



MURRAY STATE
UNIVERSITY

Murray State's Digital Commons

Scholars Week


Spring Scholars Week 2016

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

Ivy Lee

Faisal Zaben Alotaibi
Murray State University

Follow this and additional works at: <http://digitalcommons.murraystate.edu/scholarsweek>

 Part of the [International and Intercultural Communication Commons](#), [Mass Communication Commons](#), [Other Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Alotaibi, Faisal Zaben, "Ivy Lee" (2016). *Scholars Week*. 4.
<http://digitalcommons.murraystate.edu/scholarsweek/2016/GeneralPosters/4>

This Poster Presentation is brought to you for free and open access by the Conferences at Murray State's Digital Commons. It has been accepted for inclusion in Scholars Week by an authorized administrator of Murray State's Digital Commons. For more information, please contact msu.digitalcommons@murraystate.edu.

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.