

PR UPDATE

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

Vol. 42 • No. 2 • Summer 2007

PRE-CONFERENCE PROGRAMMING

Public Relations Division Head
and Director of Pre-Conference
Division Programming

Bonita Dostal Neff

Valparaiso University
see p. 1

Susanne A. Roschwalb Chairs

Colleen Connolly-Ahern

Pennsylvania State University

Heidi Hatfield Edwards

Florida Institute of Technology
see p. 1

CONFERENCE PROGRAMMING

Public Relations Division Vice Head
and Director of Conference
Division Programming

Michael Parkinson

Texas Tech University
see pp. 2-8

Research Chairs

Diana Knott Martinelli

West Virginia University

Elizabeth Dougall

University of North Carolina-Chapel Hill
see pp. 2-7

Teaching Chair

Bojinka Bishop

Ohio University
see p. 3

Membership Chairs

Amanda Hall Gallagher

Texas Tech University

Donnalyn Pompper

Florida State University
see p. 8

Immediate Past Division Head
and Nominating Committee Chair

Charles Lubbers

University of South Dakota
see p. 6



AUG08WED

9:00 a.m.-3:00 p.m.

AEJMC Board of Directors

3:30-10:00 p.m.

Assessment Interviews

5:30-9:30 p.m.

★ ROSCHWALB PRE-CONFERENCE

Roschwalb pre-conference fees: \$5 graduate students, \$25 educators, \$35 practitioners.

5:30 p.m.

Susanne A. Roschwalb Reception

Sponsored by the Gaylord College of Journalism and Mass Communication at the University of Oklahoma

5:45 p.m.

Roschwalb's Academic and Practitioner Life Remembered

Richard Stack, American
Bonita Dostal Neff, Valparaiso

6:15 p.m.

Reflections on the Roschwalb Award from former winners

Kerry Crooks, Eastern Kentucky;
Lan Ni, Houston; Jae-Hwa Shin, Southern Mississippi; and Katerina Tsetsura, Oklahoma

7:00 p.m.

Announcement of the 2007 Roschwalb Award Recipient

Presenters/Roschwalb Award Chairs:
Colleen Connolly-Ahern, Pennsylvania State,

and Heidi Hatfield Edwards, Florida Institute of Technology

Recipient: Ai Zhang, Maryland

7:15 p.m.

Refereed International Research Paper Panel

Discussant: Colleen Connolly-Ahern, Penn State

Measuring county reputation in multi-dimensions: Predictors, effects, and communication channels

Sung-Un Yang, Syracuse; Hochang Shin, Sogang; Jong-Hyuk Lee, Central Michigan; and Brenda Wrigley, Syracuse

National image and Olympic coverage

Kaisheng Wang, Edelman Public Relations, and Xiuli Wang Xwang, Syracuse

Culture and Chinese public relations: A multi-method "inside out" approach

Ai Zhang, Hongmei Shen and Hua Jiang, Maryland

Building multi-sector partnerships for progress with strategic, participatory communication: A case study from Colombia

Juan-Carlos Molleda and Belio Martinez, Florida, and Ana-Maria Suarez, Medellin

8:30 p.m.

Roundtables on teaching international public relations and syllabus exchange

9:15 p.m.

Final pre-conference comments

The Susanne A. Roschwalb Award for International Study and Research

is a \$250 travel grant designed to offset the cost of travel associated with study during the academic year. It was established in 1996 in memory of Susanne A. Roschwalb, who died at age 56 from complications related to breast cancer. An associate professor at American University, Roschwalb was an active member of the Public Relations Division with a passion for international public relations study. Ai Zhang, recipient of the 2007 Roschwalb Award, is a doctoral student at the University of Maryland. She is working on an investigation of the differences in intercultural ethical decision-making models between China and the U.S., and their impact on public relations practice. As Zhang notes, "An understanding of the underlying factors guiding decision-making is crucial to ensure ethical decisions by taking both publics' and organizations' interests into consideration." Zhang will be working with the China International Public Relations Association (CIPRA) to collect her research data.

With 137 and 136, respectively, Mass Communication & Society and Public Relations are the divisions that received the largest number of submissions. Refereed reviews netted 62 convention papers for the Public Relations Division for an overall acceptance rate of 46 percent.

- First-place faculty paper – Thursday, 5:00-6:30 p.m.
Image repair in politics: Testing effects of communication strategy and performance history in a faux pas
Catherine Sheldon, Centers for Disease Control and Prevention, and Lynne Sallot, Georgia
- Second-place faculty paper – Thursday, 10:00-11:30 a.m.
From Baby Boomers to Generation X: What has changed and what hasn't for women in public relations
Bey-Ling Sha and David Dozier, San Diego State, and Elizabeth Toth and Linda Aldoory, Maryland
- Third-place faculty paper – Friday, 1:30-3:00 p.m.
Building an integrated crisis mapping (ICM) model: organizational strategies for a publics-drive, emotion-based conceptualization in crisis communication
Augustine Pang, Missouri; Yan Jin, Virginia Commonwealth; and Glen Cameron, Missouri
- First-place teaching paper – Thursday, 1:30-3:00 p.m.
Toward an ideal master's curriculum in the 21st century and what hasn't for women in public relations
Hongmei Shen and Elizabeth Toth, Maryland
- Second-place teaching paper – Thursday, 1:30-3:00 p.m.
A model for teaching public relations students a continuum of power distribution between organizations and publics in two-way Web site communication tools
Terri Ann Bailey, North Carolina-Chapel Hill
- Top student paper – Thursday, 5:00-6:30 p.m.
Managing community crisis: An analysis of a health department's response to the influenza vaccine shortage
Deena Kemp, South Florida

AUG09THU

7:00-8:00 a.m.

★ **PRD Past Heads Meeting**

Presiding: Maria Russell, Syracuse

8:15-9:45 a.m.

Refereed Research Sessions:

High-Density: Advertising

Council of Affiliates • History • International Communication
• Magazine • Mass Communication & Society • Radio-Television • Scholastic Journalism • Visual Communication

8:15-9:45 a.m.

Panel Presentations:

★ **“U.S. Propaganda at Home and Abroad: Competition and Conflict Among Government Officials, the News Media and Public Relations Professionals”**

PF&R: Cultural & Critical Studies and Public Relations

Moderator: Carolyn Bronstein, DePaul

Panelists: Dante Chinni, Project for Excellence in Journalism; Keren Darmon, Department for Communities and Local Government, Great Britain; Kathy Fitzpatrick, Quinnipiac; Geneva Overholser, Missouri; and John Paluszek, Ketchum Public Relations

“Minority Media Ownership and Advocacy: A Status Report

PF&R: Minorities and Law & Policy

“Citizen Journalism and the Voice of the Voiceless”

Research: Communication Technology and Graduate Education

10:00-11:30 a.m.

Refereed Research Sessions:

Advertising • Scholastic Journalism

High-Density Refereed Research Paper Session: Public Relations

★ **Our publics, ourselves:
Building personal and professional relationships**

Presiding/Moderating: Donald K. Wright, Boston

- Second-place faculty paper –
From Baby Boomers to Generation X: What has changed and what hasn't for women in public relations
Bey-Ling Sha and David Dozier, San Diego State, and Elizabeth Toth and Linda Aldoory, Maryland

When corporate public relations hits the limit of collaboration in high conflict: What the public thinks
Simon Sinaga and Emily Kinsky, Texas Tech

Coming out to tell our stories: the career experiences of gay men in public relations
Richard Waters, Florida, and Natalie Tindall, Oklahoma

Testing OPR: Relationship management
Stephen Banning, Bradley, and Mary Schoen, Louisiana State/Baton Rouge Zoo

Reliability and validity of organization-public relationship measurement and linkages among relationship indicators on a membership organization
Eyun-Jung Ki, Alabama, and Linda Hon, Florida

Admiring the organization: A study of the relational quality outcomes of the volunteer-nonprofit organization
Denise Bortree, Florida

University reputations and campus health education campaigns: Managing strategic stakeholder relationships
John Brummette and Michael Palenchar, Tennessee

Public relations' place in corporate social responsibility: Practitioners define their role
Sooyeon Kim, Florida, and Bryan Reber, Georgia

Dimensions and models of investor relations practice: A national study of public relations' neglected specialization
Gregory Rosenstein, Superior Energy Services Inc., and Kathleen Kelly and Alexander Laskin, Florida

Community stakeholders and marketplace advocacy: A model of advocacy, agenda building, and industry approval
Barbara Miller, Elon

10:00-11:30 a.m.

Panel Presentations:

“The Black Press: Separate, Equal or Extinct?”

PF&R: Community College Journalism

“Keeping Disability on the Agenda”

PF&R: Media & Disability

“Helping Students Intern in Washington, D.C.”

PF&R: Internships & Careers

“Covering the Supreme Court Beat”

PF&R: Law & Policy and Council of Affiliates

“Civic Journalism in Emerging Democracies”

PF&R: Magazine and Civic & Citizen Journalism

“Seeing Is Not Believing: Can Anyone Ever Trust Images Again?”

PF&R: Visual Communication and Science Communication

“The Digital Newsroom: Training Broadcast Students to Work with Shared Workflows”

Teaching: Radio-Television and Community College Journalism

“Media Ethics Scholarship in Traditional Research Journals: Editors' Perspectives”

Research: Ethics and Comm Theory & Methodology

“Myths, Lies and Omissions in Journalism History”

Research: History and GLBT

continued on next page . . .



11:45 a.m.-1:15 p.m.

Refereed Research Sessions:

High-Density: International

Advertising • Ethics • Minorities • Visual Communication

11:45 a.m.-1:15 p.m.

Panel Presentation:

“Covering God and politics: Morality, media frames and public opinion”

Research: Mass Communication & Society and Religion

12:00-5:00 p.m. – EXHIBIT AREA OPEN

1:30-3:00 p.m.

Refereed Research Sessions:

High-Density: History

Communication Theory & Methodology • Media & Disability
• Public Relations • Science • Status of Women

Refereed Research Paper Session: Public Relations

★ Contemporary public relations education: Challenges, achievements and aspirations

Presiding/Moderating: Bojinka Bishop, Ohio

Discussant: Lois Boynton, North Carolina-Chapel Hill

- First-place teaching paper –

*Toward an ideal master’s curriculum in the 21st century
and what hasn’t for women in public relations*

Hongmei Shen and Elizabeth Toth, Maryland

- Second-place teaching paper –

*A model for teaching public relations students a continuum
of power distribution between organizations and publics
in two-way Web site communication tools*

Terri Ann Bailey, North Carolina-Chapel Hill

*Assessing the value of the public relations curriculum:
A survey of opinions of educators and practitioners*

Donald K. Wright, Boston, and
Michelle Hinson, Institute for Public Relations, Florida

*Student-to-professional mentoring as a supplement
to public relations education*

Phyllis Larsen, Nebraska-Lincoln

*Knowledge is power: Examining how general public relations
training influences non-major graduate students’ attitudes
about our profession*

Lisa Fall and Jeremy Hughes, Tennessee

1:30-3:00 p.m.

Panel Presentations:

“Advertising and Diversity: Industry Leaders Speak Out on Hiring Issues”

PF&R: Advertising and Mass Communication & Society

“Cultural Boundaries and Public Relations Ethics”

PF&R: International and Ethics

“Behind the Scenes at National Geographic Magazine: Creating and Saving an American Icon”

PF&R: Magazine and Visual Communication

“The Future of News”

Research: Radio-TV and Media Management & Economics

“Censorship of Gay Issues in High School and College Media”

Teaching: GLBT and Law & Policy

“The Writer’s Roundup: How to Get the Word Out in the New Media World”

Teaching: GLBT and Law & Policy

3:15-4:45 p.m.

Mini-Plenaries:

PF&R TBA: Community College Journalism • Civic & Citizen
Journalism • Graduate Education • Magazine

★ “Of Propaganda, Patriotism and Patronage: The Legal, Ethical and Practical Implications of Journalists Working with Government Agencies”

PF&R: Newspaper • Council of Affiliates • Public Relations
• Radio-TV

Moderator: Samuel A. Terili, Miami

Panelists: Helen Aguirre Ferre, host, “Issues,” WPBT-TV,
Miami: opinion page editor, *Diarios Las America*;
Clark Hoyt, consultant, McClatchy Company,
former Washington editor, Knight Ridder;
Carlos Alberto Montaner, columnist and political analyst;
Mark Seibel, managing editor/international, McClatchy
Washington Bureau; Sallie Hughes, Miami; Jane Kirley,
Minnesota; and Don Stacks, Miami

“The State of Women in the Media: Content and Leadership”

PF&R: Status of Women • Disability • Mass Communication
& Society • Visual Communication

“The View from the FCC: A Conversation with Chair Kevin Martin and Commissioner Jonathan Adelstein”

PF&R: Media Management & Economics • Communication
Technology • Entertainment • Law & Policy

“GIFTS”

Teaching: Community College Journalism • International •
Scholastic Journalism • Small Programs

5:00-6:30 p.m.

Refereed Research Sessions:

High-Density: Cultural & Critical Studies

Civic & Citizen Journalism • Community College Journalism
• Public Relations • Status of Women

Refereed Research Paper Session: Public Relations

★ Managing crises in the public and private sectors: Communication differentials

Presiding/Moderating: Elizabeth Dougall,
North Carolina-Chapel Hill

Discussant: Julie O’Neil, Texas Christian

- First-place faculty paper –

*Image repair in politics: Testing effects of communication
strategy and performance history in a faux pas*

Catherine Sheldon, Centers for Disease Control and Prevention,
and Lynne Sallot, Georgia

- Top student paper –

*Managing community crisis: An analysis of a health
department’s response to the influenza vaccine shortage*
Deena Kemp, South Florida

*From aspiring presidential candidate to accidental racist?
An analysis of Senator George Allen’s image repair
during his 2006 reelection campaign*

Brooke Liu, DePaul

*What’s behind a name? The effect of source attribution
on spokesperson and institutional credibility*

Jonathan Riley, San Diego State

*Journalist and official source attitudes concerning news
about a terrorist attack: A co-orientation analysis*

Christopher Swindell, Marshall, and James Hertog, Kentucky

5:00-6:30 p.m.

Panel Presentations:

“The View from the Other Side of the Conference Table: Media Lawyers and their Real-Life Journalism Decisions”

PF&R: Law & Policy and Mass Communication & Society

“Television News: Is the Golden Era Gone?”

PF&R: Radio-Television

“Images of War”

PF&R: Visual Communication and Magazine

continued on next page . . .



“Community Journalism and Community College Education: A Valuable Partnership”

Teaching: Community College Journalism

“Is Journalism History ‘Serious’ History?”

Teaching: History and Scholastic Journalism

“Educating International Graduate Students: Opportunities and Challenges”

Teaching: International and Media Management & Economics

“From Convergence to Emergence: Teaching Journalism Beyond our Comfort Zones”

Teaching: Technology and Newspaper

6:45-7:45 p.m.

AEJMC Keynote

BILL MOYERS, award-winning journalist, has worked with the Peace Corps, Lyndon Johnson administrations, *Newsday*, CBS, NBC and PBS.

8:00-11:00 p.m.

AEJMC Opening Gala Celebration

Sponsored by the Freedom Forum (free AEJMC admission)

NEWSEUM doors, located adjacent to the Smithsonian, will open exclusively for AEJMC members with convention badges. Buses will load 7:45-8:30 near the K Street entrance to the Renaissance, with return runs 9:30-11:00 p.m.

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7:00-8:00 a.m.

★ Public Relations Division MEETING OF THE OUTGOING BOARD

Presiding: Bonita Dostal Neff, Valparaiso

7:00-8:00 a.m.

Resolutions Hearing

7:00-9:45 a.m.

Standing Committees on Research and Teaching

8:15-9:45 a.m.

Refereed Research Sessions:

Communication Technology • Communication Theory & Methodology • History • Law & Policy • Scholastic Journalism • Council of Affiliates

★ Refereed Research Paper Joint Poster Session: Advertising • Cultural & Critical Studies • Entertainment • Public Relations

Discussant: Elizabeth Dougall, North Carolina-Chapel Hill

Public relations in a non-conventional war disaster: Advice framing during the Anthrax attacks
Kristen Swain, Kansas

Krafting the obesity message: A case study in framing and issues management
Keren Darmon, Kathy Fitzpatrick and Carolyn Bronstein, DePaul

Increased persuasion knowledge of video news releases: Audience response and public policy issues related to source disclosure
Michelle Nelson, Illinois-Urbana/Champaign; Michelle L.M. Wood, Minnesota; and Hye-Jin Paek, Georgia

The contingency integration matrix: A public relations crisis communication tool
James Cunningham and Michael Mitrook, Florida

Media coverage of e. coli contaminated spinach: Sources and messages chosen by national and local print media
Emma Wright, Tennessee

Discussant: Kenneth Plowman, Brigham Young

Coorientational measurement of organization-public relationships
Trent Seltzer, Florida

Corporate citizenship and social responsibility: How effective are pharmaceutical companies communicating these business initiatives?
Morgan Sones, Hartford

The influence of media visibility on firms' corporate social performance
Stelios Zyglidopoulos, Cambridge; Andreas Georgiadis, London School of Economics and Political Science; and Craig Carroll, North Carolina-Chapel Hill

The effect of doing good: An experimental analysis of the influence of corporate social responsibility initiatives on beliefs, attitudes, and behavioral intention
Kelly Werder, South Florida

Work-family discourse in public relations: Development of a work-personal continuum for gender theory
Linda Aldoory, Hua Jiang and Elizabeth Toth, Maryland; and Bey-Ling Sha, San Diego State

Discussant: Bey-Ling Sha, San Diego State

The White House and public relations: Examining the linkages between presidential communications and public opinion
Spiro Kioussis, Florida, and Jesper Stromback, Mid-Sweden

An experimental test of public relations message: Effects of involvement, corporate trustworthiness, goodwill and message sidedness in Weblogs
Jangyul Kim, Colorado State

Persuasion, motivators and obstacles: Influences in the evolutionary transition from public relations practitioner to professor
Patricia Silverman, Lee

Relational communication strategies, psychological empowerment, and relational trust in employee communication
Yunna Rhee, Hankuk University of Foreign Studies

Reality is greater than fiction
Alexa Chilcutt, Alabama

Discussant: Karla Gower, Alabama

Framing emergency management communication: How to generate media coverage for disaster messages
Brooke Liu, DePaul

Educational crisis management practices evolve to address new public engagement constructs and the new media
Barbara Gainey, Kennesaw State

How do past crises affect current events? An experiment testing corporate reputation during a crisis
Drew Elliot, North Carolina-Chapel Hill

Examination of relationships as resources in successful PR campaigns: Guidelines for effective PR strategy development
Youngah Lee and Sungwook Hwang, Missouri

Strategic corporate philanthropic relationships: Nonprofits' perceptions of benefits and corporate motives
Gregory Runsey, Southern Adventist, and Candace White, Tennessee

Discussant: Judy VanSlyke Turk, Virginia Commonwealth

Resonance as the mechanism for the message effect in motivating behavioral intention
Hua-Hsin Wan, Texas-El Paso

Mediation effects of customer-company identification in models of public relations effectiveness
Soo Yeon Hong and Sung-Un Yang, Syracuse

continued on next page . . .



8:15-9:45 a.m.

Panel Presentations:

“Preparing Students for the Freelance Market”

PF&R: Community College Journalism

“Editors and Media Ethics Profs: Oil and Water? Or Coaches Collaborating?”

PF&R: Ethics and Newspaper

“Diversity in America: Ethnic Media Are Exploding”

PF&R: Mass Communication & Society and Status of Women

“Radio News: An Oxymoron? Endangered Species?”

PF&R: Media Management & Economics and Radio-Television

“Promising Professors and Distinguished Educators”

Teaching: Mass Comm & Society and Graduate Education

10:00 a.m.-5:00 p.m. – EXHIBIT AREA OPEN

10:00-11:30 a.m.

AEJMC Plenary

HELEN THOMAS, recipient of the AEJMC First Amendment Award, began writing radio news for UPI in 1943 and covered the White House for UPI from 1961. She has continued her legendary senior status with the White House Press Corps since 2000 as a political columnist for Hearst News Service.

11:45 a.m.-1:15 p.m.

KTA/AEJMC Luncheon

11:45 a.m.-1:15 p.m.

Refereed Research Sessions:

Communication Technology • Science

11:45 a.m.-1:15 p.m.

Panel Presentations:

PF&R TBA: Civic & Citizen Journalism • GLBT

“If All Politics Is Local, Why Aren’t Community Journalists Doing More Coverage of Congress?”

PF&R: Community College Journalism and Radio-TV

“Journalism Ethics Goes to the Movies”

PF&R: Entertainment and Ethics

“How Newspaper Ownership Affects Editorial Independence and Coverage of Communities”

PF&R: Newspaper and Media Management & Economics

“Best Techniques to Revive High School Journalism”

PF&R: Scholastic Journalism and Council of Affiliates

“Preparing Journalists for the 21st Century”

Teaching: Internships & Careers

“Infusing Diversity into the Curriculum”

Teaching: Mass Comm & Society and Religion & Media

“Teaching Students to Recognize the Voices of the Silenced”

Teaching: Small Programs and Religion & Media

11:45 a.m.-3:00 p.m.

Standing Committee on PF&R

1:30-3:00 p.m.

★ Public Relations Division SCHOLAR-TO-SCHOLAR

Discussant: Jae-Hwa Shin, Southern Mississippi

• Third-place faculty paper –

Building an integrated crisis mapping (ICM) model: organizational strategies for a public-drive, emotion-based conceptualization in crisis communication

Augustine Pang, Missouri; Yan Jin, Virginia Commonwealth; and Glen Cameron, Missouri

Into the vortex: A case study in big league public relations throwing a curveball in a defamation lawsuit

Samuel Terilli, Sigman Splichal and Dustin Supa, Miami

The nature of activism and the complexities of identity: A phenomenological inquiry

Bey-Ling Sha, San Diego State

Discussant: Diana Knott Martinelli, West Virginia

Are two heads better than one?

The dynamics and efficacy of coalition building

Andrew Miller, Maryland

Comparing the two sides of the donor-nonprofit organization relationship: Applying coorientation methodology to relationship management

Richard Waters, Florida

Strengthening internal relations among the United States Army National Guard soldiers: Testing predictors of employee satisfaction

Erich Randall, Lt. Colonel, National Guard Bureau, and Lisa Fall, Tennessee

3:15-4:45 p.m.

Refereed Research Sessions:

Media & Disability and Religion & Media

3:15-4:45 p.m.

Panel Presentations:

★ “Take Two Now: Crisis Communications 25 Years After the Tylenol Case”

PF&R: Community College Journalism & Public Relations

Moderator: John Kerezy, Cuyahoga Community College

Panelists: Ofield Dukes, Ofield Dukes & Associates/American University; Judith Phair, Graduate Management Admissions Council/PRSA former president/CEO; and Michael F. Doble, Raytheon Company/former PR adviser to the U.S. Army chief of staff and deputy chief of staff

“Implications of Online User-Created Content”

PF&R: Communication Technology and Advertising

“Whatever You Do, Don’t Do THAT! Best and Worst Job Search Experiences”

PF&R: Graduate Education and Internships & Careers

“Research-Based Innovations in Journalism: Bringing the Industry and the Academy Together in the New Media Landscape”

PF&R: Newspaper and Council of Affiliates

“Grow Your Own: Nurturing a Newsroom from Local Schools”

PF&R: Scholastic Journalism & Community College Journalism

“Hot Topics on Breaking News”

PF&R: Small Programs and Media Ethics

“Silences and Omissions: What the Black Press Did Not Cover”

PF&R: History and Mass Communication & Society

“Females: Balancing Families and Academic Careers”

PF&R: Media Management & Economics and Status of Women

“40 Years of Research: Where do we go from here?”

Teaching: Mass Comm & Society and Visual Communication

Cultural & Critical Studies PF&R Award Winner

5:00-6:30 p.m.

Refereed Research Sessions:

Communication Theory & Methodology • Entertainment • Law & Policy • Magazine • Media Management & Economics • Religion & Media

5:00-6:30 p.m.

Panel Presentations:

★ “Enabling Marginalized Voices in Public Relations Graduate Education”

Teaching: Public Relations and Graduate Education

Moderators: Natalie Tindall, Oklahoma, and Jennifer Vardeman, Maryland

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Educator Panelists: Meta Carstarphen, Oklahoma; Rochelle Ford, Howard; Donnalyn Pompper, Florida State; Ursula Stroh, Maryland; and Katerina Tsetsura, Oklahoma

Student Panelists: Simone Byrd, Howard; Alexander Laskin, Florida; Baiba Petersen, Georgia; and Ai Zhang, Maryland

“Covering the 2006 Mid-Term Elections”

PF&R: Cultural & Critical Studies and Radio-Television

“Going Global: Importing and Exporting Expertise”

PF&R: International and Mass Communication & Society

“Stretching the Shoestring: Journalism Education on a Budget”

Teaching: Small Programs and Community College Journalism

“Entrepreneurship in the Classroom”

Teaching: Visual Communication and Internships & Careers

“Inverting the Inverted Pyramid:

Using Feminist Theories to Teach Journalism”

Teaching: Status of Women

6:45-8:15 p.m.

★ **BUSINESS MEETING
for all Public Relations Division Members**

Presiding: Bonita Dostal Neff, Valparaiso

8:30-10:00 p.m.

★ **PRD SOCIAL**

Sponsored by Texas Tech University

Hosts: Lisa Fall, Tennessee, and Michael Parkinson, Texas Tech

RSVP Lisa Fall, lfall@utk.edu, by July 30.

Honoring members with military service on-site at the Renaissance Hotel President's Sports Grill.

Light hors d'oeuvres provided.

Attendees can purchase from the cash bar and limited menu.

AUG | | SAT

7:00-8:00 a.m.

★ **Public Relations Division
MEETING OF THE INCOMING BOARD**

Presiding: Division Head Michael Parkinson, Texas Tech

Vice Head Susan Gonders, Southeast Missouri

Vice Head-Elect Patricia Swann, Utica

Secretary/Treasurer Katerina Tsetsura, Oklahoma

Elected Delegate Bey-Ling Sha, San Diego State

All members interested in serving in an appointed position are urged to attend. Bring ideas for the next year!

8:15-9:45 a.m.

Refereed Research Sessions:

Poster: Mass Communication & Society and Newspaper Advertising • Magazine • Public Relations • Radio-Television

Refereed Research Paper Session: Public Relations

★ **Public relations old and new**

Presiding/Moderating: Diana Knott Martinelli, West Virginia

Discussant: Linda Aldoory, Maryland

Maintenance of standard, regardless of cost: early public relations and the Fred Harvey Company
Patricia Curtin, Oregon

Corporate public relations and democracy: Arthur W. Page and the FCC, 1935-41

Karen Russell, Georgia

Assessing dominant corporate communication strategies on Fortune 100 company Web sites: Corporate ability versus corporate social responsibility

Sora Kim, Scott Rader and Eric Haley, Tennessee

Building trust through blog-mediated public relations (BMPR)

Joon Soo Lim, Middle Tennessee State, and Sung-Un Yang, Syracuse

Agenda-tapping: Conceptualizing the relationship between news coverage, fund raising and the First Amendment

Colleen Connolly-Ahern, Pennsylvania State

8:15-9:45 a.m.

Panel Presentations:

“Authorship: Best and Worst Practices in Academia”

PF&R: Communication Theory & Methodology and Ethics

“Women and the News Worldwide: Perspectives on the Gender Gap in News Coverage, Employment and Consumption”

PF&R: International and Status of Women

“A Class in Privilege Then and Now: Is There Any Change”

PF&R: Law & Policy and Council of Affiliates

“Improving Health Coverage for the Black Press and Its Publics”

PF&R: Minorities and Science

“Best of the Web”

Research: Communication Technology and Visual Comm

“Teaching Software vs. Critical Thinking: Challenges to the Communication Teaching Environment”

Teaching: Communication Theory & Methodology and Ethics

“Who’s Running the Show and What’s on the Agenda? Ownership, Administration and Academic Freedom in Distance Learning and Hybrid Courses”

Teaching: Community College Journalism

“State of Research and Teaching in Queer Theory”

Teaching: GLBT and Cultural & Critical Studies

10:00 a.m.-5:00 p.m. – EXHIBIT AREA OPEN

10:00 a.m.-12:00 p.m.

AEJMC Business Meeting

12:15-1:30 p.m.

★ **BILL ADAMS/EDELMAN LUNCHEON**

Presiding: Bonita Dostal Neff, Valparaiso

Contact SGonders@charter.net for reservations. Limited seating.

Sponsored by Edelman Worldwide Public Relations at Clyde's of Gallery Place, 707 7th St. N.W.

Clyde's grand Victorian saloon in the heart of Washington's Chinatown recalls Hong Kong's Empire-era opulence and celebrates the sporting life in an impressive collection of bronze sculpture and oil paintings. From the convention hotel, go east on K St. two blocks from 9th St. to 7th St. Turn right on 7th St. and go south three blocks from K St. to G St.

12:15-1:30 p.m.

Scholar-to-Scholar

1:45-3:15 p.m.

Refereed Research Sessions:

Graduate Education • History • Minorities and Mass Communication & Society • Religion & Media

1:45-3:15 p.m.

Panel Presentations:

PF&R TBA: Scholastic Journalism and Council of Affiliates

“The Feminization of Broadcasting: Good News or Bad News?”

PF&R: Status of Women and Radio-Television

“Maintaining Quality in the Face of New Media Pressures”

PF&R: Newspaper and Communication Technology

continued on next page . . .



**“Are we a mouthpiece?
Perspectives and Ethics in War Reporting”**

PF&R: Mass Communication & Society and International

“Research in the Spirit of James Carey”

Research: Cultural & Critical Studies

**“U.S. Propaganda at Home and Abroad:
Ethical and Legal Concerns”**

Research: Ethics and Law & Policy

“Getting Published”

Research: Media Management & Economics and Magazine

“Teach-In: The First Journalism Writing Class”

Teaching: Small Programs and Community College Journalism

3:30-5:00 p.m.

Refereed Research Sessions:

Poster: Communication Technology • Communication Theory & Methodology • Cultural & Critical Studies • International GLBT • Minorities • Public Relations • Visual Communication

Refereed Research Paper Session: Public Relations

★ Theoretical foci: past, present and future

Presiding/Moderating: David Guth, Kansas

Discussant: Patricia Curtin, Oregon

Returning to the Ark: An in-depth investigation of public relations theory articles

Lynn Zoch, Hilary Fussell Sisco and Erik Collins, South Carolina

The effect of shared experience on problem recognition and involvement: An elaboration of the situational theory of publics for risk communication

Linda Aldoory, Maryland; Jeong-Nam Kim, Purdue; and Natalie Tindall, Oklahoma

Public relations and conflict resolution: Toward a synthesis of excellence and contingency theory approaches

William Szlemko and Cindy Christen, Colorado State

An analysis of the Reagan Administration's crisis communication using image restoration discourse theory

Danny Rigby, Florida

Infusing two-way symmetry with postmodern values: Isocratean rhetoric and public relations' dominant theoretical paradigm

Charles Marsh, Kansas

3:30-5:00 p.m.

Panel Presentations:

“What Do Today's Readers Want?”

PF&R: Magazine and Media Management & Economics

“Eroding Press Freedoms”

PF&R: Mass Communication & Society and Law & Policy

“How to Publish Research in Specialized Areas”

PF&R: Religion & Media and Small Programs

“Creating Disruptive Technology Innovators: Uniting Vocational, Reformist and Radical Pedagogies”

Teaching: Community College Journalism and Critical & Cultural Studies

“Should Funny Come First?

The Ethics of Political Humor on Television”

Teaching: Ethics and Entertainment

“Teaching Media History in an Age of Convergence”

Teaching: History and Graduate Education

**“Local TV News and the V-J Phenomenon:
Preparing Students for Backpack Journalism”**

Teaching: Radio-Television and Internships & Careers

“Using Internet Innovation to Teach Health and Risk Communication”

Teaching: Science

5:15-6:45 p.m.

Refereed Research Sessions:

Communication Theory & Methodology • Critical & Cultural Studies • Ethics • GLBT • History • Law & Policy • Media Management & Economics • Radio-Television • Science

5:15-6:45 p.m.

Panel Presentations:

“Minority or Multicultural: Legal Landmines of High School Workshops”

PF&R: Mass Comm & Society and Scholastic Journalism

“Video Games in the Curriculum?”

Research: Communication Technology and Entertainment

“EyeTrack Studies: How Readers Read News in Print and Online”

Research: Visual Communication and Mass Comm & Society

“Closing the Gender Gap in Sourcing”

Teaching: Newspaper and Status of Women

7:00-8:30 p.m.

Refereed Research Sessions:

International • Newspaper

7:00-8:30 p.m.

★ Institute for Public Relations Social

Hosts: Don W. Stacks, Miami, and Frank Ovaatt, Institute for Public Relations

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7:00-8:00 a.m.

Council of Divisions

Incoming Heads, Vice Heads and Vice Heads-Elect

7:00-10:00 a.m.

ASJMC Executive Committee

8:15-9:45 a.m.

TRAINING

Incoming Division and Interest Group Heads
Incoming Division and Interest Group Vice Heads
Incoming Professional Freedom and Responsibility Chairs
Incoming Research Chairs
Incoming Teaching Chairs

8:15-9:45 a.m.

Refereed Research Sessions:

Law & Policy • Mass Communication & Society • Minorities • Newspaper • Status of Women

8:15-9:45 a.m.

Panel Presentations:

★ “Political Design and Communication”

PF&R: Visual Communication and Public Relations

Moderator: Julie Newton, Oregon

Panelists: Michael Carlebach, Miami;
Andrew Mendelson, Temple;
David Perlmutter, Kansas;
Zoe Smith, Missouri-Columbia

“Broadband/Net Neutrality”

PF&R TBA: Communication Technology and Small Programs

“Theory vs. Practice in the Advertising Classroom”

PF&R: Advertising and Communication Theory & Methodology

continued on next page . . .



10:00-11:30 a.m.

Refereed Research Sessions:

Advertising • Communication Technology • Communication Theory & Methodology • Critical & Cultural Studies • International • Media Management & Economics • Newspaper • Status of Women

10:00-11:30 a.m.

Panel Presentations:

★ **“Public Relations History: Ideas and Actions”**

PF&R: Public Relations and History

Moderator: Margot Opdycke Lamme, Alabama

“The Pulpit, Social Reform, and Public Relations, 1833-1900”
Margot Opdycke Lamme, Alabama

“From Practice to Theory: Arthur W. Page and Public Relations Theory Development at AT&T, 1927-47”
Karen Miller Russell, Georgia

“Public Relations, Civil Rights, and Social Report: The 1960s”
Vanessa D. Murphree, South Alabama

“Public Relations and Journalism from 1945 to 1980: An Uneasy Embrace”
Karla K. Gower, Alabama

“Soaps, Telenovelas and Reality Shows: What is the world coming to?”

PF&R: Minorities and Entertainment

“Religious Foundations of Media Ethics and Practice”

Teaching: Religion & Media and Mass Comm & Society

11:45 a.m.-1:15 p.m.

Refereed Research Sessions:

Communication Technology • Magazine • Mass Communication & Society • Media Management & Economics • Radio-Television

11:45 a.m.-1:15 p.m.

Panel Presentations:

“Echo Chamber at Mach Speed: Meta-Reporting in the Nation’s Capital”

PF&R: History and Council of Affiliates

“Witnessing Atrocity: Legal Restrictions and Ethics of Documenting Inflammatory Images”

PF&R: Visual Communication and Law & Policy

“New Challenges for Textual Analysis: Confronting the Image”

Research: Cultural & Critical Studies and Newspaper

“Let’s Get Real About Teaching Research Methods: Is the Reader’s Digest Mentality Really Serving Today’s Undergraduate Students”

Teaching: Comm Theory & Methodology and Advertising

“Finding a Cross-Cultural Philosophical Framework for Ethics Analysis”

Teaching: Ethics and International

“Cross-Cultural Journalism: What It Means”

Teaching: Minorities and Media & Disability

1:30-3:00 p.m.

Refereed Research Sessions:

Advertising • Communication Theory & Methodology • Ethics • International • Visual Communication

1:30-3:00 p.m.

Panel Presentation:

“The Growing Role of Teams and Collaboration in Online News Media Practice”

PF&R: Media Management & Economics and Newspaper

1:30-5:00 p.m.

AEJMC Board of Directors

3:15-4:45 p.m.

Refereed Research Sessions:

Ethics • Newspaper

Memoriam Jan Marie Guth died March 18 at age 50. Wife of PRD member David Guth, University of Kansas associate dean, and mother of Susan Elizabeth Guth of Norman, Oklahoma, she was a software engineer for the National Association of Insurance Commissioners for more than 15 years. She earned a bachelor’s degree in economics at the University of Kansas in 2005. She was a Girl Scout leader and Webmaster for the Free State High School marching band. Memorials may be sent to the band at 4700 Overland Dr., Lawrence, KS 66409-4130, or to the Kaw Valley Girl Scouts at P.O. Box 4314, Topeka, KS 66604.

We would like to invite you to renew your membership or consider joining a growing group of professionals directing the future of public relations through education and research.

As members of the AEJMC Public Relations Division, you will be kept abreast of the latest news influencing the discipline. Members receive the *Journal of Public Relations Research, Journalism & Mass Communication Quarterly, Journalism & Mass Communication Educator, Journalism & Mass Communication Monographs*, the annual *Journalism & Mass Communication Directory*, and the bi-monthly *AEJMC News*. Included in these publications is research in public relations and mass communications as well as research detailing the trends in teaching across the mass communication curriculum. Likewise, contact information for all AEJMC members and academic job listings are provided. Members also have access to the *PR Update News Journal* and *Teaching Public Relations (TPR)* monographs posted on the PRD Web site at <http://lamar.colostate.edu/~aejmcpr>.

In addition, AEJMC has just launched a new site for membership. The AEJMC Membership Forum features a complete online social network for AEJMC groups. News, blogs and an RSS Web feed are available at www.aejmc.org/talk.

For any questions related to membership, e-mail Amanda Hall Gallagher (amanda.h.gallagher@ttu.edu), Texas Tech, or Donnalyn Pompper (donnayln.pompper@comm.fsu.edu), Florida State.

We look forward to seeing you in D.C. this summer!



THURSDAY
09:30-10:00-11
08:15-09
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FRIDAY
06:45-07
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SATURDAY
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SUNDAY
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