



**The First International History of Public Relations Conference**  
Executive Business Centre, Bournemouth University, 8-9 July 2010

The following authors and papers have been selected for presentation at the First International History of Public Relations Conference.

The 36 papers from authors representing 14 countries were chosen by an international panel of reviewers.

<b>Author</b>	<b>Paper Title</b>
Aimee Postle	A study of the role played by PR-specific education in the recruitment process
Andy Purcell & Ian Somerville	A history of Republican paramilitary public relations in Northern Ireland from "Bloody Sunday" to the Good Friday Agreement
Antje Berg	Forced professionalisation? An analysis of government public relations in the German empire using the example of the 1890-1914 "Navy Propaganda"
Bonita Dostal Neff	The History of Public Relations Body of Knowledge Development within Associations: Global Implications
Burton St John & Margot Opdycke Lamme	The Evolution of an Idea: Charting the Early Public Relations Ideology of Edward L. Bernays, 1919-1929
Conor McGrath	Charles Weller Kent: The UK's First 'Parliamentary Lobbyist' (1913-1916)?
David Berendt	Revealing historical evidence of public relations professionalization and commercialization: The early history of public relations education at Bournemouth University – Structure, evolution, people and curricula
David Remund	The World's Work: Arthur W. Page and the Movement towards Social Responsibility in Corporate Communications in the US, 1913-1927
Diana Knott Martinelli	A Practical and Theoretical Look at Women's Use of Public Relations to Spur Early to Mid 20th century US Social Change

Donald K. Wright	A Critical Analysis of the History and Development of Public Relations Education in the US and Canada
Donn James Tilson	Corporate Social Responsibility – A New Imperative? A View of the Social Dimension of Public Relations through the Rearview Mirror of Time
Donnalyn Pompper	Discovering US Frontier Women and Their Public Relations Functions
Elisabetta Bini, Ferdinando Fasce & Toni Muzi Falconi	The Origins and Early Developments of Public Relations in Italy, 1945-1960
Gunter Bentele	PR-Historiography, a functional-integrative strata model and periods of German PR history
Gunter Bentele & Sandra Muhlberg	Can Propaganda and Public Relations coexist? 'Socialistic Public Relations' in the German Democratic Republic (East Germany) 1965-1989
Gyorgy Szondi	PR in Communist Hungary – A Historical Perspective
Jane Johnston	A history of Public Relations on screen: Cinema and television depictions since the 1930s
Kaja Tampere	Historical heritage: Paradigmatic changes in the PR field in the 20th century
Lee Edwards	Empire, Economy and Exploitation: A 'Raced' View of Public Relations History
Maria Isabel Miguez Gonzalez	From Public Relations to Communication Management: historical revision of Public Relations and fundamentals of a new discipline.
Marius Lange	Propaganda instead of PR? Corporate PR in the transition from the Weimar Republic to the Nazi dictatorship
Mark McElreath, Lyudmila Azarova & Olga Markova	The history of applied and professional ethics in public relations in the US and Russia: The case for "relatively universal" principles
Michael J Palenchar & Bernardo Motta	Historical Evolution of Community Right to Know: Implications on the Development and Practice of Public Relations

Oliver Raaz, Stefan Wehmeier & Peggy Hoy	Histories of public relations: Comparing the historiography of British, German and US public relations
Owen Kulemeka	All the old media were once new media: Public relations and new media technologies between 1950-1999
Patricia A Curtin & Lisa Forster	Creating Counternarratives: Harvey Company publicity and Native Americans: 1902-1936
Pawel Surowiec	Rethinking national images management: From propaganda to nation branding
Peter Sekules	History of Government Relations and Lobbying in Australia
Peter Szska	Public Relations in Germany – own or common history? Empirical findings – theoretical foundation – methodological consequences
Richard Stanton	Politics, Publicity and the Press: The South Sea Bubble and the Eighteenth Century Birth of Modern Public Relations
Robert L. Heath	Evolution of Issues Management: John Hill, Tobacco Controversy, and the Battle of Scientists
Scott Anthony	Stephen Tallents and the Development of Public Relations in Britain
Thomas Hove & Richard T. Cole	Edward Bernays, the United Fruit Company and the Ethical Complexities of the Public Relations Counsel
Veronique Pouillard	The 1958 International Congress for Public Relations and the question of the late development of PR in Continental Europe
Vehbi Miftari & Vilma Biba	History of Public Relations in Kosovo
Vincent Hazleton	Theoretic Issues in Histories of Public Relations