



PRD NEWSLETTER

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

Winter 1990

HEADLINES

Dear Members of the AEJMC Public Relations Division:

If our executive board meeting at the end of the Minneapolis convention is any indication, we have a busy and exciting year ahead. I am impressed with the number of people who volunteered to help plan the programs for the mid-winter meeting and the summer convention in Boston.

In recent memory, the PRD has taken the lead in innovative programming and services to its members. We are committed to continuing that trend.

Your PRD leadership stunned the Council of Divisions by proposing that mini-plenaries be eliminated from the program of the Boston convention in 1991. We feel that division events are as important as the composite programs that take the best convention slots and often are not as rewarding or informative as more focussed programs. One by one the other divisions came to our support, and as a result, the Boston program, in addition to its heavy focus on First Amendment issues, will afford us more and better time for our division focus.

Cathy Pratt has agreed to edit a "People" column for the division newsletter. Send items to her at Ohio State University. Also, we will attempt to publish selected bibliographies on public relations topics. If you have developed a bibliography, submit it to **Carolyn Cline** along with a short explanation of the focus.

As usual, we have no shortage of ideas for pre-convention workshops, and you'll hear about them in the next newsletter. We are planning to use the evening of the day before the convention for a PRD-only social that will be used to welcome first-time conference attendees. The main topic will be "How to Present Your Research." The participants will be oriented to the division, meet the division leaders, learn how to make the most of convention events. . .and then learn how public relations people socialize.

Cont'd, p. 2

Inside:

*Minneapolis
Minutes*

--p. 4

*New PR
Journal*

--p. 8

*PRD
Executive
Board*

--p. 8

*Research &
Teaching
Directory*

--p. 11

Cont'd. from p. 1

We have lost something in the multi-division socials during the convention and we hope to recapture it in the PRD-only get-together the night before the main event.

*Honoring Cutlip...
and Bernays!?*

Scott Cutlip will receive the Paul Deutschman Award from the Standing Committee on Research at the Boston Convention. **Jim Grunig** has taken the lead in planning a special session of research papers honoring Cutlip, and we are working on a luncheon session that would roast and toast Cutlip. Also offering to help with the day of events are **Don Wright** and Research Committee Chair **David Nord**.

We may also be able to incorporate a salute to Edward Bernays, who turns 100 in 1991, and who lives in the Boston area. It could all add up to a stellar show for the PRD.

New formats for research sessions

We expect to have one or two more research sessions this year, and an attempt will be made to focus sessions more specifically, and to include more papers.

We are exploring the idea of having a "Debut Session" for first-time presenters, and a "Poster Session" that will enable us to allow a dozen or more papers to be presented in a format that does not call for the usual 20-minute talk followed by a discussant's response. Other ideas that will be tried:

- * Grouping papers on similar themes to focus the research sessions.
- * Using different discussants from the "usual faces" of past years.
- * Trying to assure that papers are not rehashes of topics already presented to other organizations and/or other divisions.

John Pavlik is our Research Chair and **Maria Russell** is handling Teaching papers. Please contact them if you wish to serve as a judge for the competitions.

Membership

Ronda Beaman of Northern Arizona University is our energetic membership chair. We know from experience that new members come one at a time when they are sought by colleagues. Please look around you for associates who will respond to your suggestions that PRD membership is valuable.

Academy of Management

Various division members have suggested that the programs offered by the Academy of Management are of benefit to public relations teachers and researchers. The Academy holds an annual convention and offers three journals for its \$45 membership. For information, contact **Roger D. Roderick**, School of Business Administration, California State University-Long Beach, 1250 Bellflower Blvd., Long Beach, CA 90840.

Todd Hunt

A Question:

How many editors does it take to screw up a newsletter?

The Answer:

Two, if you give them a computer virus that eats hard disks, a lost backup disk, bad weather and the end of the semester. We can also claim all the excuses we reject from students. Would you believe the dog ate the computer? We sincerely apologize to Todd and the PRD members for the delay in getting out this newsletter, and hereby promise to do better. Do you need a note from our department head?

Carolyn and Bruce

Membership Committee:

Why Are Our Numbers Down?

Why has membership dropped? Why have paper submissions dropped? It's time to take a close look at what we offer new members, how we recruit them, what we do for them once we get them, etc., etc., etc. How many people did you greet and meet at the convention in Minneapolis? As a spy (yes, that was me in the sunglasses and trench coat), I talked to some younger faculty at the convention and heads the same things over and over again: "I don't know anyone. I feel out of place." Our first item on the agenda is to remember we are pr for the division; we all need to be more welcoming and helpful.

Secondly, why not involve some fresh, creative talent in our quest for new members? To that end, I've made a mini-case study assignment of our situation to some of my classes. I'll keep you posted on their input. Maybe you could do the same. This kills two birds with one stone -- we just may pick up some motivated student members now that they know about us. If you need some assignment ideas or have some of your own -- give me a call. 'til then, let's remember to do an attitude check, talk to people in our departments and help the PRD enlist new, motivated people to help us grow! Thanks!

**Ronda Beaman, Chair
Membership Committee**

News from SCA

Honors given, papers sought

The Speech Communication Association (SCA) Commission on Public Relations announced the second annual PRIDE awards at their business meeting in Chicago. This year's recipients:

- * For article: **Claire Badaracco**, *Publicity and Modern Influence*, in *PR Review*.
- * For periodical: **Ray Hiebert**, editor, *PR Review*.
- * For research achievement: **Carl Botan** and **Vince Hazelton**, *Public Relations Theory*, Lawrence Elrbaum, Publisher.

The 12th Annual Public Service Announcement Competition will have an April 1 deadline. For further information contact competition coordinators **Dean Kruckeberg**, University of Northern Iowa, or **Christine Apel** of Loras College.

**Bicentennial Research
Competition Announced**
Faculty, Student Papers Eligible

The Bill of Rights Bicentennial Committee is sponsoring a research competition for papers on First Amendment issues for the 1991 convention. Papers submitted to all divisions for their paper sessions on First Amendment topics will be eligible for prizes and publication.

Divisions will be asked to forward all accepted papers dealing with Bill of Rights-related issues for additional judging by a panel chosen jointly by **Peggy Blanchard** of the Bicentennial Committee and **Diana Tillinghast**, editor of the Mass Comm Review. Outstanding faculty and student papers will be published in the Review.

The top faculty paper will be awarded \$300, with the second place finisher being awarded \$150. The top student paper will be given \$150, with the runner-up receiving \$50. Certificates will be given to the top five finishers in each category. Awards will be presented at the Kappa Tau Alpha ceremony in Boston. Additional details on deadlines and submissions are available from Blanchard at the School of Journalism, CB 3365 Howell Hall, University of North Carolina, Chapel Hill, NC 27599.

Minutes from Minneapolis
Abbreviated highlights

Public Relations Division Head **Lauri Grunig** called the meeting to order. Annual reports of most committees were distributed.

People of Color Committee Chair **Marilyn Kern-Foxworth** said membership to AEJMC and the PRD would be paid next year for winners of the Graduate Students of Color awards. She noted Committee Member **Jack Detweiler** had solicited schools for contributions, obtaining financial support for six awards. These awards for the 1990-91 academic year are being financed by: the University of Florida; the University of Maryland (two awards); Texas A & M University; San Jose State University, and Professors **Glen M. Broom** and **David Dozier** of San Diego State University.

*Graduate Students of
Color Awards*

Each recipient of a Graduate Student of Color Award was presented with a certificate at the business meeting. Recipients of the awards were:

K. Sri Ramesh, Maryland;
Suet Li Shan, Ohio State;
Lori George, American;
Tanya Bender, Howard;
Brenda Roulhac, Tennessee;
Cynthia-Lou Coleman, Wisconsin.

Kern-Foxworth noted that these graduate students would be members of the People of Color Committee next year.

Treasurer's Report

The Treasurer's Report was distributed. PRD Head **Lauri Grunig** noted the balance of July 6 was "inflated," because many bills were outstanding, including those for awards and for the final issue of the newsletter -- bills

totaling about \$600. Payment of these bills will still leave the bills "in the black," but no better off than last year. Royalties from Lawrence Erlbaum Associates for publication of Vol. 1 of *Public Relations Research Annual* will be reserved to offset the rising cost of future volumes of the publication.

Nominations

Grunig said Nominating Committee Chair **John Pavlik** and Convention Program Chair **Todd Hunt** deserved much praise for their efforts this year. She introduced Hunt as the incoming Head, **Shirley Ramsey** as Vice Head, **Dean Kruckeberg** as Secretary/ Treasurer and **Dennis Jeffers** as Delegate-At-Large.

Standing Committee Reports

Next, Grunig reviewed the reports of the AEJMC Standing Committees. The Teaching Standards report noted the PRD's strong commitment in this area in collaboration with PRSA; the division was one of only three to earn a special commendation by the Standing Committee.

The AEJMC Standing Committee on Research and noted the Elected Standing Committee expressed concern about the dropoff of paper submissions last year. The Standing Committee complimented the division on its new judging form.

Awards were made for the top research paper by a student and for the top three faculty papers. Student winner was **Lynne M. Sallot** of the University of Miami. Top faculty papers were those by **Cornelius Pratt**, VPI; **Glen T. Cameron**, Georgia; and **M.A. Ferguson** and **J.M. Valenti**, Florida.

John Pavlik encouraged PRD to expand involvement within the Division of People of Color. **Lauri Grunig** said PRD members should let any executive committee members know their thoughts about ways to accomplish this. Pavlik called for research productivity in this area.

PRD Committee Reports

Research Committee Chair **Lillian Lodge Kopenhaver** said the committee had tried to increase the number of research papers this year. There were 47 submissions, including 11 student papers, resulting in overworked judges. Kopenhaver recommended increasing the opportunities to perform and present research.

PRD Head **Lauri Grunig** circulated a sheet to be signed by those interested in reviewing *Journalism Quarterly* articles and urged PRD members to "flood Don Shaw with research."

Professional Freedom and Responsibility Committee Chair **Pam Creedon** reviewed the year's activities and noted the excellent AEJMC Standing Committee report for the past year.

Public Relations Research Annual Committee Chair **Jim Grunig** reported the journal has always had about a 50 percent acceptance rate; the past year's rate was 45 percent. He noted *Journalism Quarterly* is about 35 to 40 percent. It was obvious, Grunig said, that the annual was "not getting a lot of junk."

Committee Chair **Jim Grunig** noted the three top papers at AEJMC, ICA

and PRSA would be given special consideration for publication in the annual. He reported that in Nov. 1989, the annual won the Speech Communication Association's Commission on Public Relations' PRIDE Award. Grunig said that any PRD members who have not received Volume 2 of the annual should write to Richard Burke of AEJMC. Grunig said Volume 3 is in press. He reported \$1,180 royalties for the division for the first year's publication.

Grunig said the Vice President of Lawrence Erlbaum Associates suggested in spring 1990 that the annual be made into a quarterly publication. Grunig noted that the original idea was to begin the publication as an annual with the intention of going quarterly when it was established. Erlbaum prepared a contract. The proposed quarterly would have about the same total pages (256) as the annual.

Grunig said Volume 2 costs PRD members \$15 per copy, less than half the normal cost. The Division contract calls for a \$3 increase for 1992 and an additional \$2 increase for 1993. Accrued royalties, he said, should eliminate the need for a dues increase until 1995. The annual is refereed and Grunig said the quarterly would be "more so." Going to a quarterly also cuts time for publication, thus helping those seeking tenure and promotion. He asked Division members not to send copies of journal articles but rather to send requestors order forms for the journal. Grunig said he hopes for 100 institutional subscriptions by 1992.

The motion to make the journal a quarterly publication passed unanimously.

Jim Grunig explained Erlbaum's invitation for **Jim and Lauri Grunig** to edit the quarterly for three years; he said they would be willing to do so. The motion to continue with the Grunigs as editors passed unanimously.

Membership Committee Chair **Bob Rayfield** reported membership in PRD at 329. He observed that PRD lost some "multiple membership" AEJMC members because the \$15 cost of the journal had been incorporated into the dues structure. Rayfield said there was evidence new people felt the Division was a "clique," and said, "We don't want that to happen." He noted he sent 100 letters a year ago to begin a mentor program and received only one response.

People of Color Committee Chair **Marilyn Kern-Foxworth** said the main objective of her committee was to get people of color involved in the PRD. She noted that a session on inclusiveness was in the planning stage. She said she hoped this would be taped to be used as a fundraising tool that could be sent to various schools.

Newsletter Committee Co-Chair **Carolyn Cline** thanked members of the division for their contributions to the three issues, which ran from 12 to 20 pages each--not including **Todd Hunt's** "Teaching Public Relations." Cline said contributors could send computer disks and noted that some stories were submitted by fax.

Maria Russell distributed the report of the Teaching Standards Committee. She noted only seven papers were submitted compared with 13

last year. She said she hopes for more submissions next year. She said the Mid-Winter Meeting seminar made \$290 for the Division. Lauri Grunig won the award for the Division's Outstanding Teaching Paper at the convention.

Russell noted the Division offered a preconvention workshop on using small groups to teach public relations. She recognized **Todd Hunt** for his efforts in the convention mini-plenary. PRD was the primary sponsor of "The Great Debate: What Does Belong in a J-School Anyway?"

Pam Creedon, PRD Representative on the AEJMC Committee on the Status of Women, said there would be a vote at AEJMC General Meeting to make the Committee into a Commission. Successful passage would result in the commission's representation on the AEJMC Executive Committee and election of a Representative to the Commission by Division members. Creedon noted she had been elected Vice Chair/ Program Chair on the Status of Women.

Cathy Pratt, First Amendment Bicentennial Commemoration Committee Division Representative, noted the Committee's program April 4-6 in Williamsburg, VA. She reported the top four papers each will win a \$1,000 award. **Lauri Grunig** reappointed Pratt as Division Representative to this committee.

As outgoing Division Head, **Lauri Grunig** will chair next year's Nominating Committee. Candidates' names submitted to be on the committee were **Bob Rayfield**, **Pam Creedon** and **Kathleen S. Kelly**. All three candidates were approved unanimously.

Lauri Grunig noted the Division Head can appoint an Ad Hoc Committee on Awards to acknowledge all award winners. She asked **Maria Russell** to chair this committee to examine the form which awards take and to "standardize" awards.

Don Wright said he was pleased **Scott M. Cutlip** would be given the Paul J. Deutschmann Award for Excellence in Research at the 1991 AEJMC Convention in Boston.

Elizabeth Toth told PRD members about the International Communication Association Public Relations Interest Group membership rates, i.e., \$80 to join ICA and \$3 to join the Public Relations Interest Group. She said this is another opportunity to present papers. Two journals come with the membership.

New Division Head **Todd Hunt** announced that **John Pavlik** will be Research Committee chair and **Maria Russell** will be Teaching Standards Committee Chair.

The meeting was adjourned.

-- **Shirley Ramsey**

Editors' Note:

Complete copies of the minutes are available from Shirley Ramsey.

***Journal of Public Relations
Research Seeks Submissions***

The PRD voted at its annual meeting in Minneapolis to accept the proposal of Lawrence Erlbaum Associates to convert *Public Relations Research Annual* into the quarterly *Journal of Public Relations Research*, beginning with the first issue of Volume 3 in January 1992. The deadline for that issue has passed, but articles for other issues may be submitted at any time.

Two kinds of articles can be submitted. Reviews of major programs of research (35-60 manuscript pages) and reports of original research (up to 35 manuscript pages). All methodologies are appropriate, including social scientific, historical, legal and critical. All articles must contain original data or observations and should contribute to the broad body of knowledge in public relations.

Submit three copies of articles for consideration to the editors, **James and Larissa Grunig**, College of Journalism, University of Maryland, College Park, MD 20742. Articles should be submitted in the style of Lawrence Erlbaum Associates, which is the style of the American Psychological Association.

**1990 - 1991 Public Relations
Division Executive Board**

Head

Todd Hunt

Dept. of Communication, Rutgers Univ., 4 Huntington St.,
Rutgers, N.J. 08903
Office: (908) 932-7914 FAX: (908) 932-6919
Home: (908) 845-1151

**Vice-Head, Head-Elect
and Program Chair**

Shirley Ramsey

H.H. Herbert School of Journalism & Mass Communication,
University of Oklahoma, Norman, OK 73019
Office: (405) 325-5371 Home: (405) 360-6527

Secretary/Treasurer

Dean Kruckeberg

259 CAC, Univ. of Northern Iowa Cedar Falls, Iowa 50614-0357
Office: (319) 273-2501 FAX: (319) 272-3509
Home: (319) 266-5842

Delegate at Large

Dennis Jeffers

Dept. of Journalism, Central Michigan Univ., Mt. Pleasant, MI 48859
Office: (517) 774-3186 Home: (517) 772-3819

Delegate

Martha Lauzen

Dept. of Journalism
College of Professional Studies & Fine Arts
San Diego State University, San Diego, CA 92182-0116
Office: (619) 594-6301 or (619) 594-6635

**Immediate Past-Head/
Publications Committee/
Nominating**

Lauri Grunig

College of Journalism, Univ. of Maryland, College Park, MD 20742
Office: (301) 405-2431 Bitnet: lgrunig@jour.umd.edu
FAX: (301) 454-7912 Home: (301) 422-0949

Research

John V. Pavlik

Gannett Center for Media Studies, Columbia University
2950 Broadway, New York, NY 10027
Office: (212) 280-8392 FAX: (212) 280-5726
Home: (212) 496-7746

PF&R

Pamela J. Creedon

School of Journalism, The Ohio State University
Columbus, OH 43210 Office: (614) 292-1084

Bicentennial Representative

Catherine A. Pratt

School of Journalism, The Ohio State University
242 W. 18th Avenue, Columbus, OH 43210
Office: (614) 292-7113 or (614) 292-6291
Home: (614) 262-8171

Membership

Ronda Beamon

Department of Journalism, Northern Arizona
Flagstaff, AZ 86011 Office: (602) 532-2232

**Representative, Committee
on the Status of Women**

Elizabeth Toth

Newhouse School of Public Communication
Syracuse University, 215 University Place, Syracuse, NY 13244
Office: (315) 443-2301 FAX: (315) 443-3946

**Teaching Standards/
Ad Hoc Committee on Awards**

Maria Russell

Newhouse School of Public Communication
Syracuse University, 315 University Place, Syracuse, NY 13244
Office: (315) 443-9235 Home: (315) 445-2666

Newsletter Editors

Carolyn Cline and Bruce Renfro

Department of Journalism, 202 Old Main
Southwest Texas State University, San Marcos, TX 78666
Office: (512) 245-2656 FAX: (512) 245-3708
Cline home: (512) 258-1222 Renfro home: (512) 858-7065

**Co-editors, *Public Relations
Research Annual*/
Publications Committee**

Jim Grunig and Lauri Grunig

College of Journalism, Univ. of Maryland, College Park, MD 20742
Office: (301) 454-5772 FAX: (301) 454-7912
Home: (301) 422-0949

People of Color

Marilyn Kern-Foxworth

Dept. of Journalism, Texas A&M Univ.,
College Station, TX 77843-4111
Office: (409) 845-4611 FAX: (409) 846-7224
Home: (409) 845-5408

Communication Technology

Genie Zerbinos

Representative	College of Journalism, Univ. of Maryland, College Park, MD 20742 Office: (301) 454-8897 FAX: (301) 454-7912 Home: (301) 441-9170
By-laws	Dan Lattimore Dept. of Journalism, Memphis State Univ. Memphis, TN 38152 Office: (901) 2401
ERIC Representative	Jim Hutton Dept. of Journalism and Mass Communication P.O. Box 4403, College of St. Thomas 2115 Summit Avenue, St. Paul, MN 55105 Office: (612) 647-4979
Communication and Technology Committee	Jason Berger Dept. of Communication, Duquesne Univ., Pittsburgh, PA 15282 Office: (412) 434-6448

**CALL FOR PAPERS ON TEACHING
Public Relations Division
Association for Education in Journalism and Mass
Communication
DEADLINE: APRIL 1, 1991**

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 Division at the 1991 Annual Convention of AEJMC in Boston, August 7-10.

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 especially encouraged.

Special consideration will be given to papers focusing on the conference theme: "The Bicentennial of the First Amendment."

Faculty authors must attend the Boston 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 DEADLINE to:

Maria P. Russell, Chair, Teaching Standards Committee, c/o The Newhouse School of Public Communications, Syracuse University, 215 University Place, Syracuse, New York 13244

Research and teaching directory

Thanks to all who returned the research and teaching interest area forms. We hope the following directory proves useful--Eds.

RESEARCH AND TEACHING INTEREST AREAS

Austin, Erica Weintraub

Washington State
(509) 335-8840 BITNET: EAUSTIN@ WSUVM1
Edward R. Murrow School Of Communication
Pullman, WA 99164-2520

Research:

Health communication campaigns; media & children; political socialization; PR ethics

Teaching:

Management & campaign design, theory, persuasion & public opinion; gearing messages to children

Beck, Peggy

Akron
(216) 477-5923
188 Amma Ave. N.W., Canton, OH 44708

Interests:

Use of media guides in major league baseball, historical development of media guides, news source studies in sportswriting

Cameron, Glen T.

Georgia
Office: (404) 542-5009 Home: (404) 369-7904
BITNET: GCAMERON@ UGA
Dept. of Advertising/Public Relations, Journalism Bldg.
University of Georgia, Athens, GA 30602

Interests:

Memory & attention for persuasive messages; new technology & practice of public relations; teaching public relations administration

Caudill, Susan

Tennessee
(615) 974-5155 / 8155
School of Journ., 330 Communications Bldg., Knoxville, TN 37996-0330
History, theory & execution of public information & reform campaigns; legal issues affecting public relations; public opinion formation and process

Research:

Teaching:

PR campaigns & cases; PR principles; public opinion

Caywood, Clarke L.

Northwestern
Office: (708) 491-5051 Home: (708) 256-3039
BITNET: C CAYWOOD@ NUACC
Graduate Program in Corporate Public Relations
Medill School of Journalism, 1813 Hinman Ave.
Evanston, IL 60208-1290

Interests:

Issues management/public affairs; marketing PR; corporate political speech.

Cline, Carolyn

Southwest Texas State
Office: (512) 245-2656 Home: (512) 258-1222
Department of Journalism, Southwest Texas State University
San Marcos, TX 78666

Research:

Teaching:

Psychological aspects of PR and persuasion; gender issues; history Management; research; marketing and public relations; computer applications in the classroom

Detwiler, John S.

Florida

- Interests:* (904) 392-1686
College of Journalism & Communications, Gainesville, FL 32611-2084
Public perceptions of mass media -- news, advertising & entertainment;
citizen groups formed to monitor media content & advocate change.
- Dubiel, Rich** Wisconsin--Stevens Point
(715) 346-2007 (715) 341-9096
Division of Communication, University of Wisconsin - Stevens Point
Stevens Point WI 54481
Interests: Public relations writing
- Edwards, Jr., James R. (Jim)** Press Secretary to Rep. John J. Duncan, Jr., U.S. Congress
Office: (202) 225-5435 Home: (703) 506-0185
c/o Rep. John Duncan, 416 Cannon H.O.B., Washington, D.C. 20515
Interests: Political communications; governmental communications; congressional
campaigns; communications law; PR in the South; press/government
relations; lobbying/issues campaigns.
- Idid, Syed A.** University of Kebangsaan Malaysia
03-8250571
Communication Dept.
43600 Um Bangi
Selangor, Malaysia
Interests: Professionalization of PR; teaching PR case studies
- Johansen, Peter** Carleton
(613) 788-7437
School of Journalism, 332 St. Patrick's Bldg.
Ottawa, Ontario K15 5B6 Canada
Interests: Media relations; employee publications; PR in Canada
- Kelly, Kathleen S.** Maryland at College Park
(301) 454-6531
College of Business and Management, University of Maryland
College Park, MD 20742
Interests: Fund raising as PR specialization; PR management for non-profit
organizations; PR & organizational autonomy; PR & elite publics
- Kern-Foxworth, Marilyn** Texas A&M
Office: (409) 845-4611 Home: (409) 846-7224
3417 Parkway Terrace, Bryan, TX 77802
Interests: Racial inclusiveness in public relations; multi-ethnic practitioners and
agencies; PR cases; PR in 21st century
- Kruckenberg, Dean** Northern Iowa
(319) 273-2501
259 CAC, Dept. of Comm. & Theater Arts
Cedar Falls, IA 50714-0357
Interests: International PR; PR ethics; cultural theory & PR
- McBride, Genevieve G.** Wisconsin--Milwaukee
(414) 229-4922 or 4436
Dept. of Mass Communication, University of Wisconsin-Milwaukee
P.O. Box 413, Milwaukee, WI 53201

- Teaching:* All areas
Research: PR history and ethics; gender issues; non-profit sector in PR
- Millar, Dan Pyle**
Interests: Indiana State
(812) 237-3245
Dept. of Communication, 429 Reeve Hall, Terre Haute, IN 47809
Message environment & employee motivation; small group communication & decision making; methods for evaluating PR effectiveness; crisis communication; employee motivation & message climate
- Nelson, Richard Alan**
Interests: Kansas State
Office: (913) 532-6890 Home: (913) 539-1417
A. Q. Miller School of Journalism & Mass Communications
Kansas State University, 104 Kedzie Hall, Manhattan, KS 66506-1501
Issues management; public policy/communications regulation; propaganda; corporate advocacy; "deep pocket" spending issue raised by critics
- Oukrop, Carol**
Interests: Kansas State
(913) 532-6890
A. Q. Miller School of Journalism & Mass Communications
Kansas State University, Kedzie Hall, Manhattan, KS 66506-1501
Ethics; gender issues; history
- Pincus, J. David**
Interests: California State University at Fullerton
(714) 449-7005
Communications Department, California State University at Fullerton
Fullerton, CA 92634-4080
Management/employee communication, especially top management; CEO communication; professional services PR/Marketing; international PR
- Ramsey, Shirley**
Interests: University Of Oklahoma
(405) 360-6527
3833 Highpoint Court, Norman, OK 73072
Public relations management; public relations writing (language and cognition)
- Renfro, Bruce**
Interests: Southwest Texas State University
Office: (512) 245-2656 or 3481 Home: (512) 858-7065
Dept. of Journalism, San Marcos, TX 78666
Bibliometrics; internal communication
- Rolich, Romy**
Interests: Academy for Music and Theatre
Department of Journalism and Communication Research
5 11 / 31 00 - 2 85, Hohenzollernstrasse 47
D-3000 Hannover 1, Germany
Gender switch in Europe, especially in Germany; public relations effects on mass media
- Rouner, Donna**
Interests: Colorado State University
(303) 491-5556
Technical Journalism, C233 Clark, Colorado State University
Fort Collins, CO 80523
Communication campaigns; media audience analysis

- Saunders, Martha** U. West Florida, Communication Arts Dept.
(904) 474-2878
11000 University Parkway, Pensacola, FL 32514
Interests: Crisis management; uses for content analysis in PR research; regional publications and public relations
- Theus, Kathryn T.** Rutgers University
(908) 932-7500
SCILS: Dept. Of Communication, 4 Huntington St., New Brunswick, NJ
Interests: Public & private corp. issues management/crisis management; media relations; campaigns; employee communications
- Trahan III, Joseph V.** University Of Southern Mississippi
(601) 266-4486
USM S.S. Box 5121, Hattiesburg, MS 39406-5121
Research: Political, press secretaries, military public affairs officers;
Teaching: Intro. to public relations; case studies; writing; media relations
- Vivian, Bob** California State University, Chico
(916) 898-4779
CSU, Chico, Dept. of Journalism, Chico, CA 95929-0600
Interests: Media relations; public relations campaigns; public relations agencies
- Wakefield, Gay** Butler University - Dept. Of Journalism
Office: (317) 283-9357 Home: (317) 298-7914
4600 Sunset Ave., Indianapolis, IN 46208
Interests: Gender issues; comprehensive campaign design; strategic process for media selection; public relations by M.B.O.
-

**Educators Name Top PR
Graduate Programs**
*Maryland chosen by nearly half
of PRSA educators*

The country's best graduate programs in public relations are at Maryland, Florida, San Diego State, Boston and San Jose State, according to a Marquette University poll of pr educators conducted by **Bill Baxter**.

In a survey of members of the PRSA Educators Section, Maryland was chosen by 44 (47%) of the 93 survey respondents as one of the best universities in the country for graduate work in public relations. The educators were asked: "If you were asked to recommend to a student two or three of the best universities in the country (other than your own) for graduate work in public relations, what would they be?"

The respondents generally cited Maryland, along with the other top programs, for the nationally-visible research/publication efforts and teaching excellence of its faculty, for its diverse, flexible curriculum and for its proximity to major public relations markets. Maryland's undergraduate PR program also was named best in a similar study done by Marquette last year.

Call for Papers

Public Relations Research

Public Relations Division
Association for Education in Journalism
Mass Communication

Annual Convention -- August 7-10, 1991, Boston

The Public Relations Division is seeking research papers from **both faculty and students** for competitive research paper sessions at the 1991 annual convention of AEJMC.

Papers should:

- * test or develop theory in a public relations context;
- * systematically test or refine a public relations principle or practice;
- * analyze legal, ethical or historical questions; or,
- * critically review a concept, issue or model germane to public relations research or practice.

The "Top Three" papers in the faculty competition will be recognized at the Awards Luncheon in Boston and be considered for publication in *Public Relations Annual*. The top student paper will also be recognized at the Awards Luncheon and be acknowledged through a cash award intended to defray conference registration or travel expenses. We are also planning both a **poster session** and a **special session** for scholars presenting their first AEJMC paper. Special consideration will be given to papers dealing with the First Amendment or the Bill of Rights. Authors must be present in Boston to present their papers. Papers entered in the student competition may not be co-authored by faculty.

Submissions should consist of the following:

- * title page with name, address and phone number of author(s);
- * an abstract of no more than 75 words; and,
- * four copies of the paper.

Deadline for submission of papers: April 1, 1991.

Submit papers to:

John V. Pavlik
Gannett Center for Media Studies
Columbia University
2950 Broadway
New York, NY 10027-7004

CALL FOR PAPER PROPOSALS DEVELOPING TOOLS FOR STUDYING THE STATUS OF WOMEN

For a Pre-conference Working Papers Seminar, AEJMC National Convention
Boston, Aug. 6, 1991, 2:20 - 4:45 p.m.
DEADLINE: APRIL 1, 1991

The AEJMC Public Relations Division and the Commission on the Status of Women will sponsor a pre-convention working papers seminar on developing tools for studying the status of women in the communications professions.

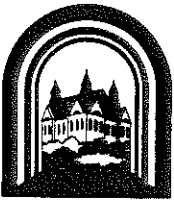
All AEJMC members are invited to submit three blind copies of a paper proposal, of no more than three pages, by April 1, 1991, that describes proposed research that advances an understanding of the tools needed to study the status of women in the communications professions. Those accepted must be able to submit complete working papers based on their proposals by July 1, 1991, for discussion and critique by seminar participants and audience members.

This working papers seminar follows the second such workshop held at last year's AEJMC convention. This year, each person who submits a proposal will receive judge's comments on the proposal's creative, theoretical, and practical potential. Graduate students are encouraged to apply.

Submit proposals to either workshop co-chair:

Elizabeth L. Toth
Newhouse School of Public. Comm.
Syracuse, University
Syracuse, NY 13244-2100

Pamela Creedon
School of Journalism
The Ohio State University
Columbus, OH 43210



Southwest Texas State University
Journalism Department
202 Old Main
San Marcos, TX 78666

Fred L. Williams 80035
1829 Tall Pines Circle
Columbia SC 29205

