

# The Museum of Public Relations



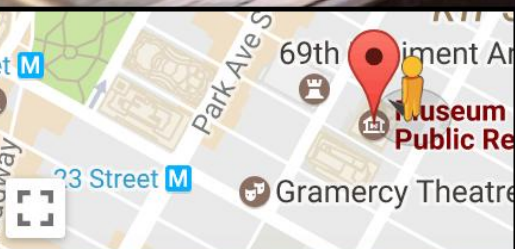
...the one and  
only!

Museum of Public Relations



Philipp Jago

Street View - sep. 2016



Google





## Mission

**“A Public Relations Museum and reference library that provides a historical review of the profession through a growing collection that chronicles the evolution of the field”**

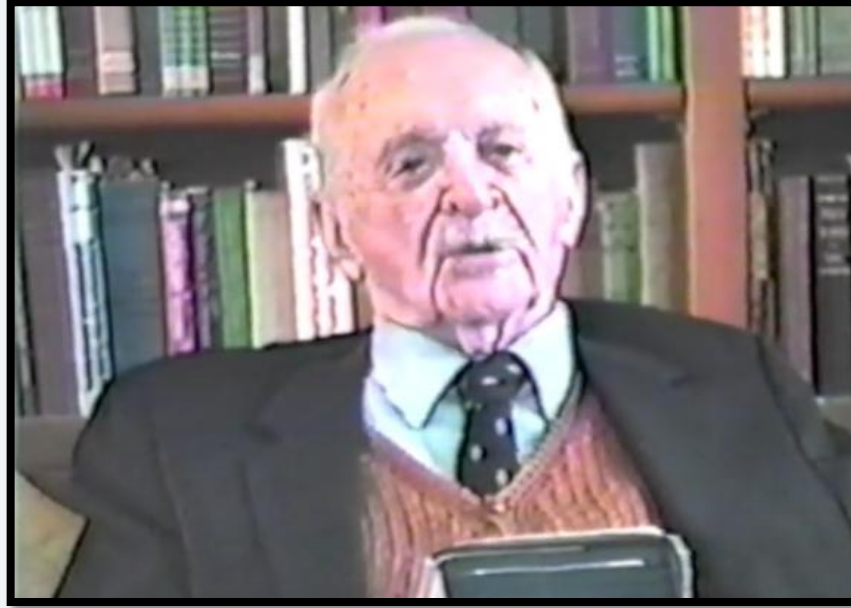
# History of the Museum



- Founded in 1997
- The world's largest collection of materials documenting PR history
- At Baruch College in NYC, but also online



# Relevance of PR History




[Edward L Bernays: Beechnut Packing Co](#)

- Learning from fascinating past campaigns
- History shaped the profession
- PR shaped history



Pagina Berichten Meldingen 8 Statistieken Publicatietools Instellingen Help




The Museum of Public Relations  
@PRMuseum

Startpagina

Info

Foto's

Recensies



Vind ik leuk Volgend Delen

Doneren

Schrijf iets...

Historisch museum in New York (stad)  
4.8 ★★★★★

- 7900 Facebook followers (more than half from outside US)
- Teaching Material
- Chinese Weibo page

# The Museum of PR Engages & Connects



公共关系博物馆

2月16日 00:40 来自 iPhone 6

继#Black PR History Month#主题活动后，#公共关系博物馆# 将于3月9日启动#Women's PR History Month#研讨会。公共关系学科化先驱Edward Bernays之女Anne Bernays与女性运动发起人Muriel Fox将出席会议现场。此后博物馆将进行为期一个月（3.10-4.9）的主题展览。地址：151 E 25 St, Baruch Colle ...

展开全文



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# February: Black PR History Month

- World's first Black PR History event on February 9<sup>th</sup>, 2017
- Extraordinary PR pioneers you never learned about in school









# March: Women's PR History

- Event on March 9th, 2017
- Museum of PR, the PR Council and the Plank Center
- Celebrate the women who shaped our history: Muriel Fox, Doris Fleischman Bernays, Betsy Plank and others







The Museum of Public Relations was live.

Gepubliceerd door Barry Spector [?] · 16 uur ·

Live from the Women in PR event!







# 'Hidden Figures' of PR Honored at Black History Exhibit

By Kevin O. Agyakwa 1 Comment

Recommend 14 Tweet Pin it Share 2

March 3, 2017

*It's too bad we never learned about her in school.*

*Really though. I guess I'll have to do my own research, especially if I want to learn about someone in my field that looks like me.*

It was these comments by two African-American students from a college in Pennsylvania, both PR majors, that prompted Shelley Spector, a Baruch College professor and the founder of the Museum of Public Relations, to do something about it.

"That just blew me away because that was just the kind of peephole into these students' lives and that's how they feel. I am also a professor of history and I know that these textbooks don't include any African-American PR professionals. I had to do something about it," said Spector, who organized the first-ever Black PR History Month, which included a panel discussion on Feb. 9 at the



公共关系博物馆

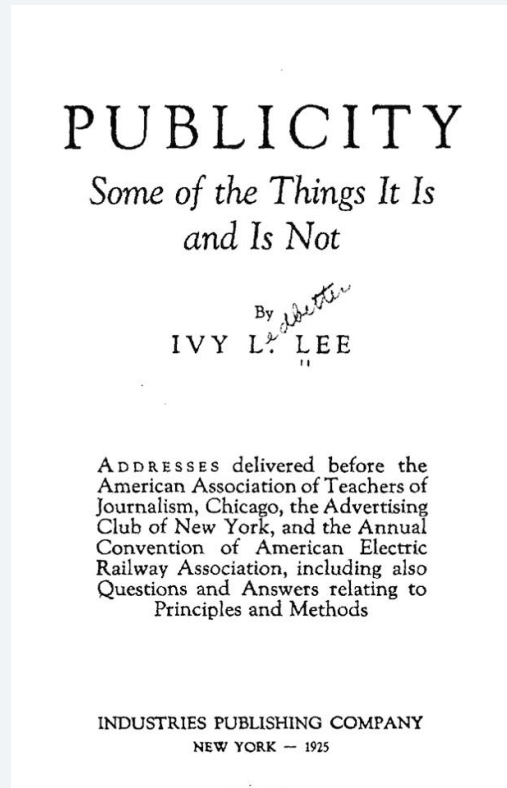
3月11日 04:34 来自 专业版微博

#Women's PR History Month#研讨会于昨日成功举办！我们荣幸邀请到“公共关系学之父”Edward Bernays之女Anne Bernays作为重要嘉宾（图二左三）。研讨会围绕公关杰出女性及优秀案例展开，“SHEquality”视频通过讲述女性平等，将整个会议推向高潮，全场起立掌声不断。



# Next Event

## 'New revelations on the Life and Work of Ivy Lee'



- On **Wednesday, March 29**
- The life and influence of the "other Father of PR," Ivy Lee (1877-1934)
- Ray Hiebert will reveal never-before-seen artifacts and papers of Lee, including a recently discovered unpublished manuscript Lee wrote in 1930

Please  
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## Museum of Public Relations

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York, NY 10010

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[www.prmuseum.org](http://www.prmuseum.org)





**Thank You For  
Your Attention  
...and See You Soon  
at the Museum!**

The  
Museum  
of Public  
Relations

