



From the Frontline: The Extraordinary Life of Sir Basil Clarke

Richard Evans

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From the Frontline is the first biography of Sir Basil Clarke, the First World War newspaper correspondent and father of the UK's public relations industry. Clarke defied a ban on reporters by living as a 'outlaw' in Dunkirk during late 1914 and by the time he was forced to leave was one of only two remaining journalists near the Front. Later in the War he reported from the Battle of the Somme and caused a global scandal by accusing the Government of effectively 'feeding the Germans' by failing to properly enforce its naval blockade. Clarke became the UK's first public relations officer in 1917 and established the UK's first PR firm in 1924. His public relations career included leading British propoganda during the Irish War of Independence; the official response he wrote to Bloody Sunday in 1970 is still controversial today.

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