



DR. DENNIS WILCOX, professor emeritus and past director of the School of Journalism & Mass Communications at San Jose State University, has lectured and consulted in Argentina, Australia, Botswana, Chile, Estonia, Hungary, India, Latvia, Romania, Serbia, Singapore, South Africa, Spain, Thailand and Ukraine. In 2006, he was named an honorary adjunct professor at the University of Queensland in Australia and the University of Girona in Spain recognized him for outstanding contributions to global public relations education with the Xifra Heras Award. In 2008, he was the first foreigner awarded honorary membership in the Public Relations Society of Serbia. He is an APR-credentialed member of the College of Fellows and the 1984 PRSA Outstanding Educator. He is author or co-author of numerous papers and five significant textbooks – *Public Relations Strategies & Tactics*, *Public Relations Writing & Media Techniques*, *Essentials of Public Relations*, *Think: Public Relations*, and *Public Relations Today: Managing Conflict and Competition*. In addition to AEJMC and PRSA, he is active in the Arthur W. Page Society and the International Public Relations Association (IPRA).



RESEARCH IS ITS OWN REWARD, but the best of PRD research will pay off to the tune of \$1,800 per year from now on. To the Plank Center Awards for top student papers will be added the Wilcox Awards for top teaching and open category papers.

Betsy Plank, “the first lady of public relations,” arranged two years ago for \$600 in prize money annually – \$300, \$200 and \$100 to be awarded to the authors of the first, second and third-place student papers. Dennis Wilcox, 1981 PRD head from San Jose State University, has made arrangements to triple that prize money with perpetual funding. Beginning at the 2011 AEJMC Convention in St. Louis, Wilcox Awards of \$300, \$200 and \$100 will be go to the authors of the first, second and third-place teaching papers and to the authors of the top papers in the PRD open category.

Authors of the top papers will be recognized with their prizes during the PRD business meeting at 8:30 Thursday evening during the convention in St. Louis.

<http://www.aejmc.com/home/wp-content/uploads/2010/12/2011-AEJMC-Conference-Paper-Call.pdf>

## TUESDAY, AUGUST 9

2:00-5:00 Preconference – **The Image of the Public Relations Practitioner in Popular Culture**

## WEDNESDAY, AUGUST 10

7:00-8:00 **Past Heads Council**  
RSVP please: Chuck Lubbers, Chuck.Lubbers@usd.edu

8:15-9:45 Panel – **The Leading Challenges Facing Public Relations Education: Anticipating professional needs and meeting demand**

10:00-11:30 **Refereed Research Presentations**

11:45-1:15 **High-Density Research Roundtables**

1:30-3:00 Panel – **Let’s Talk About Vaccines: Expert thoughts on reframing the debate**

3:15-4:45 Panel – **Lion When Blogging, Mouse When Confronted: Sports bloggers, their place in sport media, and their fight for credibility**

5:00-6:30 **Refereed Research Presentations**

## THURSDAY, AUGUST 11

7:00-8:00 **Outgoing PRD Board Meeting**

8:15-9:45 **Refereed Research Poster Session**

3:15-4:45 Panel – **Military Ethics and Media Ethics: Conflicts for practitioners**

8:30-10:00 **PRD Members Business Meeting (RESEARCH REWARDS)**

## FRIDAY, AUGUST 12

7:00-8:00 **Incoming PRD Board Meeting**

8:15-9:45 **Refereed Research Poster Session**

12:15-1:30 **Bill Adams/Edelman Luncheon**  
Seating limited to the first 80 reservations (no fee).  
Contact Brooke Fisher Liu, bfliu@umd.edu

2:00-5:00 **TBA off-site PRD Activity**

7:00-9:00 **TBA off-site PRD Social**

## SATURDAY, AUGUST 13

8:15-9:45 Panel – **Middle East Media Educator: Analyzing journalism, public relations and content creation for the Arab world**

11:45-1:15 Panel – **How the Management Function at Marketing Communication Firms is Changing**

## CONVENTION HOTEL

**RENAISSANCE GRAND**, 800 Washington Ave. in St. Louis, (314) 621.9600. Rates include internet access in rooms: \$170 single, \$190 double, \$200 triple, \$210 quad.  
[aejmcstlouis.org/home/](http://aejmcstlouis.org/home/)

# RESEARCH REWARDS

## GETTING AROUND

**ARCH** – Start by riding to the top of the nation's tallest man-made monument. 🌟 [gatewayarch.com](http://gatewayarch.com)

**ARCH RIVERBOATS** – One-hour or dinner cruise. [gatewayarch.com](http://gatewayarch.com)

**ARE WE THERE YET?** – Step-on guided tours with Dea Hoover. [arewethereyetdea.com](http://arewethereyetdea.com)

**CITY CYCLING TOURS** – On bicycles! [citycyclingtours.com](http://citycyclingtours.com)

**GATEWAY HELICOPTER TOUR** – Wow! [gatewayhelicoptertours.com](http://gatewayhelicoptertours.com)

**METROLINK** – Like a subway, but not underground. [metrostlouis.org](http://metrostlouis.org)

**METROPOLIS ST. LOUIS** – Guided walking tours. [mstl.org](http://mstl.org)

**ST. LOUIS CARRIAGE CO.** – Horse-drawn touring of downtown. [stlouiscarriagecompany.com](http://stlouiscarriagecompany.com)

**SHOPPING CO.** – Luxury motor coach tour of premiere shopping districts. [theshoppingcompany.net](http://theshoppingcompany.net)

## DISTRICTS

**CENTRAL WEST END** – Take Metrolink to sidewalk cafes and Cathedral Basilica with the world's largest collection of mosaic art. [centralwestend.com](http://centralwestend.com) 🌟

**THE HILL** – Yummy “Little Italy” is west of downtown. [shopthehill.com](http://shopthehill.com)

**FOREST PARK** – Home to the Zoo, Muny, Art Museum, Missouri History Museum, Science Center, and the Jewel Box flower conservatory. Also paddleboats. [forestparkforever.org](http://forestparkforever.org)

**LACLEDE'S LANDING** – Take Metrolink just north of the Arch for dining and live entertainment indoors and out on the banks of the Mississippi. Home to Lumiere Place, the premiere casino, and the Royal Dumpe dinner theater. [lacledeslanding.com](http://lacledeslanding.com)

**SOULARD** – The Mardi Gras district is home to the blues, great food, and just five minutes south of the Arch. [soulard.org](http://soulard.org) 🌟

**CHEROKEE STREET** – South of Soulard find antiques and Anheuser-Busch, and tour the Lemp and Chatillon-DeMenil mansions. Also the Lemp murder mystery dinner theater. [cherokeeantiquerow.com](http://cherokeeantiquerow.com)

## SPORTS

**RAMS & BLUES** – Sorry, no football or hockey in August, but . . . 🌟

**CARDINALS BASEBALL** – Busch Stadium hosts Milwaukee Aug. 9-11 and Colorado Aug 12-14. [stlcardinals.com](http://stlcardinals.com)

## MUSEUMS & GALLERIES

**AKC MUSEUM OF THE DOG** – Fine art devoted to man's best friend. [museumofthedog.org](http://museumofthedog.org)

**ART ST. LOUIS** – FREE not-for-profit visual arts. [artstlouis.org](http://artstlouis.org)

**BOONESFIELD VILLAGE** – Daniel's home is BIG. [lindenwood.edu/boone](http://lindenwood.edu/boone)

**BUTTERFLY HOUSE** – 1,000 of them are in flight. [butterflyhouse.org](http://butterflyhouse.org)

**CAMPBELL HOUSE MUSEUM** – Victorian home of fur trader Robert Campbell. [campbellhousemuseum.org](http://campbellhousemuseum.org)

**CHALLENGER LEARNING CENTER** – Hands-on space simulation experiences. [clcstlouis.org](http://clcstlouis.org)

**CITY MUSEUM** – Interactive fun stuff. [citymuseum.org](http://citymuseum.org) 🌟

**CONTEMPORARY ART MUSEUM** – Changing displays. [camstl.org](http://camstl.org)

**CUPPIES HOUSE** – Historic home with five centuries of art. [cuppies.slu.edu](http://cuppies.slu.edu)

**DELMAR LOOP PLANET WALK** – FREE walking tour of the solar system. [loopplanetwalk.com](http://loopplanetwalk.com)

**EARTHWAYS CENTER** – Demonstrations of earth-friendly stuff. [earthwayscenter.org](http://earthwayscenter.org)

**ENDANGERED WOLF CENTER** – Captive breeding facility with live ones! [endangeredwolfcenter.org](http://endangeredwolfcenter.org)

**FIELD HOUSE & TOY MUSEUM** – Historic home. [eugenefieldhouse.org](http://eugenefieldhouse.org)

**GATEWAY CLASSIC WALK OF FAME** – Honors African Americans Roy Wilkins, Lou Brock and others. [gatewayclassic.org](http://gatewayclassic.org)

**GRANT'S FARM** – FREE animal shows and a tram ride through the farm of Ulysses S. Grant. 🌟 [grantsfarm.com](http://grantsfarm.com)

**GRIOT MUSEUM OF BLACK HISTORY & CULTURE** – Life-size likenesses of George Washington Carver, Josephine Baker and others.

**HOLOCAUST MUSEUM & LEARNING CENTER** – FREE self-guided audio tour. [hmlc.org](http://hmlc.org)

**SCOTT JOPLIN HOUSE** – Home of the famous ragtime composer. [mostateparks.com/scottjoplin.htm](http://mostateparks.com/scottjoplin.htm)

**KEMP AUTO MUSEUM** – The only Mercedes museum in the U.S. [kempautomuseum.org](http://kempautomuseum.org)

**KEMPER ART MUSEUM** – On the Campus of Washington University. [kemperartmuseum.wustl.edu](http://kemperartmuseum.wustl.edu)

**LAUMEIER SCULPTURE PARK** – FREE outdoor displays. [laumeier.org](http://laumeier.org)

**MAGIC HOUSE** – Children's hands-on museum. 🌟 [magichouse.org](http://magichouse.org)

**MINIATURE MUSEUM** – Doll-houses and other small stuff. [miniaturemuseum.org](http://miniaturemuseum.org) 🌟

**MISSOURI BOTANICAL GARDEN** – Includes Henry Shaw's 🌟 Victorian home. [robot.org](http://robot.org)

**MISSOURI HISTORY MUSEUM** – FREE. [mohistory.org](http://mohistory.org)

**MOTO MUSEUM** – 100-year-old motorcycles. [themotomuseum.com](http://themotomuseum.com)

**MUSEUM OF CONTEMPORARY RELIGIOUS ART** – On the campus of St. Louis University. [mocra.slu.edu](http://mocra.slu.edu)

**MUSEUM OF TRANSPORTATION** – [museumoftransport.org](http://museumoftransport.org)

**MUSEUM OF WESTWARD EXPANSION** – Located beneath the Arch. [nps.gov/jeff/index.htm](http://nps.gov/jeff/index.htm) 🌟

**OLD COURTHOUSE** – Scene of the Dred Scott trials. [nps.gov/jeff](http://nps.gov/jeff)

**PULITZER FOUNDATION FOR THE ARTS** – FREE exhibits. [pulitzerarts.org](http://pulitzerarts.org)

**ST. LOUIS ART MUSEUM** – FREE from the 1904 World's Fair. [slam.org](http://slam.org)

**ST. LOUIS SCIENCE CENTER** – FREE planetarium and OMNIMAX theater. 🌟 [slsc.org](http://slsc.org)

**ST. LOUIS SYMPHONY ORCHESTRA** – [slso.org](http://slso.org)

**ST. LOUIS UNIVERSITY MUSEUM OF ART** – FREE Jesuit exhibits. [sluma.slu.edu](http://sluma.slu.edu)

**ST. LOUIS WALK OF FAME** – Honoring Chuck Berry, Tina Turner and more. [stlouiswalkoffame.org](http://stlouiswalkoffame.org)

**SOLDIERS MEMORIAL MILITARY MUSEUM** – FREE two galleries. [stlsoldiersmemorial.org](http://stlsoldiersmemorial.org)

**WORLD AQUARIUM** – FREE hands-on museum. [worldaquarium.org](http://worldaquarium.org)

## ENTERTAINMENT

**BISSELL MANSION & DINNER THEATRE** – General Daniel Bissell was commanding officer of the first American military post west of the Mississippi. [bissellmansion.com](http://bissellmansion.com)

**BLACK CAT THEATRE** – FREE children's theatre, cabaret and musical acts. [blackcattheatre.org](http://blackcattheatre.org)

**BLUEBERRY HILL** – Pop culture memorability, food and live music. [BlueberryHill.com](http://BlueberryHill.com)

**CASA LOMA BALLROOM** – “Floating” 5,000-sq.-ft. dance floor with big bands Friday and rock Saturday. [casalomaballroom.com](http://casalomaballroom.com)

**DOUBLE KEY TREASURE HUNTS** – Authentic treasure hunt packages. [doublekeytreasurehunts.com](http://doublekeytreasurehunts.com)

**FOX THEATRE** – Concerts, shows and tours. [fabulousfox.com](http://fabulousfox.com) 🌟

**LUMIERE PLACE CASINO** – Just north of the Arch. [lumiereplace.com](http://lumiereplace.com) 🌟

**MUNY** – Broadway-style outdoors. [muny.org](http://muny.org) 🌟

**OPERA THEATRE** – They sing in English. [experienceopera.org](http://experienceopera.org)

**ROBERTS ORPHEUM THEATER** – [RobertsOrpheum.com](http://RobertsOrpheum.com)

**ST. LOUIS ZOO** – FREE home to 🌟 18,000 exotic animals. [stlzoo.org](http://stlzoo.org)

**TIVOLI THEATRE** – Golden-age movie splendor. [landmarktheatres.com](http://landmarktheatres.com)

**STAGES ST. LOUIS** – Musicals. [stagesstlouis.org](http://stagesstlouis.org)

**UNITY THEATRE ENSEMBLE** – The African-American experience. [utensemble.org](http://utensemble.org)

## AND BEER, OF COURSE

**ANHEUSER-BUSCH CONSUMER HOSPITALITY CENTER** – FREE tours of the historic Brew House, Clydesdale 🌟 stable and more. [budweisertours.com](http://budweisertours.com)

**SCHLAFLY BOTTLEWORKS & TAP ROOM** – FREE

tours and live music. [schlafly.com](http://schlafly.com)

# GATEWAY GUIDE

*Sights and Sites Suggested by Susan Gonders*

