

PR Division Newsletter

FALL 1986 QUARTERLY NEWSLETTER

AEJMC Program Help Needed

YOUR HELP IS NEEDED TO PLAN 1987 AEJMC CONVENTION PROGRAMS

The 1987 AEJMC San Antonio convention program plans will be set early this December. Elizabeth Lance Toth, PR Division program planner, needs your ideas for speakers, topics, and formats, if the major convention programming is to reflect your interests.

Here's what's been suggested so far (in no particular order):

1.--a mini-plenary proposal, perhaps co-sponsored with the newspaper and mass communication and society divisions on "Influencing the News: Who Sets the Media's Agenda."

2.--a mini-plenary proposal, perhaps co-sponsored with the Council of Affiliates on "Making the Switch from Peon to Manager." The topic grapples with the changing teaching responsibilities we have as well as the professional changes needed.

Management Course Materials Needed

One outcome of the well-attended 1986 AEJMC convention mini-plenary on "The Feminization of Professional Communication: What Will it Mean," was IABC Foundation chair, Lou Williams, appointing a task force to make recommendations for further Foundation support.

The task force, chaired by Carolyn Cline, University of Texas-Austin, is interested in gathering any materials on how public relations management is now taught at the undergraduate level. One of the problems identified by participants at the mini-plenary and in the *Velvet Ghetto study* concerned the problems of women moving from technician to managerial roles.

If you have PR Management syllabi and course materials, the IABC Task Force would appreciate your sharing them with it. Send your materials to Elizabeth Lance Toth, c/o Center for Communications Arts, McFarlin West, Southern Methodist University, Dallas, TX 75275. Thanks in advance!

3.--a mini-plenary proposal or research paper session on ethics, comparing ethical codes of conduct across communication professions.

4.--a mini-plenary proposal, perhaps co-sponsored with newspaper and advertising divisions on "The Mergers and Takeovers Within the Communications Industry," e.g., Hill & Knowlton now includes Carl Byoirs and Gray & Co., and the effect on the industry itself.

5.--a mini-plenary or special session on "Issues in Research Methodology," inviting journal editors to discuss trends, preferences, etc.

6.--a mini-plenary on "The Changing Role of Corporate Communication," featuring perhaps a first report of the IABC Foundation's study of "In Search of Excellence."

Any mini-plenaries, will be in addition to the "regular schedule" of Public Relations Division programming: research paper sessions, teaching paper sessions and socials. One change proposed for the research paper sessions is to call one session a "Top Three PR Division Research Paper Session." Winners will receive a certificate and the Journal of PRR&E would have first right of refusal for paper publication.

Elizabeth Lance Toth would like to hear your suggestions--topic areas, speaker suggestions for that topic or speaker suggestions for the topics proposed. She'll need your ideas by November 1.

Send your ideas to her c/o Center for Communications Arts, McFarlin West, Southern Methodist University, Dallas, TX 75275.

Teaching Standards Sets Topics For December, August Sessions

"Teaching Public Relations Management Courses" will be the topic of a one-day seminar set for December 6 during the AEJMC mid-winter meeting in San Antonio.

Teaching Standards committee chair Todd Hunt of Rutgers announced that Otis Baskin of the University of Houston will coordinate the presentations and roundtable discussions. Ideas and suggestions about courses to other journalism, public relations and business offerings will be exchanged.

For more information about the December Teaching Standards workshop, watch for announcements of the midyear meeting.

Papers on the topic of "Gender and Public Relations Education" will be encouraged for the Teaching Standards session at the August convention in San Antonio. Todd Hunt is preparing a bibliography on the subject that will be available to those interested in writing and researching on the topic.

The majority of the practitioners in the field now are women, and a preponderance of female students elect the PR major. The perception of the field is undergoing change, and methods for attracting males and/or convincing males that females make good managers are teaching concerns.

Papers submitted to the Teaching Standards session will be considered for the division's Top Three Papers competition.

RESEARCH PAPERS SOUGHT

The Public Relations Division will hold, for the first time, a top-three paper session at the 1987 convention. Winners, to be chosen by a blue-ribbon panel of judges, will receive certificates. Their papers will receive priority consideration for publications in the Public Relations Review.

We are planning two additional competitive paper sessions at the San Antonio conference. One will emphasize research on public information campaigns. The other will be open to any other topics relevant to public relations.

Our fourth research paper session will be an invited session.

Deadline for submitting competitive papers is April 1.

Technology Task Force

Volunteers are needed to assist in publishing a "convention daily" via an Apple computer and laser printer at the August '87 San Antonio meeting. Approximately 12 students are needed to serve as reporters and three others familiar with the Apple system are needed to handle the keyboard work. Anyone interested should contact Bill Brody at Memphis State University.

Also under consideration by the committee is the development of a monograph on the use of computers in public relations education.

Membership Drive

AEJMC Public Relations Division membership in 1986 was 296, only three more than a year ago. The membership committee's goal is to increase membership by 10 percent, i.e., by at least 30 members. Efforts will be made to recruit nonmembers into our ranks who are in the PRSA Educators Section, the IABC Educators Academy and the ICA PR Interest Group. Recruitment efforts are planned for PRSA's national convention in November, ICA's convention in May and IABC's convention in July. Still, there are undoubtedly many public relations educators who are not members of any of these organizations. Division members aware of such people should contact Dr. Dean Kruckeberg, APR, 259 CAC, Department of Communications and Theatre Arts, University of Northern Iowa, Cedar Falls, Iowa 50614.

Call for Student Papers

The Public Relation Division will offer an award of at least \$250 for the outstanding student paper presented to the Division at the 1987 AEJMC convention in San Antonio, Texas, August 1-4.

Public Relations Research and Educations holds first right of refusal for publication.

The Division will also honor in 1987, for the first time, the "Top Three Papers" by recognizing them in a special session at the San Antonio convention.

Papers should test or develop theory within the public relations context; systematically test or refine an applied public relations principle; analyze a legal or historical question in public relations; or critically review an issue relevant to public relations teaching, research and practice. Studies reported should conform to scholarly social/behavioral, historical or legal research methods.

Student authors are *strongly urged* to attend the San Antonio convention and present their papers in person. If a student cannot attend, he or she must arrange for a faculty or student colleague to make the formal presentation.

DEADLINE FOR SUBMITTING PAPERS IS APRIL 1, 1987.

Send SIX copies of your paper, a 75-word abstract and a single-page abstract to:

Professor John V. Pavlik
School of Communications
210 Carnegie Building
Penn State University
University Park, PA 16802

NOTE: Papers will be judged blind. Place your name on the cover page only.

New Awards Under Consideration

The Public Relations Division is considering adding a new annual award. This award would be in recognition of an organization--a corporation, foundation or other--that has contributed

significantly to the advancement of Public Relations Education and the PR Division of AEJMC. On the following scale, please indicate how strongly you support or oppose the initiation of such an award:

Would you support such an award?

- strongly support
- moderately support
- neutral
- moderately oppose
- strongly oppose

Are you a member of the PR Division? yes no

Are you a

- faculty member;
- graduate student;
- practitioner;
- other

Thanks for completing this survey. Please mail to:

John Pavlik
School of Communications
210 Carnegie Building
Pennsylvania State University
University Park, PA 16802

Division Head's Column

Andy Malcolm, in his book *The Canadians*, tells the story of Eskimo elders who continue to teach folklore and survival skills to village children even though "modern" classroom education has come to the frozen north country.

One of those essential survival skill is "ice blinking," learning to use the refraction of light off the ice and snow-encrusted landscape to see so far into the distance it's almost like looking beyond the horizon.

I see the job of the public relations division leadership during 1986-87 as one of learning, and practicing, a form of "ice-blinking." It seems to me that you've selected us not only to carry the division through the short-term, but into the future -- to the horizon and beyond.

Your division officers and committee chairpersons have been busy since the national convention in August making plans for this year. Some of the plans are short-range -- like plans for the August 1987 convention in San Antonio -- but some will carry the division well into the future.

Here are some of the plans in the works that I find particularly exciting:

● **1987 CONVENTION PROGRAMMING:** Elizabeth Lance Toth, Southern Methodist University, is serving as the division's program chair for the 1987 convention to be held in San Antonio in early August. She's already got some great ideas for mini-plenaries that the division might sponsor or co-sponsor but she's collecting more mini-plenary suggestions, as well as suggestions for other programs and time slots the division should bargain for in the convention program lottery that takes place in December.

● **PROFESSIONAL FREEDOM AND RESPONSIBILITY:** Committee chairperson Lillian Lodge Kopenhaver, Florida International University, is thinking ethics for a special convention session, and there might even be a PF&R paper session this year, too.

● **TASK FORCE ON THE FUTURE OF PUBLIC RELATIONS EDUCATION:** I've asked Don Wright, University of South Alabama, to chair a task force that will take a long, hard look at where public relations education is headed, where it ought to be and what educators and practitioners must do to get it where we want it five or 10 or 15 years from now. Don is appointing the task force now, to be made up of both educators and professionals. He expects to have the first meeting in November during the PRSA national conference in Washington D.C..

● **TEACHING:** Teaching standards committee chairperson Todd Hunt, Rutgers University, hopes to get a new division service off the ground this year: a collection of teaching tips, published for three-ring-binder saving and storage, that would be updated and indexed several times a year. Members might purchase, for the cost of the photocopying involved, a set of these tips, or they might be published in the division newsletter. Todd also plans at least one refereed paper session at the 1987 convention.

● **RESEARCH:** Research committee chairperson Lauri Grunig, University of Maryland, plans four research paper sessions at the 1987 convention: an invited session, two refereed sessions and one session devoted to presentation of the "Top Three" research papers submitted to the division for the 1987 convention. John Pavlik, division delegate-at-large from Penn State University, will coordinate selection of the top three papers, to be chosen from all papers submitted to any committee of the division by the April 1 uniform paper deadline.

● **AWARDS:** And speaking of awards, John also will be giving some thought to creating new awards to recognize deserving scholarship or service within the division and/or on behalf of public relations education.

● **REGIONAL MEETINGS:** While the annual summer AEJMC convention undoubtedly will continue to be the largest forum for division activities, we'll be experimenting this year with at least two -- and we hope more -- regional meetings

Todd Hunt is organizing a regional session in San Antonio Dec. 4-5 (to coincide with the all-AEJMC mid-winter meeting so we can take advantage of discounted hotel rates) on the topic of teaching management in a public relations curriculum. You'll be receiving much more information on this later.

Bob Rayfield, California State at Fullerton, has organized a California public relations educator get-together in Fullerton on Oct. 15 to discuss placement and the job market for public relations graduates.

If you've got ideas for regional meetings that might fly, please let me or Bob Rayfield know -- I've asked Bob to beat the division drum for regional activities.

● **TECHNOLOGY TASK FORCE:** The public relations division wants to wipe out computer illiteracy among its members, and Bill Brody, Memphis State University, is exploring several avenues to accomplish that goal. One way will be through San Antonio convention programs -- hands-on demonstrations, maybe a little desktop publishing activity, maybe a workshop using an impressive manual on technology in public relations that's about to be published by the Foundation for Public Relations Research and Education.

There's a lot in the works. You probably have something you can contribute -- your ideas, your energy, some time.

Won't you be a division joiner instead of just a division member?

Judy VanSlyke Turk
Division Head
University of Oklahoma

Public Relations Division

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NEWS NOTES:

Editor's Note: Please use this space to write news you would like to share with division members in the next quarter's newsletter. Send to Dan Lattimore, Department of Technical Journalism, Colorado State University, Fort Collins, CO. 80523.
