

# PR UPDATE

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

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**A hearty welcome to graduate students and Public Relations Division newcomers! We hope the following primer helps guide you through the Division's activities year-round and during the AEJMC convention in early August. Please share with your colleagues and post on graduate student bulletin boards. Contact [lboynton@email.unc.edu](mailto:lboynton@email.unc.edu) for an electronic copy.**

**A**ejmc.org. The Web site is a goldmine of convention information and has a direct link to the Public Relations Division Web site, <http://lamar.colostate.edu/~aejmcp>.

**B**ackground info on the Division. Our mission is to advance public relations teaching, research, and professional freedom and responsibility through research competition, journal sponsorship, discussions, monograph series, a newsletter, work with professionals and more.

**C**ommittees provide an opportunity for involvement in the Division – membership, professional liaison, graduate liaison, student awards, etc. Check committee and officer duties at <http://lamar.colostate.edu/~aejmcp/duties.doc>.

**D**ining for newcomers. The AEJMC new member and convention first-timer breakfast is set for 7 a.m. Thursday, Aug. 3.

**E**xhibits at the AEJMC convention provide a great opportunity to check out publishers' latest textbooks and classroom materials.

**F**ortieth anniversary of the Public Relations Division this year! Plenty of ways to celebrate in San Francisco.

**G**et ahead of the game at the pre-convention session Tuesday, Aug. 1, co-sponsored by the Public Relations Division, Cultural and Critical Studies Division, and the Science Communication Interest Group. "Rethinking the Role of Public Relations in the Interest of Social Justice" includes an informal dinner – no fee, no registration required.

**H**omepage for PRD is <http://lamar.colostate.edu/~aejmcp>. Filled with details about who we are and what we do as scholars, educators and professionals.

**I**nez Kaiser Graduate Student of Color awards are given annually to graduate students involved in scholarly public relations pursuits.

**J**ournal of Public Relations Research, the Division's quarterly scholarly journal, is a must-read!

**K**eynote speaker for the AEJMC convention this year is Lawrence Lessig, founder and director of Stanford University's Center for Internet and Society. He speaks 6:45-7:45 p.m. Wednesday, Aug. 2.

**L**unch! The Bill Adams/Edelman Luncheon, a great opportunity to network, will be on Friday, Aug. 4.

**M**embership – if you're not already a member of the PR Division, sign up! Membership has its privileges, including Division publications, access to the Division listserv, special programs, liaisons with professionals and scholars in your field, and more.

**N**etworking. Introduce yourself at this and other conventions – and ask colleagues to put you in touch with folks who can be valuable resources.

**O**fficers of the Division are available to answer questions, too. Contact information is posted on the Division's Web site

**P**aper archives from 1993 and abstracts from 1997 can be accessed via the PRD homepage. You can also purchase copies of 2006 AEJMC convention papers for 50 cents each – 9:00 a.m.-5:00 p.m. Wednesday, Thursday and Friday, and 9:00 a.m.-3:00 p.m. Saturday.

**Q**uestions? They're bound to come up, whether at the convention or during the school year. Officers and committee leaders are happy to help.

**R**oschwalb Award, named in memory of Susanne A. Roschwalb, supports students doing research in international public relations.

**S**ubscribe to the PRD listserv – send an e-mail message to [listserv@email.uncc.edu](mailto:listserv@email.uncc.edu). Leave the subject block blank; in the message block, type *subscribe aejmcp*.

**T**ravel information for the AEJMC convention, located at <http://www.aejmc.org/convention/index.html>, includes hotel rates, airline details and ground transportation information.

**U**pside – *PR Update*, that is – is the Division's news journal. Access the latest issue on our Web site.

**V**isit at the PRD reception – yet another great networking opportunity while you're in San Francisco.

**W**here? After San Francisco, the AEJMC convention will be held in Washington, D.C., in 2007, Chicago in 2008 and Boston in 2009.

**X**tra stuff! The PR Division hosts an off-site social at this year's convention, 6:45-8:15 p.m. Thursday, Aug. 3. The Institute for Public Relations social is 6:45-8:15 p.m. Friday, Aug. 4.

**Y**early PRD members meeting, 8:30-10:00 p.m. Thursday, Aug. 3, is an opportunity to be part of the decision-making, learn about future activities, join committees, and meet other members.

**Z**ip around to as many convention activities as you can. The Public Relations Division is involved in mini-plenary sessions, research sessions, teaching panels and more!

**ABC's**  
**Lois Boynton**  
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University of North Carolina-Chapel Hill



Public Relations Division  
**Celebrates**  
**40th Anniversary**  
in 2006

**AEJMC**  
**August 2006**  
**San Francisco**

**Tuesday, August 1 - PRE-CONFERENCE**

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

“Rethinking the Role of Public Relations in the Interest of Social Justice”

*Presiding:* Bonita Dostal Neff, Valparaiso

5:30-6:45 p.m. Part I - The Background: The Leveling Effect in Communication

Frank Durham, Iowa • Derina Holtzhausen, South Florida • William Thompson, Louisville

6:50-8:05 p.m. Part II - The Challenge: Diversity in Public Relations – Implications and Tensions in Practice, Teaching and Research

Linda Aldoory, Maryland • Meta Carstarphen, Oklahoma • Rochelle Ford, Howard • Maria Len-Rios, Missouri • Juan-Carlos Molleda, Florida • Cheryl Procter-Rogers, HBO and • PRSA national president • Bey-Ling Sha, San Diego State • Brenda Wrigley, Syracuse

8:10-9:35 p.m. Part III - The Test: Public Relations During Katrina

Crisis in the Big Easy: The Breakdown of Communication

Maria Fontenot, Texas Tech

Katrina Evacuees: Interviews from Four States

Susanna Hornig Priest, South Carolina

The Blame Game: Framing and Reframing the Katrina Crisis

Michael Mitrook and Jennifer Robinson, Florida

Beyond Government: Civil Society Communication and Response Following Katrina

Jennifer Robinson, Florida

9:35-10:00 p.m. Discussion


*Co-sponsored with Cultural and Critical Studies and Science Communication*

PROGRAMS CHAIR

**Bonita Dostal Neff**

*bonita.neff@valpo.edu*

**Valparaiso University**

 The first colonizing party arrived in 1776 to found the Presidio of San Francisco and Mission Dolores, the sixth of 21 missions established by the Franciscans. The first mass was celebrated at La Mision de Asis (Mission Dolores) on June 29, 1776, five days before the signing of the Declaration of Independence. The oldest intact building in San Francisco, the Mission Dolores church stands at the intersection of 16th and Dolores.

## Wednesday, August 2

### 7:00-8:00 a.m. PRD PAST HEADS EXECUTIVE MEETING

*Presiding:* Doug Newsom, Texas Christian

### 8:15-9:45 a.m. PRD HIGH-DENSITY REFEREED RESEARCH SESSION

#### "A Quick Look at Health and Nonprofit Public Relations"

*Moderator:* Hilary Fussell, South Carolina

Women's meaning-making of cervical cancer campaigns:  
using a cultural approach to reframe women's involvement with their health  
Jennifer Vardeman, Maryland

College students and create: are fear appeals effective in communicating health risks?  
Hyang Sook Kim, Donna Sheffield and Talal Almutairi, Kansas State

The power of public relations in media relations: a national survey of health PR practitioners  
Sooyoung Cho, South Carolina

Measuring the donor-nonprofit organization relationship:  
the impact of relationship cultivation on donor renewal  
Richard D. Waters, Florida

My grandmother ate fish her whole life and there's isn't anything wrong with her:  
an exploratory study of how women perceive contradictory messages in media  
about fish consumption  
Jennifer Vardeman and Linda Aldoory, Maryland

A qualitative analysis of fund raiser roles and experiences  
at public historically black colleges and universities (HBCU)  
Natalie T.J. Tindall, Maryland

Challenging the monolithic view of ethnic minorities in public relations' strategies:  
Hispanic culture-frames of the healthcare issue  
Belio A. Martinez Jr., Florida

#### TOP STUDENT PAPER

The link between strong public relationships and donor support  
Julie O'Neil, Texas Christian

### 10:00-11:30 a.m. PRD REFEREED RESEARCH PANEL

#### "Framing the Corporate Message"

*Moderator:* Julie O'Neal, Texas Christian

*Discussant:* Bey-Ling Sha, San Diego State

#### SECOND-PLACE FACULTY PAPER

Understanding influence on corporate reputation: an examination of public relations efforts,  
media coverage, public opinion, and financial performance from an agenda-building and  
agenda-setting perspective  
Spiro Kioussis, Cristina Popescu and Michael Mitrook, Florida

#### THIRD-PLACE FACULTY PAPER

Priming, framing and position on corporate social responsibility  
Alex Wang, Connecticut-Stamford

Excuse us, please: examining the effect of excuses on corporate credibility after an adverse incident  
Colleen Connolly-Ahern, Pennsylvania State

Cultivation of relationships as resource management: employee-organization relationships (EOR)  
in the context of globalization strategies  
Lan Ni, Texas-San Antonio



Gold was discovered at the Marshall-Wimmer mill on January 24, 1848, and at Sutter's mill on March 15. The *Californian* announced suspension of publication on May 29 because the newspaper staff had left for the diggings.

RESEARCH CHAIR  
Paper Competition - Open and Student

**Lynn Zoch**

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University of Miami

TEACHING CHAIR  
Paper Competition - Teaching

**Tom Kelleher**

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University of North Carolina-Chapel Hill



San Francisco area earthquakes have been recorded from as early as 1769. The big one hit April 18, 1906, triggering San Francisco's seventh "great fire," which burned for four days while the city rattled under 135 after-shocks. *Collier's Magazine* paid Jack London 25 cents per word for his eyewitness account. The worst quake since 1906 struck Oct. 17, 1989, just before the third game of the World Series at Candlestick Park.

11:45 a.m.-1:15 p.m. PRD REFEREED RESEARCH PANEL

“Expanding the Realm of Public Relations”

*Moderator:* Barbara Gainey, Kennesaw State

*Discussant:* Karen Miller Russell, Georgia

Moral development of public relations practitioners: a comparison with other professions

Lee Wilkins, Missouri; Renita Coleman, Texas-Austin

Public participation: an experimental test of stage of involvement and power sharing in satisfaction

Kristina M. Ray, San Diego; David M. Dozier, Glen M. Broom and  
C. Richard Hofstetter, San Diego State

Constructing a cultural definition of public relations: a textual analysis of the New York Times

Candace White and Cheryl Ann Lambert, Tennessee-Knoxville

Extending models of international public relations practice: an analysis of the Aria Foods crisis

T. Kenn Gaither, Elon; Patricia A. Curtin, Oregon

3:15-4:45 p.m. PF&R MINI-PLenary

“The History of the Concept of Relationship in Public Relations and Advertising with Its Evolution in the Field of Health Management”

*Moderator:* Osei Appiah, Ohio State

*Panelists:*

Athena du Pre, West Florida;

Cynthia Frisby, Missouri;

John Ledingham, Capital;

Kurt Wise, DePaul

*Co-sponsored with Advertising and History*

6:45-7:45 p.m. AEJMC KEYNOTE

8:00-10:00 p.m. AEJMC OPENING RECEPTION

**Thursday, August 3**

7:00-8:00 a.m. OUTGOING PRD EXECUTIVE COMMITTEE MEETING

*Presiding:* Chuck Lubbers, South Dakota

8:15-9:45 a.m. PRD POSTER RESEARCH SESSION

*Discussants:* Michael Parkinson, Texas Tech, and Lynn M. Zoch, South Carolina

*FIRST-PLACE TEACHING PAPER*

The intersection of administration support for the faculty advisor and student need satisfaction

Vincent F. Filak and Robert S. Pritchard, Ball State

*SECOND-PLACE TEACHING PAPER*

Blogging 101: issues and approaches to teaching blog management in public relations courses

Richard D. Waters and Jennifer A. Robinson, Florida

Examining the social context of the college learning environment for the growing population of older adult students

Terri Ann Bailey, North Carolina-Chapel Hill

A sense of agency: utilizing firms in the public relations campaigns course

Vince Benigni, Charleston; J. Christopher Wood, Georgia; Glen T. Cameron, Missouri

Man or mouse – Which is better: proctored or online exams?

A comparison of test scores among a graduate public relations management course

Lisa T. Fall, Tennessee

What you don't know will hurt you: information literacy, service learning, and future public relations practitioners

Ann D. Jabro, Robert Morris (Pittsburgh)



Ships brought seamen and immigrants from all parts of the globe to the Golden Gate since San Francisco's earliest days, particularly in the years following the Gold Rush of 1848.

In the three decades following the Gold Rush, some 2.5 million Chinese laborers immigrated to the American West. Of 153 pieces of property in 1873 Chinatown, only 10 were Chinese owned, and all except 25 of 316 parcels in 1904 Chinatown were leased from white landlords. After San Francisco's ramshackle Chinatown was destroyed by the fire of 1906, properties were bought by Chinese Americans and the plain brick buildings of the 1906-15 period were enriched with chinoserie treatments. The pagoda-capped gateway buildings at California and Grant set the architectural standards.

Businessman Henry Meiggs commissioned a wharf to be constructed from a cove in North Beach, extending 1,600 feet into the bay. The wharf was completed in 1853, but Meiggs fled from his creditors to South America. Meiggs died in Peru in 1877, not long before the cable cars started clanking down to the great Fisherman's Wharf. The Pioneer Woolen Mill, which made blankets and uniforms for the Union army during the Civil War, was converted into the Ghiradelli Chocolate Factory just before the turn of the century. At about the same time, in an adjacent building, Marco Fontana formed the California Fruit Cannery Association, which shipped the Del Monte label until the 1920s. Giuseppe DiMaggio, a bay fisherman who emigrated from Sicily, was the father of Joe DiMaggio, born Nov. 25, 1914. The 12 million visitors annually see a Fisherman's Wharf that is relatively new. Most of the major attractions, including the Cannery, Ghiradelli Square and Pier 39, were built in the late 1960s.

The role of public relations practitioners' communication networks:  
a social network perspective of public relations management  
Jounghwa Choi, Michigan State

An investigation of public relations' role in supporting corporate culture:  
a case study of a regional healthcare facility  
Pamela G. Bourland-Davis and Beverly L. Graham, Georgia Southern

The dialogic characteristics of NGO Web sites and the concept of interactivity  
Hakimeh Saghaye-Biria and Foad Izadi, Louisiana State

Roles and blogs in public relations  
Lance V. Porter, Louisiana State; Kay D. Trammell, Georgia

Going public to restore a tarnished image:  
a content analysis of President Bush's major post-Katrina speeches  
Brooke Fisher Liu, North Carolina-Chapel Hill

Perception of public relations: an experiment testing the impact of entertainment portrayals  
of the profession on students and practitioners  
Kay D. Trammell, Georgia; Lisa K. Lundy, Louisiana State

The portrayal of public relations practitioners in the West Wing  
Emily Kinsky, Texas Tech

Contemporary attitudes toward integrated marketing communication  
Jeffrey D. Hutson, Ball State

The academy versus the profession:  
a comparative analysis of ethical discussion in public relations publications  
Michael A. Mitrook and Benton Danner, Florida

The secret key to beautiful skin is not a secret anymore:  
a case study of SK-II's image restoration strategies  
Juan Meng, Alabama

Exploring the effects of negative publicity: news coverage and public perceptions of a university  
Sei-Hill Kim, John P. Carvalho and Christy E. Cooksey, Auburn

Beyond counting: the use of press clippings as a measurement tool  
Brinn Wellise, president, Switchback Public Relations; Jennifer Greer, Nevada-Reno

Building online dialogic relationship: the U.S. Fortune 500 versus China 500 Corporate Web sites  
Jing Jiang, California Lutheran

Telling the American story to the world: the purpose of U.S. public diplomacy  
in historical perspective  
Jian Wang, Purdue

*Co-sponsored with Advertising, Cultural and Critical Studies, and Entertainment Studies*

10:00-11:45 a.m. AEJMC PLENARY

11:45 a.m.-1:15 p.m. TEACHING PANEL

"China's Media and Mass Media Education and Public Relations Education in  
Pan-Chinese Regions: Curriculum Evolution and Program Development"

*Moderators: James Scotton, Marquette, and Judy VanSlyke Turk, Virginia Commonwealth*

China: caged media in a free economy  
James Scotton, Marquette

An 800-pound news-zilla: the world according to CCTV  
Anne Cooper-Chen, Ohio

Advertising in the post-WTO China: growth, opportunities and challenges  
Hong Cheng, Ohio

Media roles in the Chinese society  
Guo Ke, Shanghai International Studies

Defining public relations in China: differences and similarities  
Fritz Cropp, Missouri



On Nov. 4, 1930,  
during the Great Depression,  
a three-quarters majority of voters  
approved a \$35 million bond issue to  
fund the four-year construction of the  
1.7-mile Golden Gate Bridge. It has  
always been painted orange.

"The Rock" provides a good view of the  
bridge. Alcatraz was established in 1853  
as a military prison. As a highly  
visible response to the crime wave that  
swept the country in the 1930s, Alcatraz  
became a high-security federal peniten-  
tiary. Inmates included Al Capone,  
George "Machine Gun" Kelly, Floyd  
Hamilton (an accomplice of Bonnie and  
Clyde), Arthur "Doc" Barker, Alvin  
Karpis and Robert "Birdman" Stroud.  
No successful escape has been con-  
firmed. Of the 36 men who attempted  
escape, 23 were recaptured, seven were  
shot and killed, and at least three  
drowned. Unaccounted for are two men  
in 1937 and three in 1962, just one  
year before the prison was closed in  
1963. Today Alcatraz attracts one  
million visitors per year.

A call for identity: public relations' role in China's strategic communication education  
Yan Jin, Virginia Commonwealth

Building an elite public relations education program in Pan-Chinese region: past, present and future  
Angela Mak, Iowa State

Education's role in defining future directions for Chinese public relations professionals in transition  
Ernie Martin, Virginia Commonwealth

*Co-sponsored with International Communication*

### 1:30-3:30 p.m. PRD SCHOLAR-TO-SCHOLAR REFEREED POSTER SESSION

*Discussants:* Michael Parkinson, Texas Tech, and Lynn M. Zoch, South Carolina

#### *FIRST-PLACE FACULTY PAPER*

Claimsmaking and mountaintop removal mining:  
a frame mapping analysis of PR material from the coal industry and environmental activists  
Marc C. Seamon, Marshall

Toward a social construction of the field of global public relations:  
a case of female practitioners in Russia  
Katerina Tsetsura, Oklahoma

Transparency in government communication  
Jenille Fairbanks, Kenneth Plowman and Brad Rawlins, Brigham Young

Relationship types and outcomes: a case study of internal military relationships  
Tiffany Derville and Teresa A. Heisler, Maryland

Effects of entertainment television program viewing  
on students' perceptions of public relations functions  
Yujin Choi, Florida

Building an understanding of the main elements of management in the  
communication/public relations context: a study of U.S. practitioner practices  
Barbara DeSanto, North Carolina-Charlotte; Danny Moss, Manchester Metropolitan University  
(England); Andrew J. Newman, Manchester Business School (England)

Predicting media coverage of corporate performance  
Soon Yeon Hong and Xiuli Wang, Syracuse

Practicing public relations in China: an examination of multinational public relations firms  
Yi Luo, Maryland

Persuasion and ethics: towards a taxonomy of means and ends  
Benton Danner and Spiro Kiouisis, Florida

Differences in gender roles in public relations in South Korea  
Sora Kim and Roxanne Hovland, Tennessee

An analysis of the literature on third-person effect for implications  
in public relations strategic message design  
Denna G. Kemp, South Florida

### 5:00-6:30 p.m. PF&R PANEL

"It'll Never Happen Again: Journalism, Boosterism  
and the Reframing of Disaster"

*Moderator:* Kurt Wise, DePaul

*Panelists:* Diana Knott Martinelli, West Virginia; David Perlmutter, Kansas; Zoe Smith, Missouri

*Co-sponsored with Visual Communication*

### 6:45-8:15 p.m. PRD OFF-SITE SOCIAL

### 8:30-10:00 p.m. PRD MEMBERS MEETING

*Presiding:* Chuck Lubbers, South Dakota



For the site of the 1939-40 Golden Gate World's Fair, the world's largest manmade island was constructed. Pyramids stood among statues of prehistoric animals, and rare flora included 4,000 trees, 70,000 shrubs and 700,000 blooming plants. A three-million gallon reservoir was created on the nearby island of Yerba Buena with a pipeline extending to the new 400-acre Treasure Island. Three 9,000-foot underwater cables provided electricity to light the fair.

Sally Rand (1904-79) came to prominence during the 1933-34 Chicago World's Fair. She was arrested for an "obscene" performance, which she brought to San Francisco in anticipation of the 1939 World's Fair. The Sally Rand Nude Ranch featured women wearing cowboy hats, gunbelts, boots and little else. This was just one of the fair's "Gayway" features, which included the Mark Twain House, a replica of a newspaper office where the author had worked, and Incubator Babies, with live infants in a modern hospital.

Treasure Island is now home to 3,000 residents. The Job Corps Fine Dining Restaurant offers three-course gourmet meals prepared and served by the Advanced Culinary Academy trainees, and students of the Delancey Street Life Learning Academy provide indoor and outdoor patio dining at the Crossroads Cafe.

**Friday, August 4**

7:00-8:00 a.m. INCOMING PRD EXECUTIVE COMMITTEE MEETING

*Presiding:* Bonita Neff, Valparaiso

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

10:00-11:30 a.m. AEJMC BUSINESS MEETING

11:45 a.m.-1:15 p.m. BILL ADAMS/EDELMAN LUNCHEON

RESERVATIONS ONLY – Contact Michael Parkinson

OFF-SITE LOCATION – Annabelle's Bar and Bistro, 68th & 4th near the Marriott

MENU – mixed green salad, lemon chicken, grilled vegetables, rice and apple tart

SPEAKER – Phil Gomes, vice president, Edelman-Los Angeles

The successful corporate communications career of Phil Gomes is characterized by his passionate interest in technology, media and emerging forms of communications. He serves as a vice president with Edelman's Interactive Solutions and Me2revolution groups. He is responsible for crafting the online engagement policies and standards for the agency and its clients, as well as serving as an in-house educator and counselor with regard to blogs, social media and online communities. He is considered by most participants in the public relations profession to be the first in the field to start a blog (August 2001).

Gomes enjoys wide industry recognition as an expert on the intersection of emerging media technologies and corporate communications, having been quoted in *Release 1.0*, *PR News*, *Ragan's Media Relations Report*, *San Jose Mercury Press*, *Electronic Business*, *San Francisco Magazine* and other outlets. He has presented to the Forbes Forum for Dynamic Mid-Sized Companies, BusinessWire's Media Breakfast Series, San Francisco State University, Golden Gate University and the Public Relations Society of America. His *MediaMap ExpertPR* article, "Using RSS for Corporate Communications," has been widely referenced as one of the very first texts that describe the PR potential of online syndication techniques.

Over the past decade, Gomes has worked with such innovative companies as SRI International, Matrix Semiconductor, Cornice, CopperEye, Adaptec and Hitachi Semiconductor. During this time, he gained a comprehensive familiarity with several key technology sectors, including semiconductors, wireless, data storage, consumer electronics, open-source software, R&D, enterprise software and PC hardware. At Edelman, he has counseled clients within the technology, consumer packaged goods, energy, Internet and mobile communications sectors, as well as the teams that support their day-to-day programs.

Gomes earned a B.A. in communications from Saint Mary's College of California, graduating at the top of his department, and he is currently pursuing an M.A. in communications management at the University of Southern California Annenberg School for Communication. He is a senior advisor for the Society for New Communications Research, which launched in November 2005.

Gomes has played the guitar for more than 15 years and has a working knowledge of several musical genres.

5:00-6:30 p.m. PRD REFEREED RESEARCH PANEL

"Facing Risks and Crises in the 21st Century"

*Moderator:* Ben S. Wasike, Texas-Brownsville

*Discussant:* Donald K. Wright, Boston

Impact of blogs on relationship management during a crisis

Kaye D. Trammell, Georgia; Emily Metzger, Louisiana State

A new typology of risk communication process variables

Michael J. Palenchar and Elizabeth A. Crisp, Tennessee

Digging deeper: crisis management in the coal industry

Barbara Miller and J. Suzanne Horsley, North Carolina-Chapel Hill

Communicating during times of crisis: an analysis of press releases from the federal government before, during and after Hurricanes Katrina and Rita

Amanda Hall Gallagher, Maria Fontenot and Kris Boyle, Texas Tech

6:45 p.m. OPEN EVENING

LUNCHEON RESERVATIONS COORDINATOR

**Michael Parkinson**

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**Edelman  
Speaker  
Strums  
High-Tech  
Tunes**

## **Saturday, August 5**

### 8:15-9:45 a.m. PF&R PANEL

#### “Corporate Social Responsibility and Influences on Corporate Ethics”

*Moderator:* Louis Falk, Texas-Brownsville

The impact of transparency on CSR reputation

Brad Rawlins, Brigham Young

Corporate social responsibility within an organic model of public relations: a normative theory of transparency

Dean Kruckeberg, Northern Iowa; Marina Vujnovic, Iowa

Corporate social responsibility and attitude toward the company and purchase intention

Youjeong Kim, Pennsylvania State; Charles A. Lubbers, South Dakota

Economic incentives and disincentives influencing corporate misbehavior

Stephen R. Lacy, Michigan State

Managerial behavior and its influence on corporate ethics

Hugh J. Martin, Georgia

*Co-sponsored with Media Management and Economics*

### 11:45 a.m.-1:15 p.m. RESEARCH PANEL

#### “Public Relations and Framing”

*Moderator:* Weiwu Zhang, Austin Peay

*Panelists:*

Patricia A. Curtin, Oregon; Bryan Denham, Clemson; Sharon Dunwoody, Wisconsin-Madison;

Kirk Hallahan, Colorado State; Ray Hiebert, Maryland

*Co-sponsored with Communication Theory and Methodology*

### 1:30-3:30 p.m. PF&R PANEL

#### “Ethics in Public Diplomacy: Exploring the Moral Dimensions of U.S. International Communication”

*Moderator:* Judy VanSlyke Turk, Virginia Commonwealth

Rethinking soft power: toward a relational approach to U.S. public diplomacy

Kathy Fitzpatrick, DePaul

Discourse norms in public diplomacy: necessary and artificial fault lines

Bruce Gregory, director, Public Diplomacy Institute, George Washington

Values and ethics in U.S. public diplomacy

Alice Kendrick, Southern Methodist

*Co-sponsored with International Communication*

### 3:15-4:45 p.m. TEACHING PANEL

#### “The New Communication Agency: Advertising and Public Relations Models”

*Panelists:*

Jeff Goodby, CEO, Goodby, Silverstein and Partners, San Francisco

Jeff Hicks, CEO, Cirspin Porter Bogusky, Miami

Johanees Kastner, CEO, Kastner and Partners Worldwide, Los Angeles

Mike Shine, partner, Butler, Shine, Stern and Partners, San Francisco

Dan Weiden, Weiden and Kennedy, Portland

*Co-sponsored with Advertising*

### 5:00-6:30 p.m. PF&R PANEL

#### “Roads Scholars: Secrets of Successful Field Trips”

*Moderator:* Frank Fee, North Carolina-Chapel Hill

*Panelists:*

Bill Cassidy, Wisconsin-Whitewater; Beth Evans, California State-Fullerton

Leslie Steeves, Oregon; Andi Stein, California State-Fullerton

*Co-sponsored with Newspaper*