

In Memoriam ALLEN H. CENTER APR, Fellow PRSA, Leader, Writer, Teacher, Inspiration

ALLEN H. CENTER died November 13, 2005, in his home in the Rancho Bernardo community of San Diego, California. He was 93.

Allen's public relations career began during World War II in the Southwest Pacific. For three years in Guadalcanal, New Guinea and the Philippines, Corporal Center edited a daily newspaper for the 13th Air Force Fighter Command Headquarters.

As Tom Brokaw said in his book, *The Greatest Generation*, Allen's generation learned lessons in the war that served them throughout their lives. So it was with Allen. In his family history, *The Center Line*, he wrote:

"Looking back, the main lesson or benefit from my three years of military service was the conviction never to relinquish or delegate control of my own destiny – no matter what the gain in money, brownie points, or recognition. I, alone, must be in charge of my life. My time would be for sale, but not my character, standards, or convictions."

After the war, Allen returned to his pre-war employment with the American Chicle Company in New York, while he searched for a job in his newfound calling – public relations. His search led to the position as publications editor, then public relations director, at Parker Pen Company in Janesville, Wisconsin.

In Wisconsin, he met University of Wisconsin-Madison Professor Scott M. Cutlip, who shared Allen's interest in writing an authoritative text for the growing field of public relations. The rest is history – and part of Allen's legacy. Now in its ninth edition and published in several languages, *Effective Public Relations* – the "bible of public relations" – has introduced students and practitioners worldwide to the theory and practice of public relations for more than five decades.

He left Parker Pen after seven years to join Motorola as public relations director in the Consumer Products Division to help introduce color television. Then, the large Chicago advertising agency – Leo Burnett – lured him from Motorola, making him vice president of public relations. While holding this position two years, he also served as the president of the Chicago chapter of the Public Relations Society of America (PRSA).

He returned to Motorola in 1961, serving as corporate vice president for public relations until he took early retirement in 1973 to write the first of five editions of the advanced public relations case studies textbook, *Public Relations Practices*.

Allen tried again to retire in 1976 – this time to Rancho Bernardo. The late Frederick C. Whitney, chair of the then-Department of Journalism, San Diego State University, invited Allen to teach part-time at SDSU, where he later became the first and only person to hold the title "Distinguished Resident Lecturer." He taught there until 1987.

In 1981, he received PRSA's highest national honor – the Gold Anvil – for his contributions to advancing our field. In 1986, he was the second person to be inducted into the Arthur W. Page Society's Hall of Fame. (Page's son John was the first and Scott Cutlip third.) The San Diego PRSA chapter awarded Allen its Otto Bos Lifetime Achievement Award in 2001.

He served as president of the then-Foundation for Public Relations Research and Education, now-Institute for Public Relations, 1973-1974. In 1977 he established and, with matching funds from the Motorola Foundation, endowed that organization's Pathfinder Award, which annually recognizes scholarly research in public relations. Allen and his wife, Nancy, also endowed the Allen H. Center Lectureship in Public Relations at San Diego State University.

In a lifetime of achievement, Allen Center was a true pathfinder who set the standards and aspirations for the emerging profession that he saw as his "calling." This gentle man also was a role model for generations of students and practitioners who share his vision of the social value and nobility of purpose in building harmonious relationships.

In lieu of flowers, the family requests donations to the Allen H. Center Public Relations Lectureship Fund, c/o Campanile Foundation, San Diego State University, 5500 Campanile Dr., San Diego, CA 92182-8035.

*By Glen Broom
In memory of my dear friend,
co-author and mentor*

Effective Public Relations by Cutlip, Center and Broom is the "bible of public relations." Glen Broom wrote the PR Update memoriams for Scott Cutlip in 2000 and for Allen Center in 2005.



Public Relations Division
Celebrates
40th Anniversary
in 2006

AEJMC
August 2006
San Francisco

FREE STUFF IN FRISCO by Susan Gonders (SGonders@yahoo.com)

ASIAN ART MUSEUM, free after 5 p.m. Thursdays, includes 15,000 treasures spanning 6,000 years of history. (\$5-10)

CABLE CAR MUSEUM admission is always free with displays including antique cable cars and photos taken during the system's reconstruction. (415/474.1887)

CALIFORNIA ACADEMY OF SCIENCES, free the first Wednesday of each month, includes the Discovery Tide Pool and daily penguin feeding shows. (415/321.8000, \$4-7)

CHINESE CULTURE CENTER, free admission, features art, history and culture (415/986.1822).

EXPLORATORIUM, free the first Wednesday of each month, is a museum about innovative environments and tools. (415/561.0399, \$8-13)

GOLDEN GATE PARK BAND has performed free public concerts since 1882. Two-hour concerts start at 1 p.m. at Strybing Arboretum in the Botanical Garden.

LEGION OF HONOR, free the first Tuesday of each month, displays 4,000 years of ancient and European art in a Beaux-Arts building overlooking the Golden Gate Bridge. (415/863.3330, \$6-10)

MUSEO ITALO AMERICANO, free until 7 p.m. the first Wednesday of each month, conducts research and displays art. (415/673.2200, \$2-3)

NATIONAL MARITIME MUSEUM at Fisherman's Wharf has free admission, with tours of the *USS Pampanito* ranging \$4-20. (415/561.6662)

SAN FRANCISCO FIRE MUSEUM, free admission, commemorates the seven times the city has been rebuilt. (415/563.4630)

SAN FRANCISCO MIME TROUP free shows include 1:30 p.m. July 31 at Yerba Buena Gardens, 12:00 p.m. August 3 in front of City Hall, 7:00 p.m. August 4 at Sebastopol Vets Hall, 1:30 p.m. August 6 at Glen Park, and 1:30 p.m. August 7 in Washington Square Park. (415/285.1717)

SAN FRANCISCO SHAKESPEARE FESTIVAL performs free at 7:30 p.m. Saturdays and Sundays, July 16-31 in Cupertino's Memorial Park Amphitheater, and August 6-14 in San Mateo's Central Park.

WELLS FARGO HISTORY MUSEUM, free admission, commemorates the way west by both pony and stagecoach. (415/396.2619)

Tuesday, August 1 - PRE-CONFERENCE

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

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

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

The Background: The Leveling Effect in Communication

The Challenge: Diversity in Public Relations – Implications of and Tensions in Practice, Teaching and Research

The Case Study: The Test – Public Relations During Katrina and the Pros Who Handled This Crisis

Co-sponsored with Cultural and Critical Studies and Science Communication

Wednesday, August 2

7:00 a.m. PRD PAST CHAIRS EXECUTIVE MEETING

Presiding: Doug Newsom, Texas Christian University

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

10:00 a.m. PRD REFEREED RESEARCH PANEL

11:45 a.m. PRD REFEREED RESEARCH PANEL

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

Co-sponsored with Advertising and History

6:45 p.m. AEJMC KEYNOTE

8:00 p.m. AEJMC OPENING RECEPTION

Thursday, August 3

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

Presiding: Chuck Lubbers, University of South Dakota

8:15 a.m. PRD POSTER RESEARCH SESSION

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

10:00 a.m. AEJMC PLENARY

**11:45 a.m. TEACHING PANEL
“Public Relations in China”**

Co-sponsored with International Communication

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

5:00 p.m. PF&R PANEL

Co-sponsored with Visual Communication

6:45 p.m. PRD SOCIAL

8:30 p.m. PRD MEMBERS MEETING

Presiding: Chuck Lubbers, University of South Dakota

Friday, August 4

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

Presiding: Bonita Neff, Valparaiso University

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

10:00 a.m. AEJMC BUSINESS MEETING

11:45 a.m. BILL ADAMS/EDELMAN LUNCHEON

The 40th anniversary celebration of the founding of the Public Relations Division will be presented by the Past Chairs Executive Committee.

5:00 p.m. PRD REFEREED RESEARCH PANEL

6:45 p.m. OPEN EVENING

Saturday, August 5

8:15 a.m. PF&R PANEL

“Ethics”

Co-sponsored with Media Management and Economics

11:45 a.m. RESEARCH PANEL

“Public Relations and Framing”

Co-sponsored with Communication Technology and Policy

1:30 p.m. PF&R PANEL

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

Co-sponsored with International Communication

3:15 p.m. TEACHING PANEL

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

Co-sponsored with Advertising

5:00 p.m. PF&R PANEL

Co-sponsored with Newspaper

- PRD PROGRAMS CHAIR BONITA DOSTAL NEFF

Submitters should carefully review the specific details and directions for the Public Relations Division as well as the general requirements contained in AEJMC's Uniform Paper Call, which applies to submissions to all divisions.

Please note that information on how to submit a paper to the Public Relations Division is different from the Uniform Paper Call.



Deadline: April 1

The Public Relations Division 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 ONLY. Student papers must be authored or coauthored 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 coauthor in any paper category. The paper categories are open, student papers and teaching papers. At least one author of an accepted faculty paper must attend the convention to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented.

This year the Public Relations Division is accepting papers ONLY by e-mail attachment. All papers must be in MSWord format and attached to an e-mail indicating your AV needs should the paper be accepted. Papers must be no longer

than 25 double-spaced pages of text, plus references and figures. There must be no identifying information on any page of the paper except the cover page. The deadline for submission is 11:59 p.m. EST April 1.

Authors should submit signed reproduction permission forms (via pdf attachment, fax or regular mail) to the appropriate paper chair at the address indicated below.

Open papers, authored and coauthored by faculty, students, practitioners or any combination, as well as student research papers should be e-mailed to *LMZoch@miami.edu*. Lynn M. Zoch can be contacted at the University of Miami, School of Communication, P.O. Box 248127, Coral Gables, FL 33124, 305/284.5209, 284.5216 (fax).

Teaching papers should be e-mailed to: *Kelleher@unc.edu*. Tom Kelleher can be contacted at the University of North Carolina-Chapel Hill, School of Journalism and Mass Communication, CB 3365, Chapel Hill, NC 27599-3365, 919/843.5582, 962.0620 (fax).

AEJMC requires an abstract of no more than 75 words on a separate page.

The title should be printed on the first page of the text and on running heads on each page of text, as well as on the title page. Papers are accepted for peer review on the understanding that they are not already under review for other conventions and that they have been submitted to only one AEJMC group for evaluation. Papers accepted for the AEJMC convention should not have been presented to other conventions or published in scholarly or trade journals prior to presentation at the convention. Authors of accepted papers retain copyright of their papers and are free to submit them for publication after presentation at the convention.

By May 15, authors will be advised whether their paper has been accepted and will receive a copy of reviewer comments. Authors of accepted papers must provide 20 photocopies of their paper for distribution in the paper sales room at the convention. Authors may bring copies with them to the convention, mail them to the convention site or make arrangements to have a copy service in the convention city make the copies.

Please Help – We Need Paper Referees!

I know many of you will be submitting papers for the August conference, and I expect a bonus year. The fact the conference is in San Francisco certainly won't hurt the number of submissions!

Please also help us to review those submissions. The refereeing process can't work without paper readers.

Those who submit competitive faculty research papers in the open category can still help by reading and reviewing teaching or student papers. And Tom Kelleher and I will try to find convention roles for everyone who volunteers to help.

If we have to, we'll come begging, but it would be ever so much easier if you'd volunteer!

Please email me at LMZoch@miami.edu, and I'll compile a list of hard-working and kind-hearted PRD members for Tom and me to share.

- Lynn M. Zoch

CALL FOR NOMINATIONS

If you know graduate students of color who are studying public relations, please consider nominating them for the 2006 Inez Kaiser Graduate Student of Color Awards. The deadline for nominations for 2006 is **April 15**.

International or American graduate students of color must be studying or researching public relations at the graduate level. Award recipients receive free one-year memberships in AEJMC and the Public Relations Division, 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.

Inez kaiser

CALL FOR SPONSORS

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.

If you have a student you would like to nominate or sponsor for the 2006 awards, contact **Heidi Hatfield Edwards** (heidihat@psu.edu) or **Natalie Tindall** (ntindall@hotmail.com).

CALL FOR NOMINATIONS

Nominations for elected positions in the Public Relations Division should be submitted by **May 15** to the immediate past head, **Teresa Mastin** (mastinte@msu.edu), Michigan State University, Department of Advertising, 309 Communication Arts Bldg., East Lansing, MI 48824-1212, 517/432.8377 (off.), 432.2589 (fax).

The Nominations Committee will consider nominees and distribute a ballot for the three elected positions of vice head-elect, secretary and elected delegate. Election to the vice head-elect position is a four-year commitment to the Public Relations Division – one year learning from the vice head about programming, one year learning from the head about presiding, one year as head, and one year as immediate past head. For 2006-07, Chuck Lubbers (South Dakota) will be immediate past head and nominations chair, Bonita Neff (Valparaiso) will be head, and Michael Parkinson (Texas Tech) will be vice head and programs chair.

Members interested in appointed leadership positions are urged to contact Neff prior to the convention and to attend the incoming Executive Committee meeting at 7:00 a.m. Friday, August 4. Contact **Bonita Neff** (bonita.neff@valpo.edu), Valparaiso University, Department of Communication, 8320 Greenwood Ave., Munster, IN 46321, 219/464.6827 (off.), 838.4428 (home).

election

CALL FOR NOMINATIONS

The Susanne A. Roschwalb Award was established in 1996 to support students doing research in the area of international public relations. This year the Public Relations Division marks its 10th year of providing the \$250 grant, which can be applied toward travel or other expenses involved in completing an international research project. The award is named for an associate professor at American University who died of complications related to breast cancer, honoring her commitment to the study of international public relations.

If you are a full-time undergraduate or graduate student with a major or concentration in public relations at a four-year college or university in the United States, you are invited to apply for the 2006 Roschwalb Award. To apply, send a one-page description of your proposed study or research, a letter of recommendation from a full-time public relations faculty member, and a completed Roschwalb application. Any student who has not previously won the award is eligible to apply.

The application deadline for this year's award is **April 21**. The winner will be notified no later than May 31.

roschwalb

CALL FOR SPONSORS

Lawrence Erlbaum Associates, Inc., has generously agreed to sponsor the \$250 Roschwalb Award until the account reaches the \$6,000 necessary to ensure sustainability. Your donation to the Roschwalb Award fund underscores your commitment to the area of international public relations research, as well as to our next generation of public relations scholars.

For application forms and information on making a tax-deductible donation to the Roschwalb Award Fund, please visit the Public Relations Division Web site at <http://lamar.colostate.edu/~aejmcpr/roschwalbinfo.htm>.

Roschwalb Award chairs are **Colleen Connolly-Ahern** and **Youjin Choi**.

inSitu RESEARCH

PEACE THROUGH CONFLICT?

William Thompson

wethom01@louisville.edu
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.

WE IN PUBLIC RELATIONS have usually thought of ourselves as peacemakers, as those organizational members who spread oil on the roiling waters of public opinion in which our institutional vessels sail.

The foundational definitions of our field reflect that orientation. Grunig asserts our job is to involve the opinions of publics symmetrically with those of our institutions to “maintain equilibrium.”

But as time has gone on, I have begun to wonder if that role serves either our profession or the publics whose opinions we supposedly transmit back to our organizations. For when we survey a broader range of foundational statements concerning public relations, we can see that prominent authors in our field have difficulty maintaining a consistent philosophy encouraging genuine dialogue, particularly if it involves honoring opinions contrary to those held by our clients.

In one of the textbooks most widely used during our history, *Effective Public Relations* by PR icons Cutlip, Center and Broom, we see how our institutional role overpowers any duty to encourage open communication. In their book, the authors indicate that management should be able to expect public relations practitioners to provide the “inspiration to help all members do their best cheerfully” (later editions of the book removed the word “cheerfully”), and “influence in restraining other members from saying or doing anything detrimental to the organization’s welfare.”

We need to ask ourselves: Does equilibrium merely maintain a status quo that favors dominant institutions to the detriment of less powerful entities? And for those unconvinced by such an argument, whether we justify it within theories dictated by ethics, democracy or hegemony, how does maintaining equilibrium encourage innovation, or bring the lessons of the marketplace into a company’s operations? In essence, how can we claim to be practicing capitalism if we insulate the institution from the information, even the anger, of the marketplace?

To a significant extent, our inability to practice truly symmetrical public relations may constitute a human failing rather than a failing of public relations education. Many of our postmodern friends would argue that it is impossible to determine the truth when we are anchored within a reality and set of rewards dictated by our positions within an organization. There has to be an arbiter of truth, and I would argue (likely in opposition to my postmodern friends) that a more accurate arbiter of the truth is the market, as manifested by individual behaviors of support or disapproval.

However, the argument may have ended over whether two-way symmetry is possible, and it’s unlikely that academicians will have had the dominant role in deciding it. That’s because technology is now letting consumers directly voice their desires, in ways that often bypass the traditional, organizationally sponsored links upon which public relations practitioners have relied.

Links between consumer computers and computers controlling assembly lines let consumers control the manufacture of personalized or specially fitted jeans, tennis shoes, shirts or even cars. Blogs, Web-posted consumer reviews or the latest BlankCompanySucks.com knit together like-minded networks of individuals who exchange opinions without our facilitation or permission. The changes manifested by communication technology in its myriad developing forms are establishing a world in which the institutional communicator is a voice...just no longer the dominant voice.

What’s to happen to our profession? First, we have to abandon the idea that equilibrium, if it ever existed, was a viable or desirable goal for our practice. We have to reverse public relations’ primary role as the communication source.

The world we inhabit is dynamic, and more and more of our job will be to staff the listening posts for the market information that will be flooding the world and dictating our organizations’ future actions. In fact, we will become the engineers of many of the communication systems that will encourage that informational flow.

Interestingly, such a practice model breaks apart the connection between equilibrium and symmetrical communication. For when symmetrical communication comes, the world becomes noisier and the conflicts become more noticeable.

So can public relations practitioners continue to think of themselves as the peacemakers in a world in which we will practice what I call a “conflictual” model, rather than striving to maintain equilibrium?

Yes, they can, but it will take a paradigm shift. That’s because we will be making peace by encouraging the communication of conflict and dissensus. The ultimate result will be, I believe, a world in which each person’s relationship with his or her world will be more pacific because each person will have more control to design a world in which he or she can live in harmony.

Quarterly Adds Length and Scope to Research Forum

Journalism & Mass Communication Quarterly is published by AEJMC, and while it attracts scholarship and draws readership from outside the association, its origin within the 93-year-old association helps explain what *Quarterly* has become. The association is made up of 3,400 members, 17 divisions and 10 interest groups. Within those divisions and interest groups are scholars at different stages of their research careers, actively pursuing a broad and varied range of topics, employing diverse methods and working within a number of paradigms.

Not surprisingly, the many studies submitted to and published in *Quarterly* reflect that diversity and range of activities. *Quarterly* presents scholarship that cuts across specialties, makes connections and encourages interdisciplinarity, and that addresses broad issues, themes and theories in the field. The importance of this mission has been reaffirmed and emphasized by the discussions that followed the release of the recommendations of the Task Force on the Status and Future of AEJMC Publications. To this end, the editors of *Quarterly* are committed to publishing such theory-building work, whether it takes the form of an inductive process of creating theoretical propositions from existing scholarship, or develops through a deductive approach; whether it represents theory-building within a “narrow” area (risk communication, media economics, agenda setting, etc.) or cuts across such areas; and whether it emerges from a social science or critical paradigm. Similarly, we remain

committed to our goal of publishing manuscripts that examine the relationship of our research methods to our theories or that provide historical perspective on the field.

In order to serve the diversity of scholarly methods and approaches in our field, *Quarterly* has recently added additional pages per volume to permit more flexibility in manuscript length and to expand the book review section. *Quarterly* has expanded the traditional 5,000-word manuscript guideline to 6,000 words for manuscripts not employing tabular material. At the same time, we have adopted a process used by several leading journals: manuscript reviewers will be asked to offer an assessment of a manuscript’s length-to-contribution “ratio.” If reviewers recommend shortening or lengthening a piece, that recommendation will inform the editor’s decision and any revision process.

Quarterly editors hope the increased word limit for non-quantitative manuscripts will encourage the submission of more theory-building and methodology-oriented manuscripts that cut across the boundaries of communication research. As in the past, *Quarterly* will continue its process of rigorously reviewing all manuscripts and will continue to welcome studies addressing important topics of journalism and mass communication from the diverse approaches that mark our field.

- Daniel Riffe (riffe@ohio.edu), *Quarterly* Editor