



JUN 5 1990

PRD NEWSLETTER

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

Summer 1990

HEADLINES

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Dear Members of the AEJMC Public Relations Division:

First, a word of congratulations to division member **Judy VanSlyke Turk**, who was the top vote getter in the election for AEJMC's Standing Committee on Teaching Standards. Judy also has been appointed to the chair of PRSA's Body of Knowledge Project. A number of members of this division serve on the board of that project as well.

I'm sorry I cannot report a victory for our divisional endeavor to support **Jim Grunig's** candidacy for AEJMC president. Even this disappointment, however, should be tempered with the understanding that our organizational efforts at least helped ensure that an educator in public relations won a spot on the ballot. Thanks to all who supported the effort. And it's not too early to start thinking about nominations for AEJMC offices for next year.

More immediately, though, a few words about the August convention. Our efforts to deal with questions of diversity seem to be paying off. For example, **Elizabeth Lance Toth** tells me that she received 11 proposals for her pre-conference working-paper session on gender issues. Also, **Jack Detweiler** and **Marilyn Kern-Foxworth** have been busy recruiting both funds and applicants for the scholarship administered by our People of Color Committee.

Cont'd, p. 2

*More Excitement at the
August Convention*



We all can look forward to a couple of exciting off-site occasions thanks to Program Chair **Todd Hunt** and our local contact, **Jim Hutton**. On Thursday morning, Aug. 9, we're invited to an eye-opener at the Twin Cities' largest ad agency--Campbell-Mithun-Esty, just three short blocks from the hotel. There, over coffee and donuts, along with the Advertising Division, we'll learn about "Creativity Midwest Style." Our social Friday night--held jointly with the divisions of History, Law and Qualitative Studies--will be in the Dome Room on the 14th floor of the Holiday Inn, which is across the street from the convention hotel.

Lillian Lodge Kopenhaver tells me that research paper submissions are up this year--she received a total of 45 papers, nine of which came from students. **Debi Miller**, also of Florida International, is coordinating the student-paper competition. **Maria Russell** received seven teaching paper submissions.

Report on PRD Research

Still on the topic of research, let me share with you a synopsis of the comments that the Elected Standing Committee on Research directed to our division in its annual report. As we expected, the committee expressed concern over the dropoff in paper submissions last year (we went from 41 the year before to 23, a 44 percent decline.) The Committee urged us to explore the reasons for this decline and to work toward stemming it. (I'd say we've already made great strides, largely through Lillian's publicity efforts surrounding the call for papers.)



The committee went on to highlight the increase in attendance at research paper sessions (an average of 39 attendees at each session last year). It also acknowledged our fine judging form and the fact that our competition "appears to have been well run, though the committee is provided with no information in the report about how Top Three papers are selected." Finally, the Standing Committee on research said that the *Public Relations Research Annual* represents "a decidedly strong addition to the research efforts of the division."

Praise for "Teaching PR"

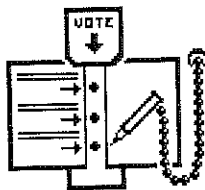
In other publication news...special kudos to **Todd Hunt** as editor of the *Teaching Public Relations* series. The Standing Committee on Teaching Standards praised this "unique series" that indicates "that the division has retained its strong commitment to improving the quality of public relations instruction."

In fact, the PRD was one of only three divisions to receive a Special Commendation in the Committee's annual report. Thanks to everyone who contributed over the last few years in our being commended for "overall quality performance in teaching activity."

Washington Teaching Sessions Praised

Specifically, the Committee cited the introduction of our workshop on "Teaching Teachers to Teach," another on public relations writing, increased submissions to the teaching paper session, our award for the best teaching paper and, of course, *TPR*. The committee concluded: "The division clearly recognizes the importance of helping its members become and/or remain effective teachers, and does an excellent job of addressing teaching standards issues year-round without shirking its responsibilities in the areas of research or professional freedom and responsibility."

All in all, I hope you'll agree that last year was a banner one for the PRD. This year's officers have worked hard to ensure a similar standard of performance. On behalf of all the members who elected them, I'd like to take this, my last opportunity, to thank members of the executive board in a formal way for all that they have done.



Now we can all look forward to another year and another crew of officers. Thanks to **John Pavlik** and the members of his nominating committee, **Cathy Pratt** and **Jim VanLeuven**, we have a ballot included in this newsletter. Be sure to cast your vote. I'm looking forward to seeing you all in Minneapolis.

Lauri Grunig
Head, PRD

**Second Volume of
Research Annual**
*Publisher proposes
quarterly schedule*

In early May, Volume 2 of *Public Relations Annual* arrived from the printer two days before Volume 3 went to the publisher. PRD members who have paid their AEJMC dues should be receiving their copy of Volume 2 about the same time they receive this newsletter.

Twenty-two research reviews or reviews of original research were submitted for Volume 3, 10 of which were accepted. This is an acceptance rate of 45 percent, slightly lower than last year. Volume 3 contains two research reviews: one on the internal communication role of the CEO and one on role-taking and sensitivity. Eight research articles cover gender in public relations, symmetrical public relations, game theory, conflict between public relations firms and clients, publics and public opinion, level of involvement and risk taking. Two of the Top 3 papers from the 1989 PRD conference are included in the volume and two of the Top 3 from the upcoming meeting of the ICA Public Relations Interest Group.

First year's royalty report

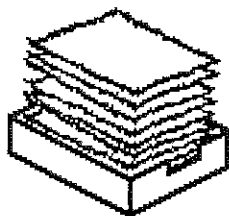
Good news came for PRD in April when Lawrence Erlbaum Associates, the publisher of the *Annual* mailed a check for \$1,100 to AEJMC for the first year's royalties on the *Annual*. These royalties go into the PRD treasury.



In addition, Lawrence Erlbaum (LEA) approached me in April with a proposal to make the *Annual* into a quarterly journal. When the Public Relations Division signed a contract with Erlbaum three years ago to publish the *Annual*, the understanding was that we might want to convert it to a quarterly at some time. LEA now would like to do so beginning in 1992. LEA has a large number of journals--mostly in psychology and computer science--and would like to expand its journal offerings in communication. Currently, it publishes *Health Communication* and the *Journal of Mass Media Ethics*. The first volume of the *Annual* sold about 550 copies, which is somewhat disappointing, but still suggests success for a quarterly.

LEA would price the quarterly at about \$36 for individuals, which would make our \$15 contribution from dues slightly less than half--which we agreed to pay for the *Annual*. Thus, LEA would like us to pay \$1 a year more for each of three years. This increase could be absorbed from the royalties paid on the *Annual* without increasing division dues.

Editors to be appointed



LEA asked if Lauri Grunig and I would continue as editors for at least three years to assure continuity in moving to a quarterly format. We had planned to retire from the job at the end of our current three-year term. However, we are willing to continue for another term if PRD members want us to continue. The PRD Executive Committee will appoint the new editors at the Minneapolis meeting. To help it make the appointment, please send **Todd Hunt**, the incoming chair, your views on whether we should be appointed for a second term. Also please send nominations for others or for yourself.

LEA is preparing a formal proposal, which it will present to me at a meeting in Washington on June 1. Please send me any reactions you have on the proposal as I have outlined it here. I will present the formal proposal at the division's business meeting in Minneapolis for a vote.

James Grunig
Chair, Publications Committee

People of Color
Graduate Memberships
Nominate Students
for Free Memberships

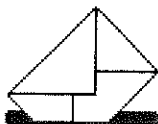
The People of Color Committee of the PR Division of AEJMC is soliciting names for possible graduate students of color to receive a free membership in AEJMC and in the Public Relations Division. Any minority student enrolled in a master's or doctoral program in public relations or conducting research on a topic related to public relations for the academic year qualifies for the award.

Anyone interested in applying for the award or who knows of anyone who qualifies should contact **Marilyn Kern-Foxworth**, 3417 Parkway Terrace,

Bryan, TX 77802, (409) 846-7224 or (409) 845-4611. All nominations should be submitted by July 15. The recipient of the award will be notified by July 20. The award and a certificate will be presented during the business meeting of the division at the AEJMC convention in August.

Marilyn Kern-Foxworth
Chair, People of Color Committee

Updates on Activities in Other Organizations



- The Institute for Public Relations Research & Education (formerly the Foundation) is currently accepting applications for its 1990 Pathfinder and Master's Thesis Awards. The competition is open to anyone regardless of professional or organizational affiliation. For a detailed flyer on each competition, send a self-addressed, postage-paid envelope to the Institute for Public Relations Research and Education, 310 Madison Avenue, Suite 1710, New York, NY 10017 (212) 370-9353. Please specify the flyer you want.

- Measuring and evaluating the effectiveness of public relations programs is the #1 research priority for senior pr educators and practitioners, as it was 10 years ago. Determining the actual value of public relations depends on much more systematic, scientific research than in the past. These are among the key findings of a Delphi Study conducted by **Mark McElreath** of Towson State, with partial funding from the Institute for Public Relations Research and Education. For a copy of the complete research report, send a check for \$10 to the Institute (see address above). For a free summary of the results, send a self-addressed, postage-paid envelope.



- **Judy VanSlyke Turk**, Kent State, has been selected to chair the Body of Knowledge Board for 1990 by PRSA president Jerry Dalton. The Board will review recent literature for inclusion in a second edition of the BOK report, scheduled for early 1991.

• The National Minority Affairs Committee of PRSA is implementing a two-year Public Relations Minority Management Training Program and is seeking to identify minority graduates with experience or internships who are members of PRSA or PRSSA. For more details, contact **Marilyn Kern-Foxworth**, 3417 Parkway Terrace, Bryan, TX 77802, (409) 846-7224 or (409) 845-4611.



• **Elizabeth Lance Toth**, Syracuse, is the new chair of the Educator Advisory Committee of the Institute for Public Relations Research; **Larissa A. Grunig**, Maryland, is Vice-Chair. The Committee will meet during the AEJMC Convention, and has invited all PRD members to its pre-convention reception (see below):

*You are invited to the
PRSA Educational Affairs Reception
August 8, 1990, 6:30 p.m.*

*Dave Ferguson and Elizabeth Toth,
co-chairs of the PRSA Educational Affairs Committee,
invite all PRD members
to its AEJMC pre-convention reception.*

Check your convention program for the location.

*This reception, a tradition now from the
Educational Affairs Committee, will follow
the Committee's 4-6 p.m. formal business meeting.*

*Come and enjoy some refreshments and the opportunity to meet
with Educational Affairs Committee members.*



Minneapolis Convention in a Nutshell: PRD Activities

Wednesday, Aug. 8:

10:00 - noon
1:00 - 4 p.m.
7:00 - 10:00 p.m.

Gender Issues in the Communication Professions
Use of Small Groups in Teaching PR
Communication in a Crisis: Case Studies

Thursday, Aug. 9

8:45 - 10:15 a.m.
10:30 - noon
2:00 - 3:00 p.m.
7:15 - 8:45 p.m.

Creativity -- Midwest Style
Public Relations: Management and Marketing
(research session)
Europeanization of Communication, 1992
(mini-plenary)
Public Relations Models and Experiments
(research session)

Friday, Aug. 10

8:15 - 9:30 a.m.
Noon - 1:30 p.m.
1:45 - 3:15 p.m.
3:45 - 5:15 p.m.
5:30 - 7:00 p.m.
9:00 - 10:30 p.m.
10:30 - ??

Cultural and Professional Diversity: Images, Values
and Attitudes
(research session with Status of Women)
Stopping Sexual Harassment in Academe
The Great Debate: What Does Belong in a J-School,
Anyway? (mini-plenary)
Achieving Racial Inclusiveness
Teaching Papers Session
PRD Business Meeting
Social (with History, Law, Qualitative Studies)

Saturday, Aug. 11

12:15 - 1:45 p.m.
6:00 - 7:30 p.m.

Public Relations: Information Sources and
Processing
(research session)
Public Relations and Journalism
(research session)

Sunday, Aug. 12

9:00 - 10:30 a.m.

Ethical Decision-Making in Public Relations

Pre-convention Workshops

Working Papers on Gender Issues *PRD/Status of Women Working Paper Session*



The PR Division is co-sponsoring a pre-convention working paper session on gender issues in the communication professions, with the Committee on the Status of Women on Aug. 8 from 9 a.m. to noon. The working papers will be:

The Invisible Female Athlete: Gender Issues in the Promotion of Women's Sports

Judith A. Cramer, Long Island University
Pamela J. Creedon, Ohio State

Communication and Subculture: The Case of Women in the Foreign Service

Larissa A. Grunig, Maryland

Gender Implications in Public Relations Ethics: Kohlberg, Gillian, and the PRSA Code of Professional Standards

Catherine A. Pratt, Ohio State

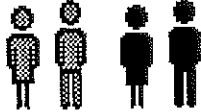
Career Goals and Perceptions of Self-Worth and Organizational Power among Female and Male Public Relations Practitioners: A Pilot Study

Gay Wakefield, Butler

While the presenters will discuss, critique, and make suggestions on these working papers, there will be opportunity for discussion. Audience members are encouraged to contribute to the papers in progress or to obtain assistance on their own work. Moderator for the session will be **Elizabeth Toth**, Syracuse.

Using Small Groups *Register for Wednesday Pre-Conference Workshop*

Remember to register for the pre-convention workshop on "The Effective Use of Small Groups in Public Relations," scheduled for Aug. 8, from 1-4 p.m. **Mark McElreath**, Towson State, is planning a session to offer practical and theoretical applications of the question "How many ways are there to use--and abuse--small groups when teaching public relations."



Strategies for using small groups in the classroom will be presented by experienced public relations teachers, including:

- **Bill Briggs**, San Jose State;
- **Mary Caldwell**, South Carolina;
- **Carolyn Cline**, Southwest Texas State;
- **Hugh Culbertson**, Ohio;
- **Jim Hutton**, College of St. Thomas;
- **Shirley Ramsey**, Oklahoma;
- **Eugenia Zerbinos**, Maryland.

The fee for the session is \$20, which may be paid when registering for the convention, includes light refreshments and handouts. Workshop space is limited to 24 participants, so register quickly!

Research Paper Sessions

Thursday, August 9
10:30 - noon

Public Relations: Management & Marketing

Moderator: **David Martinson**, Florida International
Discussant: **James VanLeuven**, Colorado State

*Antecedents and Consequences of Marketing
Imperialism on the Public Relations Function*
David M. Dozier and **Martha M. Lauzen**, San Diego
State

*Losing Control: An Examination of the
Management Function in Public Relations*
Martha M. Lauzen, San Diego State

*Using Systems Concepts to Explain and Predict
Public Relations: Management Perceptions are Key*
Mark McElreath, Towson State

*Ethical Inclinations of Public Relations
Practitioners*
Cornelius Pratt, Virginia Polytechnic Institute and
State University (Top Three Faculty Paper)

Thursday, August 9,
7:15 - 8:45 p.m.

Public Relations Models and Experiments

Moderator: **Elizabeth Toth**, Syracuse
Discussant: **Robert Kendall**, Florida

*Redefining Grunig's Situational Theory: The
Addition of Valence of Support as a Key Variable*
Glen T. Cameron, Georgia, and **Jian Yang**, Texas

*Models of Public Relations: A Review and
Reconceptualization*
James E. Grunig and **Larissa A. Grunig**, Maryland

*Shifting the Public Relations Paradigm: A Theory of
Donor Relations*
Kathleen S. Kelly, Maryland

Friday, August 10
8:15 a.m. - 9:30 a.m.
(PRD/Status of Women
co-sponsors)

Culture and Professional Diversity: Images, Values and Attitudes

Moderator: **Pam Creedon**, Ohio State
Discussant: **Leslie Steeves**, Oregon

*The Role of Gender in the Professional Values and
Orientation of Journalists: A Cross-Cultural
Comparison*
Sue Lafky, Iowa

*Through a Lens Clearly: Women and the Evolution
of World News*
Carolyn Byerly, Washington

*From Making Myths into Hardening of Realities:
Media Images and Employment of Women in Latin
America and Elsewhere*
Ramona Rush and **Sonia Gutierrez-Villalobos**,
Kentucky

*Public Relations Practitioners' Attitudes Toward
Gender Issues: A Benchmark Study*
Elizabeth Lance Toth, Syracuse
Carolyn Garrett Cline, Southwest Texas State

*Saturday, August 11
12:15 p.m. - 1:45 p.m.*

Public Relations: Information Sources and Processing

Moderator: **Larissa Grunig**, Maryland
Discussant: **Catherine Pratt**, Ohio State

Memory for Investor Relations Messages: An Information Processing Experiment

Glen T. Cameron, Georgia
(Top Three Faculty Paper)

Risk-Taking Predispositions: Concern and Information-Seeking About Environmental and Health Risk Situations

M.A. Ferguson and **J.M. Valenti**, Florida
(Top Three Faculty Paper)

Public Relations News Releases and Libel: Extending First Amendment Protections
Don Sneed and **K. Tim Wulfemeyer**, San Diego

AIDS Information Sources, Knowledge, Communication Confidence, and Behavior Effects
T. Demetri Vacalis and **Frank B. Kalupa**, Texas-Austin

*Saturday, August 11
6:00 p.m. - 7:30 p.m.*

Public Relations and Journalism

Moderator: **Eugenia Zerbinos**, Maryland
Discussant: **Michael Slater**, Colorado State

The Effect of Media Presence on Subsequent Coverage of a Special Event: A Controlled Field Experiment

Erik Collins and **Robert L. Jones**, South Carolina

Faculty Members in Ad/PR Perceive Discrimination in Academia

Fred Fedler and **Ron F. Smith**, Central Florida

Public Relations and the Mass Media: How Professionals in the Fields in Miami and New York View Public Relations Effects on Mass Media, Themselves and Each Other
Lynne M. Sallot, Miami

Teaching Paper Session

Friday, Aug. 10
5:30 p.m. - 7:00 p.m.

Discussant: **Carol Reuss**, North Carolina

Seminars: The Intersection of Pedagogy and Content in Transforming Public Relations Education

Larissa A. Grunig, Maryland
(Top Paper Award)

Analyzing Student Perceptions of Two Measures of Diversity in a Public Relations Class
John S. Detweiler and **Frankie A. Hammond**, Florida

A Method to the Madness: The Selection of Student Publications Groups
Ronda Beaman and **Paul Stoltz**, Northern Arizona

**News From
PRD Members**
Retiring, Mentoring

William P. Ehling is retiring from Syracuse after 40 years of service to public relations education. Ehling, who founded the University's undergraduate, master's and Ph.D. programs, also served as co-chair of the PRSA and PRD Committee on Undergraduate Public Relations Education. In 1988, PRSA named him "Outstanding Educator" for the year.

Bob Rayfield of California State-Fullerton, reports that "if you are a new member of the PRD and you'd like a mentor to help you learn to ropes," call him at (714) 773-3517, BitNet LRAYFLD@CALSTATE, Fax (714) 773-3362. He adds, "if you are an old-timer and would be willing to serve as a mentor," also call.



1990 PUBLIC RELATIONS DIVISION OFFICIAL BALLOT

The AEJMC Public Relations Division Nominating Committee proposes the following members for office during the 1990-91 year. Head of the PR Division for 1990-91 will be **Todd Hunt**, who automatically moves from Vice-Head, Head-Elect to Head, according to PR Division By-Laws.

Nominating Committee:
John Pavlik, Chair
Cathy Pratt
Jim VanLeuven

Please vote for only ONE candidate for each of the following offices and return your ballot to :

John Pavlik, Nominating Committee Chair
Gannett Center for Media Studies
Columbia University
2950 Broadway
New York, NY 10027

Ballots will be accepted UNTIL June 14, 1990

VICE-HEAD

- Shirley Ramsey**, University of Oklahoma
- Write In _____

SECRETARY/TREASURER

- Marilyn Kern-Foxworth**, Texas A&M
- Dean Kruckeberg**, University of Northern Iowa
- Write In _____

DELEGATE

- Lowell Frazier**, University of Hawaii
- Dennis Jeffers**, Central Michigan
- Chuck Salmon**, University of Wisconsin
- Write In _____

LAST CALL!

PR DIVISION—RESEARCH AND TEACHING INTEREST AREAS

In a future issue of the division newsletter we plan to include a supplement listing research areas for each member who wishes to be listed. We think you may find the supplement useful so you'll know whom to buttonhole at conventions or whom to call on. If you'd like to be included in the listing, please fill in the blanks below and mail to:

Bruce Renfro
Dept. of Journalism
Southwest Texas State University
San Marcos, Texas 78666

Name: _____

College or University: _____

Phone _____

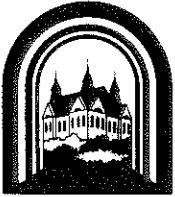
Address: _____

In which area(s) of public relations research or teaching are you interested or currently active?

73rd ANNUAL CONVENTION • AUGUST 9-12



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MINNEAPOLIS
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