

PR UPDATE

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

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call for papers

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The Public Relations Division posted a mid-October call for online research and teaching paper submissions from both faculty and students for the August 9-12 AEJMC national convention in Washington, D.C. 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 at http://www.aejmc.org/_events/convention/papercall/index.php.

DEADLINE: April 1

All papers must be submitted by 11:59 p.m. Central time, April 1, via the PRD online process, accessed through <http://lamar.colostate.edu/~aejmcpr/>.

SUBMISSION: Electronic

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 MUST be submitted electronically and must be in MSWord format. Papers can be no longer than 25 double-spaced pages of text, plus references and figures. Any recognized research method and citation style may be used. Works previously presented, published or under consideration for publication, or papers submitted to another AEJMC division, are not eligible.

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 with their names and institutions ONLY when registering with the online submission system. Identifying information must not appear anywhere in your electronic paper file. 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.

LIMIT: Two Papers

No more than two papers may be submitted by any one author or co-author across the three paper categories: (1) open, (2) student papers and (3) teaching.

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 by someone else.

QUESTIONS: Contact Chairs

Questions should be directed to either of the research co-chairs – Diana Knott Martinelli or Elizabeth Dougall. For questions about teaching papers, contact Bojinka Bishop.

Volunteers are also urged to contact the chairs about reviewing papers. Authors cannot review papers for categories in which they are submitting.

REVIEWERS NEEDED!

TENTATIVE CONVENTION AGENDA

One “player,” one “coach” and one “waterboy” represented the Public Relations Division during the “olympics” of convention programming, Dec. 1-3 at the AEJMC Winter Meeting in New Orleans. Competing against 30 other “players” was PRD Vice Head and Programs Chair Michael Parkinson, Texas Tech University. The “coach” was last year’s programs chair, PRD Head Bonita Neff, Valparaiso University, and the “waterboy” was next year’s programs chair, Vice Head-Elect Susan Gonders, Southeast Missouri State University.

Of the 31 divisions, commissions and interest groups in the chipping “game,” the Public Relations Division is one of the few that sends multiple representatives. The previous year’s player can help with strategy, and the subsequent year’s player can learn how to play the game effectively. Each player gets an allotment of chips. One chip can be played for sole sponsorship of a convention slot, or a half-chip can be played for co-sponsorship with another player. The players are arranged in a large square of tables, and they literally throw their chips into a bucket in the center of the playing field.

The Public Relations Division scored several “goals.” We scheduled a pre-conference session for Wednesday, August 8, focusing on the accomplishments of previous recipients of the Susanne A. Roschwalb Awards. For Thursday, August 9, we got one of five high-density research sessions, one of five mini-plens, two regular research sessions and one PF&R panel. For Friday, August 10, we got one of the convention’s four poster sessions, one teaching panel and another PF&R panel; we are also participating in Friday’s scholar-to-scholar session. For Saturday, August 11, our Edelman luncheon is sandwiched between two more research sessions, followed by two more PF&R panels.

AUG 08 WED

7:00-8:00 a.m.

PRD Past Chairs Committee ★

9:00 a.m.-3:00 p.m.

AEJMC Board of Directors

PRD Pre-Conference ★

Susanne A. Roschwalb Recipients (Time and Location TBA)

3:30-10:00 p.m.

Assessment Interviews

AUG 09 THU

7:00-8:00 a.m.

Council of Divisions, Past Chairs and ASJMC Executive Committee

8:15-9:45 a.m.

Research Sessions:

High-Density: Advertising

Council of Affiliates • History • International Communication
• Magazine • Mass Communication & Society • Radio-
Television • Scholastic Journalism • Visual Communication

8:15-9:45 a.m.

Panel Presentations:

“U.S. Propaganda at Home and Abroad: Competition and Conflict Among Government Officials, the News Media and Public Relations Professionals”

PF&R: Cultural & Critical Studies and Public Relations ★

“Minority Media Ownership and Advocacy: A Status Report”

PF&R: Minorities and Law & Policy

“Citizen Journalism and the Voice of the Voiceless”

Research: Communication Technology and Graduate Education

10:00-11:30 a.m.

Research Sessions:

High-Density: Public Relations ★

Advertising • Scholastic Journalism

10:00-11:30 a.m.

Panel Presentations:

“The Black Press: Separate, Equal or Extinct?”

PF&R: Community College Journalism

“Keeping Disability on the Agenda”

PF&R: Media & Disability

“Helping Students Intern in Washington, D.C.”

PF&R: Internships & Careers

“Covering the Supreme Court Beat”

PF&R: Law & Policy and Council of Affiliates

“Civic Journalism in Emerging Democracies”

PF&R: Magazine and Civic & Citizen Journalism

“Seeing Is Not Believing:

Can Anyone Ever Trust Images Again?”

PF&R: Visual Communication and Science Communication

“Media Ethics Scholarship in Traditional Research Journals: Editors’ Perspectives”

Research: Ethics and Comm Theory & Methodology

continued on next page . . .



“Myths, Lies and Omissions in Journalism History”

Research: History and GLBT

“The Digital Newsroom: Training Broadcast Students to Work with Shared Workflows”

Teaching: Radio-Television and Community College Journalism

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

Research Sessions:

High-Density: International

Advertising • Ethics • Minorities • Visual Communication

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

Panel Presentations:

“Covering God and Politics: Morality, media frames and public opinion”

Research: Mass Communication & Society and Religion

1:30-3:00 p.m.

Research Sessions:

High-Density: History

★ Communication Theory & Methodology • Media & Disability
• Public Relations • Science • Status of Women

1:30-3:00 p.m.

Panel Presentations:

“Advertising and Diversity: Industry Leaders Speak Out on Hiring Issues”

PF&R: Advertising and Mass Communication & Society

“Cultural Boundaries and Public Relations Ethics”

PF&R: International and Ethics

“Behind the Scenes at National Geographic Magazine: Creating and Saving an American Icon”

PF&R: Magazine and Visual Communication

“The Future of News”

Research: Radio-TV and Media Management & Economics

“Censorship of Gay Issues in High School and College Media”

Teaching: GLBT and Law & Policy

“The Writer’s Roundup: How to Get the Word Out in the New Media World”

Teaching: GLBT and Law & Policy

3:15-4:45 p.m.

Mini-Plenaries:

PF&R TBA: Community College Journalism • Civic & Citizen Journalism • Graduate Education • Magazine

“Of Propaganda, Patriotism and Patronage: The Legal, Ethical and Practical Implications of Journalists Working with Government Agencies”

PF&R: Newspaper • Council of Affiliates • Public Relations ★
• Radio-TV

“The State of Women in the Media: Content and Leadership”

PF&R: Status of Women • Disability • Mass Communication & Society • Visual Communication

“The View from the FCC: A Conversation with Chair Kevin Martin and Commissioner Jonathan Adelstein”

PF&R: Media Management & Economics • Communication Technology • Entertainment • Law & Policy

“GIFTS”

Teaching: Community College Journalism • International • Scholastic Journalism • Small Programs

Call for **Great Ideas For Teachers** (GIFTs)

In the eighth annual GIFT competition, this poster session will showcase 25 of the year’s most innovative teaching tips from the world’s best journalism and mass communication educators.

All AEJMC members are eligible to submit one GIFT for blind peer review. Graduate teaching assistants are also encouraged to participate in this opportunity to share their innovative teaching tips.

Finalists chosen for the poster session will receive a souvenir certificate for their teaching portfolios, and one presenter will win a \$100 grand prize and commemorative plaque to be presented at the convention.

Teaching tips wanted include but are not limited to the following courses: advertising, broadcast journalism, general or introductory mass communications, ethics, history, international/multicultural communication, law, public relations, research, technology and new media, visual communication and writing.

The submission form is downloadable at the following site: <http://www.geocities.com/aejmcgift>.

Entries e-mailed to Edna Bautista (aejmcgift@yahoo.com) by April 1 will be reviewed for originality, creativity, practicality, adaptability and impact by a panel of eight judges. Submissions will be acknowledged by e-mail, but only finalists will be notified of acceptance after May 15. Selected GIFTs will be published.

5:00-6:30 p.m.

Research Sessions:

High-Density: Cultural & Critical Studies

★ Civic & Citizen Journalism • Community College Journalism
• Public Relations • Status of Women

5:00-6:30 p.m.

Panel Presentations:

“The View from the Other Side of the Conference Table: Media Lawyers and their Real-Life Journalism Decisions”

PF&R: Law & Policy and Mass Communication & Society

“Television News: Is the Golden Era Gone?”

PF&R: Radio-Television

“Images of War”

PF&R: Visual Communication and Magazine

“Community Journalism and Community College Education: A Valuable Partnership”

Teaching: Community College Journalism

“Is Journalism History ‘Serious’ History?”

Teaching: History and Scholastic Journalism

“Educating International Graduate Students: Opportunities and Challenges”

Teaching: International and Media Management & Economics

“From Convergence to Emergence: Teaching Journalism Beyond our Comfort Zones”

Teaching: Technology and Newspaper

6:45-7:45 p.m.

AEJMC Keynote

continued on next page . . .



8:00-10:00 p.m.
AEJMC Opening Reception

AUG | O FRI

7:00-8:00 a.m.
Resolutions Hearing

7:00-8:00 a.m. ★
Public Relations Division Meeting of the Outgoing Board

7:00-9:45 a.m.
Standing Committees on Research and Teaching

8:15-9:45 a.m.

Research Sessions:

★ *Poster:* Advertising • Cultural & Critical Studies • Entertainment
• Public Relations

Communication Technology • Communication Theory & Methodology • History • Law & Policy • Scholastic Journalism
• Council of Affiliates

8:15-9:45 a.m.

Panel Presentations:

“Preparing Students for the Freelance Market”

PF&R: Community College Journalism

“Editors and Media Ethics Profs: Oil and Water? Or Coaches Collaborating?”

PF&R: Ethics and Newspaper

“Diversity in America: Ethnic Media Are Exploding”

PF&R: Mass Communication & Society and Status of Women

“Radio News: An Oxymoron? Endangered Species?”

PF&R: Media Management & Economics and Radio-Television

“Promising Professors and Distinguished Educators”

Teaching: Mass Comm & Society and Graduate Education

10:00-11:30 a.m.

AEJMC Plenary

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

KTA/AEJMC Luncheon

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

Research Sessions:

Communication Technology • Science

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

Panel Presentations:

PF&R TBA: Civic & Citizen Journalism • GLBT

“If All Politics Is Local, Why Aren’t Community Journalists Doing More Coverage of Congress?”

PF&R: Community College Journalism and Radio-TV

“Journalism Ethics Goes to the Movies”

PF&R: Entertainment and Ethics

“How Newspaper Ownership Affects Editorial Independence and Coverage of Communities”

PF&R: Newspaper and Media Management & Economics

“Best Techniques to Revive High School Journalism”

PF&R: Scholastic Journalism and Council of Affiliates

“Preparing Journalists for the 21st Century”

Teaching: Internships & Careers

“Infusing Diversity into the Curriculum”

Teaching: Mass Comm & Society and Religion & Media

“Teaching Students to Recognize the Voices of the Silenced”

Teaching: Small Programs and Religion & Media

11:45 a.m.-3:00 p.m.

Standing Committee on PF&R

1:30-3:00 p.m. ★
SCHOLAR-TO-SCHOLAR with the Public Relations Division

3:15-4:45 p.m.

Research Sessions:

Media & Disability and Religion & Media

3:15-4:45 p.m.

Panel Presentations:

Cultural & Critical Studies PF&R Award Winner

“Take Two Now: Crisis Communications 25 Years After the Tylenol Case” ★

PF&R: Community College Journalism & Public Relations

“Implications of Online User-Created Content”

PF&R: Communication Technology and Advertising

“Whatever You Do, Don’t Do THAT! Best and Worst Job Search Experiences”

PF&R: Graduate Education and Internships & Careers

“Research-Based Innovations in Journalism: Bringing the Industry and the Academy Together in the New Media Landscape”

PF&R: Newspaper and Council of Affiliates

“Grow Your Own: Nurturing a Newsroom from Local Schools”

PF&R: Scholastic Journalism & Community College Journalism

“Hot Topics on Breaking News”

PF&R: Small Programs and Media Ethics

“Silences and Omissions: What the Black Press Did Not Cover”

PF&R: History and Mass Communication & Society

“Females: Balancing Families and Academic Careers”

PF&R: Media Management & Economics and Status of Women

“40 Years of Research: Where do we go from here?”

Teaching: Mass Comm & Society and Visual Communication

5:00-6:30 p.m.

Research Sessions:

Communication Theory & Methodology • Entertainment • Law & Policy • Magazine • Media Management & Economics • Religion & Media

5:00-6:30 p.m.

Panel Presentations:

“Enabling Marginalized Voices in Public Relations Graduate Education” ★

Teaching: Public Relations and Graduate Education

“Covering the 2006 Mid-Term Elections”

PF&R: Cultural & Critical Studies and Radio-Television

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“Going Global: Importing and Exporting Expertise”

PF&R: International and Mass Communication & Society

“Stretching the Shoestring: Journalism Education on a Budget”

Teaching: Small Programs and Community College Journalism

“Entrepreneurship in the Classroom”

Teaching: Visual Communication and Internships & Careers

“Inverted the Inverted Pyramid: Using Feminist Theories to Teach Journalism”

Teaching: Status of Women

6:45-8:15 p.m. ★

Business Meeting for all Public Relations Division Members

8:30-10:00 p.m. ★

Public Relations Division Off-Site Social TBA

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7:00-8:00 a.m.

Public Relations Division Meeting of the Incoming Board

All members interested in serving in an appointed position are urged to attend. Bring ideas for the next year! ★

8:15-9:45 a.m.

Research Sessions:

Poster: Mass Communication & Society and Newspaper

★ Advertising • Magazine • Public Relations • Radio-Television

8:15-9:45 a.m.

Panel Presentations:

“Authorship: Best and Worst Practices in Academia”

PF&R: Communication Theory & Methodology and Ethics

“Women and the News Worldwide: Perspectives on the Gender Gap in News Coverage, Employment and Consumption”

PF&R: International and Status of Women

“A Class in Privilege Then and Now: Is There Any Change”

PF&R: Law & Policy and Council of Affiliates

“Improving Health Coverage for the Black Press and Its Publics”

PF&R: Minorities and Science

“Best of the Web”

Research: Communication Technology and Visual Comm

“Teaching Software vs. Critical Thinking: Challenges to the Communication Teaching Environment”

Teaching: Communication Theory & Methodology and Ethics

“Who’s Running the Show and What’s on the Agenda? Ownership, Administration and Academic Freedom in Distance Learning and Hybrid Courses”

Teaching: Community College Journalism

“State of Research and Teaching in Queer Theory”

Teaching: GLBT and Cultural & Critical Studies

10:00 a.m.-12:00 p.m.

AEJMC Business Meeting

12:15-1:30 p.m.

Bill Adams/Edelman Luncheon

Contact SGonders@charter.net for reservations. Limited seating. ★

12:15-1:30 p.m.

Scholar-to-Scholar

1:45-3:15 p.m.

Research Sessions:

Graduate Education • History • Minorities and Mass Communication & Society • Religion & Media

1:45-3:15 p.m.

Panel Presentations:

PF&R TBA: Scholastic Journalism and Council of Affiliates

“The Feminization of Broadcasting: Good News or Bad News?”

PF&R: Status of Women and Radio-Television

“Are we a mouthpiece? Perspectives and Ethics in War Reporting”

PF&R: Mass Communication & Society and International

“Maintaining Quality in the Face of New Media Pressures”

PF&R: Newspaper and Communication Technology

“Research in the Spirit of James Carey”

Research: Cultural & Critical Studies

“U.S. Propaganda at Home and Abroad: Ethical and Legal Concerns”

Research: Ethics and Law & Policy

“Getting Published”

Research: Media Management & Economics and Magazine

“Teach-In: The First Journalism Writing Class”

Teaching: Small Programs and Community College Journalism

3:30-5:00 p.m.

Research Sessions:

Poster: Communication Technology • Communication Theory & Methodology • Cultural & Critical Studies • International

★ GLBT • Minorities • Public Relations • Visual Communication

3:30-5:00 p.m.

Panel Presentations:

“What Do Today’s Readers Want?”

PF&R: Magazine and Media Management & Economics

“Eroding Press Freedoms”

PF&R: Mass Communication & Society and Law & Policy

“How to Publish Research in Specialized Areas”

PF&R: Religion & Media and Small Programs

“Creating Disruptive Technology Innovators: Uniting Vocational, Reformist and Radical Pedagogies”

Teaching: Community College Journalism and Critical & Cultural Studies

continued on next page . . .



“Should Funny Come First? The Ethics of Political Humor on Television”

Teaching: Ethics and Entertainment

“Teaching Media History in an Age of Convergence”

Teaching: History and Graduate Education

“Local TV News and the V-J Phenomenon: Preparing Students for Backpack Journalism”

Teaching: Radio-Television and Internships & Careers

“Using Internet Innovation to Teach Health and Risk Communication”

Teaching: Science

5:15-6:45 p.m.

Research Sessions:

Communication Theory & Methodology • Critical & Cultural Studies • Ethics • GLBT • History • Law & Policy • Media Management & Economics • Radio-Television • Science

5:15-6:45 p.m.

Panel Presentations:

“Minority or Multicultural: Legal Landmines of High School Workshops”

PF&R: Mass Comm & Society and Scholastic Journalism

“Video Games in the Curriculum?”

Research: Communication Technology and Entertainment

“EyeTrack Studies: How Readers Read News in Print and Online”

Research: Visual Communication and Mass Comm & Society

“Closing the Gender Gap in Sourcing”

Teaching: Newspaper and Status of Women

7:00-8:30 p.m.

Research Sessions:

International • Newspaper

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7:00-8:00 a.m.

Council of Divisions

7:00-10:00 a.m.

ASJMC Executive Committee

8:15-9:45 a.m.

TRAINING: Incoming Heads, PF&R Chairs, Program Chairs, Research Chairs and Teaching Chairs

8:15-9:45 a.m.

Research Sessions:

Law & Policy • Mass Communication & Society • Minorities • Newspaper • Status of Women

8:15-9:45 a.m.

Panel Presentations:

PF&R TBA: Communication Technology and Small Programs

“Political Design and Communication” ★

PF&R: Visual Communication and Public Relations

“Theory vs. Practice in the Advertising Classroom”

PF&R: Advertising and Communication Theory & Methodology

10:00-11:30 a.m.

Research Sessions:

Advertising • Communication Technology • Communication Theory & Methodology • Critical & Cultural Studies • International • Media Management & Economics • Newspaper • Status of Women

10:00-11:30 a.m.

Panel Presentations:

“Soaps, Telenovelas and Reality Shows: What is the world coming to?”

PF&R: Minorities and Entertainment

“Public Relations History: Ideas and Actions”

PF&R: Public Relations and History ★

“Religious Foundations of Media Ethics and Practice”

Teaching: Religion & Media and Mass Comm & Society

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

Research Sessions:

Communication Technology • Magazine • Mass Communication & Society • Media Management & Economics • Radio-Television

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

Panel Presentations:

“Echo Chamber at Mach Speed: Meta-Reporting in the Nation’s Capital”

PF&R: History and Council of Affiliates

“Witnessing Atrocity: Legal Restrictions and Ethics of Documenting Inflammatory Images”

PF&R: Visual Communication and Law & Policy

“New Challenges for Textual Analysis: Confronting the Image”

Research: Cultural & Critical Studies and Newspaper

“Let’s Get Real About Teaching Research Methods: Is the Reader’s Digest Mentality Really Serving Today’s Undergraduate Students?”

Teaching: Comm Theory & Methodology and Advertising

“Finding a Cross-Cultural Philosophical Framework for Ethics Analysis”

Teaching: Ethics and International

“Cross-Cultural Journalism: What It Means”

Teaching: Minorities and Media & Disability

1:30-3:00 p.m.

Research Sessions:

Advertising • Communication Theory & Methodology • Ethics • International • Visual Communication

1:30-3:00 p.m.

Panel Presentations:

“The Growing Role of Teams and Collaboration in Online News Media Practice”

PF&R: Media Management & Economics and Newspaper

1:30-5:00 p.m.

AEJMC Board of Directors

3:15-4:45 p.m.

Research Sessions:

Ethics • Newspaper

