

# PR UPDATE

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AUGUST 9-13

San Antonio

MARRIOTT RIVERCENTER  
2005 AEJMC CONVENTION

San Antonio, here we come! This year's conference site is particularly family friendly, and this year's programming truly has something for everyone.

Vice Head Chuck Lubbers excelled at the mammoth task of managing all the programming, which is designed to (1) update you on current research, (2) provide you with an opportunity to participate in timely professional freedom and responsibility conversations, and (3) send you away with teaching tips and tools that can be of immediate use. Thanks in part to the wonderful panel ideas submitted by you all, Chuck was able to put together some of the most impressive programming the Division has featured in several years.

Michael Parkinson, Texas Tech, and Tom Kelleher, North Carolina-Chapel Hill, did an outstanding job of coordinating the judging process of the 94 research and teaching papers submitted. This year's top papers feature excellent public relations research that in many instances blend research, professional freedom and responsibility, and teaching. Top open paper category winner Kathy Fitzpatrick, DePaul, addresses the legal implications of IMC; another top paper winner, Charles Marsh, Kansas, tackles the syllogism of apologia: rhetorical stasis theory and crisis communication; and top student paper category winner Trent Seltzer, Florida, considers the dialogic potential of weblogs in relationship building. Top teaching paper category winners Robert S. Pritchard, Vincent F. Filak and Lindsay L. Beach, Ball State, examine the role of self-determination theory in the context of building a stronger PRSSA chapter. This brief overview is a mere sampling of the smorgasbord of programming.

Thinking ahead to next year, why not make a mental note to commit to being a judge for papers submitted for the 2006 conference in San Francisco? Thanks to the efforts of Mike and Tom, we had a record number of judges this year, 75 as compared to 45 last year. However, because of the volume of papers submitted, we needed 90 judges if each person is to read no more than three papers. The time during which submissions have to be judged is one of the busiest of the semester, but the job has to be done. Try to think of the arrival of your papers as a break from the normal semester grind that gives you a chance to catch up on some of the latest public relations research.

The Public Relations Division continues to be the third largest AEJMC division. It has been a wonderful learning experience for me to serve as the head of the Division this year. As I find is often the case in my life experiences, just when I begin to have enough knowledge and know how to be of value, the gig is up. Fortunately, I'll continue to be around. The Division's structure is set

up to enable individuals interested in leadership positions to be in the pipeline several years before and after becoming Division head. I have been involved with AEJMC since graduate school when I was a recipient of the Inez Kaiser Award. Since that time, various individuals have made a concerted effort to welcome me into the Division in part because I am an African-American female as the Division is committed to increasing diversity participation, but also because of my genuine desire to be of service to AEJMC in general and the Division in particular. Each year that I have been involved with the Division, it has become more inclusive. I strongly encourage each of you to become more involved. Participating in the Division leadership is an excellent way to both hone your skills and to be instrumental in enacting goals designed to strengthen the profession.

Of course, becoming more involved is not quite that simple. I learned a great deal while talking with many of you this year. Many of you would like to be more involved but challenges discourage a higher level of participation. Some of the most frequently mentioned challenges are departmental budget cuts, the need to attend the conference from beginning to end the more involved you become, the timing and cost of the winter meeting, and major AEJMC deadlines corresponding with the busiest times of the semester. We are in conversation with AEJMC leadership about these concerns.

Throughout my PRD experiences to date, but especially during my time as vice head and head, Susan Gonders has been a godsend. I'm convinced that she never sleeps. No matter what I ask, no matter when I ask, she's there with the answer. Susan Gonders is the personification of the Division's institutional memory. I also could not have survived my tenure without the help of Pat Curtin, William Thompson, Chuck Lubbers and Bonita Neff.

Finally, my PRD responsibilities during the conference this year are relatively light. It is Chuck who will have virtually no sleep. So let's all make sure he never has to buy his own coffee. I on the other hand, look forward to spending some quality time with you all. So if you have the time and the desire to join me for a conversation that lasts for more than 30 seconds, let's share refreshments or talk a walk along the river.

Don't forget to check the PRD Website, <http://lamar.colostate.edu/~aejmcpr/>, periodically throughout the summer for any last-minute updates.

HEAD  
word

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**THE ALAMO** – 17th-century Native Americans called the area “Yanaguana,” which means “refreshing waters” or “clear waters.” Spanish explorers and missionaries who happened upon the river on the feast day of St. Anthony in 1691 named it “San Antonio.” The city was later founded when Father Antonio Olivares established the Mission San Antonio de Valero in 1718. The mission closed in 1793, and a Spanish cavalry unit from Alamo de Parras, Mexico, quartered there in 1803. “Alamo” means cottonwood.

Mexico won independence from Spain in 1821 and claimed all the land that Spain had owned, including Texas, which was opened to colonization. General Antonio Lopez de Santa Anna was elected president in 1833 and soon became a dictator with high taxes and harsh laws. Colonists

began to threaten revolt by 1835. Santa Anna sent his brother-in-law, General Martin de Cos, to reinforce the Alamo, but the 1,100 Mexican soldiers were defeated by a force of 400 Texans. A vengeful Santa Anna led an army of 4,000 in a 13-day

battle that began February 23, 1836. Colonel Jim Bowie led the 189 defenders, including William Travis and Davy Crockett, who perished when Santa Anna’s troops stormed the Alamo at 5:00 a.m. March 6. Of Santa Anna’s troops, nearly 600 died.

On April 21, fewer than 800 Texans led by General Sam Houston defeated 1,500 Mexican troops at San Jacinto. Within a matter of minutes, 630 Mexicans died, at a cost of the lives of nine Texans. Santa Anna was captured, and the Republic of Texas was born.

Texas was an independent nation for nearly a decade before being annexed to the U.S. on December 29, 1845. The Alamo is now a shrine and a museum in downtown San Antonio. Admission is free and donations are accepted (210/225.1391, ext. 34, [www.thealamo.org](http://www.thealamo.org)).

The IMAX Theatre at Rivercenter presents a 45-minute docudrama about the Alamo. Admission ranges from \$4.75 to \$8.95 (800/354.4629, 210/247.4629, [www.imax-sa.com](http://www.imax-sa.com)).

**HISTORIC SITES** – The Visitor Information Center (800/447.3372) is across the street from the Alamo. Mission Trails (210/534.8833, [www.nps.gov/saan](http://www.nps.gov/saan)) features the greatest concentration of Catholic missions in North America, including the 18th-century missions of Concepcion, San Jose, San Juan and Espada.

Settled by German merchants, the 25-block King William Historic Area on the south bank of the San Antonio River downtown was the most elegant residential area in the city in the late 19th century. Admission to the Guenther House, built in 1860, is free. The Steves Homestead Museum includes a two-story carriage house built in 1875, a three-story Victorian French home built in 1876, and the one-story River House with the first natatorium (inside swimming pool) in San Antonio. Admission is \$3 and free for children under 12 (210/227.9160). Also among the downtown sites

are the Spanish Governor’s Palace (1749), which was the seat of government when San Antonio was the capital of the Spanish province of Texas; La Villita, an arts and crafts community that was originally a settlement for Spanish soldiers and their families; San Fernando Cathedral (1731); Jose Antonio Navarro State Historical Park; and El Mercado (Market Square), patterned after an authentic Mexican market with food booths and mariachi music.

Northeast of downtown lies Fort Sam Houston, training site of the Buffalo Soldiers, the African-American cavalry fighters who fought on the Western frontier. Today it is headquarters for the Fifth U.S. Army and the Army Medical Department Museum.

**RIVER WALK** – Twenty feet below downtown is the Paseo del Rio, better known as the “River Walk,” paths that border both sides of the San Antonio River for about three miles. Along the way are parks, sidewalk cafes, boutiques and nightclubs. Rio San Antonio Cruises (800/417.4139, 210/244.5700, [www.sarivercruise.com](http://www.sarivercruise.com)) provide on-board dining or just floating sightseeing. A 40-minute historical tour costs \$6.50 for adults and \$1.50 for children under 5. River taxis also deliver passengers to Rivercenter, a three-level dining, shopping and entertainment complex. Taxi passes cost \$3.50 for one way, \$10 for all day or \$25 for three days.

**TRANSPORTATION** – The convention hotel is only eight miles south of the airport. SATRANS Airport Shuttle (800/868,7707, 210/281.9900, [www.saairportshuttle.com](http://www.saairportshuttle.com)) costs \$12 one-way or \$22 round-trip for service between the airport and downtown hotels. A taxi (210/444.222, [www.sanantoniotaxis.com](http://www.sanantoniotaxis.com)) costs about \$15-20 plus tip, but there is no extra charge for additional passengers. Mini-vans can transport up to seven passengers downtown for about \$15 per trip.

The VIA Streetcar is an open-air reproduction of the rail streetcars that traversed the streets of San Antonio 50 years ago. From the downtown station on Convention Plaza, four routes go to the Alamo and other sites, including Brackenridge Park, for a fare of 80 cents. A monthly pass costs \$10.

Two services provide carriage rides: Lone Star Carriage (210/533.3977) and Yellow Rose Carriage (210/225.6490, [www.yellowrosecarriage.com](http://www.yellowrosecarriage.com)). Or how about an Incredible Journeys hot air balloon ride (210/349.6991, [www.ballooningsa.com](http://www.ballooningsa.com))?

**LODGING** – The four-diamond Marriott Riverwalk (note that “River Walk” is sometimes two words and sometimes one word) has a fitness center and an indoor/outdoor connecting swimming pool. Separate children’s pools are available indoors and outdoors. For a non-refundable sanitation fee, even pets are welcome at the Marriott. High-speed Internet access is \$9.95 per day wired in guest rooms and wireless in public areas and meeting rooms. On-site parking is \$17 per day; valet parking is \$23. Check-in time is 4:00 p.m. and checkout time is at noon.

*San Antonio*  
guide

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AEJMC registrants can stay at the Marriott Riverwalk (210/224.4555) or the Marriott Rivercenter (210/223.1000) for less than half the regular rates: \$144 single, \$167 double, \$187 triple or \$207 quad. Graduate students can stay at the Marriott Rivercenter for only \$95. Reservations in either hotel can be made by telephone (800/648.4462), or online ([www.stayatmarriott.com/AEJMC2005/](http://www.stayatmarriott.com/AEJMC2005/)).

The Cactus Flower Cafe in the Marriott serves three meals of traditional and Southwestern fare. Nearby are the Market Street Deli (French bistro) and the Oak Tree Terrace (outdoor dining). Boudro's on the Riverwalk is open only for lunch and dinner, and JW's Steakhouse serves only dinner.

**ENTERTAINMENT** – Winner of the “Best Attraction” award from the Downtown Alliance is the Buckhorn Saloon and Museum ([www.BuckhornMuseum.com](http://www.BuckhornMuseum.com)).

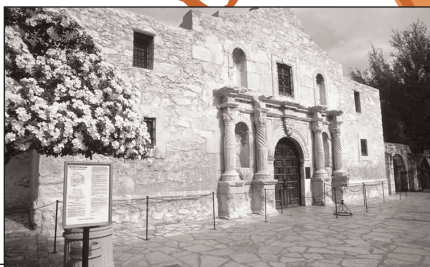
The Witte Museum, located in the 433-acre Brackenridge Park refuge, offers permanent exhibits of dinosaur skeletons, cave drawings and even some live animals (210/357.1866, [www.witemuseum.org](http://www.witemuseum.org)). Also in Brackenridge is the 35-acre San Antonio Zoo ([www.sa.zoo.org](http://www.sa.zoo.org)). Among the zoo's 3,000 animals is the only American exhibit of the endangered whooping crane. Admission to the 33-acre Botanical Garden varies from \$3 to \$6 (210/207.3255, [www.sabot.org](http://www.sabot.org)).

The San Antonio Children's Museum (210/214.4453, [www.sakids.org](http://www.sakids.org)) features interactive educational play, including a miniature version of the city; admission is \$5.95. Scheduled train rides cost \$4 per adult, \$2 per child or \$10 per family at the Texas Transportation Museum (210/490.3554). Natural Bridge Caverns can be visited on a 75-minute tour (210/651.6101, [www.naturalbridgecaverns.com](http://www.naturalbridgecaverns.com)). At the Natural Bridge Wildlife Ranch, hundreds of animals from all over the world roam freely. Complimentary feed entices the animals for close encounters. Admission is \$13.50 for adults and \$6.50 for children under 12 (830/438.7400, [www.nbwildlife.ranchtx.com](http://www.nbwildlife.ranchtx.com)). Kids also like Milam Park across from Market Square and the Downtown All-Around Playground at HemisFair.

Louis Tusaud's Plaza Wax Museum and Ripley's Believe It or Not! are across the street from Alamo Plaza. Admission ranges from \$5.95 to \$16.95 (210/224.9299, [www.plazawax.museum.com](http://www.plazawax.museum.com)).

SeaWorld San Antonio is the world's largest marine life adventure park ([www.seaworld.com](http://www.seaworld.com)), and Six Flags Fiesta Texas includes a waterpark. Six Flags is created around four themed areas: the Mexican town of Los Festivals, the German village of Spassburg, the 1920 cowboy town of Crackaxle Canyon, and the Texas town of Rockville during the golden age of rock 'n' roll.

San Antonio is one of *American Style* magazine's Top 25 Arts Cities in the U.S. The McNay Art Museum (210/824.5368) is housed in a Mediterranean-style mansion, and the



San Antonio Museum of Art (210/978.8158) is in the castle-like former home of Lone Star Brewery. The Guadalupe Cultural Arts Center provides a venue for Hispanic literature, dance, music and drama. The Carver Community Cultural Center presents performing artists from around the world, with an accent on African-American artists. Information for arts and cultural events is available through 210/ 222.2787 ([www.sanantonio.gov/art](http://www.sanantonio.gov/art)), and a long list of galleries can be viewed online ([www.sanantoniovisit.com/visitors/things\\_artgall.asp](http://www.sanantoniovisit.com/visitors/things_artgall.asp)). Of particular note is the Southwest School of Art and Craft, a complex built by French nuns in 1848 that served as the city's first school for girls.

The downtown Majestic Theatre is home to the San Antonio Symphony (210/554.1010). Centro Alameda emphasizes Latino culture, and other performance venues are listed online ([www.sanantoniovisit.com/visitors/eve\\_cul\\_pao.asp](http://www.sanantoniovisit.com/visitors/eve_cul_pao.asp)).

August is off-season for Spurs men's basketball, Silver Stars women's basketball and Rampage hockey, but the SBC Center (210/444.5000), offers guided tours. And San Antonio's minor league baseball team, the Missions ([www.samissions.com](http://www.samissions.com)) will be in action against the Wichita Wranglers at 7:05 p.m. August 9-10, in Wolff Stadium.

Visitors who want to see much of San Antonio from a high perch can take the glass-walled elevator that ascends the 750-ft. Tower of the Americas (210/223.3101). Elevator fees to the observation deck range from \$1.50 to \$4, and the Tower restaurant serves lunch and dinner.

And visitors who want to see much of San Antonio online can visit the following sites:

- ★ The Alamo
- ★ River Walk
- ★ La Villita
- ★ El Mercado
- ★ Fort Sam Houston
- ★ Brackenridge Park
- ★ Rio San Antonio Cruises
- ★ Spanish Governor's Palace
- ★ Natural Bridge Caverns and Wildlife Ranch
- ★ Incredible Journeys Hot Air Balloon Rides
- ★ San Antonio Zoo and Botanical Gardens
- ★ King William Historic Area
- ★ Buckhorn Saloon and Museum
- ★ Tower of the Americas
- ★ Mission Trails
- ★ Symphony
- ★ HemisFair

[www.sanantoniovisit.com](http://www.sanantoniovisit.com)  
[www.sanantoniocvb.com](http://www.sanantoniocvb.com)  
[www.alamocity.com](http://www.alamocity.com)  
[heartofsanantonio.com](http://heartofsanantonio.com)

# PRD LEADERSHIP POSITIONS

Nominations for the three elected positions in the Public Relations Division should be submitted to the immediate past head, Patricia Curtin (*pcurtin@email.unc.edu*), by July 7, and volunteers for appointed leadership positions should contact the incoming head, Chuck Lubbers (*clubbers@usd.edu*), by August 7.

**ELECTED POSITIONS** – The Nominations Committee will consider nominees for the three elected positions and post a ballot on the PRD Website for members to cast e-ballots between July 10 and July 30. Candidates elected to the positions of vice head-elect, secretary and elected delegate will be announced during the 8:30 p.m. members' meeting on Thursday, August 11, during the convention in San Antonio. In case of a tie, a runoff election will be held during the meeting.

Election to the vice head-elect position is a four-year commitment to the Public Relations Division – one year learning from the vice head about programming, one year learning from the head about presiding, one year as head, and one year as immediate past head. For 2005-06, Teresa Mastin (Michigan State) will be immediate past head and nominations chair, Chuck Lubbers (South Dakota) will be head, and Bonita Dostal Neff (Valparaiso) will be vice head and programs chair.

**APPOINTED POSITIONS** – Members interested in appointed leadership positions are urged to contact Lubbers prior to the convention and to attend the incoming Executive Committee meeting at 7:00 a.m. Friday, August 12. Key among the appointed positions are the research chair and the teaching chair; members serving in these positions coordinate the blind reviews of papers submitted for the following year's convention. Other appointed positions include appointed delegate, PF&R chair(s), membership chair(s), Roschwalb chair(s), Inez Kaiser chair(s), professional liaison(s), graduate student liaison(s), Nominations Committee members and publications editors. Current publications editors who may continue in their positions are Linda Aldoory (Maryland), *Journal of Public Relations Research*; Ken Plowman (Brigham Young), *Teaching Public Relations Monographs*; Susan Gonders (Southeast Missouri State), *PR Update News Journal*; and Kirk Hallahan (Colorado State), webmaster, Lubbers will announce appointments soon after the convention.