

Call for Thanks to Page Society and Edelman

FROM ALL ACCOUNTS, Toronto was a success for the Public Relations Division. For those of you who were either unable to attend the conference or were unable to attend a particular session, thanks to Kirk Hallahan, faithful Webmaster, you can experience many of the conference activities. The Public Relations Division Website is located at <http://lamar.colostate.edu/~aejmc.pr>. At minimum, please take time to read the business meeting minutes, prepared by Secretary/Treasurer Alan Freitag, and remarks made by Betsy Plank and Greg Powers at the Bill Adams/Edelman Luncheon.

We had strong offerings in research, professional freedom and responsibility (PF&R), and teaching. The conference got off to an excellent start with a pre-convention that focused on public relations distance learning programs. Judith Scrimger (Judith.Scrimger@msvu.ca) and Lisa Fall (Lfall@utk.edu) put together an outstanding panel of U.S. and Canadian academics and students representing established distance learning programs who shared their insights and personal experiences.

The research and PF&R panels were well attended. We had a record number, 90, of research paper submissions this year. Bob Stacks, Lynn Zoch, Jennifer Floto and Lisa Fall spent countless hours ensuring that each paper submitted received careful attention from several reviewers. The large number of papers is a reflection of the Division's size. We are the third largest AEJMC Division, 377 members strong. Such a large number of submissions require a lot of volunteer reviewers if the reviewing process is not to be a burden on a few members. Paper reviewers read an average of eight papers, which is well beyond the call of duty. I hope those of you who did not choose to review papers this year will consider reviewing papers next year. Not only will you provide a service to your colleagues but it will also give you an opportunity to stay in touch with the most current public relations research.

In addition, some members noted a lack of clarity in the research paper competition categories. As a result, several officers and I have discussed changes designed to simplify the categories. Michael Parkinson, who serves as 2004-2005 research chair, discusses the changes in more detail on page 2.

A high point of the conference has always been the Edelman Luncheon which was renamed the Bill Adams/Edelman Luncheon last year in honor of the late Bill Adams who established the initial relationship with John Edelman. This year's luncheon began with rousing remarks from Betsy Plank, a long-time, well-respected, public relations professional and educator. Plank announced a current initiative taken by the Arthur W. Page Society to edit and publish a book, *Leading CEOs Speak Out—Building Trust*, in response to the recent swell of scandals surrounding unethical corporate behavior. The Page Society is generously sending a complimentary copy of the book to each member of the AEJMC Public Relations Division, which each of you should receive soon. As suggested by Plank, when you receive your copy, please take a few minutes to send a note or e-mail to the Page Society thanking Society leaders for their good faith initiative.

Plank's remarks provided a fitting segue to the luncheon's keynote message, given by Greg Powers of Edelman Canada. Powers stressed that the Edelman culture embraces values, both professional and personal, and that values are the bedrock elements of Edelman's success. Powers' speech can be found at <http://lamar.colostate.edu/~aejmc-pr/>. I encourage those of you who were not able to attend the lunch to take a few minutes to read the speech. Not only is it a powerful statement in regard to the future of public relations, it can easily be used as a provocative classroom learning tool. And for those of you who did attend the luncheon, if you haven't already, please take a few minutes and send e-thanks to Greg Powers (Greg.Powers@edelman.com) and to John Edelman (John.Edelman@edelman.com) for his continued loyalty to public relations educators.

Of course planning for next year's conference is already under way. You can put your personal mark on the conference by submitting panel proposal ideas for next year's conference. Vice Head/Programs Chair Chuck Lubbers is responsible for programming; his call for proposals is on page 2.

Finally, I am honored to be able to represent the Public Relations Division this year. One of my primary goals for the year is to continue strongly encouraging a larger percentage of PRD members to become more actively involved both within the Public Relations Division leadership and in the larger AEJMC governing body.

Please feel free to contact me with any questions, concerns, etc. you may have. I plan to respond to all e-mail within a 24-hour period.

HEAD
word

Teresa Mastin

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Michigan State University

ALL MEMBERS of the Public Relations Division are encouraged to consider developing panel proposals for the 2005 AEJMC Convention to be held August 10-13 at the Marriott Rivercenter on the wonderful Riverwalk in San Antonio, Texas. I am constantly impressed with the willingness of our

CALL FOR proposals

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Kansas State University

members to help in the creation of our wonderful convention program, and the strong attendance at our programming is proof of your creativity and hard work.

Our conference programming comes from two sources – research panels and panel proposals programmed at the winter meeting. Research panel presentations will be determined by the competition to be conducted next spring. The deadline for program panel proposals is October 1. These proposals are reviewed to select those that will be programmed.

Trying to understand the AEJMC conference programming at the winter meeting is like handling Jello. The harder you try to hold on, the more it slips through your grasp. Having expressed the amorphous nature of the process, there are some tips that you may wish to consider.

First, each programming 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 another group to jointly sponsor a program that is of interest to the 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 likely co-sponsor.

Second, 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.

Third, if the proposal is submitted to both our division and the co-sponsor, it is more likely to appear in the proposals discussed at the winter meeting.

Fourth, the broader the appeal of the topic, both within PRD and in other groups, the more likely it is to be programmed.

Finally, be flexible. It is often necessary to merge one or more program proposals or to modify a proposal to find a different co-sponsor.

So, what do you need to submit by October 1? You need to complete the proposal form found at the PRD Website and return it to Chuck Lubbers (*lubbers@ksu.edu*) or snail mail a hard copy to 105 Kedzie Hall, Miller School of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506-1501. Forms may also be completed online (<http://lamar.colostate.edu/~aejmcpr>).

FUNDING CONTINUES TO BUILD FOR ROSCHWALB AWARD

Many thanks go to this year's contributors to the Susanne A. Roschwalb Award: Linda Bathgate and Erlbaum, who, in keeping with their generous pledge last year, contributed the \$250 prize money so that we could continue to build up the funds in this account and keep the competitive award viable for years to come; and individual donors Lois Boynton, Coy Callison, Diana Knott, Dean Kruckeberg, Meg Lamme, Phyllis Larsen and Judy Turk, some of whom donated in advance of the Bill Adams/Edelman Luncheon and some of whom made cash contributions at the event.

The Roschwalb Award, designed to encourage student research in international public relations, was established in 1996 in memory of Susanne A. Roschwalb, who died at age 56 from complications related to breast cancer. Roschwalb, an associate professor at American University and a PR practitioner, was an active member of PRD.

Jiyang Bae, recipient of this year's award, applied her \$250 to investigating reputation subdimensions in Korean companies while in Korea this summer.

ROSCHWALB CHAIRS
Meg Lamme • Phyllis Larsen

MEMBERS of the Public Relations Division submitted 90 papers for possible presentation at the 2004 AEJMC conference in Toronto; only 40 were accepted. At next year's conference in San Antonio, even fewer opportunities for presentation will be given to PRD. The large number of papers and the small number of presentation opportunities have forced some significant changes in the procedures and rules for submitting papers. The new procedures will be detailed in the call for papers in January, but I want to give the

GUIDELINES FOR papers

Michael Parkinson

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membership some warning of the changes so they may begin planning now.

For San Antonio's conference, papers must be submitted in one of three categories: teaching, student-only research and open research. Teaching papers must address some aspect of public relations pedagogy. All authors for student-only research papers must be students at the time of submission and no author in this category may be a full-time teacher. Authors for the open research category may be faculty, stu-

dents or practitioners.

All papers must be double-spaced in 12-point type and will be limited to 30 pages. The length and spacing requirement applies to the entire paper, including figures and references.

Finally, no one may be listed as an author on more than two papers in any one category. In other words, one individual could be an author or co-author for two papers in the teaching category, two papers in the student-only research category and two papers in the open research category. However, one individual may not be an author or co-author on more than two papers submitted in any one of those categories.

One reason for these restrictions is the small number of reviewers available. Each paper should be reviewed by at least three reviewers and AEJMC limits the workload for reviewers to three to five papers each. That means we need between 54 and 90 reviewers. Thus far, only 26 people have volunteered to review papers for 2005. If you are willing to review, or even if you can suggest a reviewer, please contact Mike Parkinson (*michael.parkinson@ttu.edu*) or Tom Kelleher (*kelleher@unc.edu*).

inSitu RESEARCH

Public Relations and the Internet: Technology Imperfect

Mark Mohr

Georgia Southern University

Like Mark Mohr of Georgia Southern University, I have experienced several generations of technological progress in my generation of professional practice. Professor Mohr reminds us that the rapid pace of technological change has not altered the human factors of communication that comprise the essence of our professional relationships with media members.

William Thompson
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The Public Relations Division's in situ research provides a forum for us to share and refine ideas and to discover collaborators. If you would like to write an in situ research note of 300-500 words, or if you would like to comment on a topic previously published in this forum, please contact in situ editor William Thompson.

WHEN I RECEIVED my first assignment in graduate school, I asked my professor if it should be handwritten or typed. There was deafening silence that followed, and then Dr. Amienyi smiled and said, "We computer generate our work here." In the 23 years since I had last been in college, I realized I had become a dinosaur.

The personal computer, combined with the Internet, is the fastest growing technological advance in the history of mankind. The U.S. Census Bureau reported in August 2002 that two million homes each month add an Internet connection. The numbers of Internet connections in several urban areas of America are actually surpassing cable television connections for the first time. The Pew Internet Project in 2004 says Internet and computer use average 1.2 hours daily, up 15% from last year.

While acknowledging the importance of interaction in our Internet-driven communication with consumers, we sometimes neglect the need to strive toward that ideal in media relations efforts conducted across the Internet. As consumers, we recognize how information overload complicates an organization's ability to reach a target audience. According to a survey by the Gannett News Service, it was revealed that 71% of employees in Fortune 1000 companies received an incredible number of phone calls, e-mail messages, pager messages, faxes and paper phone messages per day---over 80 a day or 10 per hour. That's the same problem that media members experience. According to Ed Keller, CEO of Roper ASW, the typical reporter gets 250 e-mails daily and responds to about 20.

Like any new technology, the Internet has several problems as a stand-alone public relations tool. The ability to succinctly and simply convey your message, to properly place your message in front of the correct audience, and to cut through the digital and mainstream clutter is not only required, it is crucial for success. We have too often responded to the postage-free delivery qualities of the Internet by vying for the title of "Most Indiscriminate E-mailer."

But because these connections to the media represent our livelihood, we must become more scientific and precise in our e-mail media relations strategy, and use the interactive potential of the medium to its best effect. Kathy Kershner, president of Interspeak Co., said, "Playing with the media is a game you can't afford to lose. At worst, your reputation's at stake. At best, you forfeit a chance to build important relationships which benefit you, your firm, and your clients."

The Internet is a critical tool in public relations, but only one of many. Regardless of the type of media you are utilizing for message delivery, the wizard behind the curtain is still a person. And, the audience in front of the curtain is still comprised of people. Media relationships must continue to be cultivated and maintained on a personal level.

BUDDIES INTRODUCE STUDENTS TO PR DIVISION

An enthusiastic, albeit light, response to the Public Relations Division Buddy Program matched faculty members with graduate students at the annual conference again this year.

Many thanks go to the volunteer mentors whose efforts in Toronto helped prepare the next generation of public relations teachers and scholars.

Student response was positive. One student praised the efforts of PRD in welcoming students, noting, "I feel so happy to join the program."

The Graduate Student Liaison Committee's next step is to broaden the reach to graduate students at a variety of universities and colleges. If your school has a graduate student listserv through which PRD opportunities such as the Buddy Program can be posted, please contact Lois Boynton (lboynton@email.unc.edu). Also, make your graduate students aware of the Division and its opportunities in your classes and seminars. The Division newsletter and Website provide extensive information on programs and opportunities. Share the word!

GRADUATE STUDENT LIAISONS
Lois Boynton • Amanda S. "Mandy" Hall

Outgoing Executive Meeting 5 AUG 04 • Toronto

The meeting was called to order at 5 p.m. by Division Head Pat Curtin.

1. Linda Hon summarized the process of selecting the new editor for the *Journal of Public Relations Research*. The committee of Linda Hon, Linda Bathgate, James and Larissa Grunig, and Liz Toth nominated Linda Aldooray to assume the editorship in January 2005 with Division approval. Curtin thanked Hon for her service as editor.

2. Curtin said that, although the Division agreed to raise dues last year, an administrative oversight resulted in funds not being transferred as planned to the journal account. Kirk Hallahan moved that the funds be transferred; motion approved.

3. Curtin advised the board of the need to clarify guidelines for defining "student" for the Inez Kaiser Awards. There was discussion concerning full- vs. part-time student status, and full- or partial-year status. Andi Stein moved that Kaiser candidates should be full-time students during the year of the award, and that full-time faculty are not eligible; motion passed.

4. Alan Freitag read minutes from the previous year's meeting and provided a treasury report. By motion and voice vote, both were accepted as presented.

5. Program Chair Teresa Mastin reported that 25 PRD program events were submitted; 16 were taken to the winter meeting, resulting in 10 PF&R panels, five teaching panels, and six research panels (thanks to joint and scholar-to-scholar sessions). Mastin described the process and approach taken.

6. Chuck Lubbers reported that calls for proposals for next year's convention in San Antonio would go out soon.

7. Research Chair Don Stacks reported that this year's convention featured six research panels plus the scholar-to-scholar session. He said 40 of 90 paper submissions were accepted, of which 19 were faculty/student papers.

8. Membership Chair Coy Callison reported that the Division now had 477 members, a slight drop, but remained the third largest AEJMC division. He has contacted members of PRSA's Educators Academy, mailing 250 letters promoting PRD membership.

9. Professional Liaison Pat Swann announced the reception to follow the meeting.

10. Curtin advised board members that the Past Heads will plan a tribute to the Grunigs.

11. Graduate Student Liaison Lois Boynton reported a light response from students for the Buddy Program, indicating she and her committee would increase their efforts at publicizing the program.

12. Inez Kaiser Award Chair Heidi Edwards reported 14 sponsors for the 11 student awards granted this year. Despite using the Division newsletter, Website and listserv, there was still a need to solicit more applications and sponsors. She said the board

needs to consider the issue of providing multiple awards to students who apply and qualify more than one year.

13. Roschwalb Award Chair Phyllis Larsen reported this year's winner, Jiyang Bae, received \$250.

14. Nominating Committee Chair Ken Plowman explained that just one name was selected for each of the elective positions, with the possibility for write-ins provided. Elected were Bonita Neff, vice head-elect; Alan Freitag, secretary/treasurer; and Carolina Acosta-Alzuru, elected delegate.

15. Curtin thanked the board for their work during the year. The meeting was adjourned at 6:15 p.m.

Meeting of Members 5 AUG • Toronto

The meeting was called to order at 8:30 p.m. by Division Head Pat Curtin.

1. Curtin announced that a sign-up sheet was circulating through the room soliciting names of Division members willing to serve as reviewers for next year's research paper submissions.

2. Secretary/Treasurer Alan Freitag read salient excerpts from last year's membership meeting minutes and provided a summary of the Division's financial standing.

3. Nominating Committee Chair Ken Plowman reported that all nominees for elected positions were elected.

4. Curtin reported that next year's convention will be held in San Antonio, followed by San Francisco in 2006 and Washington, D.C., in 2007. Choices for the 2008 event are Chicago, Minneapolis, St. Louis, Louisville, Cincinnati and Indianapolis; a voice vote indicated the Division's preference for Chicago. Curtin announced that the Division will be cut programming chips every third year, beginning with a one-chip reduction in 2005. She said AEJMC leadership continues to examine the possibility of realigning divisions. She urged PRD members to vote for AEJMC leadership positions to secure our Division's voice at that level. She encouraged members to make use of the listserv and to visit the Division's Website.

5. Vice Head Teresa Mastin reported that six research sessions, 10 PF&R sessions and five teaching panels were programmed for this year's convention. She urged those whose panel submissions had not been selected to resubmit for next year's event. She reported that pre-convention events this year focused on distance learning.

6. Vice Head-Elect Chuck Lubbers reported that attendance had been very good for panels and presentations this year.

7. Research Chair Don Stacks submitted paper selection data, reporting an overall selection rate of 44.4%. He said reviewers were needed for next year. He made several recommendations: consolidate research coordinator responsibilities under one person; ensure the research chair attends the available AEJMC training; and delete the faculty/student category.

8. Teaching Chair Lisa Fall thanked members for good paper submissions.

9. PF&R Chair Larry Lamb submitted a full written report.

10. *Journal of Public Relations Research* Editor Linda Hon submitted a written status report and said the past year saw a 10% initial paper selection rate, with a 25% selection rate after revisions. Volume 17 will include two special issues. She thanked Linda Bathgate of Erlbaum and the University of Florida for their support.

11. Bathgate reported that the projected page expansion for the *Journal* had been achieved. She said LEA.COM had been launched as a Web portal to all the publisher's journals, including abstracts and a complete sample issue for the *Journal*. All volumes of the *Journal* are now available for online subscribers.

12. On behalf of the Division, Lisa Fall thanked Hon for her work as *Journal* editor.

13. *TPR* Editor Ken Plowman thanked Linda Morton for her previous editorship and reported that a monograph now appears in every issue of the Division's newsletter.

14. *PR Update* Editor Susan Gonders thanked William Thompson and Kirk Hallahan for their support in publishing the newsletter in hard copy and online. September 1 is the deadline for the next issue.

15. Webmaster Hallahan reported that the Division's newsletter is now available in PDF format on the Website, suggesting that the Division consider converting totally to online delivery. He said he will post the Division's annual report on the site.

16. Membership Chair Coy Callison reported that 250 letters had been sent to members of PRSA's Educators Academy recommending membership in PRD. Division membership stands at 477.

17. Professional Liaison Pat Swann said the reception immediately preceding this meeting was well-attended.

18. Graduate Liaison Lois Boynton reported that the Buddy Program attracted few students but a lot of faculty. The committee will work closely with the Kaiser and Roschwalb committees to publicize the program better. She said Diana Knott earned the prize for recruiting the most student Buddy Program participants. She added that the committee may consider expanding the program to partner new faculty members with seasoned members.

19. Inez Kaiser Award Chair Heidi Edwards reported that 11 graduate students received awards this year; and that 14 sponsors had contributed. The award includes one year's membership in AEJMC and PRD. Edwards is seeking more nominations and sponsors and said the \$60 sponsorship could be split between two sponsors. She intends to clarify eligibility criteria for award candidates.

20. Roschwalb Award Chair Meg Lamme said this was the eighth year for the award. This year's winner is Jiyang Bae, University of Florida. Lamme is accepting donations and announced that she had received \$100 in donations that evening.

21. Curtin addressed old business: Though members approved a \$5 dues increase, an administrative oversight resulted in the added funds not being transferred to the *Journal of PR Research* account; she said that transfer process needed to be formally approved by membership. Pam Bourland-Davis moved to approve the transfer; motion unanimously passed.

22. Two items arose under new

MEETING minutes

Alan R. Freitag

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North Carolina-Charlotte

business: (a) Linda Hon announced that Linda Aldooray was the committee recommendation to become editor of the *Journal of Public Relations Research*. Brenda Wrigley moved to approve; motion unanimously passed. (b) Mike Derwinger recommended collecting all unused Canadian currency as members prepared to leave Toronto, with money collected to be given to the Roschwalb and Kaiser funds.

23. Curtin turned the chairmanship over to Mastin, who thanked members for the opportunity to serve. She reminded members of the incoming executive board member meeting scheduled for 7 a.m. the following morning; she especially invited graduate students to attend and become engaged in Division activities. She said she will work in the coming year to explain the purpose of the Division, improve communication, build graduate student membership, continue active involvement in AEJMC, and rework and simplify research categories. The meeting was adjourned at 10:05 p.m.

Incoming Executive Meeting 6 AUG • Toronto

The meeting was called to order at 7 a.m. by Division Head Teresa Mastin.

1. Division Secretary/Treasurer Alan Freitag read salient excerpts from last year's meeting; the board approved the minutes as presented.

2. Division Head Mastin described her intention to continue pursuit of goals from the year now ending: division transparency; a greater role in AEJMC leadership; encouraging Division members' participation in the AEJMC election process. Michael Parkinson will serve as research chair and will work on categorical revisions. Mastin introduced new board members. She added that there is a need to clarify the process for selecting the Nominating Committee; she will review bylaws and follow the prescribed procedure. The meeting was adjourned at 7:20 a.m. A discussion followed concerning revising research categories, eligibility criteria, paper length, submission limitations, programming, and the value of scholar-to-scholar sessions.

14 SPONSORS SUPPORT 11 INEZ KAISER AWARD RECIPIENTS

PRD OFFERED Inez Kaiser Graduate Students of Color Awards to 11 graduate students this year. Thanks to the great support and generosity of 14 sponsors from our faculty membership, these students each received a one-year membership in AEJMC and PRD.

RECIPIENTS

Yi-Ru "Regina" Chen
Doctoral Candidate
Maryland

Bumsub "Gabrielle" Jin
Master's Student
Kansas State

Hyo-Sook Kim
Doctoral Candidate
Maryland

Jeong-Nam Kim
Doctoral Student
Maryland

Yi Luo
Doctoral Student
Maryland

Mariko Morimoto
Doctoral Student
Michigan State

Lan Ni
Doctoral Student
Maryland

Katherine Rigsby
Master's Student
South Alabama

Minjung Sung
Doctoral Candidate
Maryland

Natalie Tindall
Doctoral Student
Maryland

Seong-Hun Yun
Doctoral Student
Maryland

SPONSORS

Lois Boynton
North Carolina
-Chapel Hill

Pamela Bourland-Davis
Georgia Southern

Heidi Hatfield Edwards
Penn State

Joye Gordon
Kansas State

Jim and Lauri Grunig
Maryland

Kirk Hallahan
Colorado State

Linda Hon
Florida

Larry Lamb
North Carolina
-Chapel Hill

Chuck Lubbers
Kansas State

Teresa Mastin
Michigan State

William Thompson
Louisville

Jim Van Leuven
Oregon

Gaylord College
of Journalism
Oklahoma

2003-04 Kaiser Chairs: Heidi Hatfield Edwards • Leah Simone Tuite
2004-05 Kaiser Chairs: Heidi Hatfield Edwards • Patricia Swann • Natalie Tindall