Since at least the start of the 20th century, public relations has had an image problem. The conference explores the many facets of this around the general theme of representations of PR. We offer the following questions not as a definitive list, but as prompts for a spread of responses:

- Who best represents PR: the practitioners, the professional associations (national and/or international), the scholars?
- How has PR been represented historically (e.g., who were the earliest practitioners, how have historians in general and PR historians in particular represented the growth of the field)?
- What have been the key innovations in PR across time and who pioneered them?
- How have media represented PR in different films and in television series?
- Is the rise of activist, critical, and radical PR changing how the field is represented?
- What self-images do practitioners have of themselves and how do others seem them?
- Is PR clearly a mutually beneficial set of activities or does PR have an identity crisis or need a different rationale?
- Who represents PR in different sectors (e.g., education, not-for-profit, politics)
- How do images of PR vary from country to country and are there key commonalities and differences?
- How does a profession and discipline with a low reputation defend the reputation of others?
- As PR strives for academic recognition, how can it best represent itself as a field able to attract the best and brightest?
- Should PR always represent, or be involved in, the CSR for organisations?
- How does PR represent itself in relation to issues and crisis management?
- In a time of economic uncertainty is PR too closely connected with business or not connected closely enough?

Accordingly, the conference invites a wide range of contributions. We welcome any proposals that help explore the spectrum of concerns raised by such questions. Proposals addressing – or in any way linked to – the overall theme are warmly invited. Please feel free to contact the organisers directly if you wish to discuss the relevance of any proposal.

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