

# PR UPDATE

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

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WELCOME TO 2004 — a leap year, the year of the monkey, and the year we finally get to travel to someplace cooler in August. Toronto!

The mid-winter meeting in Atlanta came off without a hitch as Teresa and Chuck did a masterful job of scheduling our programming. In response to my request for feedback, about half of you wanted less programming and half of you wanted it to stay the same. So in true compromise fashion (i.e., leaving everyone unhappy!), we managed just slightly less programming. We've made use of all four days of the convention, but we've built in breathing space during most of the days. We hope this slightly more relaxed pace answers some of your concerns.

Other members have expressed concern about spam on the listserv. Please realize we do not sell access to the list; we're not making any money from people trying to scam you out of your bank account number or enlarge certain body parts you may or may not have. To remove all spam before it is sent

would be an onerous task on the list manager, which is why we ask your forbearance in simply hitting the delete button as necessary. To help make the list the good tool it is, let's use it more ourselves to discuss issues of concern and to post announcements.

The call for papers for Toronto has gone out. You'll notice we're trying something new this year — dividing the work by having different paper categories sent to different research chairs. Be sure you let your colleagues and students know that papers must be sent to the correct chair to be considered this year. The number of paper submissions continues to grow, and my special thanks go to Lynn Zoch, Jennifer Floto, Lisa Fall, and especially to Don Stacks, who is serving as overall coordinator of the effort, for taking on this task for the division.

Best wishes for the New Year to all....

## HEAD word

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THE PUBLIC RELATIONS DIVISION invites faculty and students to submit competitive papers related to public relations research. Papers should test, refine or expand public relations theory or practice; critically review issues relevant to public relations theory and research; or explore methods of effective public relations practice. Papers employing all methods of inquiry are invited. Papers should include appropriate literature reviews, methodology, findings and discussion.

Authors should indicate their faculty or student status by their names on the cover sheet. Student papers must be authored or co-authored by students only; all student papers must have the word student on the title page and in the running head. Teaching papers can focus on curriculum, classroom techniques, outcomes assessment, diversity issues or faculty development. Follow all other guidelines of the AEJMC Uniform Paper Call. Authors will be advised about acceptance by May 15, and at least one author of each accepted paper must attend the 2004 convention in Toronto. Please notify Don Stacks by February 15 if you are willing to serve as a judge in categories for which you are not submitting a paper. Submit by April 1 in the following categories:

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## CONVENTION call for papers

PAT CURTIN, CHUCK LUBBERS AND I attended AEJMC's December 6-7 mid-winter meeting in Atlanta, along with representatives of the other divisions and interest groups, to develop the programming for the 2004 Toronto conference.

PRD began with seven poker chips. Each refereed research session or co-sponsored panel cost a half-chip and a sole sponsored panel session cost a whole chip.

PRD members submitted approximately 24 panel proposal ideas. Most of those proposals were presented to all divisions and interest groups several weeks prior to the Atlanta meeting to give everyone an opportunity to determine which ideas were appropriate for co-sponsorship. Proposal ideas that appealed to other divisions and interest groups were given priority because it allowed us to provide a wider range of programming. As a

result, many excellent proposal ideas could not be programmed because of either space availability or limited interest outside PRD. I would like to strongly encourage those who submitted ideas that were not programmed to resubmit next year. Several proposals were very close to being programmed but didn't make it because other divisions or groups responded to our requests too late or because their priorities changed during the process.

In addition, I would like to encourage all of you to consider serving in a PRD leadership position. Having an opportunity to serve as program chair has given me... *continued inside*

## CONVENTION programming

**Teresa Mastin**

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**2004 AEJMC CONVENTION • AUGUST 4-6 • TORONTO, CANADA**

continued... a depth of appreciation for the time and detail required to plan the annual conference. It is challenging to put together programs that are of interest to both the PRD membership and AEJMC members at large.

Finally, I will be in contact with those of you whose ideas were programmed to ask you for help in finalizing your presentation. Please contact me with any questions or concerns you may have about the following programs for the 2004 convention.

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TUESDAY, AUGUST 3

5:30-9:30 p.m. Pre-convention

**"Distance Learning and Public Relations Education"**

with an informal dinner 5:30-6:45 p.m.

WEDNESDAY, AUGUST 4

8:15 a.m. PRD Refereed Research Session

10:00 a.m. Teaching Panel

**"Meeting Needs to Globalize Curriculum in Science and Health"**

co-sponsored with Science Communication

11:45 a.m. PRD Refereed Research Session

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

THURSDAY, AUGUST 5

8:15 a.m. PRD Poster Research Session

10:00 a.m. PF&R Panel

**"How Countries Managed Their National Reputation in the Face of Crises"**

co-sponsored with Science Communication

1:30 p.m. PRD Scholar-to-Scholar Research Session

10:00 a.m. Teaching Panel

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

co-sponsored with Internships & Careers

5:00 p.m. Outgoing PRD Executive Meeting

6:45 p.m. PRD Social

8:30 p.m. PRD Members' Meeting

FRIDAY, AUGUST 6

7:00 a.m. Incoming PRD Executive Meeting

8:15 a.m. Teaching Panel

**"Creating Experiential Learning Opportunities"**

co-sponsored with Internships & Careers

11:45 a.m. Bill Adams/Edelman Luncheon (offsite)

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

3:15 p.m. PRD Refereed Research Session

5:00 p.m. PF&R Panel

**"How to Get Your Book Published"**

co-sponsored with History

SATURDAY, AUGUST 7

8:15 a.m. PRD Refereed Research Session

10:00 a.m. Teaching Panel

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

co-sponsored with Media Ethics

11:45 a.m. PRD Refereed Research Session

10:00 a.m. PF&R Panel

**"Branding vs. Corporate Identity"**

sponsored by PRD

IN KANSAS CITY, PRD members spontaneously contributed more than \$500 to help sustain the Roschwalb Award, an annual student competition established to promote research in international public relations. Then, Lawrence Erlbaum Associates, Inc., publisher of the *Journal of Public Relations Research*, generously offered to sponsor the annual \$250 monetary award. By August 23, together with a few IOUs, the 2003 donations had grown to more than \$650, bringing the total amount of the fund to \$2,829. In the future, with Erlbaum's support, we hope to grow the account to the \$6,000 threshold necessary for it to be self-sustaining.

Katerina Tsetsura, a doctoral candidate at Purdue University, was the recipient of this year's award. She applied it to her dissertation research — a three-week trip to Russia, where she conducted 15 in-depth interviews with the leaders of the top 10 PR firms in Moscow as well as five discussion groups with mid-level managers.

The award was established in memory of Susanne A. Roschwalb, an associate professor at American University and active member of the PRD until her death in 1996 at age 56 from complications related to breast cancer. If you'd like to contribute to the fund, or if you are a student conducting research in international public relations and wish to apply for the 2004-05 award, you are invited to visit the PRD website for more

information: <http://amar.colostate.edu/~aejmcpr/roschwalbinfo.htm>. If you applied for the award in the past but did not receive it, you are still eligible (and encouraged) to submit an application.

**growing  
ROSCHWALB**

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# in situ RESEARCH

Modeling professions: Public relations and questions of status

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PROFESSIONALISM holds a special, if unstable, place in public relations. It brings together the following four, sometimes conflicting, positions:

- (1) a benchmark in the search for parity with traditional prestigious occupations;
- (2) technical competence above amateur level;
- (3) the ideal, individualized, behavior of those in the field; and
- (4) an effective management function.

In one article by the co-chair of the Commission on Public Relations Education, the body charged to 'provide curricular recommendations to prepare students for careers in the 21st century (Kruckeberg, 1998, p. 235), professionalism becomes the unproblematic final resting place for future education. In adopting that destination, Kruckeberg speaks to the first position: status by association with more prestigious occupations. Just as founding father Edward Bernays entitled himself a public relations counselor (making parallels with legal practitioners), and worked explicitly for the Engineering of Consent (linking with the effectiveness and social standing of engineers), so Kruckeberg (1998) seeks status with analogies between public relations and such desired professions as law and medicine.

But it may be useful to judge the realism of our professional metaphor by directly comparing our field to one of those models to which we aspire. So what if we were doctors? We may find that the differences make it virtually impossible to use professionalism as our vocational foundation.

Like doctors, as the second position asserts, professionals should demonstrate technical competence above amateur level. Yet note that professional proficiency forms a doubtful edifice without a stronger supporting structure than technical competence alone. The involvement of public relations professionals, especially those with consummate technique, in knowingly promoting life-threatening tobacco products, provides a salutary reminder that professional excellence and public service cannot always cohabitate comfortably.

Like doctors, professionalism among public relations practitioners, as my third position states, is viewed as a personal rather than an occupational attribute (Leitch, 1995, p. 30). But if that is the case, then public relations should be as hospitable as medicine to the care of wider publics. However, that's definitely not the case, and that's largely because the independence of an individual doctor is more firmly established and his ethical responsibilities do not extend as broadly as those of a public relations practitioner.

That is explained by the contradictions introduced by the final position: professionalism as an effective strategic management function aligned to organizational objectives. The conventional sense of a profession as "an occupation in which taking advantage of the customer is unacceptable" calls that function into question. A doctor is taught to do no harm to his customer, the patient. But if a corporate client is the customer, what is the duty to care for the public interest?

That such questions matter is acknowledged by the existence of public relations codes of ethics addressing potential abuses of power by exclusively serving customers. Doctors show themselves to be professional by best serving the paying client. Yet when public relations practitioners do that, it may be seen as unprofessional, because it violates standards of conduct laid down by professional bodies such as PRSA.

Such contradictions are not isolated ethical issues but lie at the core of the discipline's identity. Until it engages these conflicting positions directly, rather than conflating them unthinkingly, the public image of public relations is likely to stay negative. Indeed practitioners may continue to be perceived to operate more as members of the oldest profession, who traditionally do whatever is required for paying clients without particular regard for the wider public consequences or health, rather than occupations, such as medicine and law, which have higher social standing because of their clearer social utility.

## REFERENCES

- Leitch, S. (1995). Professionalism in New Zealand Public relations: The Florence Nightingale concept. *International Public Relations Review*, 18(3), 24-31.
- Kruckeberg, D. (1998). The future of PR education: Some considerations. *Public Relations Review*, 24(2), 235-248.

Communication theory tells us that the metaphors we use to guide our incomplete knowledge can skew the understanding that we develop. This provocative exploration by David McKie of New Zealand's University of Waikato suggests that the metaphor of "profession" to guide the development of the public relations field may be both inappropriate and limiting to the growth of the discipline.

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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.

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**May 15**

WINTER ISSUE  
**January 1**

Send plain-text e-mails to [SGonders@yahoo.com](mailto:SGonders@yahoo.com)

# Dateline 1992...Canada...A Message from Bernays

Unexpected treasures have come my way in the process of compiling "Heads & Eds" bio-sketches. In this issue, courtesy of Todd Hunt, we share some with the division's members.

This issue focuses on some of the profession's most prominent leaders. The 1978-79 head was Maryland's Jim Grunig, who was also founding editor of our journal. *Public Relations Research & Education* was published 1984-85. The 1989-90 head, Lauri Grunig, teamed with her husband to edit the *Public Relations Research Annual* for three years (1989-91) and the *Journal of Public Relations Research* for three years (1991-94). One of Jim's early collaborators, Todd Hunt of Rutgers, was founding editor of *Teaching Public Relations* (38 issues in 1988-94) and 1990-91 PRD head. (See pp. 6-7 for bio-sketches.)

When Todd offered to give me some "historic memorabilia," I did not expect two books autographed by Edward Bernays on August 7, 1992. One is a copy of *Crystallizing Public Opinion* (1923), which Bernays dedicated "To My Wife, Doris E. Fleischman." The other is *Public Relations, The Edward L. Bernayses and the American Scene: A Bibliography* (1978). And I certainly did not expect an audiotope with the voice of Bernays, then age 100, when he addressed the PRD at the 1992 convention in Canada. I have transcribed it for you below.

Now, as prepare to reconvene in Canada, we can revisit the words of our founder. Carolyn Cline (1995-96 head) introduced Bernays with the following descriptors.

- Susan Gonders

## "our profession's first author, first educator, our first social scientist, our true visionary and the father of us all"

WHEN I WAS INVITED to come to this meeting, I immediately agreed because to have intellectuals and professors from universities throughout the country discuss public relations was a revelation that I never anticipated in 1917 when we first thought of this field after I came back from serving with the U.S. government in carrying out propaganda to win World War I. And this anticipation has been well met. . . to see that public relations today is treated in the same way that academics treat philosophy, history and the other ancient fields of knowledge.

What I'm going to talk to you today is about the future of public relations as I see it. Obviously I think that you know that I have followed the field from its beginnings, after World War I where I served on the first committee in American history that used ideas as weapons of war. That was due at the time to Woodrow Wilson who was president and who had been the president of Princeton University, and he was the first president to use ideas in any of our wars and organized the U.S. Committee on Public Information, in which I served at the time both in this country and later at the peace conference in Paris. And when I came back from the war, I decided, if ideas could be used as weapons of war, they could certainly be used as weapons of peace. And so, in 1917, we organized the Council on Public Relations organization. And, interestingly enough, the first client I ever had was the War Department, which asked me after the war to carry on the campaign for the re-employment of ex-servicemen, men who had just left the Army after the war...

The words, public relations, today are presently in the public domain. Anyone — nitwit, dope or brilliant individual — can use the term today, regardless of education, experience, character or conscience. As I said, he or she can call themselves public relations practitioners. This, I think, is the reason that public relations today suffers from an unfortunate number of incompetents. Not only does the status quo leave the public vulnerable to quacks and know-nothings and even antisocial individuals, but it also erodes the legitimacy of qualified practitioners who have labored to attain high standards appropriate to the practice.

Today a Council on Public Relations does not enjoy the status and responsibility of professions such as law, medicine, architecture, engineering, professions which require licensing and registration — a regimen of courses required to pass the bar exam, the medical boards and other examinations which define the expertise that uphold the high standard of these professions.

And, as a matter of fact, in recent studies made by public opinion expert measures, the professions today enjoy the greatest confidence of the American public.... But obviously professions have to have certain standards and a regimen of courses required to pass the various examinations that are set up like the bar court, the medical boards and other examinations which define the expertise that have called the high standards of these professions.

No such standards exist in public relations. I believe that they should be. There's a need for public relations practitioners to fulfill certain educational requirements and to be held accountable for ethical behavior. This, according to all the books that I've read, can only be done through what is called licensing. Licensing establishes the guideline of the practice and the requirements of a public relations practitioner.

The needs of a vocation combined with the needs of a society dictate the educational requirements for the particular field of study. Education in turn defines the development of a vocation. I believe there is now time for public relations to move forward. Public relations has developed into a full realized interdisciplinary field of study and is ready towards becoming a profession.

Though many have offered definitions for the term, public relations, myself included, my definition is this: A public relations practitioner is an applied social scientist who advises an employer or client on the social attitudes and actions to take to win the support of the publics upon whom the viability of the client or employer depend.

The term has come to mean many things to many people, anything from corporate management consulting to passing around leaflets on the street corner, and have all fallen under the public relations umbrella.

A week ago a young feminine voice called me up and said, I hear you give advice to young people on public relations. And I said yes. And she came in. It was a young woman of about 30, intelligent looking.

And I said, What do you do?

She said, I'm in public relations.

I said, I didn't ask you that.

**Anyone — nitwit, dope or brilliant individual, regardless of education, experience, character or conscience — can use the term "public relations practitioner."**

I asked you what you did.

She said, I give out circulars in Harvard Square.

So that anybody today can call himself or herself a public relations expert because the words are still in the public domain. I believe that the term, public relations practitioner, must be saved from meaninglessness.

I believe that one of the primary functions of licensing public relations practitioners will be to define the term and outline the identity. The issue of licensing for public relations has brought about discussion and controversy within the field itself. Some have claimed that this would give the government or the group in power in government [the ability] to exercise influence on what they could do. I do not believe this. To me, this is rubbish. There are no

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**The term,  
"public relations  
practitioner,"  
must be saved from  
meaninglessness.**

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political overtones in any way to licensing doctors, lawyers, accountants and other professions. Equally so, in this case, there would be none.

Regarding education, a defined scholastic requirement would not necessitate undergraduate and graduate work in public relations. Public relations is a generalist vocation. An undergraduate degree in English, advertising, journalism or other profession would probably suit a career as a public relations practitioner perfectly. What is important is that there is required exposure to public relations courses, most likely through pursuing a master in public relations. It is the total lack

of experience in public relations education which is the heart of today's problems.

Indeed, licensing would protect the public from the menace existing today that anybody can call himself a public relations expert. There is an equal danger of the unknowing misuse of public relations, both in name and in practice, by well-meaning but uneducated ones.

Public relations organizations have added to the confusion. Those organizations which purport to represent public relations practitioners and their issues are the most wary of defining public relations. Many have their own codes of ethics and behavior, though the interesting thing to me is that none of these codes are enforceable or are ever enforced. To support the licensing of public relations practitioners would undermine their own importance, so we can expect little support from these groups. It's interesting, for instance, to learn that the Public Relations Society of America has 15,000 members, but the United States Census indicates that 100,000 people call themselves public relations practitioners.

The need for the licensing of public relations practitioners also stems from the fact that there is presently no distinction made between good public relations work and bad public relations work. What is considered unethical is not always avoided. What is considered foolhardy is not always dismissed.

In conclusion, I believe that licensing and registration is mandatory if we are to transform public relations into a respected profession.

— Edward Bernays (1992)

1978-79 Division Head  
1984-94 Journal Editor

## JAMES E. GRUNIG

University of Maryland (1969-present)  
Land Tenure Center, University of Wisconsin  
(1968-69)

Ph.D., University of Wisconsin (1968)  
M.S. University of Wisconsin (1966)  
B.S. Iowa State University (1964)

Jim Grunig has published more than 215 books, book chapters, articles, reports and papers. He is the co-author of *Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries, Managing Public Relations, Public Relations Techniques*, and *Manager's Guide to Excellence in Public Relations and Communication Management*. He is editor of *Excellence in Public Relations and Communication Management*.

Grunig was named the first winner of the Pathfinder Award in 1984 by the Institute for Public Relations Research and Education. In 1989, the Public Relations Society of America gave him its Outstanding Educator Award. In 1992, the PRSA Foundation awarded him the Jackson, Jackson & Wagner Award. He also won AEJMC's Paul J. Deutschmann Award for Excellence in Research in 2000. He served as chair of the then Public

Relations Interest Group of ICA in 1991 and is a member of the Arthur W. Page Society. Grunig was the founding editor of *Public Relations Research & Education* in 1984 and became co-editor of the *Public Relations Research Annual* when it replaced PRR&E as the PRD's journal in 1989. He then was co-editor of the *Journal of Public Relations Research* until 1994, after it replaced the *Annual*. He also serves as an advisor to Lawrence Erlbaum Publishers for its series of books on public relations. From 1985-95, Grunig served as project director for the \$400,000 research project on excellence in public relations and communication management, funded by the IABC Research Foundation.

Grunig has worked professionally in public relations and as a science writer for the National Science Foundation, International Harvester Company, the U.S. Department of Agriculture, the University of Wisconsin, and Iowa State University. He also has served as a research consultant to AT&T; the Edison Electric Institute; the Maryland State Department of Education; Black and Decker; the American Alliance for Health, Physical Education, Recreation, and Dance; the Department of Energy; and many other organizations. In the last 21 years, he has presented talks and seminars to more than 335 professional groups in 35 countries.

1989-90 Division Head  
1989-94 Journal Editor

## LARISSA A. GRUNIG

University of Maryland (1978-present)  
Ph.D., University of Maryland (1985)  
M.A. University of Maryland (1978)  
B.A. North Dakota State University (1967)

Lauri Grunig, professor in the Department of Communication at the University of Maryland-College Park, teaches public relations and communication research. The public relations graduate program at UMCP was ranked #1 in the nation in 1996 by *U.S. News & World Report* and in 2002 by a study done at Marquette University. She has been on the Maryland faculty since 1978. In 1996, she was named Outstanding Educator by PRSA.

Her research interests center on public relations, development communication, communication theory, gender issues, organizational response to activism, organizational power and structure, and scientific and technical writing. In 1995, she was elected to the Honor Roll of Women in Public Relations. In a 1990 Survey of the Profession, conducted by *PR Reporter*, she was one of seven educators nationwide named most often as a role model and mentor who has helped shape and share the body of knowledge in public relations. In 1999, she was named to the

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# PRD history #6 THE HEADS & EDS

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Hall of Fame of the National Capital Chapter of PRSA. That same year, she was listed in *PR Week's* 100 most influential public relations people of the century and one of the country's Top 10 educators. In Fall 2003, she was honored with the Alumni Achievement Award of North Dakota State University.

For her public relations research, Grunig is the 1994 recipient of the Jackson, Jackson & Wagner Behavioral Science prize, sponsored by the PRSA Foundation. In 1989, Grunig received the Pathfinder Award for excellence in research, sponsored by the Institute for Public Relations Research and Education. She was founding co-editor of *PRD's Journal of Public Relations Research* and has written well over 200 articles, book chapters, monographs, reviews, and conference papers on public relations, science writing, feminist theory, focus group methodology, communication theory, and research. She is lead author of the first book about women in public relations.

Her professional experience includes reporting and editing a community newspaper in Colorado. She also has served as a consultant in public relations, beginning in 1969, throughout the country. Clients include United Technologies, Allstate, Fleishman-Hillard Public Relations, American Airlines, DynCorp, Powell Tate Public Affairs, Goddard Space Flight Center, the U.S. Department of Energy, Ragan Communications, the National Rural Electrical Cooperative Association, the USDA Forest Service, Oregon's Department of Forestry, Mobil Oil, and the Robert Wood Johnson Foundation. She is active in both the National Capital and Maryland chapters of PRSA and was an original board member of PRSA's Body of Knowledge project. She served as a member of an international grant team, sponsored by the IABC Research Foundation, investigating excellence in public relations and communication management. She has lectured to campus and professional audiences in South Africa, Slovenia, Spain, Italy, Canada, Denmark, Bermuda, Scotland, England, Egypt, Germany, Finland, Austria, Mexico, New Zealand, China, Ireland, Croatia, Taiwan, Chile,

South Korea, Russia, the Bahamas and the Netherlands, among others. She was the Public Relations Institute of Australia's 1996 Visiting Eminent Practitioner.

The former president of the Association for the Advancement of Policy, Research and Development in the Third World is also past head of the Educators' Advisory Committee of the Institute and the Public Relations Interest Group of the International Communication Association. She recently chaired the University of Maryland President's Commission on Women's Issues and served as special assistant to the president for women's issues. She is UM's representative to the Advisory Council of the Maryland Work-Life Alliance, founded by then-Lt. Gov. Kathleen Kennedy Townsend.

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1990-91 Division Head  
19888-94 TPR Editor

## TODD HUNT

Rutgers University (1968-98, retired)  
Ohio State University (1965-68)  
M.A. Ohio State University (1967)  
B.A. University of Minnesota (1960)

In addition to co-authoring *Managing Public Relations* and *Public Relations Techniques* with James E. Grunig, Todd Hunt was lead author on *Mass Communication: Producers and Consumers* (HarperCollins, 1993, with Brent D. Ruben). He also wrote *Reviewing for the Mass Media* (Chilton, 1972).

A reporting and editing instructor in his early years, he also taught Magazine Writing and Writing Reviews for the Mass Media. During the 1960s, Doubleday published two of his novels as well as *Packer Dynasty*, a sports book. As a freelancer, he was published frequently in the *New York Times*, *Atlantic Monthly* and other periodicals.

He served as president of the New Jersey Chapter of the Society of Professional Journalists and later as president of the New Jersey Chapter of PRSA. He was New Jersey Public Relations Person of the Year in 1994 and founding advisor for the Rutgers Chapter of PRSSA.

He did consulting and training with AT&T, Sprint, Peat-Marwick, Bellcore, Amoco, Johnson & Johnson and numerous nonprofit organizations.

In the 1990s, he designed a four-course certificate program at the master's level using the internet to deliver the distance education courses to other states and other countries, as well as to students in New Jersey who wished to take courses from home or office instead of having to come to campus.

In his final year of teaching before retire-

ment in 1998, he served as acting dean of the School of Communication, Information and Library Studies at Rutgers. The following year he founded the Retired Faculty Association of Rutgers University and serves as its executive director to this date.

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## CALL FOR HELP WITH BIO INFORMATION

We have recorded profiles on 21 PRD leaders, with 16 to go. We need help compiling bio-sketches on the following "Heads & Eds":

1965-67 Division Head  
**James R. Young**, *West Virginia*

1967-69 Division Head  
**Ernest F. Andrews**, *Iowa*

1969-71 Division Head  
**William S. Caldwell**, *Southern California*

1971-72 Division Head  
**Hunter P. McCartney**, *West Virginia*

1972-74 Division Head  
**H. Frazier Moore**, *Georgia*

1975-76 Division Head  
**William Toran**, *Ohio State*

1977-78 Division Head  
**Frederick C. Whitney**, *San Diego State*

1979-80 Division Head  
**Michael Hesse**, *Alabama (South Alabama)*

1981-82 Division Head  
**Donald K. Wright**,  
*Georgia (South Alabama)*

1982-83 Division Head  
**Frank Kalupa**,  
*Georgia (San Francisco Academy)*

1983-84 Division Head  
**Norman Nager**, *Cal State-Fullerton*

1985-86 Division Head  
**Mark McElreath**, *Towson State*

1993-94 Newsletter Editor  
**Susanne Roschwalb**,  
*American University*

1994-95 Newsletter Editor  
**H. Allen White**, *Murray State*

1995-96 Division Head  
**Carolyn Cline**, *Southern California*

1997 Newsletter Editor  
**Joseph Basso**, *Towson State (Villanova)*

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Information should be  
submitted to

**Susan Gonders**

Southeast Missouri State University  
[SGonders@yahoo.com](mailto:SGonders@yahoo.com)

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## PRSA Recognizes Don Stacks as Outstanding Educator

*When Don Stacks (1996-97 head) accepted PRSA's Outstanding Educator Award at the November 2003 convention in New Orleans, he thanked Jack Felton "for his advice and edits" and he accepted "in the spirit of Bill Adams," his long-time friend and 1997-98 head.*

I AM HONORED to accept the Outstanding Educator Award — and to join 33 other distinguished educators before me....

I'd like to first thank PRSA for the foresight to honor those who teach the future practitioners and leaders of the profession — to thank the awards committee, whose job is never easy — and to those who suggested my name, who mentored me to what I've become and am being honored for today.

This award is also special because so many of you helped me receive it — have been my friends for many years. Friends I've called on for help. Friends who have kept me — or at least tried to keep me — out of trouble. Friends who know me warts and all. And it's even better if you get an award for something you really love to do. Awards from those who know you best — and still think you deserve them — are the best and most appreciated kinds of awards.

This award is also the best because

of what it signals about PRSA's goal to encourage the broad spectrum of different kinds of research which will help us encourage both academic curiosity and improved professional public relations practice.

It is this linkage of academic research with practical performance that interests me the most. The recent research conferences we have been holding each spring at the University of Miami, sponsored by the Institute for Public Relations, provide the ideal kind of settings where top academics and top professionals can sit down together for three days to talk not only about current research — but also the future research needs of the profession. Because top papers are also accepted from outstanding students, this conference really combines for the first time the kinds of conversations we have wanted to have together for years.

I don't believe the academic or the

student or the practical portions of the profession have much of a future unless we can learn to listen more carefully to one another — and learn to walk together with greater understanding and more compassion about each other's needs.

I believe that by working together more effectively we can help this profession earn the recognition, the importance, the credibility and the appreciation it truly deserves. I hope you will join me in this challenge — so that together all of us can be better than any of us ever thought we could be.

I accept this award on behalf of all of you in this room and in the spirit of Bill Adams, who like us now also struggled with the question: How can I help people understand and love what public relations is — and what it can do — so they can appreciate what a difference public relations can make in helping to create a world that's a better place for everyone to share?