

PR and the Past

in local and international contexts:

A Symposium

Convenors:

Robert Crawford, UTS; Bridget Griffen-Foley, Macquarie University; Margaret Van Heekeren, CSU

Keynote (10am)

Tom Watson Bournemouth University

Let's get dangerous: a review of current public relations historical scholarship

People

Murray Goot Macquarie University

Opinion polls as public relations: The Australian Gallup Poll, the press, and the 1951 Referendum on Communism

Bridget Griffen-Foley Macquarie University

Whitewash: Eric White and the foundations of Australian public relations

Karen Morath LaTrobe University

'Lessons from the legends': PRide and PREjudice – Conversations with Australia's public relations legends

Lunch

Practice

David Dunstan Monash University

Time for Wine – Len Evans and the Australian Wine Bureau's public relations campaign in favour of wine 1965-1968

Donald Alexander Charles Sturt University

Changing course: first steps toward a strategic approach to issues and crisis management in Aotearoa

Emily Robertson UNSW Canberra

A historiography of neglect: Great War propaganda and Australia's first federal public relations campaign

Break

History and Education

David McKie Waikato Management School

Unsettling settlers: Historiographical ferment and PR history

Damien Gleeson University of New South Wales

Early initiatives in Australian public relations education

Kate Fitch Murdoch University

The role of the professional association in public relations education: An investigation of the Public Relations Institute of Australia's accreditation of university courses in the 1990s

5pm Drinks

When: Tuesday 13 November 2012

Where: UTS, Building 10, Level 14 (Old Fairfax Building, 235 Jones Street)

Cost: Free with refreshments and lunch provided. Bookings essential.

RSVP: by 2 November to Margaret Van Heekeren mvanheekeren@csu.edu.au