



PRD NEWSLETTER

DEC 20 1989

News and information by and for members
of the AEJMC Public Relations Division

December 1989

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Dear Member of the AEJMC Public Relations Division:

This is the first of what I intend to be a series of letters that comes to you, as an individual, in every issue of our newsletter. We're about communication. So, in that spirit I hope to serve not so much as the leader of the PRD but as a point of coordination--both among members of our division and between our division and the larger scholarly and professional associations that are relevant to our interests.

My plan to write regularly hinges on the availability of news and comment to relay. This means, of course, that you'll have to keep me informed. Along those lines, let me thank **John Pavlik** once again for doing just that last year. We spoke often, and that helped me do my job as program chair. I hope that we all feel equally welcome and, in fact, responsible to keep in touch this year.

Toward that end, the executive board of the PRD already has met. Before we all left the August conference in Washington, we got together to plan for the 1990 conference in Minneapolis. **Jim Hutton**, Dept. of Journalism and Mass Communication at the College of St. Thomas in St. Paul, has generously offered to help program chair **Todd Hunt** with local arrangements.

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HEADlines,
cont'd . from p. 1
Send her news;
Pursue Pavlik's goals

Throughout the upcoming year, we're going to count on all of our members---not just this group of officers--to work on priorities of the division. To my mind, our immediate past head **John Pavlik** put it well in his list of recommendations included with our divisional report. He urged us to (1) expand the involvement of people of color in the division and (2) encourage research productivity among faculty and graduate students.

A vigorous membership campaign can go a long way toward accomplishing both goals. If we adapt the military's "each one teach one" to "each one reach one," we should be able to attain or even surpass our membership high of 363 in 1988. (We stand at 322 at latest count.) Perhaps more important than sheer numbers, though, is the involvement of each person belonging to our division. Thus I encourage committee chairs, in particular, to take advantage of any offers of help especially from newcomers to the PRD.

Anticipating **Lillian Lodge Kopenhaver's** call for research papers should also help increase the number and quality of submissions for next summer's conference. At the same time the divisional conference theme should help meet our second goal of involvement with People of Color. Remember that our theme for 1990 echoes the resolution passed by AEJMC last summer: "Diversity by the Year 2000." We plan to devote one research paper session specifically to the issue of eliminating the "isms" of racism, sexism and ageism as well as homophobia and ethnic bias.

At the conference last summer, the PRD was singled out for praise by the advisory board for our sensitivity to the issues of race and gender. Program highlights for us included several programs that focused on professional freedom and responsibility: a joint session on equity for Hispanic scholars; a mini-plenary that explored why the new majority of women in the profession is treated as a minority; and a preconference working-paper session on gender, just to name a few. In addition, an impressive number of individual members of this division devote a great deal of their time to equity issues throughout the year. This work is reflected in research papers, grants from major professional associations, book-length publications, journal articles, talks to groups of practitioners and new courses and teaching techniques directed toward the concerns of women and people of color.

Recall that at our August business meeting we:

- * Changed the "Minorities" committee to "People of Color."



HEADLines,
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- * Brought our by-laws into line with divisional traditions.
- * Learned that we're on firm financial ground as a division.
- * Remarked on 1989 as the first year a research paper session was held on teaching standards.
- * Acknowledged the "Graduate Student of Color" award winner, Top three paper winners, student research paper winner, teaching paper winner and Kappa Tau Alpha award winner for student research productivity and quality.
- * Elected the 1990 nominating committee of **John Pavlik**, **Jim VanLeuven** and **Catherine Pratt**. This group will be coordinating a letter campaign to promote the candidacy of divisional member **Jim Grunig** for president of AEJMC.
- * Expressed appreciation for outgoing head **John Pavlik**, the other 1988-89 officers and the co-editors of our publication, the *Public Relations Research Annual*.

So let me end as I began--by thanking those who have helped make this a strong division and encouraging everyone to continue building on that foundation. My special thanks to **Carolyn Cline** and **Bruce Renfro** for the design and production of our newsletter in their new Mac lab.

Here's to a great year--in advance!

Lauri Grunig
Head, Public Relations Division,
AEJMC

**Research
Committee
Recommends:**
*Identify judges;
PRD Plans*

The AEJMC Standing Committee on Research made a number of recommendations related to the judging of research papers during the group's meeting at the Washington, D.C., convention in August.

The majority of recommendations were a result of an attempt to ensure that there is no conflict of interest in paper judging. First, the committee recommended that, if possible, judges should not submit papers to competitions in which they are reading papers. Second, the chair of the research competition should not submit a paper in

Committee,
cont'd . from p. 3

that category.

The committee also noted that the names of the judges should be made public, that two to three judges read each paper and that comments should be written on judging sheets to assist authors.

The PR Division will sponsor five research paper sessions at the 1990 Convention in Minneapolis. Deadline for paper submissions is **April 2**. Awards will be given for the top three faculty papers and the top student paper.

The call for papers was sent to all division members in early November. Individuals are asked to duplicate the flyer and distribute copies at other conferences they might attend so that we may have a good response for the division.

One session will be devoted to the divisional conference theme "Diversity by the Year 2000." Papers should look at how discrimination in gender, race, age and sexual preference is being removed or how it can be removed.

Research chair is **Lillian Lodge Kopenhaver**, School of Journalism and Mass Communication, Florida International University, North Miami, FL 33181, (305) 940-5625, FAX: (305) 956-5498.

PRD Minutes
August 11, 1989
Washington, D.C.

The 1989 National Convention business meeting of the Public Relations Division was called to order by division head **John Pavlik**, Gannett Center for Media Studies.

Adoption of the minutes from the 1988 division business meeting and the 1988 Treasurer's Report were moved by **Carl Botan**, seconded by **Glen Broom** and passed unanimously by voting members.

Officers

Officers for 1989 were introduced: Head--**Larissa Grunig**, University of Maryland, who moves up from Vice Head; Vice Head--**Todd Hunt**, Rutgers University; Secretary-Treasurer--**Shirley Ramsey**, University of Oklahoma; and Delegate-at-large--**Dean Kruckeberg**, University of Northern Iowa.

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Pavlik reported that "Diversity by the Year 2000" will be the theme for the 1990 conference to be held in Minneapolis. He encouraged the incoming executive board of the division to reflect on this and attempt to create a "thematic" convention at the division level, as proved to be true of the 1989 convention.

Awards

Pavlik recognized the top award-winners: Top student paper, **Hsiu-hui Sun** of the University of Wisconsin-Madison; top three faculty papers: **Kathryn T. Theus**, "Organizational Ideology, Structure and Communication Efficacy;" **Elizabeth Lance Toth**, "Whose Freedom and Equity in Public Relations?"; and **M.A. Ferguson, J.M. Valenti and G. Malwani**, "Communicating with Risk-Takers."

Committee reports

Pavlik called for committee reports. **Larissa Grunig**, vice head and divisional program chair, itemized 1989 program refinements in a detailed report. Highlights showed results of extensive long-range planning: 11 suggested mini-plenaries became six fleshed-out proposals at the AEJMC winter meeting in New Orleans, December 1988. Of these six, authored by **Todd Hunt, Dean Kruckeberg, Cathy Pratt and Linda Scanlan**, two were adopted, of which the division became co-sponsor: "Majority as Minority: Women and Minorities in Journalism," and "Has the FOIA Survived the Reagan Administration?" As noted in the report, three division proposals were accepted as joint sessions.

Chuck Salmon, chair of the research committee, reported that 23 research papers were submitted for consideration for this year's conference.

Dean Kruckeberg, chair of the Professional Freedom and Responsibility Committee, reported on a number of activities designed to display membership activities in free expression, ethics, media criticism and public service. Especially noted was a special issue of *Public Relations Review* on women in public relations, edited by **Larissa Grunig**.



Jim Grunig, co-editor of *Public Relations Research Annual* with **Larissa Grunig**, reported on successful alignment of annual needs with division funding and called for ideas for reviews of public relations theory and research for the annual.

Bob Rayfield, chair of Membership, reported on 175 personal efforts to extend division membership and halt the continuing

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membership decline, largely attributed by members to the Weaver statement on public relations that appeared in the *Chronicle of Higher Education*.

Marilyn Kern-Foxworth, chair of Minority Affairs, reported on the first "Graduate Student of Color" award.

Maria Russell, newsletter editor, expressed thanks to the Newhouse School of Communications for support during her two years as newsletter editor.

Dan Lattimore, chair by-laws, moved that the division chief officer "shall be delegated as head," the motion seconded by **Judy Van Slyke Turk** and passed by voting members.

Shirley Ramsey, delegate-at-large, noted efforts to coordinate with speech communication departments regarding public relations.

Elizabeth Lance Toth, chair of the Nominations Committee, reported 22 ballots cast for the 1989 officer's slate.

Lillian Lodge Kopenhaver, chair of the Teaching Standards Committee on the Status of Women, reported a number of activities, including the efforts of division members **Leslie Steeves**, **Lana Rakow**, **Pam Creedon**, **Larissa Grunig**, and **Carolyn Cline** to join other authors of *Women in Mass Communication: Challenging Gender Values* in pledging royalties to a special fund to support further research on women in mass communication.

Jim Van Leuven and **Catherine Pratt** were nominated to the 1990 Nominating Committee. **John Pavlik** moved, **Elizabeth Toth** seconded and voting members passed that **Pavlik**, **Van Leuven** and **Pratt** comprise the 1990 Nominating Committee. Division members in attendance acknowledged the valuable efforts of the **Grunigs** in publication of *Public Relations Research Annual* and expressed appreciation to **John Pavlik** for a good year.

Meeting adjourned at 10:30 p.m.

Respectfully submitted,
Shirley Ramsey,
Secretary

**Minorities 2000:
The Shape of Things
to Come**

This column appeared as the "President's Bulletin" in the Cedar Valley PRSA Newsletter.

Marilyn Kern-Foxworth, the first African-American in the United States to receive a Ph.D. with concentration in public relations and advertising and the first woman and person of color to win the Pathfinder Award from the Institute for Public Relations Research and Education (1988), has a provocative article in the August 1989 *Public Relations Journal*.

In "Minorities 2000: The Shape of Things to Come," she reports that minorities represented 21 percent of the U.S. work force in 1987, but only 7.3 percent of public relations practitioners that year were minority members.

Projections indicate minorities will account for 30 percent of employees in the United States during the next decade. Kern-Foxworth says that "by any standard, minorities are greatly underrepresented in public relations." She says rectifying this problem during the next decade "is going to require a rethinking of the way the (public relations) industry has traditionally done business" and will demand "strong, bottom line-oriented leadership from minority professionals and from the industry."

Two programs at the national convention of the Association for Education in Journalism and Mass Communication in August underscored her concerns. "Majority as Minority: Women and Minorities in Journalism" and "Inclusivity in Journalism: Equity for Hispanics" conclusively illustrated that not only are people of color underrepresented in public relations practice, but also that women professionals have not yet achieved equity. (The latter situation is aggravated by many people's assumption that gender equity has already been resolved.)

Such inequities should concern all public relations practitioners, not only because they represent unmet moral/ ethical/social obligations, but also for a plethora of compelling and readily obvious pragmatic and practical reasons. However, resolving equity issues is extremely difficult and complex, and no one group of people can work alone toward their resolution. Committed professionals and their organizations point toward the universities, saying "Send us well-prepared, entry-level minorities; we want to hire them." The universities tell the high schools, "Send us career-oriented minorities; we want to educate them" High school counselors say we need to reach such students well before they enroll in secondary school.

Minorities 2000,
cont'd. from p. 7

It is the responsibility of all of us to help resolve gender inequities and to assure better representation of people of color within our profession. Some of us are in positions to hire available practitioners of underrepresented groups; some of us have excellent resources within our organizations to help us encourage minority students to seek out careers in public relations; and some of us can volunteer to visit high schools (and even grade schools) to tell about our profession.

Perhaps we as a chapter have some opportunities we have not yet considered to share with students from underrepresented groups the excitement and challenge of our profession which--lest we take it for granted--is one of the most interesting and satisfying careers anyone could choose. Let's explore our individual and collective opportunities, and make such efforts a continuing priority of the Cedar Valley Chapter of the Public Relations Society of America.

-- Dean Kruckeberg

Teaching Series Editor

The Division's *Teaching Public Relations* series will begin its third year with the next issue. Editor **Todd Hunt** will increase the number of members on the publication's advisory board in order to spread out the task of reviewing manuscripts.

PRD members interested in joined the advisory board should write to **Hunt** at the Department of Communication, Rutgers University, 4 Huntington Street, New Brunswick, NJ 08903. Please include a curriculum vita.

Current advisory board members are: **Linda Scanlan**, Norfolk State; **Judy VanSlyke Turk**, Kent State; **Elizabeth Lance Toth**, Southern Methodist; **Dennis Wilcox**, San Jose State; **Jack Detweiler**, Florida; **Pam Creedon**, Ohio State; **John Pavlik**, Gannett Center; **Mark Larson**, Humboldt State; **Robert Rayfield**, California State-Fullerton; **Lillian Lodge Kopenhaver**, Florida International; **James E. Hunt**, James E. Hunt & Associates.



TPR is a refereed occasional series that currently is accepting slightly fewer than 50 percent of the manuscripts submitted. **Hunt** said that increasingly the rejections or requests for resubmissions are coming because the referees indicate a desire for literature reviews and more rigorous evidence that teaching methods have been tested for effectiveness. Referees also have suggested less

Teaching Series,
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reliance on purely anecdotal information.

Because many basic topics already have been covered once, **Hunt** said finer cuts on teaching methods are needed for the series.

The current number in the series -- No. 14 by **Larissa Grunig** of Maryland -- was typeset from the author's floppy disk. **Hunt** said that authors whose manuscripts are accepted will be encouraged to submit their final drafts in WordPerfect PC format, or on Macintosh diskettes, both of which Rutgers is prepared to format for use in *Teaching Public Relations*.

Currently *TPR* articles are being processed by students in the Rutgers Masters of Communication and Information Studies (MCIS) program and student officers of the Rutgers PRSSA chapter.

Teaching Public Relations is a benefit of membership in the Public Relations Division of AEJMC and is distributed with issues of the division newsletter.

Washington "Town Meeting" Indicates PR Teachers' Wishes
They want greater autonomy, but not a split from "J" school

Apparently the hurt is over. Public relations teachers -- many of whom appeared ready to secede from AEJMC a year ago after the organization's president was quoted as saying PR and advertising education did not belong in "J" schools -- now opt instead for greater autonomy within their home units.

That was the consensus as PRD and Advertising Division members held an innovative "Town Meeting" at the Washington convention in August. The topic for the session was "Re-Thinking Advertising and Public Relations Education." Following short presentations of background and research data by panelists selected from the two divisions, floor debate was opened on three propositions set forth by moderator **Todd Hunt** of Rutgers.

The key proposition was defeated by a margin of 2-1 among the approximately 65 persons attending. It called for advertising and public relations to become "free-standing units...setting their own requirements and controlling their resources.

(The "propositions" were for debate only. The votes do not necessarily reflect the official position of either of the sponsoring divisions.)

"Town Meeting,"
cont'd. from p. 9

Participants in the "town meeting" also overwhelmingly rejected a proposition that advertising and public relations education in the future should be at the level of the master's degree and continuing education for professionals.

A third proposition called for academics to seek support from industry that would enable advertising and public relations to enjoy greater autonomy within their disciplines, whether journalism or speech communication. That proposition passed overwhelmingly, along with a companion proposition made from the floor calling for PR and advertising to seek department status within their existing school or college units.

In support of the third proposition, one panelist called and said that "public relations and advertising instructors are going to have to use their persuasive powers to convince corporations and agencies to support our programs, just as J-school administrators have successfully hit up the media owners for support."

But a member of the audience cautioned that seeking support from industry could invite meddling on the part of the contributors, and that public relations educators must maintain control of the curriculum when seeking donations of funds, services or equipment.

In the true spirit of a town meeting, many audience members rose to speak. When it became apparent that mutiny was not on the minds of the majority, comments and suggestions turned to ways public relations and advertising educators can assure that their fields receive respect as well as a fair share of the resources in their schools and departments.

One panelist pointed out that provosts feel the too-popular fields of PR and advertising need to cut enrollments and demonstrate that they can attract research grants if they want more support from the university.

In reply, a speaker from the floor pointed out that "the majority of departments teaching public relations are small and not at major research universities, so it's a vicious circle -- how can we convince provosts that we are active researchers?"

Provosts also tend to want fewer, not more, units reporting to them and thus are not receptive to separatist movements from sub-disciplines such as public relations and advertising, the panelist added.

"Town Meeting,"
cont'd. from p. 10

Participants on the town meeting panel from the Public Relations Division, in addition to **Hunt**, were **Peter Haberman** and **David Martinson** of Florida International University, and **Douglas Starr** of Texas A&M.

-- **Todd Hunt**

**Why People Leave
Or Don't Join AEJMC**
*Comments from the PRD
Membership Chair*

As the membership chair of the division this year and last, I have been concerned about the shrinkage of our membership. My investigation of the problem revealed two facts which you may have anticipated: (1) not many new people are joining our ranks; and (2) some 25 members have left us. I'll note the reasons I've found this to be the case and then ask for your opinions.

The membership people at AEJMC see the problems as fairly straightforward: we raised the dues. Although they are not able to give me the names of our dropouts, the people I spoke with think we are losing the multiple-division people. Several prominent members of AEJMC have belonged to several divisions. Ours was especially popular because the cost was low. But the *Public Relations Research Annual* caused the dues to go up, and some decided to cut their costs by dropping out of a division in which they had minor interest.

Fair enough. Anyone associated with **Jim** and **Lauri Grunig** would expect *PRRA* to be a great bargain. Anyone who read the first annual would be convinced. Word will get around.

A second lost public concerns me more. It consists of public relations educators who found the new total costs too high and decided to leave us. Those familiar with other professional organizations realize that AEJMC still is a distinct bargain. But some of our members are hard pressed financially, and we have to try to understand their motivations. The worst part of losing them is that by leaving us they increase the probability that they will continue to have financial problems. I have found the Public Relations Division to be a definite asset to my academic career.

Another departing public is "mad as heck and isn't going to take it any more." These people say they are tired of contributing so much to AEJMC and getting so little in return. They invariably recall the past president who chose to represent all the members of the association

Why They Leave,
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by encouraging public relations to go elsewhere.

We can't change that immediately. As a former journalist, I know there is a good deal of anti-public relations sentiment in the communications career areas, professional and academic. But we won't get it to go away by moving out. We will demolish it in the future as we have in the past--by demonstrating the quality of our contribution on every level, concomitantly increasing our influence. And our benefits from being members of the society far outweigh such limitations.

But it is the last departing public which concerns me the most--the unchallenged. Some public relations practitioners and educators view us from afar and are much impressed. They read the papers our members submit. They learn of the vibrant committees in PRD, whose members are doing so much to contribute to the body of knowledge, teaching and stature of public relations. They see our informal social camaraderie, and they want to be a part of it all.

So they join PRD. They attend meetings and do not feel welcome. They volunteer to serve on committees and no one ever asks them to do anything. No one ever even contacts them. We are not into theoretical discourse here. I speak of actual cases. Some members have been disgusted and have left AEJMC because of us.

What can we do? First, I think we have to work harder to keep those we have. Our leaders have always worked. Now we all need to get involved. Let's find out what our members expect and try to meet their expectations. In 20 years of association with public affairs and public relations I have never found a public relations intellectual stimulation equal to that of the PRD. Let's make all our members a part of it.

Second, we need to get back to the dropouts. But I can't do it alone. What we need is a great deal of individual effort from our members. If each member talks to someone he or she knows who has left us, finds out why and lets me know, we can make changes or provide the rationale required to show why changes are needed.

Third, we need to know who are the potential members out there. Last year I wrote an article in this publication asking for the names and addresses of potentials. I got three. Each of us knows at least five public relations educators who ought to be AEJMC/PRD members. Help us out. Let me know who they are. If the PRD is to be the best it can be, we cannot afford not to have all of the best. Let's make sure we get them all.

Why They Leave,
cont'd. from p. 12

Now I need your input. What can we do? What leads do you have? Call me with your ideas and tips. Fax me. Log in on BitNet. Call me and tell me what's wrong with PRD. Disguise your voice if you like. If I'm not there, leave a message on my phone recorder (714) 773-3698. Our organization is too important to let it decay.

Let's move!

-- Bob Rayfield

**New Co-editors
for PRD Newsletter:
Carolyn Cline and
Bruce Renfro**

As new co-editors of the *PRD Newsletter*, we'd like to let you know what we plan for the coming year. Our single, overriding goal is to pull the community of Public Relations Division members closer together. To that end, we want the newsletter to be a communication vehicle carrying news of members, fellowship events, calls for papers and convention notices. We've tried to cover those bases in this issue. Later this year we'd like to add a couple of other sections to the newsletter.

The first addition will be a section on work in progress by PR Division members. We'd like to help you share information with other division members about your research areas and interests and about your teaching projects. We'll send around forms--short forms--before the next issue on which you may note your areas of interest or your current teaching projects.

The second addition will be a book review section. We'll try to provide short reviews of public relations books that will prove useful in your teaching and in your research. We ask for your help in bringing good new books to our attention, and we ask for your indulgence when we ask for help in reviewing.

Some members of long-standing in the division already know what most everyone else is working on. Some of the newer members may not be so sure. By publishing updates on work in progress, we hope you'll know exactly whom to buttonhole at the next convention or whom to correspond with to explore areas of mutual interest.

We believe that one of the best ways to strengthen the community of public relations scholars and teachers is to increase your knowledge of your colleagues' scholarly and teaching interests.

Co-editors' Letter,
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If you have any newstips, calls for papers, convention notices or other material you believe belongs in the newsletter, please drop us a line at Southwest Texas State University (or fax to 512 245-3040).

-- Carolyn Cline
Bruce Renfro

**Call for Papers
on Teaching:**
April 1 Deadline

The Public Relations Division will offer a certificate of award for the outstanding paper related to teaching public relations to be presented as part of a competitive paper session sponsored by the Teaching Standards Committee of the 1990 Annual Convention of AEJMC in Minneapolis, August 9-12.

The winning paper will also be considered for the "Teaching Public Relations" series published by the Public Relations Division.

Papers submitted to the Teaching Standards Committee should test, refine or expand upon an applied public relations principle or practice as it relates to teaching; or, critically review an issue relevant to public relations teaching; or, explore methods in teaching the public relations course. Submitted papers should not have been presented in other forums. Student papers are encouraged.

Special consideration will be given to papers based on the theme chosen by the Public Relations Division for 1990: "Diversity by the Year 2000."



Faculty authors must attend the Minneapolis convention to present their papers. Co-authored papers must be presented by one of the authors. Students are urged, but not required, to present their papers at the convention.

Papers will be judged blind. Please put your name on the cover page only.

Send six copies of your paper and a 75-word, single-spaced abstract by the April 1, 1990 deadline to Maria P. Russell, Chair, Teaching Standards Committee, c/o the Newhouse School of Public Communications, Syracuse University, 396NCC11, 215 University Place, Syracuse, New York 13244.

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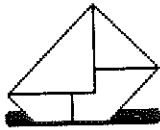
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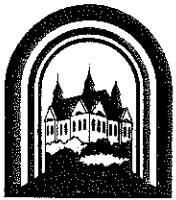
**Research Division
Seeks Papers;**
April 2 Deadline



The Public Relations Division seeks research papers from both faculty and students for competitive research paper sessions at the 1990 convention. Papers should test or develop theory in a public relations context, systematically test or refine a public relations principle or practice, analyze legal, ethical and historical questions, or critically review a concept, issue, or model germane to public relations research or practice.

The top three papers will be recognized at the Awards Luncheon in Minneapolis and will be considered for publication in *Public Relations Research Annual*. The top student paper also will be recognized at the awards luncheon. Authors must be present in Minneapolis to present their papers.

Submissions should be made to Dr. Lillian Lodge Kopenhaver, School of Journalism and Mass Communication, Florida International University, North Miami, Florida 33181.



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