

This is the last printed issue of *PR Update*. A unanimous vote at the Public Relations Division members meeting August 3 makes the news journal an exclusively online publication. Notice of each issue's posting on the Web site (<http://lamar.colostate.edu/~aejmcpr>) will be distributed via the listserv, which has improved safeguards against spam. Members can subscribe to the listserv at no cost by sending name, e-address and institutional affiliation to Alan Freitag (afreita@email.uncc.edu). Each subscriber can also address messages to aejmcprd@email.uncc.edu to reach other subscribers.



PR UPDATE

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

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ALL MEMBERS of the Public Relations Division are encouraged to develop a panel proposal for the 90th anniversary AEJMC Convention, August 9-12, 2007, in Washington, D.C. The theme for the convention is "Graduate Education."

Conference programming comes from two sources – research papers reviewed in the spring and panel presentations programmed at the winter meeting. The deadline for panel proposals is Friday, October 13, 2006.

AEJMC conference programming requires some creativity. One operates in the unknown – creating as the process develops. Here are some tips to guide those who want to develop panel proposals.

First, each programming group has a limited number of slots for the conference. To increase the number of programs the PRD can offer, it is important that we work with other groups to jointly sponsor programs that are 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 co-sponsor. Further, the co-sponsor should agree to be listed and to cooperate in the production of the panel.

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. Further, do contact those you list on your panel. If those listed do not agree to participate, you seriously damage the panel's chances for selection.

Third, if the proposal is submitted to both PRD 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 the 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.

Panel proposals that include contact information for authors, a list of those who have agreed to participate, contact information for other divisions that have agreed to co-sponsor, and a description of the panel that is 500-1,000 words long should be submitted to Michael Parkinson (michael.parkinson@ttu.edu), College of Mass Communications, Texas Tech University, P.O. Box 43082, Lubbock, TX 79409.

Michael Parkinson found a woman's black suit jacket left after the members meeting in Salt Lake City. It's a size 2P and does not fit him.

Deadline: October 13

call for proposals

Michael Parkinson
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Texas Tech University

TPR
Teaching Public Relations

MONOGRAPH 71
Fall 2006

"Bringing the fragments together to form a whole:
An examination of the current state of public relations education"

Brigitta R. Brunner and Margaret Fitch-Hauser
Auburn University

AVAILABLE ONLINE AT

<http://lamar.colostate.edu/~aejmcpr>

OUTGOING EXECUTIVE COMMITTEE MEETING

The annual meeting of the outgoing board of the Public Relations Division was chaired by Division Head Chuck Lubbers at 7:00 a.m. August 3, 2006, to review the agenda for the evening's annual members meeting.

MEMBERS BUSINESS MEETING

The Public Relations Division annual meeting was called to order at 8:45 p.m. August 3 by the outgoing division head, Chuck Lubbers.

- 1) Minutes were reviewed and approved. Motion: Don Stacks; second: Judy VanSlyke Turk.
- 2) Vice Head/Program Chair Bonita Dostal Neff reviewed the PRD convention programming as well attended and noted that the PRD is a leader in developing cooperative programming with other divisions.
- 3) Vice Head-Elect Mike Parkinson announced that four spots remained available for the Bill Adams/Edleman Luncheon.
- 4) Lisa Fall and Pamela Bourland-Davis presented nominations for elected offices on behalf of the Nominating Committee chaired by Teresa Mastin.

Susan Gonders was nominated for vice head-elect. With no further nominations from the floor, election was by acclamation. Motion: Kirk Hallahan; second: Don Stacks.

Pat Swann was nominated for secretary. With no further nominations from the floor, election was by acclamation. Motion: Don Stacks; second: Candace White.

Bey-Ling Shaw was nominated for elected delegate. With no further nominations from the floor, election was by acclamation. Motion: Don Stacks; second: Judy VanSlyke Turk.

- 5) Yan Jin presented the PF&R report on behalf of Ernie Martin. With one pre-conference session and five joint panels this year, the committee recommended increasing panels and cooperative paper presentations.
- 6) Lynn Zoch reported on the reviewing of research papers via electronic submission, which went smoothly; 106 papers were submitted, a 25% increase from last year; 47 were student papers and 59 were open (faculty and/or faculty-student), for an overall acceptance rate of 42 percent (45 papers), which is slightly lower than the 50% AEJMC recommendation. Lack of programming slots and the large number of submissions contributed to the lower acceptance rate. Each of 64 reviewers read five papers to allow for T and Z score rating. Research programming included three papers presented traditionally, eight papers presented in a high-density session, 11 papers presented in a scholar-to-scholar session and 20 presented in a joint poster session.
- 7) Chuck Lubbers noted the report on the competition of teaching papers was unavailable (Tom Kelleher absent).
- 8) Amanda Gallagher presented the membership report. The PRD is the third largest AEJMC division. A recruitment PowerPoint titled "Why Join the Public Relations Division" is available on the division's Web site.
- 9) Colleen Connolly-Ahern announced the annual Roschwalb Award of \$250 was awarded to Elina Erzikova, a Ph.D. student at the University of Alabama.
- 10) Heidi Hatfield Edwards reported 16 Inez Kaiser Awards, up

from 11 last year, sponsored by faculty and organizations. Natalie Tindall is working on developing an archive of previous winners.

11) Pat Curtin presented the Graduate Student Liaison report on behalf of Lois Boyton. There was no Buddy Program this year due to lack of student interest. More investigation will be conducted and possibly new incentives offered to encourage participation next year.

12) Linda Aldoory, editor of the *Journal of Public Relations Research*, reported 65 submissions for 2005, a 67% increase from the year before, with an acceptance rate of 22%. The higher submission rate might be attributable to a new editor. With three reviewers per each paper, the 90 reviewers were thanked. Two special issues were published in 2005 and one in 2006. With no backlog in accepted manuscripts, members were reminded that top conference papers are given expedited review. Also, papers that are currently in the "revise and resubmit" phase should be resubmitted as quickly as possible.

Linda Bathgate, Erlbaum Publishers, praised the efficiency of Aldoory. Bathgate noted an increase in institutional subscriptions and 30 online subscriptions from China. She noted that abstract indexing in SSCI is still a priority and request has been made for re-evaluation of the *Journal* for inclusion in this important abstract for European scholars. All back issues are now accessible online.

13) Ken Plowman reported that *Teaching Public Relations (TPR)* monographs has accepted two manuscripts for inclusion in upcoming issues of *PRD Update* news journal. These are peer reviewed and submissions (including references) should not exceed 3,000 words.

14) Susan Gonders was recognized for her eight years of service as *PR Update* editor. Pat Swann and Doug McDermott will work with Gonders during the next year on publication training and completion of the "Heads & Eds" archive project. Three issues instead of four were published this year due to convention information delays, and the three-issue schedule seems to fit well with the academic and association calendars.

A discussion ensued on whether or not to stop printing and mailing the newsletter to save on work and expenses. Discussion included concern about the need for printed versions of *TPR* monographs to count as publication credits, as well as the use of the listserv to reach PRD members. Only about 130 members are currently on the listserv. Members who want to be added should contact Alan Freitag (arfreita@email.uncc.edu). Motion by Ken Plowman to drop the printed publication of *PR Update* and provide a PDF version for the PRD Web site; second: Glen Broom. Amended by Judy VanSlyke Turk to include listserv e-mail notification to members when the newsletter is posted online. A second amendment requested one final printed edition for fall 2006 so that all members would be notified about the change with time to join the listserv. Don Stacks moved the question. The amended motion was to print the fall 2006 issue followed by listserv notification when the PDF versions were posted on the Web site. Motion: Judy VanSlyke Turk; second: Don Stacks. Motion approved unanimously.

15) Kirk Hallahan reminded members that the PRD Web site contains table of contents and abstracts of *Journal* articles.

16) Maria Russell presented the Past Heads Council recommendations. These included consideration of winter programming, teaching and syllabi exchanges, and pre-convention sessions. It was suggested that PRD become more proactive in nominating candidates for positions on AEJMC's standing committees. The new report from the Commission on Public Relations Education will be issued fall 2006. Teleseminars were suggested as a way to begin discussing the report's implications.

minutes

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17) On behalf of the Past Heads Council, Russell raised for open discussion the issue of the *PR News* survey of public relations programs for purposes of a national ranking. PRD member Robert "Pritch" Pritchard, one of the project architects, responded to questions. Pritchard said those who have contributed to the project's development include Judith Bogart, Rick Fischer, Kathleen Kelly, Dan Lattimore, Chuck Merydith, Bonita Neff, Doug Newsom, John Paluszek, Betsy Plank, Mel Sharpe, Rhoda Weiss and Laurie Wilson. Criteria for the rankings include program attributes, faculty qualifications, student outcomes success and educational standards.

Concerns discussed included communication in regard to the project, validity of the methodology and the survey instrument, and timing of the project in relation to the soon-to-be-released report from the Commission on Public Relations Education.

Others mentioned that academic freedom protects all credible research efforts, including the *PR News* effort.

Pritchard said he would ask *PR News* to delay the project to allow time for additional input and consideration of the methodology. Comments and requests for a copy of the survey instrument should be submitted to rpritchard@bsu.edu.

18) Lisa Fall distributed a faculty position opening at her school.

The meeting was adjourned at 10:30 p.m.

OUTGOING EXECUTIVE COMMITTEE MEETING

The annual meeting of the incoming board of the Public Relations Division was chaired by the incoming division head, Bonita Neff, at 7:00 a.m. August 4, 2006.

1) Attendees interested in appointed PRD positions were urged to let Neff know during or after the meeting.

2) Pat Curtin suggested a panel with past winners of the Suzanne Roschwalb award for the 2007 conference in Washington, D.C., which is where Roschwalb's family lives. The panel could provide an opportunity to increase funds from the current level of \$3,000 to the \$5,000 needed for it to be endowed.

3) Mike Parkinson noted that the lower conference paper acceptance rate of 42% was due to the higher submission rate and limited programming slots.

The 2006 Susanne A. Roschwalb Award for International Study and Research went to Elina Erzikova, a Ph.D. student at University of Alabama. She is working on a multi-method investigation of excellent public relations in Russia. Her goals are to examine how Russian PR professionals and students define leadership in public relations; what they consider the core values and skills necessary for excellence in leadership; how striving for leadership is entwined with personal ethics; and the role of leaders in the PR field in promoting democratic ideas in Russia. What makes Elina's work particularly exciting is that it focuses on smaller Russian cities, rather than Moscow or St. Petersburg, giving it the promise of making a significant contribution to the thin literature in the area of public relations in Russia. The Roschwalb Award is a \$250 grant designed to offset the cost of travel associated with study or research. It was established in 1996 in memory of Susanne A. Roschwalb, who died at age 56 from complications related to breast cancer. An associate professor at American University, Roschwalb was an active member of the PRD with a passion for international public relations study.

— Colleen Connolly-Ahern

Don Stacks suggested creating an "annual report" that focuses on research and the body of knowledge. He also suggested that more research papers could be presented by reducing the number of PF&R presentations. The division could also consider going off site for socials and/or meetings since off-site events do not count in the programming allot-

ment. He reiterated the need for at least four reviewers per research paper to protect the integrity of the review process. Lubbers noted that the PRD has had to go outside AEJMC to ICA and NCA to get enough reviewers due to the increased paper submissions.

Neff noted that the PRD has been aggressive in taking leadership positions in cooperative program planning with other groups, thereby gaining additional PR presentations. She also encouraged members to consider proposals with the History and Advertising Divisions that seem to have trouble filling their programming slots.

4) Chuck Lubbers plans to work with the Nominating Committee to ensure that e-mail ballots with a snail mail or fax response are completed within the appropriate timeframe to avoid conflicts with PRD bylaws for executive committee elections. He noted that the ballot should be published in the June issue of *PR Update*. Bylaws require that elections be completed by July 1.

5) Past Heads Council Chair Maria Russell noted that PRD needs a process for nominations of PRD members for AEJMC standing committees. Don Stacks is the only PRD member currently on a standing committee. Russell noted that the size of PRD should be an advantage in elections.

6) Chuck Lubbers reported that PF&R conference submissions have grown. Kirk Hallahan reiterated that PRD could trade some PF&R programming for research slots.

7) Chuck Lubbers reported in the absence of Teaching Chair Tom Kelleher. Six of 10 submissions were accepted, and Lubbers said the PRD should encourage the submission of more teaching papers.

8) Mandy Gallagher presented the membership report and requested assistance with learning her committee responsibilities. One suggestion was to send non-PRD research program presentors a thank-you letter that could include an invitation to join the division. Another suggestion was to send a general letter of welcome with basic information (Web site, list-serv, etc.) to new PRD members.

9) Heidi Hatfield Edwards and Natalie Tindall noted an increase in institutional sponsors for this year's Inez Kaiser Awards. Tindall is compiling a list of past award winners.

Kirk Hallahan suggested \$15-30 sponsorships in addition to the current \$60 sponsorships. Edwards noted that co-sponsorships exist.

Buy-Ling Sha suggested asking major academic programs for contributions, and Lubbers suggested diverting savings from the PRD newsletter printing and mailing costs to these scholarship awards.

10) Colleen Connolly-Ahern said she and her co-chair would investigate the earlier suggestion to create a panel of past Roschwalb winners for the 2007 conference in Washington, D.C.

11) Chuck Lubbers announced that the International Association of Business Communicators (IABC) is having an "open house" during September, when its password-protected Web site will be accessible.

Buy-Ling Sha suggested that IABC members be invited to join PRD.

12) Susan Gonders said September 1 is the deadline for the fall issue of *PR Update*. The fall issue carries the call for conference proposals, the winter issue in January carries the call for research papers, and the summer issue in June carries the ballot for the executive committee election.

The meeting adjourned at 8:15 a.m.

inSitu RESEARCH

What business do public relations students have in master's programs?

Jeanette Drake

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In this issue, Kent State Professor Jeanette Drake draws attention to an unmet curricular crunch implicit in the new, but also in the old, Commission report: bringing business skills like accounting, marketing and management into public relations programs. Achieving our long-stated desire to be in the dominant coalition is an empty gesture if we cannot understand and engage in the dialogue of management that dominates the boardroom table. But, Professor Drake wonders, how do you retrofit business skills into an already tight curriculum?

– William Thompson

Very little.

The PRSA MBA initiative revealed a shortage of public relations courses in business schools, but less has been said about the lack of business education for public relations students. Although practitioners' need for business acumen is well documented, my recent study of public relations master's programs reveals that few allow for any real contribution from the business field, and even fewer require it.

In an audit of 16 "premier" public relations programs¹ and 19 top business schools, I found a paucity of business courses within PR programs and very little integration between the two disciplines.

Only about a third of the PR programs require students to take a business course,² and despite the growing trend for business schools to collaborate with many disciplines, public relations is typically not yet one of them.

The model below suggests master's programs in public relations and business may fall into one of eight categories based on two dimensions – where the program is housed and what the program comprises. Those program types in the table's middle offer a range of curricular choices mixing business and public relations courses. However, exploratory research suggests most master's programs in PR plop down into the bottom-right category, into the non-integrated MA/MS in JMC.

Eight Varieties of Public Relations and Business Master's Programs				
Housing Unit	% of Curriculum			
	Business			Comm/JMC
Business	MBA (no integration)	MBA-PR (integration) PR track	MBA-MPR (integration) dual track	MPR (no integration)
Comm/JMC	Professional Comm. (no integration)	IMC (integration)	MPR (integration)	MA/MS JMC (no integration)

This November, the PRSA Commission on Public Relations Education will present its first report since 1999. One of 12 content areas prescribed is management sciences. At the master's level, the content areas of accounting, finance, marketing and management were recommended seven years ago. That prescription remains the same today.³

One challenge is how to include adequate business in the curriculum while meeting myriad other needs. However, just like research, law and theory, business basics are universally important for practitioners, thereby meriting the core competency status that various sub-specialties do not.

Continued on p. 5

Further, the Commission's draft report urges continued progress toward developing interdisciplinary graduate programs – a hurdle historically too high for the insular nature of academe and the purist leanings of some public relations programs.

The admixture of the PRSA Commission report, the PRSA MBA initiative, and the current revamping being undertaken by many MBA programs presents the ideal time for public relations educators to reflect on the inclusion of business in their own curricula.

Although collaborative programs have become commonplace, public relations and business remain largely unconnected. If bureaucratic challenges can be overcome, these unmet niches present worthwhile opportunities, including the following:

MBA-MPR dual degree. Housed in both units, this program contains substantial amounts of content from both areas, albeit requiring twice as long to complete.

MBA-PR. Housed in the business unit, this program adds to the business foundation a concentration in public relations, which is an appropriate master's route for some individuals.

MPR. Housed in JMC, this is a stand-alone master's degree in public relations that requires as part of its core a significant amount of business but not so much that the public relations name and content are sacrificed. Incidentally, no small part of the MBA status is its consistent brand. Is it a pipedream to think that "The MPR" could come to have more gravitas than the fractured identity of our current master's programs?

Educators in public relations can no longer ignore the bottom line. If we do nothing, business faculty will manage communication functions on their own. Additionally, practitioners may seek MBAs rather than graduate education in public relations or an interdisciplinary option. The downside would be practitioners who better understand business but lack sufficient public relations competencies, particularly at the advanced level where public relations is so crucial to organizations and society in the 21st-century global marketplace. Or, future practitioners may continue to lack business savvy and therefore lack appropriate PR influence within organizations.

In my opinion, the best scenario would be truly integrated programs that add meaningful learning and value to students and to the organizations and professions in which they will work. Public relations is more salient than ever; the time is right to build a relationship with our business brethren.

¹ Bill Baxter identified 16 "premier" graduate programs among 45 profiled in "Graduate Study in Public Relations: Profiles of the Country's Best College Programs" (2001, Franklin, Wisconsin). Listed geographically, the 16 programs are Colorado State, Colorado-Boulder, San Diego State, Southern California, Northwestern Medill, Purdue, Florida, Florida International, Georgia, Louisiana at Lafayette, Miami, North Carolina, South Alabama, Boston University, Maryland, and Syracuse. Although there is little agreement on the country's top programs, this provided an adequate sample for exploration.

² This exploratory study is not necessarily representative; there are a handful of programs that are well ahead of the curve at integration. Additional limitations may stem from dated or incomplete online information of the programs under study.

³ Co-chairs Dean Kruckeberg and John Paluszek discussed the unpublished draft report of the Commission on Public Relations Education (August 2006).

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 (wethom01@louisville.edu), University of Louisville.

CALL FOR PRACTITIONERS-TURNED-EDUCATORS TO PARTICIPATE IN STUDY

Patty Silverman (psilverman@leeuniversity.edu), assistant professor at Lee University and Ph.D. candidate at the University of Tennessee, is working on a dissertation about public relations practitioners who have become educators. People with at least five years of professional public relations experience and less than 10 years of teaching experience in public relations are urged to volunteer for interviews or focus group participation.

Inez Kaiser

Natalie Tindall
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University of Oklahoma

INEZ KAISER Graduate Students of Color Awards went to 16 graduate students this year. Thanks to the great support and generosity of 16 sponsors from the PRD faculty membership, these students received one- year memberships to AEJMC and to the PR Division.

Inez Kaiser, Kansas City, is the first African-American woman to own a public relations agency.

INEZ KAISER RECIPIENTS

Tiphane Curry, University of Maryland
Dionne Clemons, Howard University
E. Lyle Henderson, Howard University
HongMei Shen, University of Maryland
Ai Zhang, University of Maryland
Hua Jiang, University of Maryland
Jamila Cupid, Howard University
Shaunee L. Wallace, Howard University
Tia C. M. Tyree, Howard University
Lydia Swindell, University of Maryland
Billy Ray Davis, Jr., San Diego State University
Damion Waymer, Purdue University
Kerry Richardson, University of Georgia
Quiana Shepherd, University of Georgia
Paul Johnson, University of Georgia
Cheryl Ann Lambert, University of Tennessee

INEZ KAISER SPONSORS

Linda Aldoory, University of Maryland
Lois Boynton,
University of North Carolina-Chapel Hill
Glen Broom, San Diego State University
Rochelle Larkin Ford, Howard University
Gaylord College of Journalism,
University of Oklahoma
Plank Center for Public Relations Studies,
University of Alabama
Bey-Ling Sha, San Diego State University
Don Stacks, University of Miami
Elizabeth L. Toth, University of Maryland
Teresa Mastin, Michigan State University
Jim Van Leuven, University of Oregon
Kirk Hallahan, Colorado State University
Doug Newsom, Texas Christian University
Dean Kruckeberg, University of Northern Iowa
Larry Lamb,
University of North Carolina-Chapel Hill
University of Tennessee Public Relations Faculty

If you have a student you would like to nominate or sponsor for the 2007 awards, contact Natalie Tindall (ntindall@ou.edu). The \$60 sponsorship for one student can be shared by two or more sponsors. The deadline for nominations is April 15, 2007.

<http://www.iabc.com/about/membership/memMonth.htm>

The International Association of Business Communicators has a September "open house" when visitors can try many IABC online benefits. Free access in September includes content archives (publications, case studies and conference presentations), MemberSpeak, IABC Buzz, Job Center, Communication Commons and the IABC Cafe. A complete list of current benefits can be found at <http://www.iabc.com/about/membership/memProvides.htm>.

To try the site, visit www.iabc.com/members and login with the following information:

Member ID: trial
Password: joiniabc
Then click on "Login."

The \$40 (\$30 online) application fee will be waived for anyone who joins (or re-joins) during September: Download the membership application form, fill it out, and fax or mail it in with a check or credit card information.

For more information, call 800/776.4222 (from the U.S. and Canada)
or +1 415.544.4700 (from all other parts of the world).

National Ranking of Undergraduate Public Relations Programs

The purpose of this initiative was to provide a tool that public relations programs could leverage to gain the resources needed to advance their programs. Several disciplines already have a tool they can leverage; business programs, for example, can tout their standing in *U.S. News & World Report* and architecture programs can cite their standing in *Architecture Digest*.

Public relations needs a similar yardstick. Nationally, we seem to be buried in journalism or mass communications or, worse yet, generic communications colleges and departments. Many have said we won't have truly arrived as a profession until we have our own departments and precious few colleges and universities have been able to break the code in that regard.

After approaching *PR Week* and not receiving a response, we approached Diane Schwartz of *PR News*, who immediately expressed interest in lending her publication's support to a national ranking for undergraduate public relations programs. Mel Sharpe and I immediately discussed the potential makeup of a group of professional and academic leaders that might help us develop a set of criteria and a process to implement such a ranking. It was vital, in our

minds, to have representation from not only the PRSA Educators Academy, but from the Educational Affairs Committee, the Commission on Public Relations Education, the Board of Directors, and other leading educators and practitioners.

The original working group was composed of folks who have thought long and hard on the subject: Len Barchak, Judith Bogart, Carl Botan, Rick Fischer, Kathleen Kelly, Dan Lattimore, Chuck Merydith, Bonita Neff, John Paluszek, Betsy Plank, Rhoda Weiss and Laurie Wilson.

Following comments at the PRD annual business meeting, we are in the process of coordinating with Dean Kruckeberg, Maria Russell, Elizabeth Toth and Judy VanSlyke Turk. In addition, we're reaching out to the public relations divisions of ICA and NCA.

As it has always been the intention of this ad hoc group to operate in as transparent a fashion as possible, your comments are welcome. Please contact me if you have any questions or comments.

– Robert “Pritch” Pritchard
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