

PR UPDATE

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

Vol. 43 • No. 1 • Spring 2008

TUESDAY

public
relations

Legends

SPEAK OUT:

What do graduates need for today's practice?

The Plank Center
for Leadership in Public Relations

University of Alabama
PRESENTS

**RON CULP, DANIEL EDELMAN and
JACK KOTEN**

SEE PAGE 2

THURSDAY

SOCIAL

Texas Tech University

PRESENTS

a raise-the-roof social at the
ROCK BOTTOM CAFE

SEE PAGE 4

A E J M C

Chicago August 2008

FRIDAY

LUNCHEON

Edelmam Worldwide

PRESENTS

The Bill Adams
PRD Luncheon

SEE PAGE 4

TUESDAY

TRAINING THE TRAINERS

LEARNING TO TEACH

The University of Oklahoma
and the University of Tennessee

PRESENT

a training workshop
for new LTT facilitators

SEE PAGE 2

6 TIMELY AND SPICY PANEL PRESENTATIONS

WEDNESDAY

★ Graduate Service Learning

FRIDAY

★ New Books and the Authors

★ The Hush-Hush of Online Doctorates

★ Pioneering Practitioner Contributions to
Advertising and Public Relations Education

SATURDAY

★ Online Social Media Communities

★ Ethical Conflict
Resolution

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7 RESEARCH SESSIONS

WEDNESDAY

3 HIGH-DENSITY
RESEARCH SESSIONS

THURSDAY

SCHOLAR-TO-SCHOLAR and
HIGH-DENSITY TEACHING

FRIDAY

POSTER SESSION

SATURDAY

TOP RESEARCH
PAPERS

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AEJMC PUBLIC RELATIONS DIVISION
three-part
PRE-CONFERENCE
 2008 • TUESDAY 5 AUGUST • CHICAGO

1:00-2:30 warm-up

3:00-4:30 main event

public relations

Legends
SPEAK OUT:

What do graduates need for today's practice?

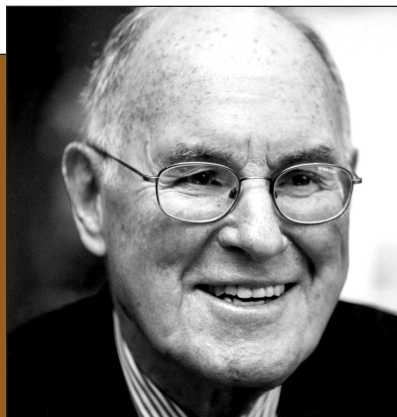
THE LEGENDS will discuss the qualities that will "make or break" new professionals in today's practice.

RON CULP, recipient of the Arthur W. Page Society Distinguished Service Award, is senior VP of Ketchum Midwest and previously with Sears and Sara Lee.

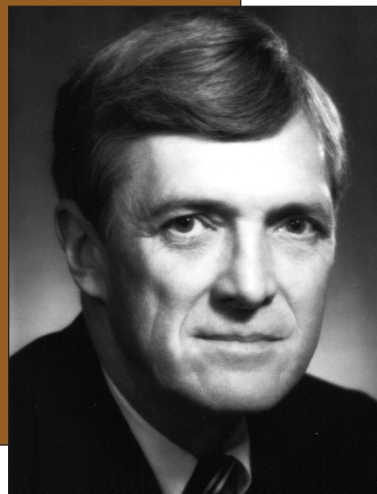
sponsored by the

Plank Center
 for Leadership in Public Relations

University of
 Alabama



DANIEL EDELMAN, 1999 PRSA Gold Anvil recipient, is founder and chairman of Edelman Worldwide. The decorated World War II veteran is also a major advocate for numerous philanthropies.



JOHN A. "JACK" KOTEN, first president and Hall of Fame honoree of the Arthur W. Page Society, is senior vice president (ret.) of corporate communications with Ameritech.

Become a **CREDENTIALLED LTT PRESENTOR** by completing a two-part "Training the Trainers" seminar. Participants who complete the seminar will be credentialed to present Learning to Teach workshops for practitioners interested in transitioning into teaching. The training seminar fee of \$25, which covers learning materials and Certificates of Credentials, can be remitted through AEJMC convention registration.

\$25

FREE

LEARNING TO TEACH

In the first half of the training seminar, participants will learn how to help practitioners assess how they might fit into academe, how they can find part-time and full-time positions, and how they can successfully interview. The second half of the training seminar will prepare new workshop facilitators to help practitioners to successfully transition into academe with different types of teaching techniques and command of resources needed to navigate through the university. Certificate of Credentials upon completion.

co-sponsored by the

University of Oklahoma
 and the
University of Tennessee

5:00-6:30 finale

AEJMC REGISTRATION

LTT seminar (\$25) and Legends panel reservations available on the AEJMC convention registration form

LIMITED SEATING

\$25 – first 30 seminar registrants
 FREE – first 60 panel registrants



SAVE YOUR SPOT

See AEJMC convention registration form.



RSVP Past Heads

Maria Russell
mprussel@syr.edu

CALL FOR NOMINATIONS

Nominations for
vice head-elect, secretary
and elected delegate
may be submitted
no later than May 1, 2008,
to the Nominations
Committee:

BONITA NEFF
bonita.neff@valpo.edu

BARBARA DeSANTO
barbdesanto@gmail.com

CHUCK LUBBERS
Chuck.Lubbers@usd.edu

TUE 5 AUG

1:00-2:30 - LTT Training the Trainers (cont'd. at 5:00 p.m.)

\$25 fee. Limit 30. See AEJMC convention registration form.

Seminar Instructors: **Barbara DeSanto**, Washburn (KS) University;
Susan Gonders, Southeast Missouri State University;
Michael Parkinson, Texas Tech University;
Robert "Pritch Pritchard", Ball State (IN) University

3:00-4:30 - Public Relations Legends Speak Out: "What do graduates need for today's practice?"

FREE. Limit 65. See AEJMC convention registration form.

Panelists: **Ron Culp**, Ketchum, formerly Sears and Sara Lee;
Daniel Edelman, Edelman Worldwide;
John A. "Jack" Koten, Ameritech

5:00-6:30 - LTT Training the Trainers (cont'd. from 2:30 p.m.)

Certificates of Credentials will be presented to seminar participants who complete training to become LTT workshop facilitators for practitioners interested in transitioning into teaching.

WED 6 AUG

7:00-8:00 - PRD Past Heads

Presiding: **Maria Russell**, Syracuse (NY) University

8:15-9:45 - PRD High-Density Research-1

10:00-11:30 - Teaching Panel: Graduate Service Learning

Co-sponsored by PRD and Graduate Education

Challenges and Benefits of Incorporating a Service Learning Approach into the Graduate Curriculum

In recent years, the academic community has shown great interest in incorporating service learning approaches into mass communication curriculum. Whether conducting research for organizations, conducting campaigns for nonprofit clients, or helping institute community journalism programs, service learning has been used to foster student learning while improving town-gown relationships at the same time. While this applied approach to learning is easily used in tactical-based undergraduate classes, it is also being incorporated into graduate coursework where theory meets the practice. This panel will discuss the benefits and challenges of using service learning in graduate coursework.

Moderator: **Richard D. Waters**, College of Charleston (SC)

Panelists: **Vince Benigni**, North Carolina State University
Melissa Johnson, North Carolina State University;
Chuck Lubbers, University of South Dakota;
Deborah Silverman, Buffalo (NY) State College;
Jessalynn Strauss, University of Oregon

1:30-3:00 - PRD High-Density Research-2

5:00-6:30 - PRD High-Density Research-3

6:45-10:00 - AEJMC Keynote and Opening Reception

THU 7 AUG

7:00-8:00 - PRD Outgoing Board

Presiding: **Michael Parkinson**, Texas Tech University

1:30-3:00 - Scholar-to-Scholar

5:00-6:30 - PRD High-Density Teaching

6:45-8:15 - PRD Membership Business Meeting

Presiding: **Michael Parkinson**, Texas Tech University

8:30-10:00 - PRD Social

FREE. Limit 100. RSVP to Lisa Fall.

All members and friends of the Public Relations Division are invited for hors d'oeuvres and fun immediately following the business meeting. The convention hotel is between Ohio and Grand on Michigan. Go south from the hotel to Grand, three blocks west to State, and a half-block south to the Rock Bottom Restaurant and Brewery at One West Grand Ave.

RSVP SOCIAL

Lisa Fall

lfall@utk.edu

SOCIAL
sponsored by

Texas Tech University

<http://rockbottom.com>

FRI 8 AUG

7:00-8:00 - PRD Incoming Board

Presiding: **Susan Gonders**, Southeast Missouri State University

8:15-9:45 - Poster Session

Advertising, Public Relations, Cultural and Critical Studies, Entertainment

10:00-12:00 - AEJMC Business Meeting

12:15-1:30 - Bill Adams/Edelman Luncheon

FREE. Limit 85. RSVP to Patricia Swann. Off-site location TBA.

Presiding: **Michael Parkinson**, Texas Tech University;
Susan Gonders, Southeast Missouri State University;
Patricia Swann, Utica (NY) College

RSVP LUNCHEON

Patricia Swann

pswann@utica.edu

LUNCHEON
sponsored by

Edelman Worldwide

1:45-3:15 - Research Panel: New Advertising and PR Books

Co-sponsored by Advertising and Public Relations

New Books: Meet the Authors

Moderator: **Jami Fullerton**, Oklahoma State University

Panelists: **Fred Beard**, University of Oklahoma

Humor in the Advertising Business: Theory, Practice and Wit

Jason Chambers, University of Illinois

Madison Avenue and the Color Line: African Americans in the Advertising Industry

Alice Kendrick, Southern Methodist (TX) University

Advertising's War on Terrorism:

The Story of the U.S. State Department's Shared Values Initiative

Tom Reichert, University of Georgia

Sex in Consumer Culture and

Investigating the Use of Sex in Media Promotion and Advertising

Patricia Swann, Utica (NY) College

Cases in Public Relations Management

INSTITUTE OF PUBLIC RELATIONS

PRD Webmaster Kirk Hallahan (left), Colorado State University, received the 2007 Pathfinder Award from the Institute of Public Relations at the organization's annual lecture and fundraising dinner in November at the Yale Club in New York City. Institute President Frank Ovaitt (right) presented the award and a \$2,000 prize. Institute Chair Peter D. Debreceeny cited Hallahan for his recent research and scholarly writings related to the applications of new technology in public relations. Earlier in the day, Hallahan spoke to 30 of the Institute's trustees representing executives from leading agencies and corporate public relations departments in the United States and Europe. The Institute for Public Relations, founded in 1956, is a nonprofit organization "dedicated to the science beneath the art of public relations."



3:30-5:00 - PF&R Panel: Online Doctorates

Co-sponsored by Public Relations and Mass Communication & Society

Confronting the "Hush-Hush" of Online Doctoral Programs: Discussing an Escalating 21st-Century Paradigm

This panel will focus on the pros and cons of earning a doctorate online – the good, the bad and the ugly. In addition to discussing some empirical research results, panelists will discuss the stigma that surrounds online doctoral programs. Set up as a "devil's advocate" type format, the panelists will include faculty who (a) teach online, (b) have earned a doctorate online, (c) have researched this issue and (d) who are industry professionals. This panel brings the "hush-hush" topic of online doctoral programs into a forum for open and frank discussion.

Moderator: Chuck Lubbers, University of South Dakota

Panelists:

Margaret DeFleur, Louisiana State University

The associate dean for graduate studies and research will discuss empirical research results that examine the hiring practitioner's perspective on doctorates earned online.

Lisa Fall, University of Tennessee

The School of Advertising and Public Relations associate professor will discuss interview results from professionals who are currently earning online doctorates.

Cande Tschetter, Tschetter & Associates

The agency CEO plans to stay in the practice but is currently working on an online Ph.D. via Capella University.

Catherine Wright, George Mason University

The Department of Communication assistant professor has earned her Ph.D. online from Regents University.

5:15-6:45 - Teaching Panel: Pioneer Practitioners in Education

Co-sponsored by Public Relations and Advertising

Bringing the Practice into Academe: Pioneering Contributions to Education by Leading Advertising and Public Relations Practitioners

One continuing theme in advertising and public relations is bringing the academic discipline and the professional practice together. Four important practitioners have had a great but generally unrecognized influence on today's education and practice. Recognizing the importance of both research and historical records, J. Walter Thompson established a collection of advertising documents at Duke University. Rex Harlow was the first full-time professor of public relations, Sam Black established the first public relations master's program in Europe, and Tim Traverse-Healy has been instrumental in the development of public relations education worldwide. This panel will describe the historical implications of each practitioner with references to not only today's practice, but the future of international advertising and public relations.

Susan Gonders, Southeast Missouri State University – moderator

Rex Harlow (1893-1993): 1939-45 lecture notes from the first full-time PR professor

Marilyn Roberts, University of Florida

J. Walter Thompson (1847-1928): a U.S. advertising agency pioneer's contributions and legacy to higher education

Danny Moss, Manchester (Great Britain) University

Sam Black (1915-1999): a legacy of British public relations practice that foreshadowed public relations education

Barbara DeSanto, Washburn (KS) University – discussant

Tim Traverse-Healy (1923-): 100 speeches that shaped global public relations education

PRD Convention Representation

- Ameritech
- Ball State University
- Buffalo State College
- College of Charleston
- Edelman Worldwide
- Fleishman-Hillard
- George Mason University
- Ketchum Public Relations
- Louisiana State University
- Manchester (Great Britain) University
- North Carolina State University
- Oklahoma State University
- Plank Center
- Sara Lee
- Sears, Roebuck
- Southeast Missouri State University
- Southern Methodist University
- Syracuse University
- Temple University
- Texas Tech University
- Tschetter & Associates
- University of Alabama
- University of British Columbia (Canada)
- University of Florida
- University of Georgia
- University of Illinois
- University of Maryland
- University of Miami
- University of North Carolina
- University of Northern Iowa
- University of Oklahoma
- University of South Dakota
- University of Southern Mississippi
- University of Missouri
- University of Oregon
- University of Tennessee
- Utica College
- Washburn University



Chicago August 2008

7:00-8:00 - Council of Divisions

8:15-9:45 - Training for Division Heads, Vice Heads,
Research Chairs and PF&R chairs

11:45-1:15 - Top PRD Research Papers

1:30-3:00 - PF&R Panel: Online Social Media Communities

Co-sponsored by Public Relations and Communication Technology

Theoretical, Practical and Ethical Implications of Social Media Technologies for Communication Professionals

Social media technologies are gradually altering the original Web from a one-way publishing paradigm into a global community of participatory communications. The ability of publics to share news and information impacts the traditional role of communications professionals both in public relations and journalism. The panel gathers experts from industry and academia to explore the impact of social media, such as Facebook, MySpace, blogs and wikis, with particular attention to ethical and privacy issues, as well as to changes in the concept of relationship-building related to “controlling the message” versus “controlling the conversation.”

Moderator: Sergei Golitsinski, University of Maryland (grad student)

Panelists: Calmetta Coleman, Ketchum Chicago senior VP
Cristina Lawrence, Fleishman-Hillard Chicago VP of Digital
Alfred Hermida, University of British Columbia (Canada)
Zizi Papacharissi, Temple University (Philadelphia)

3:15-4:45 - Teaching Panel: Ethical Conflict Resolution

Co-sponsored by Media Ethics and Public Relations

Ethical Conflict Resolution of Emerging Issues and Agendas in Teaching Today

Faculty can use public relations methods to manage conflict in classrooms and teach students to apply ethical considerations to strategic conflict management skills. Considering gender, age, ethnicity and other diversity factors of teachers and students, panelists will employ audience participation activities to share teaching tools and assessment approaches to more effectively deal with classroom dynamics, foster instructor-student interactions, and introduce students to advanced methods of ethical conflict resolution. The goal of this panel is to provide practical methods for teaching strategic conflict management skills.

Moderator: Jae-Hwa Shin, University of Southern Mississippi

Panelists: Shannon Bowen, University of Maryland

“Ethical considerations in resolving conflicts with students”

Glen T. Cameron, University of Missouri

“Teaching strategic conflict management: Using conflict resolution methods”

Craig Carroll, University of North Carolina

“Conflict of expectations between theory and practice”

Dean Kruckeberg, University of Northern Iowa

“Emerging issues and agendas: How to deal with difficult students”

Don Stacks, University of Miami (FL)

“Teaching public relations today: Ethical dilemmas in and out of the classroom”