

PROGRAMME



Energy Imaginaries

Public Relations and Moving Images

21-22 October 2021, The Film House



Stockholm
University

Thursday, October 21, 2021

Venue

F-salen, Borgvägen 1, The Film House (Filmhuset), Stockholm.

Except for the film screening at 14:00 in Cinema Mauritz.

10:30-11:00 Opening Remarks

Marina Dahlquist (Stockholm) and Patrick Vonderau (Halle-Wittenberg)

11:00-12:30 Panel I, Chair: Patrick Vonderau

- Government Public Relations, Audiovisual Communication and the Informalization of Sweden | Emil Stjernholm (Lund)
- Public Relations, Media, and the Discovery of the Socialist Consumer | Lucie Cesálková (Brno) ONLINE
- Bringing PR to the classroom: A Short History of the Austrian Film Service | Joachim Schätz (Vienna)

14:00-16:00 Film Screening, (N.B. Cinema Mauritz)

16:00-16:30 Coffee

16:30-17:30 Panel II, Chair: Malin Wahlberg

- Public Relations and the Motion Picture Industry in the 1920s-1930s | Greg Waller (Bloomington)
- "Trade Follows The Film": Public Relations, Commerce, and Advertising Films, 1917-1927 | Martin Johnson (Chapel Hill)

17:45-19:15 Panel III, Chair: Trond Lundemo

- BBDO and Ethyl Gasoline Corporation's Radio-Television Sponsorship, 1925-57 | Cynthia B. Meyers (New York/Chicago) ONLINE
- "Bring the Magic Home": Revisiting the Radio Corporation of America's (RCA) SelectaVision Marketing Campaign | Matthew Ogonoski (Montréal) ONLINE
- Seeing like an Oil Company: British Petroleum's Public Relations Laboratory in Iraq | Mona Damluji (Santa Barbara) ONLINE

Friday, October 22, 2021

Venue

F-salen, Borgvägen 1, The Film House (Filmhuset), Stockholm.

10:30-12:00 Panel IV, Chair: Bo Florin

- Australia's 20th Century Energy Imaginary and Environmental Aesthetics | Belinda Smaill (Melbourne) ONLINE
- A New Flame In the Netherlands: Promoting Natural Gas by Company and State | Rudmer Canjels (independent researcher)
- "A Romantic Alliance between Two Enemies"? Contesting and Consensual Voices on Damming in Et fjellevener | Ole Johnny Fossås (Stockholm)

13:00-14:30 Panel V, Chair: Marina Dahlquist

- Romancing The Romance of Rubber: Exploring Cultures and Exploiting Resources in the Industrial Travelogues of the 1910s and 1920s | Martin L. Johnson (Chapel Hill)
- Governance as Public Relations: Films and other Media in the Service of National Infrastructure | Mats Björkin (Göteborg)
- The Constitution of the Ford Motion Picture Department and its Initial Production | Pedro Scofano de Almeida (Stockholm)

14:30-15:00 Coffee

15:00-16:00 Panel VI, Chair: Joel Frykholm

- American Tobacco and The Big Story: A Case Study in Public Relations | Peter Kovacs (Austin/Munich)
- Film Distribution as Public Relations | Greg Waller (Bloomington)

16:00 Concluding Remarks

Yvonne Zimmermann (Marburg)

Pre-registration

If you wish to attend any of the conference sessions please send a mail to our conference organizer, Professor Marina L. Dahlquist via e-mail: marina.l.dahlquist@ims.su.se.

Conference organizers:

Marina Dahlquist
Professor in Cinema Studies
Stockholm University, SWEDEN



Patrick Vonderau
Professor in Media and
Communication Studies
Martin Luther University Halle-
Wittenberg, GERMANY

