

PR Division Convention Speakers Set

PR Division convention program speakers were set in March. Here's a rundown of who will speak by program topic.

The Division's co-sponsored mini-plenary on *Mergers and Buy-outs: the Impact of Ownership on Communication Industries* will feature David Fuchs, senior vice president of corporate and broadcast affairs, CBS Broadcast Group; Dave Ferguson, senior consultant to Hill & Knowlton, Chicago; and Gerald Garcia, president/publisher of the Bryan College Station Eagle, owned by Harte-Hanks Communication, Inc. Professor Philip Meyer, University of North Carolina at Chapel Hill, will be the respondent. Bob Rayfield, Cal State-Fullerton, will be the moderator.

The panel to discuss *Influencing the News: Who or What Sets the Media's Agenda* includes Maxwell E. McCombs, University of Texas at

Austin; Stephen Hess, the Brookings Institution; and Oscar H. Gandy, Jr., Howard University. Judy Van Slyke Turk, University of Oklahoma, will moderate.

The Division's PF&R program, *Ethics as Public Interest*, co-sponsored with the Council of Affiliates, will feature speaker Don McHammond, chairman of the PRSA Board of Ethics and Professional Standards, and discussant Donald K. Wright, University of South Alabama. Lillian Lodge Kopenhaver, Florida International University, will moderate.

Also of note to members will be the Magazine Division's mini-plenary, *Evaluation of Writing: The Quantification of Quality*. Todd Hunt, Rutgers University, will participate as a panel member for this mini-plenary and then hold a follow-up session for PR Division members the same evening. ☞

Teaching PR Management Roundtable to be Repeated Before Convention

A condensed version of the successful workshop on *Teaching the Public Relations Management Course* will be repeated the evening before the San Antonio convention opens.

The original day-long workshop in December included papers and discussions focused on syllabi for management courses, the role of women as managers, and PR's role on the management team.

The "roundtable" version set for 6 p.m. to 10 p.m. Friday, July 31, will include some of the same speakers and topics. As before, 12 to 15 participants are expected.

Registration information for the workshop will be included in the next newsletter. Division members interested in advance information should contact Teaching Division chair Todd Hunt, Department of Communication, Rutgers University, 4 Huntington St., New Brunswick, NJ 08903.

Hunt announced that the roundtable on *Teaching Public Relations Research* will be rescheduled for the next mid-year conference to accommodate participants who are still preparing papers and other materials. ☞

PR Division Convention Schedule Changes

Elizabeth Lance Toth, PR Division Vice Head, reports three schedule changes for the PR Division preliminary schedule for the 1987 AEJMC Convention reported in the Winter 1987 Division newsletter. Instead of a pre-convention division workshop on teaching research, there will be a repeat of the *Teaching PR Management* workshop held last December in San Antonio. The PR management workshop will run from 6 p.m. to 10 p.m. on Friday, July 31.

A desktop publishing seminar will be held as part of the technology fair on Monday, Aug. 3, from 8:30-10:00 a.m. Dan Latimore and Bill Brody will be in charge of that demonstration.

The PR Division will hold a reception for David Ferguson sponsored by the San Antonio Public Relations Society of America Chapter on August 3 from 5 p.m. to 7 p.m. ☞

Plenary Sessions Set

Three plenary sessions are scheduled for the 1987 AEJMC Convention.

The Sunday plenary will feature a mock libel trial. Plans are being made to tape the sessions for classroom use in the fall.

The Monday plenary will feature Jay Blumer of Leeds University on researching the 1988 political races. The Tuesday plenary will examine effective teaching techniques. Wilbert J. McKeachie, clinical psychologist from the University of Michigan and author of *Teaching Tips* will lead the session. ☞

Division Head's Column

Change is afoot -- and that's not necessarily either good news or bad. But it IS news.

One change that's brewing is the way in which the Public Relations Society of America (PRSA) defines public relations education, at least as that definition relates to filling the position with PRSA that Chris Teahan will vacate this summer upon his retirement.

The position description makes it clear that Chris' replacement will work almost exclusively with college level public relations education, primarily through college chapters of Public Relations Student Society of America (PRSSA). We all know that Chris, as vice president for education, generally wears a bigger hat; one that gives him responsibility for "grown-up" professional and continuing education input and oversight as well.

That focus on college-level professional education, at a time when PRSA itself has proclaimed this the year of promoting the demonstration of professionalism, seems to me as philosophically narrow as it does semantically restricted. I'm not saying, of course, that educating future professionals in college and university programs is not important. But I am saying that there is more to public relations education than what goes on in a college classroom or in front of a group of 18- to 21-year-olds.

I raised this issue in critiquing the position description at the invitation of Dave Ferguson and Bill Ehling of the PRSA Committee on Educational Affairs. And I got a "not to worry" response: someone else within PRSA -- presumably in a not-yet-created position since we've heard nothing about other staff vacancies or reorganization at PRSA -- will deal with the

professional and continuing education side of the public relations education coin. But it's hard to feel reassured when there's only presumption to go on.

I know some of you share my concern because you've called or written to comment. I encourage any of you who wish to express your concerns -- or thoughts, generally -- to do so (directly and quickly) to either Betsy Kovacs, executive vice president of PRSA, or to Dave Ferguson and Bill Ehling as co-chairs of PRSA's Educational Affairs Committee.

Other changes are in the works, too. Some I'd like to call to your attention are:

◆ A new look, and attitude, to membership recruitment for the Public Relations Division, thanks to an aggressive membership mailing handled by Dean Kruckeberg, our membership chair, in March. The mailing listed at least half a dozen specific benefits to PR Division membership -- among them workshops, regional meetings, convention programming, a newsletter, and paper competitions. If I weren't already a member, I'd join.

And speaking of membership, how about all of us working on a colleague who's not a member, or on recruiting some of our graduate students to graduate student membership?

◆ A possible new look, and new publisher for our *Journal of Public Relations Research and Education* that we co-sponsor with the Educator Section of PRSA. Jim Grunig, editor and chair of the Division's ad hoc committee on publications, has been negotiating with a private publisher of similar

journals in other fields, and the prognosis of our reaching some kind of publishing agreement is good.

◆ A new feature in our division newsletter -- public relations teaching tips in a loose-leaf format -- that Todd Hunt, Teaching Standards Committee chair, hopes to inaugurate before he completes his term this summer. These teaching tips would incorporate some of the teaching information previously carried in the *Journal of Public Relations Research and Education*.

One last comment relevant to change: Have you noticed the new look of our division newsletter? Thanks to editor Dan Lattimore and his MacIntosh desktop publishing expertise for bringing us squarely into the technological present.

--Judy Van Slyke Turk

PR Division Newsletter

The newsletter is published four times a year for the PR Division of the Association for Education in Journalism and Mass Communication. Correspondence about the newsletter should be sent to Dan Lattimore. The newsletter was produced on a MacIntosh computer using Pagemaker and a laser printer.

Judy VanSlyke Turk
PR Division Head
School of Journalism &
Mass Communication
University of Oklahoma
Norman, OK 73019
405-325-2721

Dan Lattimore
Newsletter Editor
Department of Technical
Journalism
Colorado State University
Fort Collins, CO 80523
303-491-6484, 6991

Creed for Public Relations

"I believe that public relations is a profession that should concern itself not with the manipulation of people, but with their continuing enlightenment;

"I believe that public relations practice should strive to elevate its audiences rather than to degrade them, and that communications should be addressed to reason and judgment rather than to emotion and prejudice;

"I believe that sound public relations comprises policies and deeds as well as words, that it should deal in truth rather than deception, and that it should seek to clarify the issues of our times rather than to confuse them;

"While I may undertake to present one side of an issue for public consideration, I believe in the rights of those with opposing points of view to present their cases also;

"I believe that the public interest takes precedence over the interests of those I represent, and I conceive of my function as being to assist in conforming the interest of those I represent to the interests of the public when the two do not coincide;

"I recognize that the consequences of my actions are effected in the minds of men, and because the human mind has unmeasurable potential for good and for evil, I should approach my task with overriding respect for the right of the individual to make his own judgment.

(Creed of the late J. Carroll Bateman, who taught at the University of Tennessee at the time of his death.)

Call for Papers

The Educators Section of the Public Relations Society of America will hold a competitive research paper session at the 1987 PRSA Convention in Los Angeles on the convention theme "Credibility in an Incredible World."

Educators are invited to submit papers reporting original research that tests or develops theories, principles, or concepts related to the convention theme within the public relations context. Studies reported should conform to social/behavioral, historical, or legal research methods.

Faculty authors must attend the Los Angeles convention to present their papers.

The deadline for submitting papers is August 1, 1987.

Please submit four copies of the paper, with the author's name appearing on only one copy of the title page to:

Elizabeth Lance Toth, Ph.D.
Assistant Professor
Center for Communication
Arts/McFarlin West
Southern Methodist University
Dallas, TX 75275

Regional Workshop: Desktop Publishing

Colorado State University is hosting a desktop publishing workshop for public relations teachers and professionals on May 16-17.

The workshop leader will be Bruce Watterson, Apple consultant and nationally known publication adviser from North Little Rock, Arkansas.

The workshop will feature a hands-on approach to learning the MacIntosh computer, Pagemaker software, and the Laserwriter

printer. After the workshop, a participant should be able to use the MacIntosh to write, edit, and design camera-ready copy for newsletters, brochures, and other printed materials. Dan Lattimore, public relations professor at CSU, will assist in the workshop.

For a brochure or for more information on the workshop, please contact Dan Lattimore, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523 (303-491-6484 or 6991).

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, Colorado 80523.

1987 AEJMC Convention Schedule for PR Division

Final plans have been made for the 1987 AEJMC PR Division meetings. Public Relations Division members may want to attend a pre-convention workshop sponsored by the AEJMC Research Standards Standing Committee on Tenure and Promotion and a division-sponsored workshop on teaching PR management.

The San Antonio convention is on a campus, although there are hotels and motels available. The hotels and motels are more than a mile from campus (riverwalk hotels are four miles from campus), and there will be no shuttle buses.

The Trinity campus will belong to AEJMC conventioners. All meetings are on-campus. The dormitory rooms range from \$15/night per person for four people in two rooms sharing one bath, to \$40 per night for a single room with a private bath. The rooms are all air-conditioned.

The convention's keynote speaker and opening "bash" will be August 1, and there will be a beautiful evening planned at one of the famed San Antonio missions to close out the convention on August 4.

A Personal Note...

After 16 years at Colorado State University, I am moving to Memphis, Tennessee this fall to become chair of the Department of Journalism at Memphis State University.

I am excited about the opportunities available in Memphis and look forward to continuing to work in public relations research and education, as well as coordinate the activities of a solid journalism program. Correspondence about the newsletter should continue to come to Colorado State University throughout the summer.

Dan Lattimore
Newsletter Editor

PR Division Schedule 1987 AEJMC Convention

Friday, July 31

10:00-4:00	Research Standards Standing Committee Pre-Convention Workshop on Tenure, Promotion
6:00-10:00	PR Division Pre-Convention Workshop on Teaching Public Relations Management

Saturday, August 1

10:30-12:00	PR Teaching Paper Session
12:00	Commonwealth Luncheon
4:30	AEJMC Keynote Speaker
7:00-10:00	Opening Bash

Sunday, August 2

12:15-1:45	Joint Session: Influencing the News: Who Sets the Media's Agenda Co-sponsors: Public Relations, R-TV, Theory and Methodology, and Minorities
2:00-3:30	Mini-plenary: Media Management for the 80s Co-sponsored with Council of Affiliates
3:45-5:15	Joint Session: Myths and Misconceptions: Why Professionals Disown Journalism Education Co-sponsored with News-Editorial
5:30-7:00	Joint Session/Dinner Meeting Speaker on Public Relations Ethics Co-sponsored with Council of Affiliates
7:15-8:45	PR Research Paper Session
9:00-10:00	PR Division Business Meeting
10:30	Joint PR & News-Editorial Social

Monday, August 3

8:30-10:00	Desktop Publishing Seminar
2:00-3:30	Mini-plenary: Evaluation of Writing: The Quantification of Quality
2:00-3:30	Mini-plenary: Mergers & Buy-outs: The Impact of Ownership on Communications Industries Primary sponsors: PR & International divisions
2:00-3:30	PR Research Paper Session
3:45-5:15	PR Research Paper Session
7:15-8:45	Joint Session: Public Communication Campaigns Co-sponsored with Theory and Methodology
9:00-10:30	PR Teaching Standards Session on Effective Writing (follows Evaluation of Writing mini-plenary)

Tuesday, August 4

7:30	PRSSA Advisers' Breakfast
12:00	KTA Awards Luncheon