

## **ABSTRACT**

**THESIS:** The PR of the U.K. Invasion: A Historical Case Study of the Beatles' 1964 U.S. Tour

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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.