



17<sup>th</sup> BledCom  
International Public  
Relations Research  
Symposium  
Lake Bled, Slovenia  
2 - 3 July 2010  
[www.bledcom.com](http://www.bledcom.com)



CALL FOR PAPERS  
GOVERNMENT COMMUNICATION

## BledCom Organising Committee:

**Dejan Verčič**

(University of Ljubljana, Pristop, Slovenia)

**Danny Moss**

(Manchester Metropolitan University, UK)

**Jon White**

(University of Birmingham, UK)

**Krishamurthy Sriramesh**

(Massey University, New Zealand)

## BledCom Programme Committee:

**Dejan Verčič**

(University of Ljubljana, Pristop, Slovenia)

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(Massey University, New Zealand)

**Ana Tkalac Verčič**

(University of Zagreb, Croatia)

**Nada Serajnik Sraka**

(Government Communication Office, Slovenia)



## BledCom Symposium

The primary mission of the international symposia that have been organized over the past 16 years under the aegis of BledCom, is to provide a venue for public relations scholars and practitioners from around the world to exchange ideas and perspectives about public relations practice in all its forms such as corporate communication, public affairs, reputation management, issues and crisis management, etc. Building from this history, BledCom seeks to help establish a state-of-the-art body of knowledge of the field with each annual symposium attempting to widen the horizons of the field by attracting current and new perspectives and state-of-the-art research from public relations and related disciplines.

Toward this end, every BledCom symposium seeks to offer a venue for practitioners and scholars to share their conceptual perspectives, empirical findings (adopting any/all methodologies), or case studies related to the field. As an international symposium, BledCom welcomes participation of scholars (including doctoral students) and practitioners from every region of the world so that we can help improve the public relations profession and theory-building to cope with a world that is globalizing rapidly.

The symposium is known for its relaxing, pleasant and above all informal atmosphere, where all the participants can engage in debate and discussions with colleagues who have similar interests, and of course, enjoy the delights of the beautiful Lake Bled setting.



## Call for Papers

**For** BledCom 2010 we invite conceptual and empirical papers addressing the communication & public relations activities of government and government agencies – at international, national, regional, and local levels. We are also interested in papers dealing with issues in the management of communication such as capacity building, e-government and e-governance, public diplomacy, and nation-building and national development.

Themes of interest to the conference include

- How does public relations contribute to policy-making, strategizing, and evaluation by government agencies?
- What is the role of public relations vis-a-vis public diplomacy?
- What contributions has public relations made, and public relations can make, toward developmental goals (political, social, and economic)?
- How can the communication departments of governments be structured for effective management of communication by government agencies?

We also welcome case studies relevant to the mentioned themes.



## Prizes for Best papers:

In addition to the 500 euro prize sponsored by the Institute for Public Relations (IPR), Bledcom will offer cash prizes for top papers beginning 2010.



## Deadlines:

1. 500 – 800 word abstracts are due no later than November 15, 2009.
2. Authors of accepted abstracts will be notified and asked to submit full papers (about 25 double-spaced pages long) no later than March 1, 2010.
3. Panel Proposals are due no later than March 1, 2010.

Abstracts and papers are to be submitted to [bledcom@pristop.si](mailto:bledcom@pristop.si).



## Bledcom Website

BledCom website [www.bledcom.com](http://www.bledcom.com) offers many relevant information regarding BledCom symposium. It is also the source of the most up-to-date information related to BledCom.



## Registration

In order to register, please visit the BledCom website at [www.bledcom.com/registration](http://www.bledcom.com/registration). Please note that the registration for BledCom 2010 starts in 2010.



## Newsletter

Sign up at [www.bledcom.com](http://www.bledcom.com) to receive the latest information about BledCom to your e-mail address.



## Accommodation And Travel Information

To find all relevant information regarding accommodation and travelling to Bled, please visit BledCom's website at [www.bledcom.com](http://www.bledcom.com).

For more information about:

- BledCom symposium visit:  
**[www.bledcom.com](http://www.bledcom.com)**
- Slovenia visit:  
**[www.slovenia-tourism.si](http://www.slovenia-tourism.si)**
- Bled visit:  
**[www.bled.si](http://www.bled.si)**
- flights to Slovenia visit:  
**[www.lju-airport.si](http://www.lju-airport.si) or [www.adria.si](http://www.adria.si)**





## History of the Bledcom Symposia

The aim of the BledCom Symposia is to provide a global forum for both academics and practitioners to explore the rapidly growing body of international research in the field of public relations and related applied communication disciplines, including corporate and marketing communication, public affairs and public relations, relationship and reputation management. In the past 16 years, over 1000 public relations experts - academics and practitioners from all over the world - attended the symposium.

So far, eight books were published as the direct result of the Bled presentations and discussions:



1. Krishnamurthy Sriramesh and Dejan Verčič, Eds. (2009) **The Global Public Relations Handbook: Theory, Research, and Practice. Expanded and Revised Edition.** New York and London: Routledge.



2. Betteke van Ruler, Ana Tkalac Verčič and Dejan Verčič, Eds. (2008): **Research and Evaluation.** London: Routledge



3. Betteke van Ruler and Dejan Verčič, Eds. (2004): **Public Relations and Communication Management in Europe: A nation-by-nation introduction to public relations theory and practice.** Berlin: Mouton de Gruyter.



4. Krishnamurthy Sriramesh and Dejan Verčič, Eds. (2003): **The Global Public Relations Handbook: Theory, Research, and Practice.** Mahwah, NJ: Lawrence Erlbaum Associates (new, enlarged edition in 2009 by Routledge, New York & London).



5. Krishnamurthy Sriramesh, Ed. (2004): **Public Relations in Asia: An Anthology.** Singapore: Thomson Learning Asia.



6. Bruce I. Newman and Dejan Verčič, Eds. (2002): **Communication of Politics: Cross-cultural theory building in the practice of public relations and political marketing.** New York: The Haworth Press.



7. Danny Moss, Dejan Verčič and Gary Warnaby, Eds. (2000): **Perspectives on Public Relations Research.** London: Routledge.



8. Danny Moss, Toby MacManus and Dejan Verčič, Eds. (1997): **Public Relations Research: An International Perspective.** London: International Thomson Business Press.

In addition, Bledcom papers have appeared in special issues of Journal of Communication Management, Journal of Political Marketing, Journal of Public Affairs and Public Relations Review.



## Previous Bledcom Symposia, Themes and Dates:

### 1<sup>st</sup> BledCom 1994

International Public Relations Research (8 - 11 July 1994)

### 2<sup>nd</sup> BledCom 1995

Public Relations: History,  
Contemporary Concept and Future (6 - 9 July 1995)

### 3<sup>rd</sup> BledCom 1996

Taking Public Relations into the Electronic Age (11 - 14 July 1996)

### 4<sup>th</sup> BledCom 1997

Managing Environmental Issues (11 - 13 July 1997)

### 5<sup>th</sup> BledCom 1998

Government Relations and Public Affairs (10 - 12 July 1998)

### 6<sup>th</sup> BledCom 1999

Innovation in Public Relations, Public Affairs and Corporate  
Communications Practice (2 - 3 July 1999)

### 7<sup>th</sup> BledCom 2000

Public Relations, Public Affairs and Corporate Communications in  
the New Millennium: The Future (7 - 8 July 2000)

### 8<sup>th</sup> BledCom 2001

Politics of Communication and Communication of Politics:  
Cross-Cultural Theory Building in the Practice of Public Relations  
and Political Marketing (6 - 7 July 2001)

### 9<sup>th</sup> BledCom 2002

The Status of Public Relations Knowledge in Europe  
and Around the World (4 - 7 July 2002)

### 10<sup>th</sup> BledCom 2003

Communication Management, Public Affairs and Public Relations:  
Building Trust and Equity (3 - 6 July 2003)

### 11<sup>th</sup> BledCom 2004

New Concepts and Technologies for Public Relations, Public  
Affairs and Corporate Communication (2 - 4 July 2004)

### 12<sup>th</sup> BledCom 2005

Public Relations Metrics: Evaluation and Measurement  
(1 - 3 July 2005)

### 13<sup>th</sup> BledCom 2006

Communicating Europe: Diversity, Social Cohesion and Social  
Integration in Europe and Elsewhere: the Contribution of Public  
Relations and Social Communication (7 - 9 July 2006)

### 14<sup>th</sup> BledCom 2007

The Impact of Globalization on Public Relations (6 - 8 July 2007)

### 15<sup>th</sup> BledCom 2008

Public Relations and Marketing: A Relationship for  
Re-examination? Public Relations Among the  
Functions of Management (4 - 5 July 2008)

### 16<sup>th</sup> BledCom 2009

Culture and Public Relations (3-4 July 2009)

## Organised by:

PRISTOP in cooperation with

University of Ljubljana, Faculty of Social Sciences,  
Department of Marketing and Public Relations

EUPRERA, European Public Relations and Research  
Association

PRSS, Public Relations Society of Slovenia

Institute for Public Relations

**PRISTOP**

