

PR DIVISION NEWSLETTER

WINTER

Official Newsletter of the Public Relations Division
Association for Education in Journalism and Mass Communication

1989

1989 CONVENTION PROGRAM HIGHLIGHTS

By Lauri Grunig

Planning for the 1989 AEJMC convention to be held August 9-13 at the Grand Hyatt in Washington, DC, was completed at the winter meeting held in early December in New Orleans. Your official representatives, Chair John Pavlik and Vice-Chair Lauri Grunig, wheedled, argued, bartered and cajoled until we were delighted with the outcome for the PRD. We ended up sponsoring two pre-convention workshops, two mini-plenaries, four joint sessions, four research-paper sessions, one teaching-paper session, a business meeting, and a social.

In this article, we will describe the schedule that resulted in greater detail, with the hope that all readers of our newsletter will plan accordingly. Make reservations for an early arrival and stay through the Kappa Tau Alpha luncheon that concludes the convention.

This year's conference theme is "Freedom and Equity." AEJMC President Tom Bowers has announced a contest for best papers presented at the convention based on this theme -- \$500 each for the outstanding faculty and student efforts. Each division is charged with choosing a paper in each category to send on for further judgment.

Look what the program itself offers members of the PRD:

Wednesday, August 9 (Pre-convention Activities)

9 a.m. - 1 p.m.: Issues Affecting Minorities and Women for Promotion and Tenure.

1-4 p.m.: Teacher Training Workshop

3-5 p.m.: Invited paper seminar on gender issues and PR

7-10 p.m.: Teaching Writing for Public Relations

Thursday, August 10

8:45-10:15 a.m.: PRD research paper session

10:30-noon: Opening brunch (Notice the change from previous years. The 1989 convention starts on a Thursday, beginning with a brunch followed by the keynote speaker rather than a reception on the first night of the meeting.)

12:15-1:45 p.m.: Keynote speaker (AEJMC President Tom Bowers is working on getting a member of the Supreme Court to speak.)

2-3:30 p.m.: Teaching paper session (Remember that the PRD is offering a \$50 award for the outstanding paper related to teaching that will be presented as part of this competitive session. The winning paper also will be considered for the new series "Teaching Public Relations," published by the PRD and edited by Todd Hunt.)

3:45-5:15 p.m.: Joint session sponsored by the PRD and
(Continued on page 10)

MESSAGE FROM JOHN PAVLIK...

It Was A Very Good Year

As we begin a new calendar year it seems appropriate to reflect on the performance of the Division during the past academic year. Even a quick glance at the annual report reveals a number of major accomplishments. Heading that list is the final approval to publish Public Relations Research Annual (PRRA), co-edited by Jim and Lauri Grunig.

Other major accomplishments include:

*Production of a report by the Task Force on the Future of Public Relations Education;

*Introduction of the Teaching Papers Series;

*Continued AEJMC national committee participation by Division members;

*Appointment of Division standing committee on minority affairs to work with PF & R standing committee;

*A record submission of 42 papers for refereed research paper sessions, up from 1986-7 record number of 25 submissions;

*Recognition of top three research papers with honorary certificates;

*Presentation of first (and last!) \$50 award to top teaching paper;

*Recognition of outstanding student paper with \$175 award; and,

*Outstanding national convention programming on three areas: teaching, research, and professional freedom and responsibility.

Our 1988-89 agenda includes a continued emphasis on producing outstanding national convention programming, which is detailed in an article by Lauri Grunig in this issue of the newsletter.

MEMBERSHIP RISING

Despite a final loss of 16 members between November, 1987 and September, 1988, Public Relations Division membership has been steadily increasing during the past five years. Many of those terminating their Division membership did so in reaction to the controversial comments about public relations teaching made by David Weaver, former president of AEJMC.

The number of paid members as of August 31 for the past five years follows:

1983.....212	1985.....295	1987.....358
1984.....272	1986.....313	1988.....363

One of our primary goals for the next year is to maintain this pattern of Division growth, although we face a special challenge to do so because of the increase in dues. (See the Fall, 1988 Division newsletter for a full discussion of the dues increase.)

CALL FOR PAPERS

Public Relations Division
Association for Education in Journalism & Mass Communication

Annual Convention: August 10-13, 1989, Washington, D.C.

The Public Relations Division is seeking research papers for the 1989 meeting of AEJMC, to be held at the Grand Hyatt in Washington, D.C., on August 10-13. Papers submitted to the research committee should test or develop theory within the context of public relations; systematically test or refine a public relations principle; or critically review a concept, issue or model germane to public relations research. All research methodologies are welcome, including, but not limited to, behavioral, legal, historical, critical and organizational.

The "Top Three" papers in the faculty competition will be considered for publication in *Public Relations Research Annual*. The top student paper will be acknowledged through a cash award intended to defray conference registration and/or travel expenses. Authors whose papers have been accepted are expected to be present at the conference or, in exceptional circumstances, make arrangements to have the paper presented by a colleague.

Submissions should consist of: [1] a title page with name, address and telephone number of author(s); [2] four copies of the paper; and [3] an abstract of no more than 75 words. Papers entered in the student competition may not be co-authored by faculty.

Send submissions by **APRIL 1, 1989, to:**

faculty competition

Professor Charles Salmon
5115 Vilas Hall
University of Wisconsin
Madison, WI 53706
(608) 262-3691

student competition

Professor James Everett
5115 Vilas Hall
University of Wisconsin
Madison, WI 53706
(608) 262-3691

RESEARCH ANNUAL AVAILABLE IN APRIL
by Lauri and Jim Grunig, Coeditors

Volume 1 of the Public Relations Research Annual is in production and will be mailed to members of the Public Relations Division in April. Members now renewing their divisional membership are paying an additional \$15 for the Annual, half the list price.

We currently are reading page proofs of the first volume and are impressed with the quality of the work Lawrence Erlbaum is doing. For the second volume, we have had three research reviews and eight reports of original research submitted. These manuscripts are being reviewed by members of the editorial board, and the second volume should go to the publisher early in 1989.

CALL FOR NOMINATIONS

The PR Division's nominating committee, chaired by Elizabeth Lance Toth, is seeking nominees for the following division offices:

- vice head/head elect (would automatically move up to division head the following year, 1990-91)
- secretary/treasurer
- delegate at large to the division executive committee.

If you would like to nominate any member or yourself for any of these offices, please send your nominations no later than March 15th to: Elizabeth Lance Toth
Center for Communication Arts/McFarlin West
Southern Methodist University
Dallas, TX 75275

PLEASE SUPPORT THE PR DIVISION CANDIDATES FOR NATIONAL OFFICE!

We are pleased to note the large number of PR Division members on the slate as candidates for AEJMC national officers.

Be sure to write their names in on the AEJMC Official Recommendation Ballot coming to you soon under separate cover.

For the Professional Freedom and Responsibility Committee:
Dianne Cherry, Norfolk State University

For the Research Committee:
David Dozier, San Diego State
Mary Ann Ferguson, University of Florida

For the Teaching Standards Committee:
Carol Oukrop, Kansas State University
Linda Scanlan, Norfolk State University

CALL FOR PAPERS

PUBLIC RELATIONS DIVISION ***Association for Education in Journalism and Mass*** ***Communications***

The Public Relations Division will offer an award certificate for the outstanding paper related to teaching public relations to be presented as part of a competitive paper session sponsored by the Teaching Committee of the division at the 1989 AEJMC Convention in Washington, D.C., August 10-13.

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

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

Faculty authors must attend the Washington convention to present their papers. Co-authored papers must be presented by one of the authors. Student research papers are especially encouraged. Students are urged, but not required, to present their papers in Washington.

DEADLINE FOR SUBMITTING PAPERS IS APRIL 1, 1989

Send SIX copies of your paper and a 75-WORD, SINGLE-SPACE ABSTRACT to:

Prof. Lillian Lodge Kopenhaver
School of Journalism and Mass Communication
Florida International University
No. Miami, FL 33181

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

GOOD JOB!

Following is a letter sent late in 1988 to Elizabeth Lance Toth, then chairman of the PR Division:

I just read your annual report for the Public Relations Division, and I want to congratulate you, your officers and all division members for an outstanding year.

In particular, the division is to be commended for several accomplishments and activities:

- the launching of the PR Division Research Annual;
- the useful pre-convention workshop on teaching the public relations research course and the equally useful workshop at the winter meeting;
- the record number of research paper submissions and the cooperation with other division in convention sessions;
- relations with the Public Relations Society of America.

You did an excellent job as head, and I am sure the division will continue its outstanding activities under John Pavlik's able leadership. Best wishes for the coming year.

Sincerely,
Thomas A. Bowers, President, AEJMC

PR DIVISION NEWSLETTER

This newsletter is published quarterly for the PR Division of the Association for Education in Journalism and Mass Communication by Syracuse University's Newhouse School of Public Communications. Information of interest to Division members should be sent to The Editor. Deadline for copy for the Spring 1989 issue is March 31.

EDITOR

Maria P. Russell
Newhouse School of Public Communications
Syracuse University
215 University Place
Syracuse, NY 13244-2100

PRD PLANS PRE-CONVENTION ACTIVITIES
By Lauri Grunig, vice-chair, PRD

Plan to arrive in Washington, DC, at least a day ahead of the formal opening of this summer's AEJMC conference. The Public Relations Division has planned two special sessions and its members are integrally involved in another for Wednesday, August 9.

Further, the morning pre-convention session on "Issues Affecting Minorities and Women for Promotion and Tenure" -- sponsored by the Standing Committee on Research, the Committee on the Status of Women and the Minorities Committee -- is being planned by two members of the PRD: Jim and Lauri Grunig. Jim is a member of the Standing Committee on Research and Lauri is the vice-chair of the PRD. This session is scheduled from 9 a.m. to 1 p.m. Wednesday.

No time for lunch! Let's reassemble from 1 to 4 p.m. Wednesday for the teacher-training workshop jointly planned by a past chair of the PRD, Judy VanSlyke Turk, and the Public Relations Society of America. Titled "Teaching Teachers to Teach" is a first effort, in Judy's words, "to provide tactical tips and encouragement for individuals new to public relations education: both those who may be recent doctoral graduates in their first teaching positions and those practitioners who enter academe either as part-time instructors or as full-time faculty members."

This idea, initially discussed at the Educators' Section meeting of PRSA in Cincinnati last fall, will serve as a pilot test for a repeat performance planned in conjunction with PRSA's national convention next October. Tentative topics include developing a syllabus, organizing a course, developing assignments, choosing pedagogic techniques and testing methods to match subject matter, setting appropriate grading standards and earning promotion and tenure.

Overlapping somewhat with this workshop for beginning educators is an intriguing seminar on gender issues, hosted by Elizabeth Lance Toth, immediate past chair of the PRD. She urges all AEJMC members to submit proposals for papers on gender issues and public relations for consideration as part of a special working-paper session from 3 to 5 p.m. Wednesday. Those selected, on the basis of their proposals and resumes, will submit papers by June 1 for circulation to other seminar participants. The focus of this seminar will be a discussion and critique of the research.

Yes, we will take a break for dinner! Then back to the conference table for an evening session organized by the PRD secretary/treasurer, Todd Hunt. This workshop for master teachers, scheduled from 7 to 10 p.m. Wednesday, will be modeled

(Continued on next page)

after the successful session held at the 1987 AEJMC midwinter meeting in Indianapolis. Speakers and audience members both will be those who teach public relations writing or related courses. The session involves the exchange of syllabi and other instructional materials. (See following article for full details.)

PRE-CONVENTION BONUS

The Public Relations Division will offer a pre-convention workshop on "Teaching Public Relations Writing" from 7 to 10 p.m. Wednesday, August 9. There is no charge for the workshop, and those wishing to attend do not need to pre-register.

The time will be equally divided between presentations by panelists and open discussion between panelists and participants. A complete set of materials prepared by the panelists will be distributed to all participants, including course handouts and examples of effective exercises.

Panelists for the workshop are co-authors of some of the leading texts used in public relations courses.

Doug Newsom of Texas Christian University and Bob Carrell of Oklahoma, co-authors of Public Relations Writing (Wadsworth), will focus on teaching students to analyze the purpose and audience for the message in order to sharpen their writing.

Warren Agee of Georgia, co-author (with Dennis Wilcox and Phillip Ault) of Public Relations: Strategies and Tactics (Harper & Row) will discuss the importance of teaching newswriting techniques to prepare students for entry-level positions.

Todd Hunt of Rutgers, co-author (with James Grunig) of Managing Public Relations (Holt, Rinehart & Winston) will present examples of feedback mechanisms such as memos and critique forms that supplement the typical marginal notes on students' papers.

The workshop is aimed not only at those who teach public relations writing courses, but also at teachers of campaigns or principles courses who would like to place a greater emphasis on writing. Because of the opportunity to participate in the open discussion, experienced teachers are encouraged to attend as well as those who have just begun to teach writing courses.

For more information, contact Public Relations Division secretary Todd Hunt, Rutgers University Department of Communication, 4 Huntington Street, New Brunswick, NJ 08903. (201-846-1151)

KERN-FOXWORTH WINS PATHFINDER AWARD FROM FOUNDATION

Dr. Marilyn Kern-Foxworth, an associate professor in the department of journalism at Texas A&M University, and an active member of the PR Division, has been awarded the Pathfinder Award from the Foundation for Public Relations Research and Education. The award is given annually to a researcher who has conducted original, scholarly research that has made a significant contribution to the body of public relations knowledge and practice.

Dr. Kern-Foxworth is the first woman and the first minority to receive the award. She is also the first black person in America to have received a Ph.D. with a concentration in advertising and public relations. "Unlocking the Acrylic Vault: Role Perceptions of Minority Public Relations Practitioners" was the title of the research for which she received the award. For her research she received a \$1000 cash award, round-trip airfare to the awards ceremony and a plaque. The selection was made by a panel of distinguished public relations educators and practitioners and the competition was open to all college and university professors teaching public relations throughout the United States. Dr. Kern-Foxworth has taught public relations for eight years and is currently writing a book titled, "Aunt Jemima, Uncle Ben and Rastus: A Historical Perspective on Blacks in Advertising and Public Relations."

TOO MANY OR TOO FEW?

Inadvertently, in the Fall 1988 Newsletter of the PR Division, some of you received both Number 6 and Number 7 in Todd Hunt's series on "Teaching Public Relations;" some of you received Number 6, but not Number 7, and vice versa. The simplest way to correct this error is to send each of you both copies; if you already have them, please pass along to a colleague. While we're on the subject, the PR Division would like to recognize the great success of this series in its first year, and thank Todd Hunt for taking on this ambitious project on behalf of all who teach public relations.

-- The Editor

(Continued from page 1)

Advertising Division on "Rethinking PR and Advertising Education." This "town meeting" will consider several propositions related to where advertising and public relations should be taught and at what level. Todd, who planned this session, will moderate. An officer of the Advertising Division will serve as sergeant at arms, recognizing speakers from the floor, maintaining decorum during the debate and conducting the straw vote to indicate the balance of support for each proposition.

Invited speakers (established leaders in the two divisions) will be recognized first in open-debate format, followed by statements and inquiries from the audience. Invited speakers also will prepare a summary of their main points for an article (including the results of the straw votes) that will appear in divisional newsletters and possibly in publications read by professionals in the fields of advertising and public relations.

5:30-7 p.m.: Joint session sponsored by the PRD and Minorities Division on "Faculty of Color." (Our collaboration on this program grew out of a proposal from the PRD's chair of professional freedom and responsibility Dean Kruckeberg on inclusivity in journalism education, especially for Hispanic scholars.)

7:15-8:45 p.m.: PRD research paper session

Friday, August 11

9:45-11:45 a.m.: Plenary: Freedom and Equity: Teaching Students for a Pluralistic Society/Teaching Standards

1:45-3:15 p.m.: Mini-Plenary: Majority as Majority: Women and Minorities in Journalism (We are primary co-sponsors of this session, along with Radio-Television, thanks to Dean Kruckeberg's strong initial proposal.)

3:45-5:15 p.m.: Joint session sponsored by the PRD and Newspaper Division on "Newspaper Business Sections"

7:15-8:45 p.m.: PRD research paper session

9-10:30 p.m.: PRD business meeting

10:30 p.m.: Social, co-sponsored by the PRD and divisions of history, newspaper and advertising.

Saturday, August 12

8-10 a.m.: AEJMC business meeting

10 a.m.-noon: Plenary: "Whose Speech Is Protected? The First Amendment, Pornography and Feminism/Research"

2-3:30 p.m.: Mini-plenary sponsored by the Law Division, with the PRD as a secondary sponsor on "Has the FOIA Survived the Reagan Administration?" (We plan to incorporate many of Cathy Pratt's ideas from her initial proposal into this session.)

4-5:30 p.m.: Research paper session co-sponsored by the PRD and Theory and Methodology Division

5:45-7:15 p.m.: PRD research paper session

Sunday, August 13

10:45 a.m.-12:45 p.m.: Plenary: Corporatization and Academic Freedom/PF&R

1-3 p.m.: Kappa Tau Alpha luncheon and closing ceremony