

# PRUPDATE

THE NEWS JOURNAL  
of the Public Relations Division  
of the Association for Education in  
Journalism & Mass Communication

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## Toronto

THE BRITISH purchased the land from the Mississauga Indians in 1788, and a settlement slowly grew around the waterfront area. Lt. Col. John Graves Simcoe established a military garrison and named the town York in honour of the Duke of York. It was renamed Toronto, the Huron word for "meeting place," when the city was incorporated in 1834 with a population close to 10,000. The University of Toronto opened its doors in 1843, and growth continued in spite of the great fires of 1849 and 1904.

Canada was born in 1867, and Toronto became the capital of the newly created province of Ontario. Between 1908 and 1915, arts and culture flourished with the establishment of the Toronto Symphony Orchestra, the Art Gallery of Ontario and the Royal Ontario Museum.

Toronto is now Canada's largest city, and its population of 4.2 million is the fifth largest in North America, exceeded by only Mexico City, Los Angeles, New York and Chicago.

Sixty percent of the U.S. population is less than an hour from Toronto by air. Forty airlines connect Toronto's two airports – Pearson International Airport (YYZ) and Toronto City Centre Airport (YTZ) – to the rest of the world. Pearson Airport is 27 kilometers (16 miles) from downtown and is accessible by public transit. City Centre Airport is on the Toronto Island and links to the city by shuttle. Nearest Canada-U.S. border crossings are at Niagara Falls, Fort Erie and Windsor.

U.S.-born citizens should carry a passport or a birth certificate plus photo I.D. Naturalized U.S. citizens need naturalization

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WOULD YOU BELIEVE it's only four months or so until Toronto? If you haven't checked out the spectacular Sheraton hotel facilities and setting, browse [www.sheratontoronto.com](http://www.sheratontoronto.com). The hotel is located in the heart of Toronto, close to the CN Tower, Chinatown and Kensington Market. For more information on the city itself, try the official site ([www.city.toronto.on.ca](http://www.city.toronto.on.ca)) or go to [www.toronto.com](http://www.toronto.com) and click on the T.O. Fact Sheet at the bottom of the page.

But in the midst of all the great shopping, dining and sightseeing opportunities, don't forget the conference! Not only has Vice Head Teresa Mastin assembled a great program, there are plenty of opportunities to get involved. At 477 members, public relations is the third largest division of AEJMC. While that number is impressive, it also means it's easy to get lost in the crowd or feel a little overwhelmed. But getting involved is easy. Participate in the Buddy Program, which pairs old hands with new faculty and graduate students. Come to the social and make a point of introducing yourself to at least three people you don't know. Come to the incoming executive meeting and find out that the mysterious inner workings of the division really aren't all that mysterious after all.

One item of business that will be taken up by the Council of Divisions at this year's meeting is how to reallocate programming chips. Currently, each division receives seven chips and each interest group receives 3.5 chips, which are then "spent" to reserve programming time. That's how all those time grid slots get programmed for the conference. But with new interest groups coming on board, there are no longer enough chips to go around – too many groups, too few slots on the grid. As head of the task force charged with coming up with ways to redistribute chips, and thus programming rights, I'm asking you for your suggestions. How can we equitably distribute programming rights among all the new divisions and interest groups? Any and all ideas are welcome. Send them to me at [pcurtin@email.unc.edu](mailto:pcurtin@email.unc.edu). I look forward to hearing from you.

### HEAD word

Patricia A. Curtin

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TUESDAY, AUGUST 3

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5:30-6:45 p.m. Pre-convention Informal Dinner

7:15-9:30 p.m. Pre-convention Teaching Session

**“Distance Learning – or  
Distance from Learning?”**

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WEDNESDAY, AUGUST 4

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8:15 a.m. PRD Refereed Research Session

10:00 a.m. Teaching Panel

**“Meeting Needs to Globalize  
Curriculum in Science and Health”**  
co-sponsored with Science Communication

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**PRE-CONVENTION**

With the Internet, Satellite links, teleconferencing and other virtual learning methods, no one can deny that distance education is here to stay. But like any innovation in teaching, online delivery of public relations courses raises a series of important questions. We have brought together varying perspectives to discuss distance learning issues as they relate to public relations education.

Panelist **Patricia Parsons**, associate professor, Department of Public Relations at Mount Saint Vincent University, Halifax, Nova Scotia, believes in the need for a shift in the pedagogical paradigm for a virtual classroom to work in public relations education. She will relate her own experience that began with a (somewhat misguided) belief that students need to face her in the classroom to get the most from their educational experience. She will argue that a new paradigm leads to more creative approaches: the virtual classroom paradigm can inform traditional classroom approaches (an unexpected bonus) while it opens the instructor’s mind and ignites creativity.

**Lisa Fall**, assistant professor, School of Advertising and Public Relations at the University of Tennessee, has plenty of experience teaching in the virtual classroom and she will provide a troubleshooting guide for online instructors – techniques that have been well-received by adult learners – and those which have not. She will demonstrate how two-way interaction and discussion forums can be incorporated into distance learning and will provide a summary of her top 10 do's and don'ts of online instruction.

The virtual classroom instructor requires plenty of support and the panel is pleased to have **Jeremy T. Bond**, coordinator of multimedia and online courses at Central Michigan University, who will focus on the need for customized support structures for online learners, as well as the logistics of creating, maintaining and updating these systems. He will address staffing strategies, course management systems and supporting demands with expanding enrollments.

What do the students say about online learning? **Major Erich W. Randall**, U.S. Army Infantry, strategic planner and strategic communicator, United States Central Command, earned his entire master’s degree online. He will argue that online courses are often actually more difficult to succeed in than traditional classrooms. Randall suggests that the onus is on the student to be successful but the professor is the critical link. The student must be a self-starter, but the instructor needs to be able to excel in written communication – getting his or her point across without the nonverbal cues and the immediate feedback available in the classroom environment.

**Judith Scrimger**, associate professor, Department of Public Relations at Mount Saint Vincent University, is coordinating and moderating the program. “Our intention is to make this panel a provocative starting point for a lively discussion of virtual public relations education. Whether you are just considering teaching a course online or have been a pioneer in distance education, we are hoping the discussion will open up some new ways of thinking about public relations education.”

Prior to the program, we are planning an off-site social for anyone who would like to participate. Lisa Fall will post an informal RSVP on the PRD listserv in mid-July to get a tentative head count for the restaurant. If you have any questions, please contact either Judy Scrimger ([judith.scrimger@msvu.ca](mailto:judith.scrimger@msvu.ca)) or Lisa Fall ([lfall@utk.edu](mailto:lfall@utk.edu)).

We hope you’ll try to join us. Just think – arriving a day early to attend this special program gives you an added excuse to spend more time enjoying the spectacular Canadian host city!

11:45 a.m. PRD Refereed Research Session

1:30 p.m. PF&R Panel

**“Public Relations and the Problem of Positioning Companies in Foreign Nations: Conflicting Loyalties?”**

co-sponsored with Media Ethics

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THURSDAY, AUGUST 5

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8:15 a.m. PRD Poster Research Session

11:45 a.m. PF&R Panel

**“How Countries Managed Their National Reputation in the Face of Crises”**

co-sponsored with Science Communication

*Presiding/Moderating:* Margot Opdycke Lamme, University of Florida

*Panelists:*

John Bozzo, executive director, Ontario Ministry of Health and Long Term Care, Communications and Information Branch

Ann R. Carden, State University of New York College - Fredonia

Lisa T. Fall, University of Tennessee

Jacques Rivard, journalist, CBC/Vancouver  
Steven S. Ross, Columbia University

1:30 p.m. PRD Scholar-to-Scholar Research Session

3:15 p.m. Teaching Panel

**“Thoroughly Modern Assessment: An Overview of Creative Approaches to Evaluating Student Interns”**

co-sponsored with Internships & Careers

5:00 p.m. Outgoing PRD Executive Meeting

6:45 p.m. PRD Social

8:30 p.m. PRD Members' Meeting

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FRIDAY, AUGUST 6

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7:00 a.m. Incoming PRD Executive Meeting

8:15 a.m. Teaching Panel

**“Small Towns with Big Time PR Action: Creating Experiential Learning Opportunities”**

co-sponsored with Internships & Careers

*Presiding/Moderating:* Katie Milo

11:45 a.m. Bill Adams/Edelman Luncheon (offsite)

1:30 p.m. Past Heads Meeting (offsite)

3:15 p.m. PRD Refereed Research Session

5:00 p.m. PF&R Panel

**“How to Get Your Book Published”**

co-sponsored with History

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SATURDAY, AUGUST 7

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8:15 a.m. PRD Refereed Research Session

10:00 a.m. Teaching Panel

**“Ethics Courses: What's Their Real Value?”**

co-sponsored with Media Ethics

*Presiding/Moderating:* Kathy R. Fitzpatrick, DePaul University

*Panelists:*

“Effects of a Media Ethics Course on Students' Ethical Decision-making Abilities,” Lee Anne Peck, University of Northern Colorado

“Young Professionals' Assessment of Ethics Training,” Kristie Bunton, University of St. Thomas, and Kendra Gale, University of Colorado

“The Real World v. The Classroom: Student Feedback,” Kevin Stoker, Brigham Young University

11:45 a.m. PRD Refereed Research Session

1:30 p.m. PF&R Panel

**“Branding vs. Corporate Identity”**

sponsored by PRD

*Presiding/Moderating:* Ken Plowman, Brigham Young University

*Panelists:*

Jim Grunig, University of Maryland  
Sandra Moriarity, University of Denver  
Don Schulz, Northwestern University

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**CONVENTION  
agenda**

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VICE HEAD and  
PROGRAMS CHAIR

**Teresa Mastin**

Michigan State University  
mastinte@msu.edu

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**Southeast Colloquium Panel Addresses Teaching Challenge**

PRD co-sponsored a panel discussion at the Southeast Colloquium in Tampa, Florida, about evaluation techniques in collaborative learning environments. The panel was held in conjunction with the Mass Communication and Society Division.

“Evaluating the Individual, Teaching the Group: Educating Students Using Team Reporting and Collaborative Student Projects” offered peer suggestions and discussion about teaching and evaluating project work for students in public relations, advertising, print and broadcast news, and converging media.

Panelists were Terry Adams, Barry University, Florida; Tim Bajkiewicz, University of South Florida-Tampa; Kenn Gaither, University of North Carolina-Chapel Hill; and Dana Rosengard, University of Memphis, Tennessee. Lois Boynton, University of North Carolina-Chapel Hill, served as moderator.

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PRD members interested in serving in a leadership position are urged to attend the incoming executive meeting at 7 a.m. on Friday, August 6.

DEADLINES	SUMMER ISSUE <b>May 15</b>	WINTER ISSUE <b>January 1</b>
	FALL ISSUE <b>September 1</b>	SPRING ISSUE <b>March 15</b>
	PANEL PROPOSALS <b>October 1</b>	CONVENTION PAPERS <b>April 1</b>



# inSitu RESEARCH

## And in the Red Corner . . .

**Danny Moss**

Principal Lecturer

Centre for Corporate and Public Affairs • Manchester (England) Metropolitan University

The globalization of public relations research has been the subject of conferences and special issues of academic journals, but Danny Moss, based in the United Kingdom, suggests that until we help create a more level playing field, academicians in English-speaking countries may well have trouble learning the lessons that other cultures have to teach us.

**William Thompson**

Louisville University  
LocusMedia@aol.com

The Public Relations Division's in situ research provides a forum for us to share and refine ideas and to discover collaborators. If you would like to write an in situ research note of 300-500 words, or if you would like to comment on a topic previously published in this forum, please contact in situ editor William Thompson.

AS A UK ACADEMIC, it is perhaps a little ironic to contribute to a recent International Public Relations Research conference paper on the theme of international journal reviewing and editorial policy. Indeed, it has been a sobering experience to reflect, as a journal editor and reviewer myself, on my own country's editorial policy and reviewing decisions with regard to submissions from authors from non-English-speaking countries. While there may be no explicit intended bias against such works, the evidence tells a tale – in general, fewer such submissions are accepted for publication by reviewers.

Research for this conference paper revealed, perhaps not surprisingly, that over 90 percent of editorial board members on most major U.S.-based journals, publications that consider themselves “international journals,” are drawn from academics based at U.S. universities. Moreover, the overwhelming majority of leading academic journals are published in English, which understandably is likely to militate against contributors from non-English-speaking countries being published. So, even though I'm not a U.S.-based scholar, I still find myself in the English-speaking corner.

This pilot study of a small number of communication journals, conducted with Barbara DeSanto and William Thompson, highlighted the inherent barriers that international scholars encounter in publishing their research, ranging from the simple to the systemic. International scholars often don't have the technological resources, ranging from copying machines to computers, to meet a Western journal's guidelines for submissions. Western orientations toward quantitative research may not appear appropriate to study social issues international scholars feel are important. And the dominance of the so-called “Old Referees' Network” of interlocked scholars trained in one academic tradition may further weaken our receptiveness to new ideas. In the face of such barriers, it is perhaps not surprising that internationally submitted articles may have a relatively low publication rate in the leading communication journals.

Should academic publishing, at least in principle, be a level playing field? Intuitively, one would expect that most right-thinking people would answer “yes.” Yet little has been done to address the institutionalized barriers, or perhaps even the personal barriers, to broader international publication within our leading journals. At the very least, as a reviewer, I admit to being guilty to some degree of prejudice in judging what may be the far-from-grammatically-perfect work of authors from non-English-speaking countries. I would anticipate many other honest reviewers would acknowledge the same bias.

However, this is not to say that we can solve the problem by adopting double standards for reviewing and critiquing international paper submissions. Perhaps we may need to encourage the development of more indigenous refereed journals in non-English-speaking regions and facilitate the English translation of articles that pass through the quality threshold for such indigenous journals.

One thing does seem clear: If the leading communication journals are to be truly international in their scope, we must address the issue of providing a suitable platform for, and capitalizing on, the intellectual potential of academics and practitioners based in the non-native English-speaking regions of the world.

So I suggest it is perhaps time to “take off the gloves” and look at how we try to make international journal publication more of a level playing field for those not in the English-speaking “corner.”

IF YOU ARE a student conducting research in international public relations, you could be eligible to apply for the 2004-05 Roschwalb Award of \$250. Be sure to visit the AEJMC PRD website for more information: <http://lamar.colostate.edu/~aejmcpr/roschwalbinfo.htm>. Of the seven previous recipients, six were graduate students and one was an

## APRIL 16 roschwalb

ROSCHWALB CO-CHAIRS

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undergraduate student. Those who have applied in the past but were not selected are urged to reapply by the April 16 deadline.

Lawrence Erlbaum Associates, Inc. has generously agreed to support the fund so it can continue to grow. If you would like to join Erlbaum and your fellow PRD members in supporting the fund,

click on "Donor Information" on the webpage.

The award was established in memory of Susanne A. Roschwalb, an associate professor at American University and active member of the PRD until her death in 1996 at age 56 from complications related to breast cancer.

A FEW DAYS in Cape Girardeau, Missouri, in the Ozark Mountains between St. Louis and Memphis on the Mississippi River, can provide an enriching

## GUEST lecturers

**Susan Gonders**

Southeast Missouri State University  
[SGonders@yahoo.com](mailto:SGonders@yahoo.com)

professional development opportunity for both students and guest lecturers. The public relations program at Southeast Missouri State University offers a menu of one-credit special topics courses that are typically presented

by guest lecturers in 15 contact hours between Friday afternoon and Sunday noon.

Previous topics have included organizational relations with Lu Hollander of Texas, international public relations with Drs. Barbara and John DeSanto of North Carolina-Charlotte, sports promotion with Greg Phillips of Fox Sports, Free TV Publicity with Jeff Crilley of Fox News, political communications with Ofield Dukes of Washington, D.C., and crisis management with Richard Long of Brigham Young. Upcoming sessions are planned on PR writing with William Thompson of Louisville and corporate communications with Mary Beth West of Knoxville. Also planned are courses in fundraising and direct mail.

Interested professionals and academicians are urged to submit topic ideas to Susan Gonders ([SGonders@yahoo.com](mailto:SGonders@yahoo.com)) for short courses to be presented in the spring and summer of 2005. Guest lecturers must provide their own transportation, but they will receive \$700 in compensation. Of particular interest are ethics and skills courses.

CONTINUED FROM PAGE 1

# Toronto

certificates with photo I.D. Permanent U.S. residents who are not citizens need an alien registration card. In general, passports are required for travelers from other countries.

Toronto is easy to navigate with the TTC public transit system that includes subways, buses and "red rocket" streetcars. A single fare will take you anywhere in the city on a one-way trip. You can freely transfer between subway, streetcar and bus, but make sure you obtain a transfer when and where you pay your fare. TTC day passes are also available.

Go Transit is Ontario's inter-regional bus and train service. It links Toronto with outlying areas. Go trains and buses depart from Toronto's Union Station at regular intervals throughout the day.

Toronto's streets follow a basic grid pattern and are easy to navigate, although some of the one-way streets can be confusing. The city's "rush hours" are 7-9 a.m. and 4-6 p.m. Parking on most downtown streets is limited to specific times of day and often requires a ticket that can be purchased at one of the machines located along the streets. City-owned public parking lots are indicated by a large "P" in a green circle.

Taxi fares are standard, metered and non-negotiable. Take note of the Passengers Bill of Rights posted on the back of the driver's seat. Refuse to ride in a taxi without an operational meter. A tip of 10-15 percent is customary for acceptable service. A 15-percent tip is also expected for haircuts, shoeshines and restaurant service. Note that some restaurants automatically add this gratuity to the pre-tax bill when serving large groups.

PATH is downtown Toronto's underground walkway linking 27 kilometers (16 miles) of subterranean shopping, services and entertainment. Follow the brightly coloured PATH signs to reach your downtown destination in weatherproof comfort.

Banks, liquor stores and government offices are closed on holidays, including Toronto's August 2 civic holiday. Canada's favourable rate of exchange means the U.S. dollar goes 30

percent or more further with every purchase. The currency is the Canadian dollar. For denominations under five dollars, coins are used, including the one-dollar "Loonie" and the two-dollar "Two-nie." U.S. dollars are accepted everywhere in Toronto, although change from transactions will be given in Canadian currency and exchange rates will differ with each merchant. ATM cash machines are located in most banks, hotels and shopping malls, and currency exchange is available at banks and kiosks throughout the city, as well as in the airports. Traveler's cheques and credit cards are accepted at most but not all major retailers.

The Goods and Services Tax (GST) of seven percent is charged on most goods and services sold in Canada, and Ontario's Provincial Sales Tax (PST) is eight percent. The good news is that foreign visitors to Canada can apply for a rebate on the GST that is paid on up to 30

nights of lodging and on goods purchased in Canada and exported within 60 days of purchase. So be sure to keep your receipts and have them validated by Canada Customs at the airport or border crossing when you leave. For more information about the visitors' tax refund and to obtain an application, call 1-800-668-4748 within Canada or 1-902-432-5608 from outside Canada.

Every 30 days, returning U.S. citizens are allowed to bring back \$400 (retail value) in merchandise duty-free, provided they have been out of the U.S. for 48 hours. If the length of the stay is less than 48 hours, \$200 in merchandise may be taken back to the U.S. duty-free. Not permitted are Cuban or Iranian products, fruits and vegetables, and uncooked grains. Goods bought in Canada but manufactured in the U.S. are duty-free and not included in the basic exemption, as are handmade arts and crafts with a purchase receipt.

GETTING INVOLVED in the Public Relations Division's convention Buddy Program is now more valuable than ever.

The Buddy Program connects graduate students with public relations professors based on academic and nonacademic areas of interests. To encourage more participation by faculty and graduate students, a prize will be awarded to the PRD member who successfully recruits the most student and/or faculty Buddy Program participants.

"Recruiters" – who can be faculty or graduate students – are asked to send a list of their prospects to Lois Boynton ([lboynton@email.unc.edu](mailto:lboynton@email.unc.edu)). The list will be compared to the list of participants to determine who takes home the coveted prize.

Graduate students and PRD faculty are invited to participate in this year's Buddy Program at the national conference in Toronto. There was a small but quite powerful group of participants last year, and we look forward to pairing even more graduate students and faculty this year.

In its seventh year, the Buddy Program is a great opportunity for PR faculty to mentor graduate students and a chance to meet up-and-coming peers. For graduate students, this is a fabulous opportunity to get the inside scoop about jobs, meet professors with similar research interests, exchange teaching ideas, learn how to balance teaching and research interests or meet a textbook author. And for graduate students about to hit the job market, this is a great networking opportunity.

The Buddy Program is informal. Graduate students, all you need to do is meet with your faculty "buddy," perhaps over coffee or cocktails or even

between program sessions. Your faculty buddy could become a valuable mentor as you continue your graduate education in public relations. And for professors, the Buddy Program is a great way to get involved in the PR Division and meet AEJMC members.

To participate, send an e-mail to Boynton with the following information:

- your name and status (graduate student or faculty)
- School affiliation
- Summer e-mail, mailing address and telephone
- List of three areas of academic interest in the field of PR
- List of three areas of interest outside of public relations
- List of three areas of non-academic interests (hobbies and leisure activities)

You'll receive an e-mail a few weeks before the conference with your buddy's name, e-mail address and areas of interests.

Before heading to the conference in Toronto, you may drop your buddy an e-mail to introduce yourself and arrange a time to meet, or you can call your buddy during the conference and make arrangements to meet then. Graduate students should consider bringing their vitas and lots of questions. Faculty should bring their experiences and advice.

If you have any questions about the Buddy Program, please contact members of the Graduate Liaison Committee.

## **BUDDY competition**

GRADUATE LIAISON COMMITTEE

**Lori Boyer**

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# Southeast

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A SEARCH COMMITTEE is now accepting applications for editor of the *Journal of Public Relations Research*, the official journal of the Public Relations Division of AEJMC. The term of the editorship runs January 2006-December 2008, and the new editor will begin reviewing articles in January 2005.

The editor works in close partnership with the editorial board members, PR Division officers and Lawrence Erlbaum Associates. The new editor should be committed to rigorous scholarship and have a strong academic record and ability to coordinate

and manage projects as well as a track record for meeting deadlines.

PRD members interested in the position should provide evidence of experience and ability to edit and produce four issues annually. The editor's institution must agree to provide administrative support, which at a minimum will include postage and other incidentals

to usher manuscripts through the review process, and optimally would include administrative time (usually in the form of a graduate assistant) and office space. The editor will also receive a stipend from the publisher. Applicants should send a letter outlining the reasons for seeking the editorship, describing how their experience, skills and interests make them an appropriate candidate. In addition, they should send a current CV and a letter from their institutions assuring administrative support.

A member of the search committee will make their recommendation for the new editor at the PRD business meeting in Toronto.

Applications should be mailed in time to reach Linda Bathgate ([Linda.Bathgate@erlbaum.com](mailto:Linda.Bathgate@erlbaum.com)) no later than July 1 at Lawrence Erlbaum Associates, Inc., 10 Industrial Ave., Mahwah, NJ 07430-2262, 201.258.2253, fax 201.236.0072. For more information, visit the publisher's webpage: [www.erlbaum.com](http://www.erlbaum.com).

## call for editor

**Journal of Public Relations Research**