

STIRLING 21 – CIPR ACADEMIC CONFERENCE, 2009

Wednesday, 9 September, 2009

From 18.00: Registration: Alison Sammut and her team of PR PhD students will register you, give you a conference pack and answer any questions you may have. Our conference desk will be staffed at all times when the conference is in session. If you have any questions or inquiries someone there will be able to help you.

19.00 CIPR Reception - free to all delegates

The CIPR are hosting a wine reception. CIPR are represented by the Assistant Director General of the CIPR, James Petre who also carries the portfolio of Qualifications and Education; and Sue Wolstenholme, Chair of CIPR qualifications and President of EUPRERA.

20.00 Dinner – book in advance £30

21.00 Retrospective

Public relations education in the UK since 1987 a panel discussion with Danny Moss, Anne Gregory, and Sue Wolstenholme.

Thursday 10 September

9.00 Introduction and welcome

Professor Ian Simpson, Deputy Principal for Research and Knowledge Transfer, University of Stirling; Professor Neil Blain, Head of Department of Film, Media and Journalism.

9.15–9.45 Keynote: Professionalism and education

Magda Pieczka, Queen Margaret University.

Thursday, 10.00–11.30 3 Strands

Strand A: The professional project: people & voices – chair Finn Frandsen.

- Public relations people: cultural work and workers. Paul Elmer, Leeds Metropolitan University.
- The professional project and the ‘other’: voices from the PR front line. Lee Edwards, Leeds Metropolitan University.
- Continuous professional development and the discourse of professionalism in public relations practice. Sarah Williams, University of Wolverhampton.

Strand B: Communication management – chair Maria Hopwood.

- Do I look good in this? Monitoring trends in communications. Findings from a longitudinal survey on communication management in 37 European countries. Ralph Tench, Leeds Business School.
- The evolving role of the internal communications practitioner: from technician to strategic partner? Sally Chalmers, Queen Margaret University.
- Crossing the disciplinary divide: integrating public relations and managerial perspectives of management in the public relations context. Danny Moss, Manchester Metropolitan University Business School.

Strand C: Multicultural perspectives on education – chair Jordi Xifra.

- Public relations in CEE countries. Gyorgy Szondi, Leeds Metropolitan.
- The public relations trends and professional development in post-socialist ‘new democracies’: The case of Slovenia. Alenka Jelen, University of Central Lancashire.
- Terrorism, peace-building and critical pedagogy in post-conflict societies: Teaching and studying public relations in Northern Ireland. Fred Morrison, Ian Somerville and Andy Purcell, University of Ulster.

11.30 –11.45 **Coffee break**

Thursday, 11.45–13.00 3 Strands

Strand A: Transparency and legitimacy – chair Lee Edwards

- Transparency = Motivation X Activism²: Transparency as a Process rather than a Quality. Timothy Coombs & Sherry Holladay (not attending), University of Eastern Illinois, USA.
- The double-edged sword of legitimacy in public relations. Henrik Merkelson, Institute for International Kultur, Copenhagen Business School
- Praxis? What practice? From ‘cash value’ to ‘thought value’. Stefan Wehmeier, University of Southern Denmark Odense, Denmark & Howard Nothhaft, University of Leipzig - Leipzig, Germany.

Strand B: Professionalism and ethics – chair Anne Gregory.

- Doing the PR for snake oil: evaluating the case for a debate on the professional ethics of practitioners working to undermine science-based medicine. Scott Davidson, de Montfort University.
- Resisting the cult of the professional: An acknowledgement of the primacy of amateurs, activists, and non-corporate practitioners as mainstream and as the innovation engine of progressive public relations. David McKie, University of Waikato, New Zealand

Strand C: Discourse in financial & management contexts – chair Magda Pieczka.

- Trust management through discourse: power & persuasion in financial services. Clea Bourne, Leeds Business School.
- Spinning the credit crunch: The role of public relations in financial services firms under pressure. Gareth Thompson, London Metropolitan University.
- Public relations and the discourse of strategic value. Nilam Ashra

13.00–14.00 **Lunch**

Thursday, 14.00–15.30 3 Strands

Strand A: Corporate social responsibility – chair Magnus Frederickson.

- Public relations, communitarianism and CSR: (re)conceptualizing the role of PR in response to the ‘credit crunch’. Emma Wood, Queen Margaret University.
- ‘Yes Sir! Let’s grow oil’: deontological ethics of CSR in Venezuela, an historical deconstruction and its modern consequences. Jairo Lugo, SMRI.
- Ethical subjectivity and CSR: a critical perspective. Terryl O’Donovan.

Strand B: Public relations and digital media – chair Margalit Toledano.

- PR Practitioners use of digital media: a critical review of survey research. Derek Hodge, SMRI.
- Twitter and public relations research: Fad, frippery or feast? Paul Willis, Leeds Business School.
- Social media in the PR curriculum. Richard Bailey, University of Gloucestershire and PR Academy; Gareth Thompson, London Metropolitan University; Philip Young, University of Sunderland.
- Vote YES now for interactive technology in lectures: a study of the classroom response systems. Isabella Crawford, Aberdeen Business School.

Strand C: Practice-based research – chair Liz Yeomans.

- Which way is up? Triangulating best practice during a time of organizational change: A toolkit for public sector communicators. Anne Gregory and Paul Willis, Centre for Public Relations Studies, Leeds Business School.
- Professionalisation, education and the cultural PR sector. Mandy Atkinson, University of Greenwich & Mike Findlay, Wellcome Trust.
- Beyond symmetry. Tom Bowden-Green, Trimedia

15.30–16.00 **Tea**

Thursday, 16.00–17.15 3 Strands

Strand A: Interdisciplinary connections – chair Paul Elmer.

- Public relations anthropology. Jacquie L'Etang, SMRI.
- Can there be a psychology of the professions? Johanna Fawkes, Leeds Metropolitan University
- Everywhere and nowhere: Public relations in postwar British fiction. Philip Young, University of Sunderland.

Strand B: Corporate communications – chair Tim Coombs.

- Corporate responsibility/marketplace rhetoric: A study of corporate communications. Magnus Fredriksson, University of Gothenburg.
- Exploring Relationships Within the Cocoa Industry: The Sustainable Tree Crops Program (STCP). Julia Jahansoozi, SMRI & Kabindra Prasad Kandel, Tokyo University of Agriculture.
- Selling crisis counseling: A critical study of Danish PR firms. Finn Frandsen, & Winni Johansen, ASB Centre for Business Communication, Aarhus School of Business, Denmark

Strand C: Public relations roles and practices – chair Danny Moss.

- Public relations practitioners as organizers and practice builders. Josef Pallas, Uppsala University.
- Demarcation disputes in the digital age: Professional competition and cooperation between advertising and public relations Margalit Toledano. University of Waikato, New Zealand.
- Why PR is not automatic route to the boardroom; an Agency Theory perspective Lucy Laville, Leeds Metropolitan University.
- Organizational personality as a strategic public relations concept. Eric Koper IITA.

19.00 Whisky tasting – free for all delegates

20.00 Ceilidh and buffet – book in advance £30

Friday, 09.00–10.30 3 Strands

Strand A: Interpretations – chair Ian Somerville.

- Public relations as dialogical expertise? Magda Pieczka, Queen Margaret University.
- The art and science of interpretation: public relations and hermeneutics. Johanna Fawkes, Leeds Metropolitan University
- Public relations and rhetoric. Steve Mackey, University of Deakin, Australia

Strand B: Emotional contexts – chair Winni Johansen.

- The buy-in to corporate culture: Creating internal emotional capital through work-placed volunteering schemes. Ann Turner, Queen Margaret University.
- Managing emotion in PR relationships: Emerging issues from a pilot study. Liz Yeomans, Leeds Business School.
- Backs to the wall: How PR carries discomfort for organizations. Fiona Campbell, University of Hertfordshire.

Strand C: Employee perspectives – chair Alenka Jelen.

- Assessing graduate-ness: individual readiness to embrace values and skills of the PR profession. Mandy Atkinson, University of Greenwich & Sarah Roberts, London College of Communication.
- Interdisciplinary perspectives: do employers hiring PR graduates look for business or communications skills – or both? Kathleen Dixon Donnelly & Peter Wilby, (not attending) Birmingham City Business School.
- Incubating professionalism in public relations – a study of industry partnerships, impacts on student learning and preparedness for practice. Ingrid Larkin & Amisha Mehta, Queensland University of Technology, Australia & Fiona Sperou, Rowland (not attending).

10.30–10.45 Coffee

Friday, 10.45–12.35 3 Strands

Strand A: PR education: practice-based learning – chair David McKie

- International public relations in virtual teams. Averill Gordon, University of Gloucester and Galle Pikherit-Duthler, Zayed University, UAE.
- Spain is not so different: a comparative study of required public relations skills in the educational systems of the United States and Spain. Ferran Lalueza, Open University of Catalonia, Barcelona, Spain & Jordi Xifra, Pompeu Fabra University, Barcelona, Spain.
- PR education through journalism-based learning: a case study of teaching PR in the informational society. Lluís Pastor Pérez & Anna Clua (not attending), Open University of Catalonia, Spain & Jordi Xifra, Universitat Pompeu Fabra, Spain.
- Replicating the agency – an approach to teaching PR at Edge Hill Paula Keaveney, Edge Hill University.

Strand B: Doctoral/postdoctoral presentations – Chair Nilam Ashra

- What role does public relations play in German communication agencies? How do they understand and apply public relations concepts? Martin Duch, doctoral student SMRI
- Legal PR. Thomas Beke, doctoral student, SMRI
- A comprehensive investigation of behavioural changes in response to ‘Avian flu’ in Egypt. Soha Elbatrawy, post-doctoral student, SMRI.
- PR and ICTs: a Thai perspective Suttanipa Srisai, doctoral student SMRI

Strand C: Sports PR – chair Ralph Tench

- The role and scope of public relations and sport in promotional culture. Jacquie L’Etang, SMRI.
- Sports PR in Malaysia. Che Lai, doctoral student SMRI
- Public Relations in Cricket: Twenty20 cricket six years on and the Indian Premier League. Maria Hopwood, Leeds Business School.
- ‘It’s all gone quiet over there’: communicating with a hostile sports public". Huw Evans, University of Central Lancashire.
- It’s football but not as you know it: the challenge to win hearts and minds in Queensland. Maria Hopwood, Leeds Business School.

12.40 Lunch

People sitting at their lunch tables will be asked to reflect and discuss highlights, new insights and any changes to their perception of the PR discipline. Then, we will be asking tables to nominate someone to feed back to the body of the kirk in a short plenary session after lunch.

13.45 – 14.15 Plenary Session in Conservatory

Friday afternoon

If there is sufficient interest among people staying in Stirling on Friday afternoon we propose to organize some social events.

- A walk up Dumyat, the 418 metre hill that overlooks the Stirling campus. You will need walking boots and waterproofs if you're going on this walk.
- A walk round the Stirling campus – loch gardens and castle.
- A round of golf on the University's own 9-hole course (cost £7.50)
- A visit to the Wallace Monument - climb the 246 step spiral staircase to the top for expansive views of the Ochil Hills and the Forth Valley (cost £6.50).

If you would like to take part in any of these activities meet outside the Management Centre at 14.45. It would be helpful if anyone wanting to play golf left their name at conference reception sometime on Thursday.