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THE NEWSLETTER OF THE PUBLIC RELATIONS DIVISION  
OF THE ASSOCIATION FOR EDUCATION IN JOURNALISM  
AND MASS COMMUNICATION

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What you will find in this newsletter:

- \* more details on the division's activities at the AEJMC convention, which takes place in a brand new hotel near the muddy banks of the mighty Mississippi, in downtown Memphis, Tenn., August 3rd-6th.
- \* a brief description of how you can find this newsletter on Compuserve, one of today's largest computer networks...they have established a special channel for public relations specialists that's called PRSIG ...and educators are using it.
- \* on the next page, some facts about the AEJMC Public Relations Division, especially for those thinking about joining the world's largest, most active association of public relations educators...our membership jumped 68% last year, to more than 280 members.
- \* MOST IMPORTANT: a ballot for new officers... you should nominate your choices for these positions and mail in your ballot by May 3rd... the election of division officers this year will be conducted by mail prior to the annual business meeting in August at the convention... now's your chance to make nominations.

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CENTER FOR COMMUNICATION ARTS



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## CONVENTION ACTIVITIES FOR THE PUBLIC RELATIONS DIVISION

This year's AEJMC convention (August 3rd-6th) takes place in downtown Memphis, Tenn., at the brand new Crown Plaza Holiday Inn. Here are more details about the division's activities:

### \* Saturday, August 3rd

10:30 a.m.--3 p.m. Teaching workshop: How to teach hi-tech public relations techniques; led by John Pavlik, chair of the division's teaching standards committee; with experts in the use of computers and sophisticated technologies presenting practical information for educators to use in the classroom, including some hands-on experience and materials and programs you may use immediately; modest fee (\$25), includes lunch.

8:30 p.m.--10 p.m. Business meeting

### \* Sunday, August 4th

7-8:30 a.m. Breakfast meeting of PRSSA faculty advisors

1:30 p.m.--3 p.m. Mini-plenary: Developing curriculum to teach the new technology. With Bill Dates, "Keyboard and Blackboard" columnist for JOURNALISM EDUCATOR; Helen Aller of the University of Florida's Electronic Text Center; and, John Pavlik of Pennsylvania State University.

3:30 p.m.--5 p.m. Teaching paper session, with a special focus on the use of annotated public relations bibliographies.

### \* Monday, August 5th

8:30 a.m.--10 a.m. 1st session of competitive research papers; selected from more than a dozen submitted.

1 p.m.--3 p.m. Mini-plenary: Global marketing & public relations. Moderator, Ray Hiebert, editor of PUBLIC RELATIONS REVIEW; with John Reed, publisher of MULTINATIONAL PUBLIC RELATIONS; Robert Conley, director of training and development for the Voice of America; Mary Churchill, executive vice president of Grey Advertising in New York City; and, Prof. John Jones of Syracuse University.

3:30 p.m.--5 p.m. Invited research papers session

7 p.m.--10 p.m. Working meeting of the Commission on Undergraduate Education.

8:30 p.m.--10 p.m. 2nd competitive research papers session.

10 p.m.--til A combined social with the newspaper division, including the possibility of music and entertainment.

PUBLIC RELATIONS DIVISION CONVENTION ACTIVITIES, CONTINUED:

\* Tuesday, August 6th

Noon--1:30 p.m. Kappa Tau Alpha Banquet

1:30 p.m.--3 p.m. Joint session: Accreditation standards for Continuing Education Units (CEUs) in public relations, advertising and journalism fields. With Quentin Hietpas, senior vice president of the College of St. Thomas, St. Paul; Frank Kalupa of the University of Georgia; Jon White of Mt. Saint Vincent College, Halifax, Nova Scotia; and, Bob Carrell of the University of Oklahoma.

3:30 p.m.--5 p.m. Joint session: Financial public relations: new responsibilities. With John Fedders, former administrator with the SEC; Chris Wells of the "Los Angeles/New York Times"; and, Kent Middleton of the University of Georgia.

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THE DIVISION'S NEWSLETTER IS AVAILABLE VIA COMPUSERVE

You will find the division's newsletter on CompuServe's newly established electronic forum for public relations specialists, called PRSIG. You need a personal computer, a modem, and the access code and password you buy (for approximately \$25) from CompuServe at your nearby computer store, or you can call 1-800-848-8199. There is no surcharge for using PRSIG. The steps are easy: dial your local CompuServe number, keystroke in your i.d. number & password, etc., and, follow the instructions you see on the screen; eventually, you will see the following prompt: ! Type GO SFF-48 and a return. Then, you will be on line with PRSIG. The "SFF" stands for Services for Professionals. You will find at least ten special sections on PRSIG that match special interests within the field: education, government and public affairs, consumer and corporate affairs, investor relations--established to include PRSA's 13 professional interest sections--and, they are numbered. Section #1 is the Educator Section. To access this special section, type XA1 (for "access" section #1) after the PRSIG menu is listed for you, and you see "Enter selection or H for Help:" Another section is # 0, a "general" section, where you will find Ron Solberg, the system operator for PRSIG. He is a vice president for corporate affairs at Continental Illinois National Bank and Trust Company of Chicago...and, he is very helpful. He has written a special handout explaining the protocols of PRSIG (which you can find as a file on PRSIG). Also, for more information about PRSIG, contact Mark McElreath (CompuServe # 74065,74); or, call him at 301-277-8396.

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NOMINATION ARE IN ORDER FOR NEW OFFICERS OF THE DIVISION

Fill in the names of your candidates (as many as you want) for the following positions (and you may nominate yourself)--also, indicate if you would like to volunteer to serve on any of the division's committees.

I NOMINATE...

for vice-chair (and chair-elect)

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for secretary-treasurer

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for delegate-at-large

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(Note: current officers and division committees are listed on the inside of the first page of this newsletter.)

I WOULD LIKE TO VOLUNTEER TO SERVE ON A COMMITTEE. I PREFER...

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MAIL BY MAY 3RD TO: Linda Scanlon, Norfolk State University, 2401 Corprew Avenue, Norfolk, Virginia 23504

