

# Mapping Europe's public relations history – resources and results since 2010



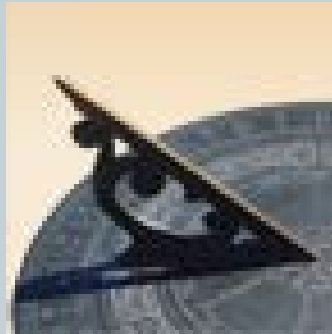
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# Since 2008



- 150 conference papers and articles at IHPRC and in journals
- IHPRC has received 252 abstracts since 2010, 131 (52%) chosen for presentation after peer review



# Thematic coding



1.	History and Events	52
2.	Professional & Practice	38
3.	National Histories	26
4.	Historiography	15
5.	Theories of Public Relations	12
6.	Proto-PR	7
	<b>TOTAL</b>	<b>150</b>

# By classification



<b>1.</b>	<b>Analytic</b>	<b>67</b>
<b>2.</b>	<b>Descriptive</b>	<b>57</b>
<b>3.</b>	<b>Critical</b>	<b>26</b>
	<b>TOTAL</b>	<b>150</b>

# From Europe



- 46% of all IHPRC presentations from Europe and adjoining nations (60)
- 17 countries represented are Austria, Estonia, Finland, Germany, Hungary, Ireland, Israel, Italy, Kosovo, Latvia, Poland, Russia, Romania, Spain, Sweden, Turkey and the United Kingdom
- Leading nations in terms of papers presented are Germany (5), Spain (4), Turkey (4) and the United Kingdom (25)

# Trends



- Trend from descriptive to analytic, with recent growth in critical approaches
- Earlier, more narratives about people and nations
- Challenges to “great men” (no “her” story)
- More discussion of historiography
- Revision from corporatist towards activist approaches

# Resources



- International History of Public Relations Conference
- <http://historyofpr.com>
- Catalogue of European archives, Vol. 1
- European Public Relations History Network
- Increased publishing: Routledge, Palgrave

# The future



- **EPRHN is launched today**
- **Bid to COST scheme for funding of network**
- **Collaborative research**
- **Greater knowledge of archives; new material**
- **Development of historical research skills**
- **More publications in print and online**
- **Inclusion of PR history in course syllabus**
- **A European history of PR, not a modified US version**