

NEWS FLASHES

2009 Panel Proposals

The deadline for submission of proposals for 2009 convention panels is **October 20**, and the PF&R and teaching chairs will help members develop ideas shared with them by **October 1** (p. 3).

SuPRStar Awards in Teaching and PF&R

PF&R and teaching accomplishments, such as publications and presentations outside the AEJMC National Convention, could earn **SuPRstar** awards (p. 3).

Penalties for Violations of Rules for Paper Submissions

New **penalties** will be firmly enforced for violations of rules that clearly state **no individual may be author or co-author of more than two submitted papers and at least one author of each accepted paper must attend the convention to present findings** (p. 4).

More Journal Pages

Changes are being considered in submissions procedures for the *Journal of Public Relations Research*, which will be increased by eight more pages beginning in 2009. (p. 5).

Roschwalb Endowment

Bey-Ling Sha and her husband have pledged **\$1,200** toward endowment of the **Susanne A. Roschwalb** fund in honor of three special women in their lives (p. 7).

Kaiser Restructuring

Restructuring of the **Inez Kaiser** awards will make the program competitive and more selective, better serving the goal of enhancing the membership and diversity of PRD, and should lead toward endowment of the program (p. 7).

Convention Sponsors p. 2

Thanks go to sponsors who provided more than \$10,000 in convention funding.

AEJMC Strategic Plan p. 2

An implementation team will propose actions for the AEJMC strategic plan.

Convention Technology p. 2

We may have LCD projectors for PowerPoint at the Boston convention.

New Initiatives and Awards in Teaching and PF&R p. 3

It's about convention panels – and much more, including opportunities for awards.

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Ask committee chairs for help by October 1 and submit proposals by October 20.

Leadership p. 4

Many “new bodies” and “old heads” are on the 2008-09 PRD leadership roster.

MIA p. 4

Tsk-tsk to those “missing in action” from the precon and research presentations.

Colloquium on Hispanic/Latino Audience Research p. 5

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Multiple forums are accepting public relations research papers for review.

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Increases in submissions and a dip in acceptance rate merit eight more pages.

Heads & Eds p. 6

PRD is compiling archives on the division's “Heads & Eds.”

Douglas Ann Newsom p. 6

PRD honored a surprised Doug Newsom in recognition of her 40 years at TCU.

OUTREACH: Professional Liaisons p. 6

“Freshman” and “senior” practitioners participated in PRD convention activities.

OUTREACH: Graduate Student Liaisons p. 6

Students are encouraged to submit papers and compete for PRD awards.

OUTREACH: Membership Recruitment and Retention p. 7

Membership efforts have focused on doctoral students, and the roster nears 500.

OUTREACH: Susanne A. Roschwalb Grant p. 7

Gifts in honor of Chen Chu Chiou, Teng I-Wen and Erna Aeschelmann move the Susanne A. Roschwalb Award toward endowment.

OUTREACH: Inez Kaiser Graduate Student of Color Award p. 7

Restructuring will make the program more selective and lead to endowment.

National Black Public Relations Society Conference p. 7

Student Scholarships are available for NBPRS, which has been moved to April.

CALL for ACTION
**please send
thank-you
e-notes**

Texas Tech University
michael.parkinson@ttu.edu

Edelman Worldwide
john.edelman@edelman.com

University of Oklahoma
mtaylor@ou.edu

University of Tennessee
lfall@utk.edu

Syracuse University
mprussel@syr.edu

**Plank Center
University of Alabama**
berger@apr.ua.edu
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Ron Culp
ron.culp@ketchum.com

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rich.jernstedt@fleishman.com

Jack Koten
jak008@aol.com

Convention Sponsors

Thanks go to sponsors who provided more than \$10,000 in convention funding.

... to **Michael Parkinson** for securing sponsorship for the PRD Social from **Texas Tech University**... to **John Edelman** for continuing sponsorship of the Bill Adams/Edelman Luncheon... to **Maureen Taylor** of the **University of Oklahoma** and **Lisa Fall** of the **University of Tennessee** for sponsoring the Learning To Teach seminar... to **Maria Russell** for **Syracuse University** sponsorship of Past Heads... and to **Bruce Berger** and **Karla Gower** for sponsorship of the Legends panel by the **Plank Center for Leadership in Public Relations at the University of Alabama**.

The Legends, **Ron Culp** of Ketchum, **Rich Jernstedt** of Fleishman-Hillard, and **Jack Koten** of Ameritech, should also be thanked.

AEJMC Strategic Plan

An implementation team will propose actions for the AEJMC strategic plan.

AEJMC's strategic plan, "The Next 100 Years – Moving Into Tomorrow," can be accessed at http://www.aejmc.org/_strategicplan/index.php.

The five "themes" or goals are:

- (1) **Establish a cohesive, relevant public voice** – assert our values in social debates
- (2) **Debate and define our core values** – reassess vision and mission
- (3) **Respond to environmental changes** – in both universities and media industries
- (4) **Offer more member services, interaction and connection** – year-round
- (5) **Improve our partnerships with media industries**

The eight strategic directions are:

- (1) **Create Brand Awareness**
- (2) **Develop Financial Strategies**
- (3) **Develop Membership Programs**
- (4) **Create an Innovative Scholarship Center**
- (5) **Build Academy and Industry Prestige**
- (6) **Redefine Internal Structure**
- (7) **Expand Expertise Everywhere**
- (8) **Engage Globally and Multiculturally**

These broad directions have been approved, and the implementation team will propose specific actions. Any recommended structural or procedural changes would need Board approval before a vote of the membership. PRD leadership has concerns about some of the possibilities, and we will report news as it becomes available.

Possible actions under consideration include a change in the organization's name, restructuring of divisions and interest groups, holding more regional conferences, granting fellowships, creating an expert database/hotline, engaging in an international exchange program, becoming a full-scale publishing operation, and/or relocating headquarters to New York or Washington, D.C.

Convention Technology

We may have LCD projectors for PowerPoint at the Boston convention.

AEJMC is considering a \$20 charge to be added to the 2009 convention registration fee in order to provide LCD projectors and screens for all panel presentations in Boston. A PRD listserv call for "votes" netted 22 aye, 5 "iffy" and 2 "no."

If adopted, this would be an association-wide charge (not limited to those divisions and interest groups who vote for it), although consideration is being given to waiving or reducing the fee for students. It would cover rooms where traditional papers and panels are presented. It would not cover rooms for high-density, poster or scholar-to-scholar presentations. Presentors would have to bring their own laptops. The cost of overhead projectors, Internet access and/or microphones would be billed per session.

The most significant cost for PRD has been technology for our preconference events. Our request that preconference rooms be included in the tech package is under consideration.

CALL for ACTION

**By October 1,
submit teaching and
PF&R panel ideas
to committee chairs**

**By October 20,
submit panel proposals
to Patricia Swann
pswann@utica.edu**

**Throughout the year,
submit teaching and
PF&R accomplishments
to committee chairs
in competition for
SuPRstar
awards certificates
crogers@loyno.edu
tricia.farwell@gmail.com**

New Initiatives and Awards in Teaching and PF&R

It's about convention panels – and much more, including opportunities for awards.

Teaching Co-Chair **Tricia Farwell** (Middle Tennessee State University) and PF&R Chair **Cathy Rogers** (Loyola University) participated in training sessions at the convention that gave them ideas for some bold initiatives that include panel proposals for the 2009 convention and SuPRstar awards certificates for best articles and lectures delivered by PRD members in non-convention forums.

GOALS

Farwell's goal is to make the PRD teaching committee more active in assisting members to increase their effectiveness in teaching, and Rogers' goal is to broaden the PRD scope to include more of the five PF&R (professional freedom and responsibility) emphases: (1) **free expression**; (2) **ethics**; (3) **media criticism and accountability**; (4) **racial, gender and cultural exclusiveness**; and (5) **public service**. Rogers is particularly interested in emphasizing PF&R issues related to internships and pro bono work.

PANELS

Members with ideas for teaching and PF&R panels should contact Farwell or Rogers by **October 1**. They will help develop the panel proposals before the **October 20** deadline for submission to the programming chair (see Call for Panel Proposals below). Panels could be on best practices – or maybe even a panel on teaching ethics or some other emphasis of PF&R.

SuPRstar AWARDS CERTIFICATES

Any member who delivers a presentation on a PF&R topic or a teaching topic, such as best practices, should state they are representing PRD. Presentations, articles and other accomplishments in PF&R and teaching in non-convention forums should be reported to Rogers and Farwell for SuPRstar consideration.

In July, the Teaching and PF&R Committees will identify recipients for awards certificates in such possible categories of competition as "**PF&R SuPRstar**," "**Teaching SuPRstar**" and "**Rising SuPRstar in Teaching**." Plans are to present certificates at the 2009 PRD convention business meeting. One of those certificates would be a nice little "extra" for an assistant professor facing tenure review.

Call for Panel Proposals

Ask committee chairs for help by October 1 and submit proposals by October 20.

FIRST – GET AN IDEA

The wider the appeal of the proposed panel topic, the better its chances. Committee chairs (above) will help develop teaching and PF&R topics.

SECOND – GET A CO-SPONSOR

Each division or interest group has a limited number of slots for the conference. To increase the number of programs PRD can offer, it is important that we work with other groups to jointly sponsor panels of interest to members of both groups. Thus, your proposal has a greater chance of making it to the winter meeting and into the final program if you identify a co-sponsor. Further, the co-sponsor should agree to be listed and to cooperate in the production of the panel. To find the programming chairs for different divisions, go to www.aejmc.org. Pull down "About" to "Groups" and then to "Divisions" or "Interest Groups." For each division or interest group, click on "current officers" and look for the programming chair. If the proposal is submitted to both PRD and the co-sponsor, it is more likely to make the cut.

THIRD – BE FLEXIBLE

Given the importance of co-sponsors, don't pack the panel proposal with PRD members. The co-sponsor will likely want to have some of their members on the panel. Remember that it is often necessary to modify and merge proposals.

FOURTH – SUBMIT ELECTRONICALLY

A proposal should be submitted to pswann@utica.edu by October 20 and include the following: (1) contact information for the person(s) proposing the panel, (2) contact information for the proposed co-sponsoring division or interest group, (3) a title for the session, (4) a description of 500-1,000 words, and (5) names and institutional affiliations of proposed panelists.

Members who propose panels will be notified in December about panels that have been programmed.

CALL for ACTION

Subscribe to the PRD listserv to receive notices about Web postings and other breaking news:

**listserv@
email.uncc.edu**

Visit the PRD homepage frequently for current newsletters and other resources:

<http://lamar.colostate.edu/~aejmcpr>

BEST CONVENTION VISUAL PRESENTATIONS FOR REFEREED PAPERS

First-Place Poster Session

Causal Linkages Between Relationship Cultivation Strategies and Relationship Quality Outcomes

Eyun-Jung Ki, University of Alabama;
Linda Hon, University of Florida

First-Place Scholar-to-Scholar

Who vs. How: Exploring factors that impact outrage during risk situation on the Internet

Hyunmin Lee and **Minji Kim**,
University of Florida

Second-Place Poster Session

PR Gets Personal: A framing analysis of coverage before and after a source's criticism of the media

Shelley Wigley and **Weiwu Zhang**,
Texas Tech University

Second-Place Scholar-to-Scholar

How New Media Influence Global Activism: A study of transnational NGOs' online public relations

Hyunjin Seo and **Ji Young Kim**,
Syracuse University

Third-Place Poster Session

Influences of Corporate Reputation: Personal experience, advertising recall, and media recall

Sunyoung Lee and **Craig Carroll**,
University of North Carolina-Chapel Hill

Third-Place Scholar-to-Scholar

The Case of the "McDonald's Grandma": New media, new realities for public relations

Janis Page, University of Florida;
William S. Page, MediaWerks (Florida);
Kendall Sharp and **Sasha Talenfeld**,
University of Florida

Leadership

Many "new bodies" and "old heads" are on the 2008-09 PRD leadership roster.

Communications will be coordinated by the incoming division head, **Susan Gonders** (Southeast Missouri State University), and long-time Webmaster **Kirk Hallahan** (Colorado State University). Assisting Gonders with the *PR Update News Journal* and Hallahan with the Website will be Associate Communications Editor **Doug McDermott** (Southeast Missouri State University). **Alan Freitag** (University of North Carolina-Charlotte) will continue as listserv manager, and the new editor of the *Journal of Public Relations Research* is **Karen Miller Russell** (University of Georgia). **See pp. 4-5 for research info.**

Among the past heads in service are 2006 Head **Chuck Lubbers** (University of South Dakota), who will chair the Past Heads Council and continue as *Teaching Public Relations* monographs editor, and 2008 Head **Michael Parkinson** (Texas Tech University), who will chair the Nominations Committee, which includes 1993 Head **Dean Kruckeberg** (University of North Carolina-Charlotte), 2005 Head **Teresa Mastin** (DePaul University) and 1994 Head **Maria Russell** (Syracuse University). **See p. 6 for Past Heads info.**

Two other past heads will co-chair research – 2001 Head **Pamela Bourland-Davis** (Georgia Southern University) and 2000 Head **Barbara DeSanto** (Washburn University). Continuing as teaching co-chairs are **Bojinka Bishop** (Ohio University) and **Tricia Farwell** (Middle Tennessee State University). **See "MIA" below.**

Programming will be coordinated by Vice Head **Patricia Swann** (Utica College), assisted by Vice Head-Elect **Colleen Connolly-Ahern** (Pennsylvania State University). **See p. 3 for the October 20 call for panel proposals.**

Elected secretary is **Brooke Fisher Liu** (DePaul University), and elected delegate is **Michael Palenchar** (University of Tennessee). Palenchar will also be membership chair, assisted by new leaders **Denise Bortree** (Pennsylvania State University) and **Ken Payne** (Western Kentucky University). **See p. 7 for membership info.**

Appointed Delegate **Cathy Rogers** (Loyola University) will also be PF&R chair, assisted by **Jim Bright** (Indiana University) and **Emily Kinsky** (Pepperdine University). **See p. 3 for new initiatives and awards in teaching and PF&R.**

Lisa Fall (University of Tennessee) will continue as professional liaison and social chair, assisted by new leader **Cary Greenwood** (University of Oregon). **Susan Grantham** (University of Hartford) will be graduate student liaison, assisted by **Susan Allen** (University of Maryland) and **Weiwu Zhang** (Texas Tech University). **See p. 6 for liaison initiatives.**

Veteran Roschwalb Chair **Heidi Hatfield Edwards** (Florida Institute of Technology) will be assisted by new leader **Robert Wakefield** (Brigham Young University). And veteran Kaiser Chair **Natalie Tindall** (University of Oklahoma) will be assisted by new leader **Maria Elena Villar** (Florida International University). **See p. 7 for news about student awards.**

MIA

Tsk-tsk to those "missing in action" from the precon and research presentations.

Sponsorship by the Plank Center provided a no-fee preconference, but much of the wonderful refreshments were wasted because half of the registrants didn't show. We are, therefore, going to charge a **fee for next year's preconference.**

Worse, rules for research papers were violated. Submission rules clearly state that no individual may be author or co-author of more than two submitted papers and that at least one author of each accepted paper must attend the convention to present findings. In addition, authors of top papers are expected to attend the business meeting when awards are presented.

Guidelines have for many years stated the two-paper limit. This year we allowed the author who submitted three papers to withdraw one of them, but next year **all papers authored or co-authored by one individual who exceeds the two-paper maximum will be eliminated from review.**

Guidelines have also for many years stated the presentation requirement. This year four educators and three doctoral students did not abide by this rule. This meant that four of the coveted programming slots and complimentary registrations for some of the graduate students were wasted. It is not a legitimate research credit if findings are not presented. Approximately 140 members voted unanimously to impose penalties in the future. **If no author presents findings for a paper accepted for the convention, all authors of that paper will be ineligible to have papers reviewed the following year.** Appeals may be submitted to the PRD board.

FLASH

Many thanks go to
LINDA ALDOORY
for her years of service
as *Journal* editor. . .

. . . and kudos to
KAREN MILLER RUSSELL
for her appointment
as the new editor.

TOP CONVENTION PAPERS

First-Place Research

*Understanding Ivy Lee's Declaration of Principles:
U.S. newspaper and magazine coverage
of publicity and press agency, 1865-1904*
Karen M. Russell and **Carl Bishop**,
University of Georgia

Second-Place Research

*Exploring Adolescent-Organization Relationships:
A study of effective maintenance strategies
with adolescent volunteers*
Denise Bortree, Pennsylvania State University

Third-Place Research

*The Effects of Attribution of VNRs and Risk
on News Viewers' Assessments of Credibility*
Colleen Connolly-Ahern, Pennsylvania State
University; **Susan Grantham**, University of Hartford;
Maria Baukus, Pennsylvania State University

First-Place Teaching

*Fulfilling Psychological vs. Financial Needs:
The effect of extrinsic rewards on
motivation and attachment to internships*
Vincent Filak, University of Wisconsin-Oshkosh;
Robert "Pritch" Pritchard, Ball State University

Second-Place Teaching

*Communicating Outside the Classroom with
Millennials: Preparing for the next generation
of public relations students*
Richard Waters, North Carolina State University;
Denise Bortree, Pennsylvania State University

Third-Place Teaching

Team Teaching to Teach Teaming
Susan Gonders and **Doug McDermott**,
Southeast Missouri State University

First-Place Student

*A South Korean "Telethon" and Charitable Donations:
Examining uses and gratifications
and situational variables*
Bumsub Jin, University of Florida

Second-Place Student

*Credibility of Corporate Blogs and
Impact on Attitude toward a Company*
Jiun-Yi Tsai, University of Wisconsin-Madison

Third-Place Student

*Corporate Online Press Rooms
as Predictors of Media Saliency*
Soo Jung Moon, University of Texas-Austin

Colloquium on Hispanic/Latino Audience Research

Time is short! Texas Tech University's call for papers is September 22.

Go here for the call: <http://www.depts.ttu.edu/masscom/programs/ihic/hamc.php>

Paper Forums

Multiple forums are accepting public relations research papers for review.

Donald K. Wright, *Journal of Public Relations*

For the new open-access, peer-reviewed electronic research journal published by PRSA to facilitate the transfer of knowledge from the educational community to the professional community, go here: www.prsa.org/prjournal. For submissions information, go here: www.prsa.org/prjournal/SubmitArticle.

Chuck Lubbers (clubbers@usd.edu), *Teaching Public Relations Monographs*

For peer-reviewed electronic monographs focusing on teaching public relations, go here: <http://lamar.colostate.edu/~aejmcpr>. The top three teaching papers from the convention can be published with expedited review if edited to a maximum of 3,000 words (including tables and notes).

Karen Miller Russell (JPRR@grady.uga.edu), *Journal of Public Relations Research*

The blind-reviewed quarterly journal is sponsored by PRD in cooperation with PRSA, ICA, NCA and IABC and is indexed in *ComIndex*, *ComAbstracts*, *Communication Abstracts*, *Communication Institute for Online Scholarship*, *Index to Journals in Mass Communication*, *LEXIS/NEXIS*, *PsycINFO* and *EBSCOhost*. Changes in submissions procedures are under consideration; when a decision is made, the call will be revised on the PRD homepage: <http://lamar.colostate.edu/~aejmcpr/JPRRhome.html>.

Journal of Public Relations Research Report

Increases in submissions and a dip in acceptance rate merit eight more pages.

Submissions to the *Journal of Public Relations Research* reflect a steady increase – 39 (2004), 65 (2005), 69 (2006), 72 (2007). A growing number of submissions from outside the U.S. indicates an elevation in the *Journal's* popularity and reputation.

The *Journal* had an acceptance rate of 18 percent in 2007 (13 of 72 manuscripts) compared to 20 percent in previous years. Revisions were recommended for an additional 15 percent. Top faculty research papers, primarily from the Public Relations Divisions of AEJMC and ICA, were given expedited review. For 2007, four of six top paper submissions were accepted; revisions were recommended for two. Due to the increase in submissions, manuscripts currently accepted cannot be published until late in 2009. So a request has been approved by publisher Taylor & Francis to increase the number of pages from 112 to 120 beginning in 2009.

The *Journal* was selected by the ISI Task Force of the Council of Communication Associations – a committee representing several professional associations in the field – as one of four nominees for inclusion in the ISI Web of Knowledge (includes Social Sciences Citation Index and Science Citation Index). A decision on the proposal has not yet been made.

Volume 19 (2007) authors are: Issue 1 - Eyun-Jung Ki and Linda Childers Hon; Hua-Hsin Wan and Robert Schell; Nance McCown; Simon T. Sinaga and H. Denis Wu. Issue 2 - Sung-Un Yang; Alex Wang; Spiro Kiouis, Cristina Popescu and Michael Mitrook; Hyo-Sook Kim. Issue 3 - Sandra L. Braun; Romy Frohlich and Sonja Peters; Yan Jin and Glen T. Cameron; Yi-Ru Regina Chen. Issue 4 - Krishnamurthy Sriramesh, Saminathan Moghan and Daniel Lim Kwok Wei; Magda Pieczka; Kurt Wise; Brooke Fisher Liu and J. Suzanne Horsley.

Message from Linda Aldoory, outgoing editor of the *Journal of Public Relations Research*:

I would like to acknowledge the individuals and entities who have worked hard for the *Journal of Public Relations Research*.

Without the helpful manuscript reviews conducted by more than 90 reviewers, the *Journal* would not be known as the premier publication outlet for scholarly research in public relations. My deepest appreciation goes to all the individuals committed to the service of scholarly review in public relations.

I would also like to acknowledge the Department of Communication at the University of Maryland, and Elizabeth L. Toth, chair of the department, for supporting the *Journal* in a variety of ways.

1965-67 Head **James R. Young** *West Virginia*
 1967-69 Head **Ernest F. Andrews** *Iowa*
 1969-71 Head **William S. Caldwell** *Southern Cal*
 1971-72 Head **Hunter McCartney** *West Virginia*
 1972-74 Head **H. Frazier Moore** *Georgia*
 1974-75 Head **Douglas Ann Newsom** *TCU*
 1975-76 Head **William B. Toran** *Ohio State*
 1976-77 Head **Carol Oukroup** *Kansas State*
 1977-78 Head **Frederick Whitney** *San Diego*
 1984-85, 1989-94 Research Journal Editor and
 1978-79 Head and **James Grunig** *Maryland*
 1979-80 Head **Michael Hesse** *Alabama*
(S-Alabama, E-Kentucky)
 1980-81 Head **Dennis Wilcox** *San Jose State*
 1981-82 Head **Donald K. Wright** *S-Alabama*
(Boston)
 1982-83 Head **Frank Kalupa** *Georgia (S-Francisco)*
 1983-84 Head **Norman Nager** *Cal State-Fullerton*
 1984-85 Head **Linda Scanlan** *Norfolk State*
 1985-86 Head **Mark McElreath** *Towson*
 1986-87 Head **Judy VanSlyke Turk** *Oklahoma*
(Virginia Commonwealth)
 1995-00 Research Journal Editor and
 1987-88 Head **Elizabeth "Liz" Lance Toth**
Syracuse (Maryland)
 1988-89 Head **John Pavlik** *Columbia (Rutgers)*
 1989-94 Research Journal Editor and
 1989-90 Head **Larissa "Lauri" Grunig** *Maryland*
 1988-94 TPR Editor and
 1990-91 Head **Todd Hunt** *Rutgers*
 1991-92 Head **Shirley Ramsey** *Oklahoma*
 1992-93 Head **Dean Kruckeberg** *Northern Iowa*
(North Carolina-Charlotte)
 1987-88 News Journal Editor and
 1993-94 Head **Maria Russell** *Syracuse*
 1993-94 News Journal Editor
Susanne A. Roschwalb *American*
 1991-93 News Journal Editor and
 1994-95 Head **Richard Alan Nelson** *LSU*
 1994-01 TPR Editor **Gay Wakefield** *TCU*
 1994-95 News Journal Editor **H. Allen White** *Murray*
 1995-96 Head **Carolyn Cline** *Southern Cal*
 1996-97 Head **Don Stacks** *Miami*
 1997-98 Head **William C. "Bill" Adams** *Florida Int.*
 1998-99 Head **Susan Dimmick** *Tennessee*
 1998-99 News Journal Editor and
 1999-00 Head **Barbara DeSanto** *Oklahoma State*
(North Carolina-Charlotte, Washburn)
 2000-04 Research Journal Editor
Linda Childers Hon *Florida*
 2000-01 Head **Pamela Bourland-Davis**
Georgia Southern
 2001-03 TPR Editor **Linda Morton** *Oklahoma*
 2001-02 Head **William Thompson** *Louisville*
 2003-07 TPR Editor and
 2002-03 Head **Ken Plowman** *BYU*
 2003-04 Head **Patricia Curtin** *North Carolina-*
Chapel Hill (Oregon)
 2004-05 Head **Teresa Mastin** *Michigan-St (DePaul)*
 2004-08 Research Journal Editor **Linda Aldoory**
Maryland
 2008-present TPR Editor and
 2005-06 Head **Charles "Chuck" Lubbers** *S-Dakota*
 2006-07 Head **Bonita Dostal Neff** *Valparaiso*
 2007-08 Head **Michael Parkinson** *Texas Tech*
 1998-present Webmaster **Kirk Hallahan** *Colorado-St*
 1999-present News Journal Editor and
 2008-09 Head **Susan Gonders** *Southeast Missouri*
 2008-present Research Journal Editor
Karen Miller Russell *Georgia*

Heads & Eds

PRD is compiling archives on the division's "Heads & Eds."

The Past Heads Council was organized by **Pamela Bourland-Davis** (Georgia Southern University). The first chair was **Douglas Ann Newsom** (Texas Christian University), **Maria Russell** (Syracuse University) has chaired the body the last two years, and **Chuck Lubbers** (University of South Dakota) has been elected chair for the next year. Thirteen past heads – Bourland-Davis, Newsom, Russell, Lubbers, **Pat Curtin** (University of Oregon), **Barbara DeSanto** (Washburn University), **Dean Kruckeberg** (University of North Carolina-Charlotte), **Teresa Mastin** (DePaul University), **Bonita Neff** (Valparaiso University), **Don Stacks** (University of Miami), **Liz Toth** (University of Maryland), **Dennis Wilcox** (San Jose State University) and **Donald K. Wright** (Boston University) – participated in this year's meeting sponsored by Syracuse University.

The effort to compile biographical sketches of past "Heads & Eds" began about six years ago, and the Council is going to help complete the archival record. Stacks will have students interview past heads whose bios are not yet on file, but help is needed to gather information on those who are deceased. The Council would also like to interview past heads to determine what trends and issues were prominent during their administrations.

Doug Newsom

PRD honored a surprised Doug Newsom in recognition of her 40 years at TCU.

With respect and appreciation, the AEJMC Public Relations Division saluted the trail-blazing body of work of **Douglas Ann Newsom**, who plans to retire in 2009 after 40 years at Texas Christian University. Newsom was surprised during the Bill Adams/Edelman Luncheon when her co-authors, **Dean Kruckeberg** and **Judy VanSlyke Turk**, presented her with yellow roses and a certificate of appreciation.

The first female PRD head (1974-75) and the first Past Heads Council chair (2005-06), Newsom is the second woman and the first public relations educator to serve as AEJMC national president (1985). She co-founded the AEJMC Minorities Division and the PRSA Educators Academy. She was PRSSA national faculty adviser (1979), the first female PRSA Educator of the Year (1982), and a 2005 PRSA Pathfinder. She holds APR credentials and chaired the College of Fellows (1982). She served on the Accrediting Committee (1979-83), the last two years as chair. She is a Women in Communications National Headliner (1996) and a respected author.

OUTREACH: Professional Liaisons

"Freshman" and "senior" practitioners participated in PRD convention activities.

New practitioners participating in PRD activities by special invitation included PRSSA National President **Brandi Boatner** (Edelman), past PRSSA National President **Kevin Saghy** (Ketchum), past National Committee Vice Presidents **Bryan Blaise** (Fleishman-Hillard) and **Brenda Schulze** (Chicago Lighthouse), and Southeast Missouri State University graduate **Phillip Cleveland** (Edelman).

Legends included **Betsy Plank**, **Ron Culp** (Ketchum), **Rich Jernstedt** (Fleishman-Hillard) and **Jack Koten** (Ameritech). Other practitioner panelists were **Calmetta Coleman** (Ketchum), **Cristina Lawrence** (Fleishman-Hillard), **Monte Lutz** (Edelman), and **Cande Tschetter** (Tschetter & Associates). And due to the efforts of Social Chairs **Lisa Fall** (University of Tennessee) and **Brooke Fisher Liu** (DePaul University), about 20 practitioners joined more than 100 educators for the PRD Social sponsored by Texas Tech University.

Fall will continue as professional liaison, assisted by Associate Professional Liaison **Cary Greenwood** (University of Oregon). They are networking with practitioners in the Boston area in preparation for the 2009 National Convention.

OUTREACH: Graduate Student Liaisons

Students are encouraged to submit papers and compete for PRD awards.

Susan Grantham (University of Hartford) will be graduate student liaison, assisted by **Susan Allen** (University of Maryland) and **Weiwu Zhang** (Texas Tech University). This committee will work with the membership, Roschwalb and Kaiser teams to increase PRD's outreach to graduate students (see p. 7).

CALL for ACTION

contribute to
ROSCHWALB
heidihat@fit.edu

contribute to
KAISER
ntindall@ou.edu

FLASH

Student scholarships are available for NBPRS, which has been moved to April 23-26, 2009.

"Real Talk in Tough Times: Communicating for Change" is the theme of the National Black Public Relations Society Conference and Career Fair, which has been moved from November 2008 to April 23-26, 2009. The largest gathering of African-American public relations professionals will be at 265 Peachtree Street NE in Atlanta.

In addition to honoring those who have paved the way for African Americans in public relations, the conference will offer solutions for the practice of public relations in these economically, socially and politically challenging times.

Any student applying for the limited number of conference scholarships should write a 250-word essay about "how you will make your community better with Real Talk." Essays should be submitted to Dawn.jones@nbprs.org by October 1.

Questions may be sent to Natalie Tindall (ntindall@ou.edu).

OUTREACH: Membership Recruitment and Retention

Membership efforts have focused on doctoral students, and the roster nears 500.

Not satisfied to be one of the largest divisions in AEJMC with 473 members, PRD Membership Committee members met with doctoral students during job fairs and national/regional conferences, and students who submitted papers to AEJMC and NCA were urged to attend the AEJMC National Convention. PRD membership benefits were also promoted via listserv and e-mail messages to current members of NCA, ICA and AEJMC.

Membership Chair **Michael Palenchar** (University of Tennessee) will work with Associate Membership Chairs **Denise Bortree** (Pennsylvania State University) and **Ken Payne** (Western Kentucky University) to outline a strategic effort for both recruitment and retention of members. Current members will be urged to encourage graduate students in their own programs to get involved in PRD activities.

OUTREACH: Susanne A. Roschwalb Grant

Gifts in honor of Chen Chu Chiou, Teng I-Wen and Erna Aeschelmann move the Susanne A. Roschwalb Grant toward endowment.

Named in memory of an American University associate professor who was an active PRD member until her death from complications related to breast cancer, the Susanne A. Roschwalb Grant offsets the cost of travel for a student studying international public relations. This year's recipient is **Patrick O'Rourke** (University of Alabama).

PRD member **Bey-Ling Sha** and her husband, **Guy Aeschelmann**, have pledged \$1,200 toward endowment of the fund in honor of three special women in their lives: \$400 in 2008 in memory of Bey-Ling's grandmother, **Chen Chu Chiou**, a breast cancer survivor who died August 18, 2008; \$400 in 2009 in honor of Bey-Ling's aunt, **Teng I-Wen**, a breast cancer survivor who lives in Taiwan; and \$400 in 2010 in honor of Guy's mother, **Erna Aeschelmann**, bladder cancer survivor who lives in France.

Journal of Public Relations Research publisher, Taylor & Francis, annually contributes the \$250 that is granted to the recipient, and we have been working to endow the fund. When we began the program a decade ago, \$5,000 was required for an endowed fund. We recently found out that \$6,000 is now the minimum. With the \$3,800 currently banked and the \$1,200 pledged by Sha and Aeschelmann, Roschwalb Chairs **Heidi Hatfield Edwards** (Florida Institute of Technology) and **Robert Wakefield** (Brigham Young) are working to raise the \$1,000 balance needed. Additional donations of \$500 per year would endow the fund by 2010.

OUTREACH: Inez Kaiser Graduate Student of Color Award

Restructuring will make the program more selective and lead to endowment.

This year's 25 recipients indicate a growing interest in the Inez Kaiser Graduate Student of Color Award, named in honor of the first African-American woman to own a public relations firm. In an effort to enhance the membership and diversity of PRD, individual members have sponsored \$65 AEJMC/PRD memberships on a year-to-year basis.

Veteran Kaiser Chair **Natalie Tindall** (University of Oklahoma) will be assisted by Associate Kaiser Chair **Maria Elena Villar** (Florida International University) in restructuring the program. At least half of the recipients in recent years have been master's degree students with no intention of pursuing doctorates or becoming educators. The team will, therefore, outline competitive procedures for application, which could include evidence of student status and a statement of interest in public relations education, perhaps with priority given to students presenting research at the convention. Under consideration is eligibility for non-minority students studying diversity issues.

The team will also initiate strategies for endowing the Kaiser program. Current sponsorships match the approximately \$1,600 in annual awards. A more selective process could limit the awards to three, four or five meritorious students and an expenditure of \$195-325. Initiatives to attract additional funding to combine with ongoing sponsorships should lead to the accumulation of the \$6,000 required to endow the program.

Be watching for listserv and homepage notices about revisions in progress for the PRD constitution and bylaws.

Douglas
Ann
Newsom

plans to retire in 2009
after 40 years at
Texas Christian University.

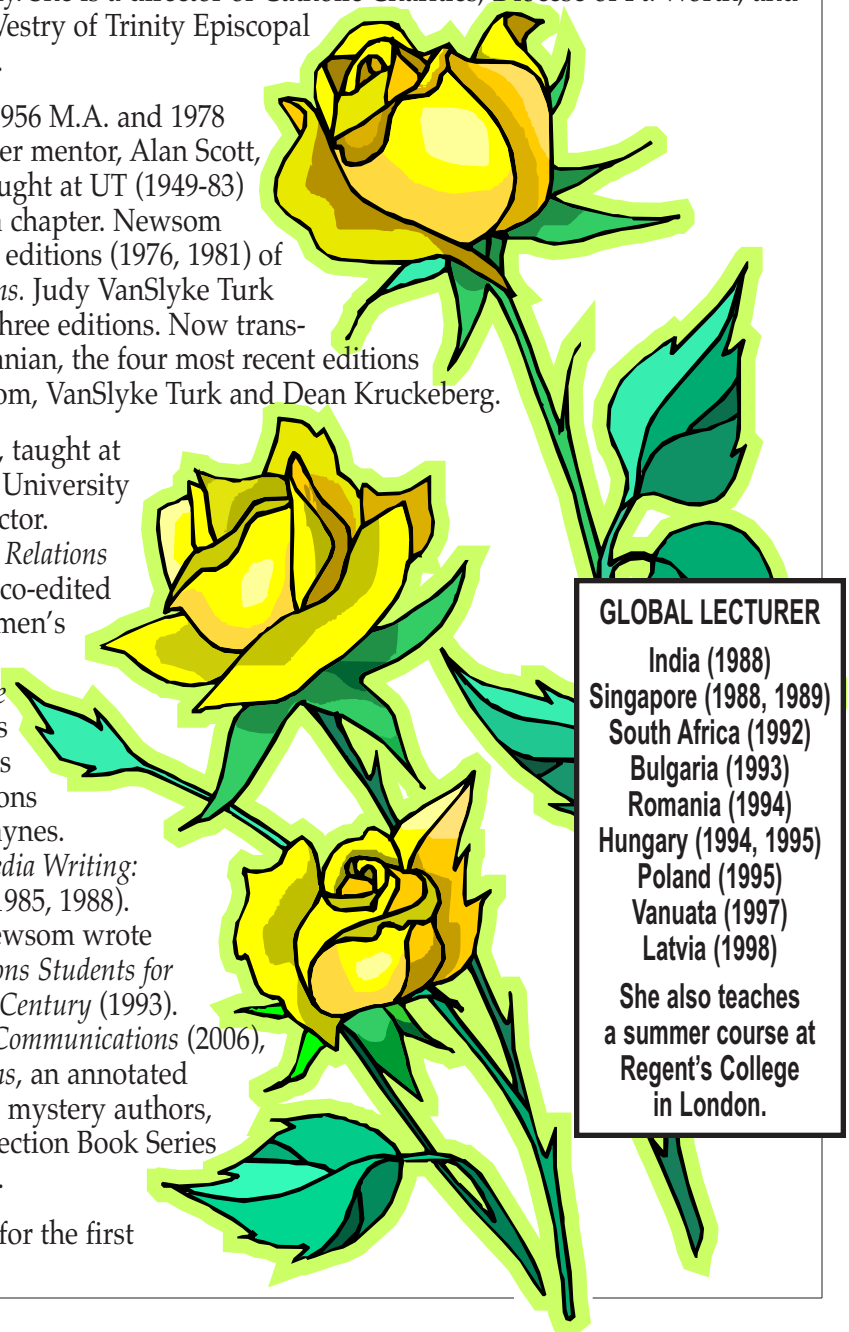
She has truly blazed a trail of "firsts."
So with respect and appreciation,
the AEJMC Public Relations
Division salutes
her remarkable
body of
work.

The first female head of the AEJMC Public Relations Division (1974-75) and the first Past Heads Council chair (2005-06), Doug Newsom is the second woman and the first public relations educator to serve as AEJMC national president (1985). She co-founded the AEJMC Minorities Division and the PRSA Educators Academy. She was a PRSSA national faculty adviser (1979), the first female PRSA Educator of the Year (1982), and a 2005 PRSA Pathfinder. She holds APR credentials and chaired the College of Fellows (1982). She served on the Accrediting Committee (1979-83), the last two years as chair. She is a Women in Communications National Headliner (1996) and a 25-year (1982-2007) director on the Board of ONEOK, a diversified energy company. She is a director of Catholic Charities, Diocese of Ft. Worth, and on the Vestry of Trinity Episcopal Church.

She earned her 1954 B.A., 1955 BFA, 1956 M.A. and 1978 Ph.D. from the University of Texas. Her mentor, Alan Scott, a former Associated Press reporter, taught at UT (1949-83) and was adviser to UT's PRSSA alpha chapter. Newsom was Scott's co-author for the first two editions (1976, 1981) of *This Is PR: The Reality of Public Relations*. Judy VanSlyke Turk became the third author for the next three editions. Now translated into Russian, Chinese and Romanian, the four most recent editions (1996-2006) are co-authored by Newsom, VanSlyke Turk and Dean Kruckeberg.

Her husband, Bob Carrell (1931-2001), taught at TCU (1961-69) and for 23 years at the University of Oklahoma, the last 12 years as director. Newsom and Carrell wrote the *Public Relations Writing Exercise Book* (1992), and they co-edited *Silent Voices* (1995), a collection of women's colloquium papers. She co-authored *Public Relations Writing: Form and Style* (1981) with Tom Siegfried. Carrell was her co-author for the next five editions (1986-2000), and the most recent editions (2004, 2007) were written with Jim Haynes. Newsom and James Wollert wrote *Media Writing: Preparing Information for Mass Media* (1985, 1988). Clark Caywood, Tom Duncan and Newsom wrote *Preparing Advertising and Public Relations Students for the Communication Industry in the 21st Century* (1993). She wrote *Bridging the Gaps in Global Communications* (2006), and she is co-editor of *Lone Star Sleuths*, an annotated bibliography (2003-04) of Texas-based mystery authors, part of the Southwestern Writers Collection Book Series through the University of Texas Press.

It is indeed a powerful body of work for the first 40 years, and she is still writing!



GLOBAL LECTURER

India (1988)
Singapore (1988, 1989)
South Africa (1992)
Bulgaria (1993)
Romania (1994)
Hungary (1994, 1995)
Poland (1995)
Vanuata (1997)
Latvia (1998)

She also teaches
a summer course at
Regent's College
in London.