

Plentiful PRD People Pack Panels (Or conference programming is like giving birth)

SERVING AS THE PROGRAMMER for a conference is in some ways similar to having another child. They both involve about nine months of work and in the end you hope for something for which you can be proud. There are a few differences, however. More on those differences later.

As the San Antonio conference came to a close, I found myself overwhelmed with an immense sense of pride in the membership of the Public Relations Division, as well as some serious sleep deprivation. Our program offerings filled every day, and in the majority of our programs you filled the rooms. Over and over again our members faced the bittersweet problem of entering a session only to find the audience at standing room only. As I perused sessions offered by other groups, the audience sizes were clearly smaller. So I thank each of you for your attendance at the programs offered by our Division.

My pride was also evident in the quality of the programs being presented. The audiences were an indication of the interest generated by the panel proposals and research being conducted by members of our Division. However, the consistent and prevalent comments I received about the quality of the presentations is an indication of the hard work of our members. Again, I think you.

The quality program started with a thought-provoking pre-conference session on Tuesday evening. My thanks to Glen Broom, Jim Grunig, Larissa Grunig and Bob Heath for helping the audience to consider alternative perspectives for future public relations research. After the opening pre-conference session (see p. 3 story on "Sponsors"), the PRD offered eight co-sponsored program panels, one co-sponsored miniplenary, four juried research panels, including a high-density panel, one co-sponsored poster session, one co-sponsored scholar-to-scholar session, and several meetings and socials. During these sessions, our membership presented nearly 50 competitively selected research reports as well as fascinating panel discussions on a wide array of topics, including ethics, politics, internships and history. Our conference program comes from all of you and it starts with your proposals. I encourage you to keep submitting those wonderful panel proposals (see p. 8 story on "Proposals").

During the programming process at the December winter conference, the PRD has developed a reputation for scheduling more meetings than any other programming group. This normally means that meetings are early in the morning or late at night. I applaud the membership's willingness to turn out for these events at these unattractive times. However, all work and no play makes for a very boring conference. Therefore, I plan to thank the San Antonio PRSA chapter for a wonderful social and also John Edelman for another wonderful Bill Adams/Edelman Luncheon. I hope that you will take the time to offer your thanks as well (see p. 2 story on "Edelman").

I encourage all of you to get involved with the Division's outreach programs (see pp. 4-5 stories on "Roschwalb," "Membership," "Inez Kaiser" and "Buddy Program").

I also encourage all of you to review the long list of Division leadership presented in this newsletter. It takes a lot of hard-working individuals to make the Division a success. I was blessed with a wonderful group last year, and I look forward to working with the leadership this year. If you have not yet experienced the joy of serving your PRD, please consider volunteering next year. I would like to thank Teresa Mastin and Bonnie Neff for their invaluable service during the programming session at the winter conference last December and for their sage advice since then. While all the leadership performed admirably, I would especially like to thank Susan Gonders for her excellent newsletter and for keeping all the other officers on task, Kirk Hallahan for creating the Division's excellent Web presence, and Mike Parkinson for skillfully managing the research competition.

Allow me to close by noting that there are a few differences between programming a conference and having a child. First, one is lot more fun during the process of creation, but I won't say which. Second, the programming was undoubtedly less painful for me than childbirth was for my brilliant, talented and beautiful wife. Finally, mistakes made in conference programming generally haunt you only until the next conference.

HEAD word

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University of South Dakota

THE PUBLIC RELATIONS DIVISION annual meeting was called to order at 8:30 p.m. August 11 by Division Head Teresa Mastin.

1) Minutes were reviewed and approved. Motion: Brenda Wrigley; second: Candace White.

2) Program Chair and Vice Head Chuck Lubbers reviewed the convention as well attended and urged the membership to submit ideas for the upcoming call for papers. High-density sessions were described; suggested the Division should publish a one-page handout for the high-density sessions.

3) Vice Head-Elect Bonita Neff distributed the Bill Adams/Edelman Luncheon sign-up sheet.

4) Teresa Mastin asked for nominations for vice head-elect. Michael Parkinson won the position by acclamation. Motion: Susan Gonders; second: Kirk Hallahan. Pat Swann won the position of secretary-treasurer by acclamation. Motion: Brenda Wrigley; second: Emma Daugherty Phillingane. Bey-Ling Sha won the position of elected delegate by acclamation. Motion: Don Stacks; second: Pam Bourland-Davis.

5) Doug Newsom identified the Past Heads Council recommendations for Division nominees for AEJMC standing committees. PF&R: Shannon Bowen, Amiso George, Brad Rawlins, William Thompson. Teaching: Pam Bourland-Davis, Barbara DeSanto, Candace White, Lynn Zoch. Research: Kirk Hallahan, Linda Hon, Chuck Marsh. Newsom also reported the past chairs

approved two sets of minutes and the by-laws.

6) PF&R Chair Ernie Martin reported on four panels and the plenary session developed with other divisions.

7) Michael Parkinson reported on the reviewing of research papers and noted the overall acceptance rates of 48.2% for the open category, 46.2% for the student category, and 49% overall. Top papers were programmed in panels.

8) Tom Kelleher reported on the competition for teaching papers, which had an acceptance rate at 58% level (representing seven of 12 papers).

9) Discussion on reviewing via an electronic process was supported. Motion: Richard Nelson; second: Emma Daugherty Phillingane.

10) Roschwalb Award of \$275 went to Lan Ni, University of Maryland.

11) Heidi Hatfield Edwards discussed the Inez Kaiser Awards and thanked the 12 faculty sponsors.

12) Graduate Student Liaison Lois Boynton noted e-mails were sent to the listserv for the Buddy Program. A survey of interest is being conducted.

13) Linda Hon, editor of the *Journal of Public Relations Research*, reported 39 submissions in 2004 and reminded the membership of the two special issues. Linda Bathgate from Erlbaum Publishers thanked Hon for her work. Linda Aldoory will be assuming responsibilities for the journal in January of 2006. There was some concern about recognition from indexing organizations.

14) Ken Plowman reported that *Teaching Public Relations* monographs are published in the newsletter and online.

15) Discussed the listing of advertising and public relations programs in the national publication compiled by Billy

BUSINESS MEETING
minutes
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Ross. Richard Alan Nelson and Doug Newsom spoke in favor of supporting the Ross publication, noting no other such sources of information. Motion to spend \$100 to support project failed. Motion: Pat Curtin; second: Lois Boynton.

16) Membership Co-Chair Coy Callison announced the availability of a recruitment CD. "Why Join the Public Relations Division?" is also available on the Division Website.

17) Terry Rentner announced her department is sponsoring the communication technology summer conference in Bowling Green. The PR Division decided not to co-sponsor.

18) Membership supported Philadelphia as the preferred conference site in 2009. AEJMC subsequently decided on Boston.

The meeting adjourned at 9:48 p.m.

"WELCOME TO THE SOLUTION" was Thomas Graham's theme when he addressed the Bill Adams/Edelman Luncheon during the convention.

Graham is deputy general manager of Edelman Southwest.

"Audiences don't believe institutions anymore." The goal of "newstainment," Graham said,

is to keep attention, but reach and penetration are diminished. Even newspapers break stories online.

Edelman's annual Trust Barometer survey indicates that the number of people for whom the Internet is the first source of news doubled last year, in part because people do not trust paid media. In a dramatic change from five years ago, non-government organizations are the most credible institutions, which means a partnership with an NGO could boost a client's credibility.

Another result of technological changes, Graham

added, is the "rise of the citizen journalist, the man on the street with a phone camera." In addition, he pointed to blogs as "a natural extension of involved citizens" that "hold media accountable." He noted that blogs reveal media mistakes (CBS use of forged documents about Bush's national guard service) and disclose news that mainstream journalists ignore (Trent Lott's gaffe about Strom Thurmond).

Graham suggested two strategies in the new paradigm: (1) be relevant and relationship-based and (2) use blogs to get opinions to shape co-created stories.

Edelman's Trinni Ferguson and PRD Vice Head-Elect Bonita Neff organized the event. Among the gifts of appreciation for sponsor John Edelman was the luncheon tab for 85 PRD diners. Edelman is assistant to the chairman and managing director of global human resources for Edelman Worldwide.

Members are urged to send thank-yous to Edelman (John.Edelman@edelman.com), Graham (Thomas.Graham@edelman.com), and Ferguson (Printrina.Ferguson@edelman.com). Members can also visit Richard Edelman's blog at www.edelman.com.

THANKS
edelman
Susan Gonders
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Southeast Missouri State University

THE 2005 AEJMC CONVENTION was extremely rewarding for the Public Relations Division. The pace was set during the pre-conference when soon-to- retire leaders in the field had their say in a panel titled "Public Relations and Communication Management: Challenges for the Next Generation." Specific topics were "Feminist Phase Analysis in Public Relations: Where Have We Been: Where Do We Need To Go?" with Larissa A. Grunig, Maryland; "Completing the Edifice: Future Research on Public Relations as a Strategic Management Function" with James E. Grunig, Maryland; "An Open-System Approach to Building Theory in Public Relations" with Glen M. Broom, San Diego State; and "Onward Into More Fog: Thoughts on Public Relations Research Direction" with Robert L. Heath, Houston. Moderator was Elizabeth L. Toth, Maryland, with responding comments by Karla Gower, Alabama, and Terry Flynn, McMaster University.

PRD members and local PRSA members participated in roundtable discussions that followed the presentations. Roundtables on distance education and business content in public relations courses were well attended.

Incoming Head Chuck Lubbers received numerous positive comments about programming in research, teaching and PF&R. Several sessions were standing room only. A few of the particularly popular sessions included "Favoring the Privileged," "What is Responsible Advocacy - Perspectives on Ethics in

PR," and "Consummate Counselors vs. Crisis Communicators: The Challenge of the Catholic Church."

This year was the first time the Division sponsored high-density sessions, which provided a means in which to accept more research papers. The sessions were well attended and provided attendees with an opportunity to spend more one-on-one time with authors of the papers that captured their interest. Lubbers took to the Council of Divisions suggestions on how to make high-density sessions run more smoothly next year.

Nominations were taken from the floor of the business meeting to fill elected PRD elected positions. Elected were Vice Head-Elect Michael Parkinson, Texas Tech; Secretary-Treasurer Patricia Swann, utica; and Elected Delegate Bey-Ling Sha, San Diego State. The Division also voted to have 2006 research papers submitted electronically through an independent processing service.

The Past Heads Council was asked to review the Division's constitution and bylaws for currency and recommend appropriate amendments to guide the leadership in making decisions.

CONVENTION addendum

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THANKS TO our professional counterparts in Texas, the PRD social at Aldaco's restaurant was a wonderful opportunity to mix with members of the San Antonio

THANKS

sponsors
Patricia Swann
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Utica College

PRSA chapter and other public relations professionals from the area. Everything from the trolley ride to refreshments and live music made the event special for the more than 75 in attendance.

Professional Liaisons Patricia Swann and Andi Stein encourage members to send a letter or e-mail thank-you to the following corporate sponsors and planning committee members.

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KUDOS TO ERLBAUM and Dean Kruckeberg, whose contributions this year raised the balance of the Roschwalb fund to \$3,158.80. Erlbaum has donated

KUDOS roschwalb

\$250 in each of the last two years so the account could grow. Thanks also go to those who responded to the listserv call for applicants. All nine submissions were excellent, making the decision a tough choice.

This year the Roschwalb Award went to Lan Ni, a Ph.D. candidate at the University of Maryland, who is now an instructor in the Department of Communication at the University of Texas-San Antonio. Upon completion of her degree, Lan will become a tenure-track assistant professor.

Lan's interest is in multinational subsidiaries based in China. By interviewing Chinese employees

of these companies, she seeks to learn more about the ways in which "different globalization strategies of multinational corporations influence the development of relations with local employees in another culture." She is also looking at how "public relations contributes to achieving organizational goals by building a fit between strategies and organization-employee relationships."

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

Roschwalb Co-Chairs Meg Lamme and Phyllis Larsen have passed the torch to Colleen Connolly-Ahern and Youjin Choi for the coming year.

KUDOS TO COY CALLISON for his two-term service as membership co-chair. He leaves a legacy of service, including a PowerPoint slide presentation to illustrate the benefits of PRD membership for graduate students. Thirty CD copies of the presentation were distributed at the convention, and another 20 copies are available on a first-come basis through Mike Thurwanger (twanger@bradley.edu), Bradley

KUDOS membership

University, Department of Communication, 1501 W. Bradley Ave., Peoria, IL 61625. The presentation is also on the PRD Website.

ELEVEN graduate students won Inez Kaiser Graduate Students of Color Awards this year. Thanks to the generosity of 12 faculty spon-

HongMei Shen
University of Maryland

Lydia Swindell
University of Maryland

Natalie Tindall
University of Maryland

Grace Tsao
University of Houston

Dr. Doug Newsom
Texas Christian University

Carol Oukrop
Kansas State University

Dr. Dulcie Straughan
University of North Carolina
-Chapel Hill

Dr. Jim Van Leuwen
University of Oregon

KUDOS inez kaiser

sors, each winner received a one-year membership in AEJMC and the Public Relations Division.

RECIPIENTS

Tiphane Curry
University of Maryland

Shanta Harper
Georgia Southern University

Hua Jiang
University of Maryland

Jeong-Nam Kim
University of Maryland

Yi Luo
University of Maryland

Lan Ni
University of Maryland

Remekca Owens
Texas Christian University

SPONSORS

Dr. Linda Aldoory
University of Maryland

Dr. Pamela Bourland-Davis
Georgia Southern University

Dr. Glen Broom
San Diego State University

Dr. Kirk Hallahan
Colorado State University

Dr. Dean Kruckeberg
University of Northern Iowa

Dr. Larry Lamb
University of North Carolina
-Chapel Hill

Dr. Maria Len-Rios
University of Missouri

Dr. Teresa Mastin
Michigan State University

The award honors Inez Kaiser, the first African-American woman to own a public relations agency. She is retired and living in Kansas City.

Faculty who would like to nominate or sponsor students for the 2006 awards are urged to contact Heidi Hatfield Edwards (heidhat@psu.edu) or Natalie Tindall (ntindall@hotmail.com). The deadline for nominations is April 15. The cost of one sponsorship is \$60. Any graduate student of color (including international students), who is pursuing a graduate degree in public relations or conducting research in public relations, is eligible to apply.

YOUR TWO CENTS IS WORTH A MINT! Please provide your opinions on the Public Relations Division's Buddy Program, which matches graduate students with faculty mentors at the AEJMC National Conference. Participation, unfortunately, has dropped in recent years, and it seems like a good time to investigate the evolving needs of graduate students, as well as new and veteran faculty in the public relations arena. Please take a few moments to complete this survey, whether you've previously participated in the Buddy Program or not. You may skip any questions that you would prefer not to answer, and thank you in advance for your assessment! Please submit your responses to Lois Boynton (*lboynton@email.unc.edu*), University of North Carolina-Chapel Hill, School of Journalism & Mass Communication, 397 Carroll Hall, CB 3365, Chapel Hill, NC 27599-3365, 919/962.0620 (fax).

ASSESSMENT

buddy program

01. Have you participated in the PRD Buddy Program in the last two years?

- Yes - faculty (*Skip to Question 3*)
- Yes - graduate student (*Skip to Question 3*)
- No (*Continue with Question 2*)

02. If not, why not? Please check all that apply.

- Time commitment
- Timing for signing up to participate
- Have not attended the conference in the last two years
- I don't feel qualified to be a mentor (faculty)
- I have a mentor already (student)
- I have other obligations at the conference
- I am unfamiliar with the Buddy Program
- Other: _____

(Go to Question 4)

03. If yes, please indicate your time commitment.

How many times did you meet with your buddy/buddies at the conference? _____

How much time was involved overall with your buddy/buddies at the conference? _____

How often did you contact your buddy/buddies after the conference? _____

04. What topics have you discussed (or would value for discussion) between mentor and mentee? Please check all that apply.

- Getting involved in PRD
- Meeting PRD members
- Networking opportunities
- Job opportunities
- Finding peers with similar research interests
- Exchanging teaching ideas
- Discussing how to balance research and teaching
- Other: _____

On a scale of 1-7 (1=least favorable, 7=most favorable), how would you rate the following mentor/mentee activities?

	Least favorable	Most favorable
Getting involved in PRD	1 2 3 4 5 6 7	
Meeting PRD members	1 2 3 4 5 6 7	
Networking	1 2 3 4 5 6 7	

Report as service activity	1 2 3 4 5 6 7
Learn about job opportunities	1 2 3 4 5 6 7
Learn about job candidates	1 2 3 4 5 6 7
Find peers with similar research interests	1 2 3 4 5 6 7
Exchange teaching ideas	1 2 3 4 5 6 7
Balance research and teaching	1 2 3 4 5 6 7
Meet authors	1 2 3 4 5 6 7
Gain a short-term mentor	1 2 3 4 5 6 7
Gain a long-term mentor	1 2 3 4 5 6 7
Time commitment	1 2 3 4 5 6 7

05. When do you usually determine if you'll attend the AEJMC National Conference? _____

06. When do you usually determine the specific dates that you'll attend the AEJMC National Conference? _____

07. When would you determine if you are able to participate in the Buddy Program? _____

08. Check which programs your academic unit offers:

- doctorate
- master's degree

09. Does your academic unit have a graduate program coordinator?

- Yes
- No

10. Does your academic unit have a listserv for contacting graduate students?

- Yes
- No

11. How is the best way to contact you in the summer?

- e-mail: _____
- work phone: _____
- cell phone: _____
- home phone: _____
- other: _____

12. Would you be interested in:

- Receiving the results of this survey
- Hearing more about the 2006 Buddy Program

Name: _____

e-mail: _____

The Electronic News Release: Writing for the Medium

Thomas Klipstine

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A “major Southern university” with which I’m familiar thinks it has computerized its financial recordkeeping. Yes, it requires its office staff to enter invoices into a computerized spreadsheet. But, like before, it still makes staff tape the paper invoice to a piece of paper, copy the invoice, and mail the original invoice to the accounting office, which then scans a copy of it into a computer file and binds the original into a book that is stored in the university’s underground storage site. The office staff places the copy into a three-ring binder that is stored in an office closet. That’s exactly what happened before computers, except with the added step of recording each item into the spreadsheet, and scanning the original. This issue’s in situ research column by South Carolina’s Thomas Klipstine reminds us that, even in communication, merely automating a paper process doesn’t qualify us as entering the Internet age.

William Thompson

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University of Louisville

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.

TODAY’S ELECTRONIC NEWS RELEASE represents a shift in organizational communications, a dynamic new opportunity for direct two-way unmediated communication between an organization and its publics. Simply stated, the electronic news release has transcended the physical boundaries of the one-dimensional paper-based release and is now a nonlinear and interactive document with the media as well as various key stakeholders.

That is, it could be. A general theme in academic literature suggests that public relations has not yet fully recognized the shift to a receiver-based model of communications, nor embraced the concept that the electronic medium requires an entirely new receiver-based approach to writing, and especially formatting, materials.

My recent analysis of 100 corporate news releases confirms that public relations writing, especially the electronic news release, is simply underutilizing the capabilities of the medium, and even more importantly, the interaction of our audiences with the medium. For example, usability research tells us that Internet users skim instead of reading material word for word. Few users will scroll beyond the information visible on a single screen view. In contrast, fewer than 20 percent of the releases I studied contained bulleted lists or hypertext and only about 35 percent used headings or boldface text. Fewer than 10 percent included photos, charts or graphs to augment the text. In addition, the average length of a news release has not diminished and is still approximately 500 words.

The challenge for both educators and practitioners today is to acknowledge the news release’s shift in purpose from a sender-based communication model to a receiver-based model. So it’s not enough to post news releases on our Websites and think that we’ve accomplished direct communication with target audiences. Those readers have to read it first, which means we need a different approach to news release writing, incorporating not only the values and elements of a traditional paper-based release but also focusing on the interactivity, qualities and advantages of the computer-mediated medium.

As a result, we should include less material and highlight key text in the Internet-posted news release. We should use boldface type, headings, hypertext, and bulleted lists and enhance the text by adding graphs, charts and photos.

So often, our tendency is to cling to an old model when a new medium is introduced into the profession. But, as with every public relations tool we employ, we’ll learn ways to incorporate new public relations tools more quickly if we examine how the audience uses them – in short, think receiver-centered tactics.



Douglas Cannon (United Methodist Conference), William Thompson (Louisville) and Anne Cannon (San Antonio Fiesta Commission)

Richard Alan Nelson (LSU), Marilyn Potts (San Antonio PRSA) and Ali Khan EL-Gouri (Texas-San Antonio)



PHOTOS BY PATRICIA SWANN



Doug Newsom (TCU), Ken Plowman (Brigham Young), Bonnie Reichert (Tennessee) and Chuck Lubbers (South Dakota)

Heidi Hatfield Edwards (Penn State) and Kirk Hallahan (Colorado State)



ALL MEMBERS of the Public Relations Division are encouraged to consider developing panel proposals for the 2006 AEJMC Convention August 2-5 at the Marriott in San Francisco. The strong attendance at our programs and the variety of topics attest to your enthusiasm and commitment to the Public Relations Division. Your contributions certainly provide the visibility PRD deserves

CALL FOR proposals

Bonita Dostal Neff
bonita.neff@valpo.edu
Valparaiso University

panel presentations programmed at the winter meeting. The deadline for panel proposals is October 10.

Trying to understand the AEJMC conference programming is a form of creativity. One operates in the unknown - creating as the process develops. So here are some wonderful tips provided by Chuck Lubbers in the last call that certainly deserve to be repeated here.

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.

The panel proposal form found on the PRD Website (<http://lamar.colostate.edu/~aejmcpr>) can be submitted online or sent to Bonita Neff (*bonita.neff@valpo.edu*), Schnable 8, 1809 Chapel Dr., Department of Communication, Valparaiso University, Valparaiso, IN 46383. These proposals will be reviewed to select those that will be considered at the AEJMC winter meeting for possible programming.