ABSTRACT

THEESIS: The PR of the U.K. Invasion: A Historical Case Study of the Beatles’ 1964 U.S. Tour

STUDENT: Richard J. Sadlier

DEGREE: Master of Arts

COLLEGE: Communication, Information, and Media

DATE: July 2012

PAGES: 50

This study examines the public relations efforts surrounding the popular music group the Beatles’ first United States tour in February of 1964. The evidence, acquired through the composition of a thorough case study of events, suggests that a combination of factors is responsible for their unprecedented international success: the group’s innate talent (both in terms of their craft and their ability to interact with key and intercessory publics); cultivation and maintenance of a specifically-designed image emphasizing their physical appearance, musicianship, wit, and working class background; understanding by the group’s management of the necessity of record label and major media support; the expert knowledge by said management of the media landscape, publicity opportunities, and a keen sense of appropriate timing by which significant publicity is attained.