



Ivy

Ledbetter

Lee

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Vocabulary

- **stringer** - внештатный корреспондент
- **authenticity** - аутентичность, достоверность, подлинность
- **Fuel Company** – топливная компания
- **mining** - промышленность
- **massacre** – резня
- **prompt** – быстрый, срочный
- **brain tumor** - опухоль головного мозга
- **to engage** – привлекать, увлекать, занимать, заинтересовывать
- **principal competitor** – главный конкурент
- **to credit** – 1. доверять, 2. приписывать
- **to despise** – презирать
- **on behalf of** – от лица, от имени



July 1877 – November 1934

Ivy Lee

is considered by some to be
the founder of modern public
relations.

Lee was born near Cedartown, Georgia on July 16, 1877. The son of a Methodist minister, Lee was a Princeton graduate and worked as a newspaper reporter and stringer at the World newspaper in New York City.

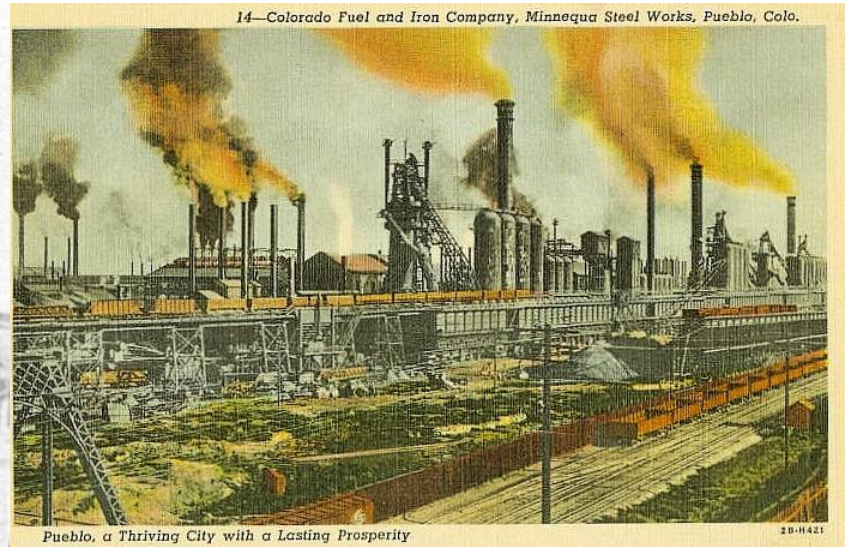
- He was a journalist at the New York American, the New York Times, and the New York World.
- He got his first job in 1903 as a publicity manager for the Citizens' Union.
- He later took a job with the Democratic National Committee.

Parker and Lee

Together with George Parker, he established the United States' third public relations firm, Parker and Lee, in 1905. The new agency boasted of "Accuracy, Authenticity, and Interest."

Most famous clients of *Parker and Lee*

- 1906 – Pennsylvania Railroad Company
- 1915 – Colorado Fuel & Iron Company



"Declaration of Principles"(1906)

“... Our plan is frankly, and openly, on behalf of business concerns and public institutions, to supply the press and public of the United States prompt and accurate information concerning subjects which it is of value and interest to the public to know about.”

Rockefeller family



In 1914 he was to enter public relations on a much larger scale when he was retained by **John D. Rockefeller** Jr to represent his family and Standard Oil, after the coal mining rebellion in Colorado known as the "Ludlow Massacre".

Many historians credit Lee with being the **originator of modern crisis communications.**

His principal competitor in the new public relations industry was Edward Bernays.



In 1919 he founded the public relations counseling office Ivy Lee & Associates.

"two-way street"
philosophy

Public relations, in which PR consists of helping clients listen as well as communicate messages to their publics.

In practice, however, Lee often engaged in one-way propagandizing on behalf of clients despised by the public. Shortly before his death in 1934, the US Congress had been investigating his work in Nazi Germany on behalf of the controversial company IG Farben.

Lee is considered to be the **father of the modern public relations.**

Ivy Lee died of a brain tumor on November 9, 1934, at the age of 57 years.

