 onwards	Conference Dinner	

Schedule for the International History of Public Relations Conference 2022

Day 2 – Thursday 7 July, 2022

Time	Stream 1 – EB708 (LT)	Stream 2 – EB704
09:00-10:00	Arrival for Day 2 – Coffee and Pastries	
10:00-10:30	(Online) Rizwanah Souket Caught between the crossfire: Public Relations Department during the Malayan Emergency of 1948-60	Günter Bentele The communications history of Siemens from 1847 to 1918
10:30-11:00	(Online) Napawan Tantivejakul The practice of public relations during Siamese years of economic recession (1910-1932)	Kerrie Milburn Public relations and propaganda: <i>Strange case of Dr. Jekyll and Mr. Hyde</i>
11:00-11:15	Coffee Break	
11:15-11:45	(Online) T. Serra Gorpe, Bursu Öksüz and Gülnur Kaplan Esen Contributions of a public relations pioneer to the development of public relations: Prof. Asna and the professionalization of public relations in Turkey	Tom Isaacson Soccer – no, Football – on campus. Examining the historic role of the world’s most popular sport through transatlantic university comparisons
11:45-12:15	Heather Yaxley and Sarah Roberts Bowman Developing a Café Delphi historical method to study female experiences of sex, sexuality, and sexism in PE in the 1990s	Edward J. Downes The Hill’s emerging media message systems: social media’s influence – over a quarter of a century – on Congressional communications
12:15-12:45	Anca Anton An SDG look at the Romanian PR industry – a halfway analysis	Martina Topić Constructing a relationship between public relations and journalism through historical press writing: An analysis of Edward L. Bernays in the <i>New York Times</i> (1910-1999)

12:45-14:00	Lunch	
14:00-14:30	Thomas Stoeckle The long shadow of modernism: 1922 to 2022 – 100 years of <i>plus ça change</i> ?	Thyme Francis and Kevin Read The non-linear entanglement of philanthropy and CSR (1920-2020. Re-examining, and placing in an historical context, how ‘national treasure’ Cadbury communicated its unique blend of giving, social responsibility and corporate action
14:30-15:00	Ruth Garland No escape from the No. 10 bunker? – A UK case study: lessons from the John Major years (1990-1997)	Tom Watson Communication in pandemics: An historical perspective
15:00-15:30	Rachel Kovacs From social work to labor relations to politics and an Agenda for Reform: Belle Moskowitz’ PR legacy	
15:30-15:50	Coffee Break	
15:50-16:20	Panel – Books, publishing plans and <i>CCIJ</i> Special Issue	
16:20-16:50	Final Plenary – Plans for IHPRC 2023	
18:00 onwards	Informal Evening	