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Scholars Week

2016 - Spring Scholars Week

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Apr 20th, 10:00 AM - 11:30 AM

Ivy Lee

Faisal Zaben Alotaibi  
*Murray State University*

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Faisal Alotaibi

Abstract for poster

JMC 620

Dr. Chemberger

Ivy Lee: The Father of Modern Day Public Relations.

Ivy Ledbetter Lee is a prominent figure in the field of public relations and an American publicity expert. He is said to be the founder of what is presently known as public relations. He set up the Association of Railroad Executives which was used as a public relations service for the rail industry. He was able to use public relations to improve the morale of employees. One of such example is his use of internal magazines to motivate employees. He also held other positions such as Publicity Director for American Red Cross and later became the assistant to the Chairman of the American Red Cross.