

## Strength in Numbers Can Command Respect

FOR A LONG TIME, many public relations educators have sounded like Rodney Dangerfield as they bemoan the fact that public relations gets no respect. We pull out past slights and dwell on them, such as when David Weaver, then president of AEJMC, suggested that public relations shouldn't be a part of journalism and mass communication studies.

But that's over 15 years behind us, and it's time to move on. As we all advise our clients, changing an image requires long-term, sustained action. We need to apply our public relations acumen to ourselves and realize that earning respect requires not only strategic planning and action but the commitment of the entire organization to the goal.

At 477 members, the Public Relations Division is the third largest division of AEJMC, behind Newspaper (675) and Mass Comm and Society (590). As such, we're a force to be reckoned with, provided we make ourselves one. We've taken some good steps toward that goal, an important recent one being the election of Don Stacks to AEJMC's Research Committee.

But to continue our forward march requires the active participation of you – the membership. As head, I'm limited in what I, as one person, can do. But if we act as 477 strong, we could and can make a difference. A case in point – in the AEJMC elections this year, two division members narrowly missed being appointed to the PF&R and Teaching Standards committees. Had division members voted in force, we quite possibly would have had division representation on these important committees as well.

Although as a division member you may not always feel empowered in the organization, you may wield more clout than you realize. Casting your vote in the AEJMC elections is one example of how you can make a real difference. Coming to the division's business meeting in Toronto is another. Try volunteering for a position with the division at the executive committee meeting; e-mailing me with your thoughts and concerns for the division; contacting me to get items of concern on the agenda for the business meeting; posting issues and items of interest on the PRD listserv; reading this newsletter and following up on items of interest.

None of these suggestions requires much experience or a major time commitment. As an individual member, you can help public relations education earn the respect it deserves, but only if you act. And if we communicate with each other to identify common concerns and work toward concerted action, we can gain not only the respect of others but the healthy self-respect that comes from our numbers, our actions, and our position within the larger AEJMC organization.

See you in Toronto!

## HEAD word

Patricia A. Curtin

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## ballot

Ballots must be signed (or e-signed) and submitted by July 25, 2004, to Ken Plowman ([plowman@byu.edu](mailto:plowman@byu.edu)), Department of Communications F-547 HFAC Provo, UT 84602 fax 801.422.0160.

### Vice Head-Elect

- Bonita Neff, Valparaiso University  
 Write-in: \_\_\_\_\_

### Secretary/Treasurer

- Alan Freitag, University of North Carolina-Charlotte  
 Write-in: \_\_\_\_\_

### Elected Delegate

- Carolina Acosta-Alzuru, University of Georgia  
 Write-in: \_\_\_\_\_

## In memoriam

MARGARET "PEGGY" BLANCHARD, University of North Carolina-Chapel Hill, died May 25, 2004, at age 60. She was a scholarly giant in the field of journalism history, particularly in the First Amendment area. Remembrances are posted at [www.jomc.unc.edu](http://www.jomc.unc.edu).

6:00-9:00 p.m. **Convention Registration**

Concourse Level of the Sheraton Centre

TUESDAY, AUGUST 3

8:00 a.m.-7:00 p.m. **Convention Registration**

Concourse Level of the Sheraton Centre

5:30-6:45 p.m. **Pre-convention Social** (off-site)

Details on the PRD listserv in early July.  
RSVP Lisa Fall (*lfall@utk.edu*) by July 23.

7:15-9:30 p.m. **Pre-convention Teaching Session**  
**Distance Learning – or Distance from Learning?**  
**Taking a close look at the marriage of**  
**public relations and distance education**

*Presiding/Moderating:* Judith Scrimger,  
Mount Saint Vincent University-Halifax, Nova Scotia

*Panelists:*

“Teaching Public Relations in the Virtual Classroom: An experience with a shifting paradigm,”  
Patricia Parsons, Mount Saint Vincent University-Halifax, Nova Scotia

“The ABC’s of online public relations education,”  
Lisa T. Fall, University of Tennessee

“Support for online learners: how to make the virtual classroom work,” Jeremy T. Bond,  
Central Michigan Universities

“A Student Perspective,” Heather Whyte,  
Ontario Dental Association and Royal Roads University

- Distance delivery of public relations courses and degree programs has been growing rapidly in the last decade. For many faculty and students, the public relations

classroom is now the virtual classroom. This pre-convention panel will include two faculty members who have taught distance courses. Lisa Fall and Patricia Parsons will tackle the question of how the pedagogy of public relations changes in the virtual classroom as well as provide some guidelines for successful online courses.

Rounding out the panel is Jeremy Bond, coordinator of multi-media and online courses at Central Michigan Universities, who will address issues of support for online learners, and Heather Whyte, director of communications and marketing with the Ontario Dental Association and an MBA candidate at Royal Roads University, who will provide a student perspective on distance learning. This interactive session will be valuable for those who are considering a virtual course load for the first time, and it will give the experienced online instructor an opportunity to reconsider teaching public relations at a distance.

**CONVENTION**  
**agenda**

**Teresa Mastin**

Michigan State University  
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8:00 a.m.-5:00 p.m. **Convention Registration**

Concourse Level of the Sheraton Centre

8:15 a.m. **PRD Refereed Research Session**

**Media Analysis in Public Relations Contexts**

*Chair:* Don W. Stacks, University of Miami

Martin, Ernest F., Jr.  
(Virginia Commonwealth University).  
News release flow-through: News release/  
news article LSA metric.

Callison, Coy, and Norman E. Youngblood  
(Texas Tech University).  
Cutting out the middle man: Must public relations messages be filtered through traditional news media to gain credibility?

Westover, David S., Jr., and Margot Opdycke Lamme  
(University of Florida).  
A qualitative study of military-media relations during the war in Iraq: Investigating embedding, discovering relationship theory in action.

Perkins, Stephanie  
(University of North Alabama).  
Shouting in the media’s deaf ear: A qualitative analysis of the NAACP’s public relations messages in the post-election debacle of 2002.

Connolly-Ahern, Colleen, and S. Camille Broadway  
(University of Florida).  
The importance of appearing competent: An analysis of corporate impression management strategies on the World Wide Web.

*Discussant:* Doug Newsom, Texas Christian University

10:00 a.m. **Teaching Panel**  
**Meeting Needs to Globalize Curriculum in Science and Health Communications**

co-sponsored with Science Communication

*Presiding/Moderating:* Tracy Irani, University of Florida

*Panelists:*

Michelle Betz, Central Florida University  
Susan Grantham, University of Hartford  
Jan Knight, Hawaii Pacific University  
Michelle O’Malley, Kansas State University  
Bonnie Riechert, University of Tennessee

- Many colleges and universities are focusing on developing an international perspective and curriculum in order to prepare graduates to succeed in an increasingly globalized society. Although many science and health communications issues have global implications, traditionally, curriculum in

our field has been more domestically focused. How can science and health communicators add an international perspective to courses they teach? Panelists will discuss their experiences with globalizing the curriculum from a teaching perspective, focusing on innovative learning opportunities, such as electronic collaboration, internationally focused projects, working with NGOs, interdisciplinary courses and student tours, in science and health communications areas that are designed to enhance students' global competencies.

#### 11:45 a.m. PRD Refereed Research Session

##### **Different Publics/Different Perceptions of Public Relations**

*Chair:* Lynn M. Zoch, University of Miami

Shin, Jae-Hwa (Southern Mississippi),  
Jongming Park (Kyung Hee University-Korea), and  
Glen T. Cameron (University of Missouri-Columbia).

Contingent factors in public relations practice:  
Modeling generic public relations in Korea.

Picherit-duthler, Gaele, and Alan R. Freitag  
(University of North Carolina-Charlotte).

Researching employees' perception of benefits  
communication: A communication inquiry on  
channel preferences, understanding, decision-  
making, and benefits satisfaction.

Reber, Brian, Karla Gower, and Jennifer Robinson  
(University of Missouri-Columbia).

The Internet and litigation public relations.

Jin, Yan, Augustine Pang, and Glen T. Cameron  
(University of Missouri-Columbia).

Different means to the same end: A comparative  
contingency analysis of Singapore and Chinese  
governments' management of the perceptions  
and emotions of their multiple public during the  
Severe Acute Respiratory Syndrome (SARS) crisis.

Jin, ChangHyun  
(University of Florida).

The impact of CEO reputation, corporate credibility,  
and brand loyalty in relationship building.

*Discussant:* Teresa Mastin, Michigan State University

#### 1:30 p.m. PF&R Panel

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

co-sponsored with Media Ethics

*Presiding/Moderating:* Daradirek "Gee" Ekachai,  
Marquette University

*Panelists:*

Gary Myers, CEO and President,  
Morgan & Myers, Milwaukee

John Paluszek, APR, Fellow PRSA, Ketchum USA

Karen Slattery, Marquette University-Milwaukee

Pongtip Thesaphu, Public Affairs Manager,  
Philip Morris International, Thailand

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- Corporate moves toward globalization are having a direct impact on the theory and practice of public relations. Balancing loyalties can be a problem and difficulties may arise for public relations representatives when they represent a corporation in a foreign land. This panel will explore how the public relations practitioners position their company or clients in foreign nations, particularly when the governments of those nations may be at odds politically with the government of the clients. For instance, how does a company like Nike or Coca-Cola position itself in France when the French government is directly at odds with the U.S. government over its foreign policy regarding Iraq? Or, should U.S.-based public relations practitioners represent governments accused of harboring/training terrorists (e.g., Saudi Arabia) in an effort to change the image of that country's government in the minds of U.S. citizens? These questions are timely given the recent controversial war and its aftermath in Iraq.

### DEADLINES

Pre-register for the convention by July 5.

RSVP for Tuesday's pre-convention social by July 23.

RSVP for Friday's Bill Adams/Edelman Luncheon  
(limited to the first 85 registrants).

The PRSA Commission will convene at 1 p.m. August 3.

6:45-8:00 p.m. **AEJMC Keynote Address**

8:15-10:30 p.m. **AEJMC Opening Reception**

THURSDAY, AUGUST 5

8:00 a.m.-5:00 p.m. **Convention Registration**

Concourse Level of the Sheraton Centre

7:00-8:00 a.m. **Newcomers Welcome**

A special welcoming orientation session for new members and first-time convention attendees will explain the focus and activities of the various divisions and interest groups, as well as ways to become active in AEJMC. A highlight of the session will be the opportunity to meet other AEJMC members and officers of the divisions, interest groups and commissions. Continental breakfast will be served beginning at 6:45 a.m.

8:15 a.m. **PRD Poster Research Session**  
(ADV/CCS/PR)

Jin, Yan, I-Huei Cheng, and Anca Micu  
(University of Missouri-Columbia).

Ready for the rainy day: A case study of labeling  
issue management in the cosmetic industry.

Shields, Arlana  
(University of Florida).

Managing relationships and reputations in the  
National Pan-Hellenic Council.

Froehlich, Romy, and Burkhard Rüdiger.

How successful are communication strategies?  
A framing analysis of political PR during the national debate on immigration in Germany.

Shin, Jae-Hwa, Glen T. Cameron, and Fritz Cropp (University of Missouri-Columbia).

Occurs Razor in the contingency theory:  
A national survey of PR professional responses to the contingency model.

Hardin, Marie C. (University of West Georgia), and Donnalyn Pompper (Florida State University).

Writing and the public relations curriculum:  
Practitioner perceptions versus pedagogy.

Rogers, Cathy (Loyola University-New Orleans).  
Value assessment of PRSSA Bateman competition.

Ni, Lan (University of Maryland).  
Exploring global public relations in China's context.

### Buddy Program Rewards Top Recruiter

To encourage more faculty and graduate students to participate in the Buddy Program, this year's top recruiter will win a prize.

Faculty and student recruiters should send a list of their prospects to Lois Boynton ([lboynton@email.unc.edu](mailto:lboynton@email.unc.edu)).

Then we'll see how many prospects actually participate.

The Buddy Program is a great opportunity for PR faculty to mentor graduate students and a chance to meet up-and-coming peers. For graduate students, this is a valuable opportunity to get the inside scoop about jobs, meet professors with similar research interests, exchange teaching ideas, learn how to balance teaching and research interests, or meet the author of a textbook.

10:00 a.m. **AEJMC Plenary**

11:45 a.m. **PF&R Panel**

### How Countries Managed Their National Reputation in the Face of Crises

co-sponsored with Science Communication

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

*Panelists:*

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

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

Lisa T. Fall, University of Tennessee

Jacques Rivard, journalist, CBC/Vancouver

Steven S. Ross, Columbia University

1:30 p.m. **Student Scholar-to-Scholar Session**

3:15 p.m. **Teaching Panel**

### Thoroughly Modern Assessment: An Overview of Creative Approaches to Evaluating Student Interns

co-sponsored with Internships & Careers

*Panelists:*

Elizabeth Birge, William Patterson University

Lorna Cobb, Bennett College

Michelle Ewing, Kent State University

Charles A. Lubbers, Kansas State University

Andi Stein, California State University-Fullerton

Tom Weir, Oklahoma State University

Catherine Winter, University of Minnesota-Duluth

- JMC interns are at the crossroads between their familiar role as students, producing classwork for a grade, and their emerging identity as professionals living up to internalized standards. Grading of internships often fails to take account of this division. This panel examines ways to enhance assessment so that interns are evaluated both for their ability to meet academic demands of an internship and demonstrated emerging professionalism.

5:00 p.m. **Outgoing PRD Executive Meeting**

*Presiding:* Patricia A. Curtin,  
University of North Carolina-Chapel Hill

6:45 p.m. **PRD Social** (to be announced)

8:30 p.m. **PRD Members' Meeting**

*Presiding:* Patricia A. Curtin,  
University of North Carolina-Chapel Hill

FRIDAY, AUGUST 6

7:00 a.m. **Incoming PRD Executive Meeting**

*Presiding:* Teresa Mastin, Michigan State University

8:00 a.m.-5:00 p.m. **Convention Registration**

Concourse Level of the Sheraton Centre

8:15 a.m. **Teaching Panel**

### Small Towns with Big Time PR Action: Creating Experiential Learning Opportunities

co-sponsored with Internships & Careers

*Presiding/Moderating:* Katie Milo,  
California State University-Chico

*Panelists:*

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

Diana Knott, Ohio University

Dean Kruckeberg, University of Iowa

Judy VanSlyke Turk, Virginia Commonwealth University

- This panel will consider creative solutions regarding how undergraduate public relations programs located in rural communities provide applied learning experiences when students do not have access to urban areas.

#### 10:00 a.m. AEJMC Business Meeting

#### 11:45 a.m. PRD Special Event (offsite)

##### Bill Adams/Edelman Luncheon

Reservations, limited to the first 85 seats, may be made through Chuck Lubbers ([lubbers@ksu.edu](mailto:lubbers@ksu.edu)), 785.532.6890 (fax 785.532.5484).

#### 11:45 a.m. Student/Faculty Scholar-to-Scholar Session

Werder, Kelly Page  
(University of South Florida).

Responding to activism: An experimental analysis of public relations strategy influence on attributes of publics.

Sallot, Lynne M., and Elizabeth A. Johnson  
(University of Georgia).

War and peace between journalists and public relations practitioners: Working together to set, frame and build the public agenda 1991-2003.

Morton, Linda P.  
(University of Oklahoma).

Readers' preferences for graphic designs by age, generation and life strategies.

Silverman, Deborah A.  
(University of Buffalo).

Reaching key publics online: University public relations practitioners' use of the World Wide Web.

Ströh, Ursula  
(University of Technology-Sydney, Australia).

Emergent post-modern approaches to corporate communication strategy.

Tsao, James C., and Gary Coll  
(University of Wisconsin-Oshkosh).

To give or not to give: Factors determining alumni intent to make donations as a PR outcome.

Wright, Donald K.  
(University of South Alabama).

Examining the existence of professional prejudice and discrimination against public relations.

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

*Presiding/Moderating:* Doug Newsom,  
Texas Christian University

#### 3:15 p.m. PRD Refereed Research Session

##### Pushing Public Relations Forward: A Kaleidoscope of Views

*Chair:* Lisa Fall, University of Tennessee

Pompper, Donnalyn  
(Florida State University).

Education and job satisfaction: Toward a normative theory of public relations pedagogy for social change.

Borden, Sandra L., and Keith Michael Hearit  
(Western Michigan University).

Toward an apologetic ethic: A casistical approach.

Aldoory, Linda, and Mark Van Dyke  
(University of Maryland).

Shared Involvement and risk perceptions in responding to bioterrorism: An extension of the situational theory of publics.

Kiousis, Spiro, Michael Mitrook, Xu Wu, and Trent Seltzer.

First- & second-level agenda building & agenda-setting effects: Exploring the linkages among candidate press releases, media coverage, & public opinion during the 2002 Florida gubernatorial election.

Kim, Jangyul Robert  
(University of Florida).

A theoretical perspective on "fear" as an organizational motivator for initiating public relations activities.

*Discussant:* Lynne M. Sallot, University of Georgia

#### Nine Students Need Inez Kaiser Award Sponsors

We would like to offer membership in AEJMC and the PR Division to all nine of the qualified students nominated this year. Prospective sponsors or co-sponsor teams are urged to contact Heidi Hatfield Edwards ([heidihat@psu.edu](mailto:heidihat@psu.edu)), 814.865.1023. Information about the Inez Kaiser Award for graduate students of color is available on the PRD website: <http://lamar.colostate.edu/~aejmcpr/kaiser2004.htm>.

#### 5:00 p.m. PF&R Panel

##### How to Get Your Book Published

co-sponsored with History

*Presiding/Moderating:* Dwight Teeter,  
University of Tennessee-Knoxville

*Panelists:*

Meta G. Carstarphen, University of Oklahoma  
David Copeland, Elon University  
Jeff Crilley, KDFW-TV, Dallas-Ft. Worth  
Fred Fedler, University of Central Florida  
Juliann Sivulka, University of South Carolina

- These authors of several dozen books will share secrets and tips on how they write and publish their books.

#### 8:15 p.m. Open Night in Toronto

SATURDAY, AUGUST 7

8:00 a.m.-3:00 p.m. **Convention Registration**

Concourse Level of the Sheraton Centre

8:15 a.m. **PRD Refereed Research Session**

**Crisis Public Relations:  
Managing the Process**

*Chair/Presiding:* Lawrence F. Lamb,  
University of North Carolina-Chapel Hill

Gainey, Barbara

(Kennesaw State University).

Crisis management's new role in educational settings.

Plowman, Kenneth D.

(Brigham Young University).

Conflict and public relations: A hot waste issue in Utah.

Martin, Ryan M., and Lois Boynton

(University of North Carolina-Chapel Hill).

From liftoff to landing: How NASA's crisis communications affected media coverage following the Challenger and Columbia tragedies.

Cho, Sooyoung, and Glen T. Cameron

(University of Missouri-Columbia).

Public nudity on cell phones: Managing conflict in crisis situations.

Choi, Jounghwa

(Michigan State University).

The First Amendment protection for corporate speech concerning business practices: The implications of Nike vs. Kasky.

*Discussant:* Pamela G. Bourland-Davis,  
Georgia Southern University

**TORONTO THEATRE**

Within walking distance of the Sheraton Center during the convention are

HAIRSPRAY at the Princess of Wales Theater,

THE PRODUCERS at the Canon Theatre, and

MAMMA MIA at the Royal Alexandra Theatre.

Ticket information is available at

[MirvishProductions.com](http://MirvishProductions.com) or 1.800.724.6420.

10:00 a.m. **Teaching Panel**

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

co-sponsored with Media Ethics

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

*Panelists:*

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

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

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

"Your reputation is always on the line: Scanning the company code of ethics is not enough," Alix Admiston, Toronto Chapter President, International Association of Business Communicators (IABC)

11:45 a.m. **PRD Refereed Research Session**

**School and University Public Relations**

*Chair:* Donald K. Wright, University of South Alabama

Mitrook, Michael A.

(University of Florida).

Attitudes and aptitudes: Gender differences and outlook on the future by incoming public relations students.

O'Neal, Julie

(Texas Christian University).

Research, measurement & evaluation:

Public relations educators assess and report current teaching practices.

Lee, Tien-Tsung (Washington State University), and

Mark M. Havens (Havens CPR).

Friends in high places: States legislators as targets of public school PR campaigns.

Tindall, Natalie

(University of Maryland).

Analysis of fundraising models at public historically Black colleges and universities.

Strauss, Jessalyn

(University of North Carolina-Chapel Hill).

Ending a chapter of their lives: A study of dissatisfaction in college sororities.

*Discussant:* Lisa J. Ferree, Ohio Northern University

1:30 p.m. **PF&R Panel**

**Branding vs. Corporate Identity**

sponsored by PRD

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

*Panelists:*

W. Timothy Coombs, Eastern Illinois University

Jan Slater, Ohio University

John Sutherland, University of Florida

James Van Leuven, University of Oregon

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**DEADLINES**

SUMMER ISSUE

**May 15**

FALL ISSUE

**September 1**

PANEL PROPOSALS

**October 1**

WINTER ISSUE

**January 1**

SPRING ISSUE

**March 15**

CONVENTION PAPERS

**April 1**

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

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**page** THE ARTHUR W. PAGE SOCIETY has been elected to membership in ACEJMC. The organization is also becoming an affiliate member of AEJMC and the Public Relations Division. Founded in 1983, the Page Society is named for the first person in a public relations position to serve as an officer and board member of a major public corporation. The association brings together senior communications executives representing a wide spectrum of business. Current president is Thomas R. Martin, senior vice president-corporate relations with ITT Industries.

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## roschwalb

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CONGRATULATIONS go to Jiyang Bae, a 2004 graduate of the University of Florida's master's program and the recipient of the 2004-05 Susanne A. Roschwalb Award. Bae graduated with a concentration in public relations and will be starting her doctoral work at the University of Missouri this fall. She seeks to follow up on her master's thesis and develop a new reputation index that will measure the net contributions of public relations activity and reflect the cultural variance of reputation. She will apply her

\$250 Roschwalb monies to investigating reputation subdimensions in Korean companies while in Korea this summer.

The Roschwalb Award 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 and a PR practitioner, Roschwalb was an active member of AEJMC's Public Relations Division.