

AEJMC'S INFAMOUS CHIP AUCTION sent Chuck Lubbers, Bonita Neff and me on advance reconnaissance to San Antonio, the site of the 2005 National Convention. Despite a reduction in the number of chips allocated to each division and interest group this year, Chuck put together an impressive mix of research, teaching, and professional freedom and responsibility offerings.

The April 1 deadline to submit research papers for the convention is fast approaching. Please remember that some changes have been made in the categories. As Research Chair Michael Parkinson outlined in the fall newsletter, papers must be submitted in one of three categories: teaching, student-only research or open research. All authors for student-only papers must be students at the time of the submission; no author in this category may be a full-time teacher. Authors for the open research category may be faculty, students or practitioners. No one person may be listed as an author on more than two papers in any one category. We believe this process will both alleviate some of the gray areas that surfaced in the past and provide an opportunity for a larger number of papers to be accepted from members who are not at research institutions.

Since San Antonio is very family-friendly, this may be a good year to combine a vacation with the convention. The conference hotel, Marriott Rivercenter, 101 Bowie St., San Antonio, TX 78205, 210/223.1000, is on the River Walk.

AUGUST 9-11

San Antonio

MARRIOTT RIVERCENTER
2005 AEJMC CONVENTION

SAN ANTONIO offers visitors a rich array of dining, shopping and sightseeing. The city is one the most visited in Texas, and it is home to several of the state's most popular attractions. Known as the "Cradle of Texas Liberty," the Alamo was the site of a 13-day siege by thousands of Mexican troops in 1836; 189 Texan volunteers died defending it. The Alamo was only one of several Spanish missions founded on the San Antonio River. Four others are now part of the San Antonio Missions National Historical Park, along the Mission Trail, 210/229.5701.

A block from the Alamo is the city's number two most popular attraction—the River Walk, a modern park trail 20 feet below street level that follows the San Antonio River several miles through town. Along with the trees and tropical foliage are hotels, restaurants, shops and cafes. Riverboat taxis and cruises are available on the river, and on land an inexpensive bus line called VIA Vistas, 210/227.2020, takes in most of the cultural high spots in two big loops that intersect at the Alamo, 300 Alamo Plaza, 210/225.1391.

Other popular local attractions include:

- San Antonio Museum of Modern Art, 200 W. Jones Ave., 210/829.7262;
- Zoological Gardens and Aquarium, 3903 N. St. Mary's St., 210/734.7183;
- Japanese Tea Gardens, 3835 N. St. Mary's St., 210/734.0816;
- San Antonio Botanical Gardens, 555 Funston Pl., 210/821.5115;
- Pioneer Hall, Wild West memorabilia, 3805 Broadway, 210/822.9011;
- Buckhorn Saloon and Museum, 318 E. Houston, 210/247.4000;
- Cowboy Museum, featuring a re-created Western town, 209 Alamo Plaza, 210/229.1257;
- Witte Museum, featuring prehistoric artifacts, 3801 Broadway, 210/820.2111.

We continue to be the third largest AEJMC division – 477 members strong. However, few members are actively involved in leading the division. One of our goals is to encourage more people to become involved in membership. We believe the more people are involved, the stronger the division. I look forward to hearing from anyone who would like to become more active.

I wish each of you a productive semester.

HEAD
word

Teresa Mastin
mastinte@msu.edu
Michigan State University

CONVENTION agenda

Charles A. Lubbers
lubbers@ksu.edu
Kansas State University

TIME TO ENJOY the wonders of the festive River Walk would have been nice, but duty took first priority when Teresa Mastin, Bonita Dostal Neff and I represented the Public Relations Division at the AEJMC winter meeting in San Antonio. Our mission was to develop an extensive and appealing array of programming for the San Antonio conference in August. Mission accomplished. We were able to arrange a wide variety of research, teaching and PF&R programs for our division.

I entered the winter meeting with a number of fears. This year our division voluntarily gave up one of our seven programming “chips” to help alleviate the growth in AEJMC. We later discovered that the program in the past that automatically awarded extra spaces to groups with low acceptance rates (something we have) had been abolished. Thus, I had fears of having fewer chips to panel programs as well as reduced options for presentations of juried research. Thankfully none of my fears came to fruition. We have at least as many panels as last year and will have the same number or slightly more slots for presenting juried research papers. My thanks to Teresa and Bonita for making this process so successful.

So, what are the results? We were able to parlay our reduced chips into eight co-sponsored program panels, one co-sponsored mini-plenary, four juried research panels, one co-sponsored poster session for juried research, one co-sponsored scholar-to-scholar session, one fantastic pre-conference, and numerous meetings and socials. As you start working on your travel plans, make sure that you plan to arrive in San Antonio by 5 p.m. on Tuesday, August 9. The PR Division has an outstanding pre-conference program that evening. Additionally, our division has six programs on Wednesday, three of which are refereed paper sessions. I encourage everyone to arrive on Tuesday and enjoy the wonderful program.

Tuesday, August 9 - PRE-CONFERENCE

5:30-6:45 p.m. INFORMAL DINNER

7:00-10:00 p.m. PROGRAM

“Public Relations and Communication Management: Challenges for the Next Generation”

Co-sponsored with Internship and Careers

Wednesday, August 10

8:15 a.m. PRD REFEREED RESEARCH PANEL

10:00 a.m. TEACHING PANEL

“Unpaid Internships: Favoring the Privileged?”

Co-sponsored with Internships and Careers

11:45 a.m. PRD REFEREED RESEARCH PANEL

1:30 p.m. PRD REFEREED RESEARCH PANEL

3:15 p.m. PF&R MINI-PLENARY

“Elections and Ethics: Political Coverage”

Co-sponsored with Media Ethics, Advertising and RTV Journalism

5:00 p.m. TEACHING PANEL

“Certifying PR and Advertising Programs Beyond AEJMC: Processes and Concerns”

Co-sponsored with Advertising

6:45 p.m. AEJMC KEYNOTE

8:00 p.m. AEJMC OPENING RECEPTION

Thursday, August 11

7:00 a.m. OUTGOING PRD EXECUTIVE COMMITTEE MEETING

Presiding: Teresa Mastin, Michigan State University

8:15 a.m. PRD POSTER RESEARCH SESSION

10:00 a.m. PLENARY

11:45 a.m. PF&R PANEL

“What is Responsible Advocacy: Perspectives on Ethics in PR”

Co-sponsored with Media Ethics

CALL FOR NOMINATIONS

IF YOU KNOW ANY graduate students of color who are studying public relations, please consider nominating them for the 2005 Inez Kaiser Graduate Student of Color Awards.

International or American graduate students of color must be studying or researching PR at the graduate level to be eligible. Award recipients receive free one-year memberships in AEJMC and PRD, including all the publications and usual benefits of membership.

The goals of the Inez Kaiser Awards are to encourage these students' academic career aspirations by involving them in AEJMC and PRD, while also broadening the diversity of voices within PRD. The awards honor Inez Kaiser, the first African-American woman to belong to PRSA and to head a PR agency with national clients.

In addition to nominees, the Kaiser Award committee is also seeking award sponsors. A \$60 donation will sponsor an award for one eligible graduate student. Please consider making a contribution to this worthwhile endeavor.

For more information or to nominate or sponsor a student, please contact Heidi Hatfield Edwards (heidihat@psu.edu), 814/865.1023, or visit PRD's Website at <http://lamar.colostate.edu/~aejmcpr> for more information.

CALL FOR APPLICATIONS

APRIL 15 is the deadline for Roschwalb applications. If you are student who is conducting research in international public relations, you are eligible to apply for the \$250 award to use for your research during the 2005-06 school year. For more information, go to: <http://lamar.colostate.edu/~aejmcpr/roschwalbinfo.htm>.

Eight students have received the Roschwalb Award since its inception in 1996. Last year's winner, Jiyang Bae, applied her monies toward investigating reputation subdimensions in Korean companies.

The award honors the memory of Susanne A. Roschwalb, an associate professor at American University, public relations practitioner, and active member of the PRD until her death in 1996 at age 56 from complications related to breast cancer.

... CONVENTION AGENDA CONTINUED

1:30 p.m. PRD SCHOLAR-TO-SCHOLAR RESEARCH DIVISION

6:45 p.m. PRD SOCIAL

8:30 p.m. PRD MEMBERS MEETING

Presiding: Teresa Mastin, Michigan State University

Friday, August 12

7:00 a.m. INCOMING PRD EXECUTIVE COMMITTEE MEETING

Presiding: Chuck Lubbers, Kansas State University

All PRD members interested in leadership positions are urged to attend.

8:15 a.m. TEACHING PANEL

“Law and Ethics for Internship Management”

Co-sponsored with Media Ethics

10:00 a.m. AEJMC BUSINESS MEETING

11:45 a.m. BILL ADAMS/EDELMAN LUNCHEON (off-site)

1:30 p.m. PF&R PANEL

“Beyond Barnum and Bernays: A New Look at Public Relations History”

Co-sponsored with History

5:00 p.m. PRD REFEREED RESEARCH PANEL

Saturday, August 13

8:15 a.m. PF&R PANEL

“Consummate Counselors vs. Crisis Communicators: The Challenge for the Catholic Church”

Co-sponsored with Religion and Media

10:00 a.m. TEACHING PANEL

“Web Blogging”

Co-sponsored with Communication Technology and Policy

11:45 a.m. RESEARCH PANEL

“Use of Cyberpolitics and Online Campaigning by the Media”

Co-sponsored with Communication Technology and Policy

WE STILL NEED NEARLY 50 REVIEWERS for Public Relations Division convention papers. You can review in any category in which you are not submitting a paper yourself. In other words, if you are submitting a paper in teaching, you can review

CALL FOR REVIEWERS papers in the student or open categories; and if you are submitting a paper in the open category, you can review student or teaching papers.

If you can help by reviewing as few as three papers, please contact Mike Parkinson (michael.parkinson@ttu.edu), Box 43082, College of Mass Communications, Texas Tech University, Lubbock, TX 79409; 806/742.6500, ext. 254; fax 806/742.1085. He needs to compile his list of reviewers by March 15.

THE PUBLIC RELATIONS DIVISION OF AEJMC invites faculty and students to submit competitive papers related to public relations research or teaching. 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. Teaching papers should test, refine or expand principles or practices

associated with public relations pedagogy. Papers employing all methods of inquiry are invited. Papers should include appropriate literature reviews, methodology, findings and discussion. Authors and co-authors must indicate their faculty or student status by their names on the cover sheet. Student papers must be authored or co-authored by students only, and all student papers must have the word "Student" on the title page and in the running head.

No more than two papers may be submitted by any one author or co-author in any paper category. The paper categories are (a) open, (b) student papers and (c) teaching papers. All papers must be submitted by April 1, 2005.

Open papers, authored and co-authored by faculty, students, practitioners or any combination, should be sent to Michael Parkinson (michael.parkinson@ttu.edu), Box 43082, College of Mass Communications, Texas Tech University, Lubbock, TX 79409; 806/742.6500, ext. 254; fax 806/742. 1085.

Student papers, authored and co-authored only by students, should also be sent to Michael Parkinson.

Teaching papers, authored and co-authored by faculty, students, practitioners or any combination, should be sent to Tom Kelleher (kelleher@unc.edu), Campus Box 3365, University of North Carolina, Chapel Hill, NC 27599; 919/843.5582; fax 919/962.0629.

**CALL FOR
papers**
Michael Parkinson
michael.parkinson@ttu.edu
Texas Tech University

MANY OF THE RESEARCH PAPERS from the 1990-2004 AEJMC conventions are available in hard copy from the Central Office. Papers are available only if the authors granted permission for copies to be made. Cost is \$3.50 per paper to cover the copying and mailing expenses. Contact Pam Price (aejmcsub@aol.com), 803/798.0271, to order specific papers. Please

PAPER ARCHIVES include the convention year, accepting group, author's name and the paper title when requesting papers.

More than 2,000 research papers from 1993-2004 AEJMC conventions are also available online through Michigan State University (<http://list.msu.edu/archives/aejmc.html>). Papers are available only if the authors provided electronic versions and gave permission for online dissemination.

Authors should be aware that some academic journals may consider online dissemination of research papers publication. However, AEJMC does NOT consider online dissemination of research papers publication, and all AEJMC journal editors will consider such manuscripts for publication. In fact, any convention teaching paper that places in the PRD may be submitted for publication as a *Teaching Public Relations* monograph without further review if edited to 3,000 words.

THE PLANK CENTER FOR PUBLIC RELATIONS STUDIES will be established in the College of Communication and **PLANK CENTER** Information Sciences at the University of Alabama, according to a plan approved by the university's Board of Trustees February 4.

Named in honor of veteran practitioner Betsy Plank, an Alabama graduate, the Center will be under the directorship of Bruce Burger.

A NEW JURIED PUBLICATION, Best Practices in Public Relations and Communication Management: A Research Annual, will publish research that informs a broad audience of public relations professionals and researchers about new and evolving best practices and practice issues.

CALL FOR **articles**

Elizabeth L. Toth
eltoth@umd.edu
University of Maryland

Other publications focus on either practice advice or academic study. We believe that the best information for the field can combine the practical and the theoretical.

Authors are encouraged to submit practice information ready to use, informed by original research such as case studies, surveys, literature reviews and interviews. Welcome are quantitative and qualitative methods that support information on how to do more effective public relations. Articles should be interesting and readable. Authors should avoid technical or academic jargon when plain language will do.

Articles will be evaluated for publication using the following criteria:

1. Does the article contain "best practices" information for practitioner and academic audiences?
2. Does the article advance best practices by using original research and public relations theory?
3. Is the article organized and written for practitioner and academic audiences?
4. Does the topic break new ground? Does it

contribute to the practice of public relations?

5. Is the article written and organized to be of immediate use and reflection?

Each edition of the Best Practices Annual will have 10-12 contributed articles of approximately 15 manuscript pages in length. APA style is required. The annual will also include a book review section. Submissions will be accepted until April 1 for the first issue and on an ongoing basis thereafter.

For more information, or to electronically submit manuscripts, contact Editor Elizabeth L. Toth (eltoth@umd.edu), Department of Communication, University of Maryland, College Park, MD 20742-7835, 301/405.8077.

Associate editor is Dennis F. Kinsey, Syracuse. Members of the Editorial Review Board are Gail Baker, Florida; Glen Cameron, Missouri; Tony W. D'Angelo, Carrier Corporation; William F. Doescher, The Doescher Group; Kathleen Fern-Banks, Washington; Kathy Fitzpatrick, DePaul; Terrence Flynn, McMaster; Gary Grates, General Motors; James E. Grunig, Maryland; Larissa A. Grunig, Maryland; Linda Sessions Hadley, Porter Novelli; Kirk Hallahan, Colorado State; Linda Hon, Florida; Fraser Likely, Likely Communication Strategies Ltd.; David Meeker, Edward Howard Company; Frank E. Ovatt, Crossover International, Inc.; John Paluszek, Ketchum Public Relations; Deanna K.W. Pelfrey, Pelfrey Associates, Inc.; Maria P. Russell, Syracuse; Jerry Swerling, Southern California; Don Stacks, Miami; Tom Vitelli, International Health Care; and Donald K. Wright, South Alabama.

HAS YOUR PROGRAM OF STUDIES received major private support of \$50,000 or more from an individual or organization? For an upcoming comprehensive study on such significant gifts benefitting our discipline, contact Kathleen Kelly

CALL FOR INFORMATION (kskelly@jou.ufl.edu), P.O. Box 118400 College of Journalism & Communications, University of Florida, Gainesville, FL 32611-8400, 352/273.1220, fax 352/273.1227.

Support could take such forms as professorships, chairs, scholarships, special resources and program funding. Information is needed by March 15.

inSitu RESEARCH

Applied Research Constructs Bridges to the Practice

Alan Freitag

afreita@email.uncc.edu

University of North Carolina at Charlotte

Decades and decades after the formal recognition of the public relations function, the field still struggles with definitional issues. Where does public relations start? ...ordering coffee for a corporate reception where communication with stockholders will take place? Where does it end? ...formulating employee benefits communication? audience analysis? advertising placement? Alan Freitag, University of North Carolina at Charlotte, explores these questions in this issue's in situ, and he urges that not all the confusion concerning our roles emerges from outside the profession.

William Thompson

locusmedia@insightbb.com

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.

MOST RECOGNIZE the communication gap between scholars and practitioners, and some say blame is shared. Some lament that scholars have a tendency to present research results in a manner "garbled by technical jargon," but John Pavlik urged that the gap be bridged by a combination of more direct writing style by scholars and more understanding of research and theory by practitioners. I think practitioners are moving in that direction, and we need to consider our part when reporting research. It's not "dumbing down" our research; it's simply making it more accessible to those who will benefit most. A related challenge is earning respect for our research outside our limited discipline. Sometimes, though, the system is an obstacle.

In 2002, a colleague and I researched employee benefit communication, and the first paper resulting from that effort was among the top three faculty papers selected for the 2003 AEJMC convention. That award-winning paper was declined when we submitted it to a PR journal. In fact, the editor returned it without sending it out for review, describing the article as "largely descriptive." The editor's letter indicated that the article might better be placed in a journal "more focused on applied research," even though the journal's formal mission statement encourages research that suggests ways to "conduct public relations more effectively." I certainly don't fault the editor's judgment, but I am concerned about the sentiment.

Even more disturbing, though, was when a leading business communication journal declined to publish a similar article. The refusal letter stated that the article addressed public relations and, therefore, had nothing to do with business communication. The editor implied, quite strongly, that business communicators have no interest in public relations and that employee communication, the topic of the paper, has no relationship to business.

Both papers have subsequently found homes, so the initial rejections are not the issue here. Instead, I would argue that we need to examine our research motives internally, and continue pressing the case for its relevance outside our narrow discipline. Applied research ought not to be dismissed as being of diminished value, and it should certainly not be rewarded in the conference setting but eschewed in publications.

We who conduct applied research value the work being done by our more theoretically focused colleagues, and that research informs our efforts to construct bridges to the practice. Perhaps the more we collaborate in that effort, the better we'll make the case of applicability beyond public relations.

Perhaps, too, the more we extend the public relations tenets of excellence, social responsibility and ethics to the larger organizational and societal levels, the less frequently we will see the likes of Enron, Tyco and similar failures. I am genuinely convinced that the academic study of public relations has the potential to have that great an impact. It would be a mistake, therefore, to slow that effort at any step in the process. Keep at the theoretical research, but consider the merits of the applied, and press ahead making the case that public relations contributes to organizational performance, respect and prosperity.

R. FERRELL ERVIN died October 22, 2004, at age 57 following a five-month battle with abdominal cancer. Prior to his 17 years as chair of the Department of Communication at Southeast Missouri State University, he was at Pepperdine, Norfolk State and Central Missouri State. He earned two bachelor's degrees in advertising/public relations and journalism/history

In Memoriam

from Arkansas, a master's degree in mass communication from Oklahoma State, and a Ph.D. in journalism from Southern Illinois. Previously a PR practitioner, he was an active member of AEJMC, PRSA and a host of communication associations devoted to women and ethnic minorities.

He was committed to the high standards of accreditation. During his two three-year terms on ACEJMC, he was on the site visit teams for five universities. Among his more than 50 publications and presentations was the "ASJMC Accreditation Survey Report" in the 1990s. He was also 1997-04 editor of ASJMC's academic journal, *Insights*. After working 17 years to bring the Southeast program into compliance with the Accrediting Standards, he died nine days before the arrival of the site visit team that recommended the program be found in full compliance for initial accreditation.

Memorial contributions payable to the "Southeast Missouri University Foundation," MS 7300, Southeast Missouri State University, Cape Girardeau, MO 63701-4799, should be designated for the R. Ferrell Ervin Scholarship.

Noting the January 2005 passing of two teacher-practitioners, Betsy Plank said, "Both were gentle giants among us."

RALPH E. FREDE, APR, Fellow PRSA, died January 1 in Austin, Texas, at age 84. The 1973 Public Relations Foundation president was instrumental in raising professional standards through education and accreditation. The Gold and Silver Anvil winner was a founder of the Foundation, the APR program and the College of Fellows. He wrote the initial APR exam, which was used with only minor adjustments for three decades.

Frede was 1956-70 director of development for the University of Houston and 1970-89 VP of public affairs for the Baylor College of Medicine. He also taught at Lincoln University in Jefferson City, Missouri, while working for the National Foundation for Infantile Paralysis. The Navy veteran was in the first wave at Normandy on D-Day in World War II. He earned a bachelor's degree in journalism and a master's degree in government from the University of Texas.

Frede suffered from Alzheimer's for several years. Recollections may be recorded at memoriam@prsa.org.

Memoriam for two "Gentle Giants"

RICHARD K. LONG, an involved member of the AEJMC Public Relations Division, died January 11 after a stroke at age 60. The associate chair for undergraduate studies at Brigham Young was also the PRSSA chapter adviser. His frequent contributions to *Tactics* and *Forum* include 25 articles published since 2000. Before joining academe in 1999, Long spent more than 30 years in corporate public relations. He was 1991-96 VP of corporate communications for Weyerhaeuser and a 1967-91 executive with Dow Chemical, including six years in Latin America and four in Washington, D.C. He earned a bachelor's degree in communications and a master's degree in journalism from BYU.

"In his distinguished career path from the corporate world to academe, he continues to be a role model for present and future professionals," Plank said. "Surely his students are a legacy for all of us."

His BYU colleague, Laurie Wilson, said, "We are all a little richer (he would appreciate the pun) for having had him in our lives." Contributions may be sent to the Rich Long/Dow Chemical Scholarship, Department of Communications, Brigham Young University, E-509 Harris Fine Arts Center, Provo, UT 84604-5288.