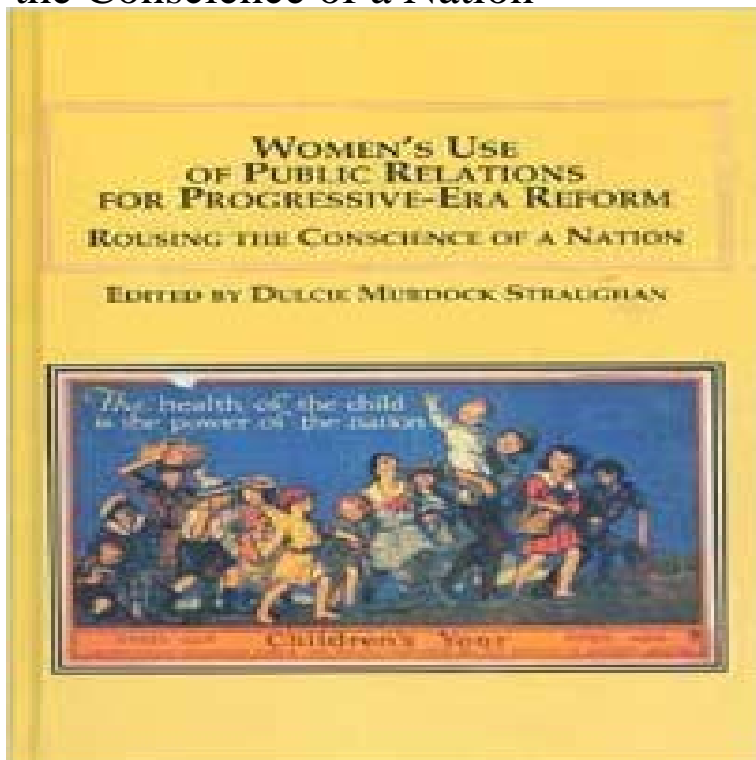


Womens Use of Public Relations for Progressive-era Reform: Rousing the Conscience of a Nation



This study examines the confluence of social, economic and political conditions that characterized the Progressive era in the United States, womens influence and actions to bring about social reforms at a time when they could not vote, and their use of public relations tactics designed to bring about reforms that they hoped would improve the lives of all Americans. This book explores womens use of public relations strategies and tactics in charitable and social service organizations, womens clubs and government agencies during the same time period that the nascent public relations profession was being used by businesses as a means to defend their status and to see support of the public by providing information about their operations more openly. This study also addresses the notion that women reformers tended to focus heavily on building relationship with individuals, groups and organizations to promote their causes.

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