

public relations **PR** update

Newsletter of the Public Relations Division of AEJMC

•October 1991•

Think Global

by Shirley Ramsey,
Public Relations Division Head

Mark your calendars now for August 5 to 8, 1992. The AEJMC 75th Annual Convention in Montréal, Canada, is going to be better than ever and you can make it happen. Public Relations Division (PRD) has three major goals for next year: to continue to increase the number of quality research and teaching papers submitted and presented, to expand our membership as well as the number who attend AEJMC, and to broaden the scope of those who share in planning and working out activities for the division.

This year's conference in Boston marked several important differences for our division: poster sessions with an increase in the number of papers presented, and an increase in joint sessions (mini-plenaries were set aside for 1991 and will be again this coming year). The division enjoyed an especially successful leadership over the past 12 months. Todd Hunt engineered the increased joint session proposal with such success that the Council of Divisions elected to do this again for the Montréal Conference. Reports from a number of these joint sessions appear in this newsletter.

Appreciation is due each member of the executive team for the Boston conference. A report such as this cannot do justice to the time and effort given, but a few items need to be shared. PRD took five joint session proposals to AEJMC Mid-Winter in December 1990, and all five topics were slotted for the Boston program: video news releases and infomercials, authored by Jason Berger; minority public relations agencies, by Marilyn Kern-Foxworth; corporate identity and brand recognition, by Jim Hutton; Festschrift and accompanying research session honoring Scott Cutlip, by Todd Hunt; and beyond Exxon Valdez, by Shirley Ramsey. In addition, the PRD played a major role in four other joint sessions: military briefings; research papers in Public Relations and gender; "Can one writing course do it all?"; and ethics and the First Amendment.

In pre-conference activities, the PRD this year was responsible for these pre-conference workshops: technology, conducted by John Pavlik and Jason Berger; gender, moderated by Elizabeth Toth, with Shirley Serini, Cindy

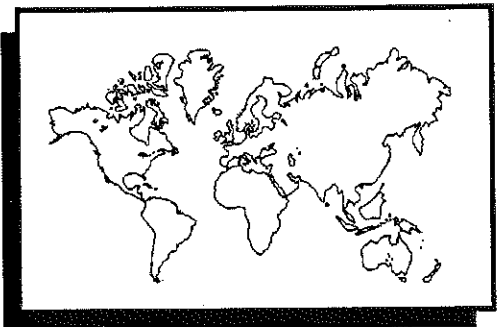


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Overcome Writer's Block!

We seek short, provocative articles and commentary; book, video, software and database reviews; photographs; and other news of interest. **SEND YOUR COMMENTS, COLUMNS, VISUALS, ETC. TO:**

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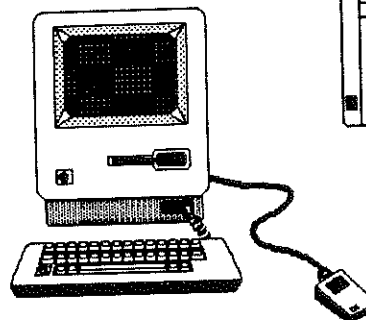
• PRupdate

A newsletter published by the Public Relations Division of the Association for Education in Journalism and Mass Communication. Members of the Public Relations Division examine and analyze scholarly, pedagogical and other issues relating to public relations practice and education. We serve educators, practitioners and others who recognize the important contributions made by public relations to an informed society.

Edited at Kansas State University by:

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 and/or Pagemaker 4.01 are
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Jones, Donna Rouner and James Van Leuven; teaching ethics, with Jay Black, Todd Hunt and Genevieve McBride; and teaching theory with Larissa Grunig, Charles Salmon and Judy VanSlyke-Turk. PRD sponsored seven paper (including two poster) sessions, with John Pavlik organizing/coordinating research and Maria Russell the same for teaching. The outstanding student paper award went to Sam McBride of Calgary, Canada—with special IABC cash award—on "Optimal Public Relations and School-Business Partnerships." Other top papers included James Grunig and Jon White, "The Effect of World View on Public Relations Theory and Practice," and Peter Hamilton and Kim Shipman, "Grunig's Situational Theory: A Replication, Application and Extension."

This is a good foundation to build upon. But our field is never static, and there is always more than can be done if we are to effectively represent your interests and needs. Now is the time to begin thinking about a paper submission for next year in Montréal. Please contact one of your executive officers, whose names appear elsewhere in this newsletter, if you have a good idea about a joint session. Unfortunately, preliminary programming material must be submitted to AEJMC in October—just about the time you'll receive this. So, don't delay. We also need to hear from you if there is a workshop topic you've been thinking you would like to attend but hasn't been offered thus far. AEJMC Mid-Winter takes place in Washington, DC, on December 7. This may not be another day to "live in infamy," but it is where program "bargaining" for slots takes place. **PR**

For Your Information:

From the Managing Editor



Richard Alan Nelson

Are you reading *O'Dwyer's PR Services Report* (\$40/year, 271 Madison Avenue, New York, NY 10016)? What it lacks in graphic design, it more than makes up in solid reporting. In my opinion, Jack O'Dwyer is doing a tremendous service by actually covering the PR newsbeat.

Issues earlier this year, for example, revealed in detail the contractual link between the propaganda activities of the Citizens for a Free Kuwait organization and a top notch Hill & Knowlton account team headed by Craig Fuller (formerly chief of staff for Vice President Bush). Recent reportage on what Foreign Agent Registration Act files reveal about issues management by foreign government reps, the troubles at General Public Utilities, and other breaking PR stories is first rate.... The new *Index to Journals in Mass Communication* (\$125/year or \$300 for 1988, 1989, 1990 volumes, Carpelan Publishing Company, P.O. Box 2726, Riverside, CA 92516-2726) is a useful finding aid to "articles in the twenty most important journals covering advertising, electronic media, print media, and public relations and their content, effects, history, and operations" Also filling a badly needed hole in the literature is the 1992-93 edition of *Communication Serials: An International Guide to Periodicals in Communication and the Performing Arts* (\$129, over 1000 pages, from SovaComm Inc., P.O. Box 64697, Virginia Beach, VA 23464-0697; Phone: [800] 937-7703 or [804] 420-0840). Finally! a truly comprehensive one volume source with update supplements. Contains 2,700 annotated communication periodicals published from 1821 through 1991, including every journal I could think of (and more) in public relations, advertising, communication law, film etc., many you won't find indexed anywhere else. Featured are 15 comprehensive indexes, more than 20,000 subject headings, and a cross listing of 26,000 serial titles. Like the pizza sauce, it's in there. Also coming is a companion volume on *Business Serials* As a service to the profession, all journalism history researchers (including those of us in PR) are encouraged to participate in a free listing for a new directory to be published by the American Journalism Historians Association and the History Division of AEJMC. You don't need to belong to either to take part. They ask for standard name/address/ phone/affiliation information and up to three interest areas such as Public Relations, Advertising, Law, Ethics, Women, 20th Century, War etc. The editor is Barbara Cloud, Greenspun School of

Communication, UNLV, Las Vegas, NV 89154-5007 Did you see the article on computerized electronic brochures ("the floppy calling card") in the September 1991 issue of *AV Video*? It described the distribution for major clients such as Buick of free diskettes with marketing information and a game or helpful computer tool value-added feature, keying in on the work of InMar Group in San Antonio, TX. I called InMar at (512) 733-8999 and spoke to sales manager Terry Lieby. He's willing to send professors case study information and sample 3.5- or 5.25-inch diskettes, either in Macintosh or PC format, for use in PR writing/techniques classes The Speech Communication Association has just published *Teaching the Introductory Public Relations Course: A Communication Perspective* (85 pages, \$8.95 from SCA, 5105 Backlick Rd., Bldg. E., Annandale, VA 22003). Looks like there's going to be another attempt to rename SCA as the American Communication Association. Last time there was a majority vote, but not enough to satisfy the bylaws. The name change makes a lot of sense—a quick glance at the 264 page program for the upcoming Atlanta convention reports the SCA Commission on Public Relations is presenting 10 programs, the Mass Communications Division a whopping 27, the Media Forum Series another 20, plus many additional panels of interest Speaking of SCA, the new improved version of *Journal of Applied Communication Research* under their sponsorship provides a promising venue for future public relations research. An essay on "Being Applied: Communication Research Comes of Age" by Editor William F. Eadie (Chair, Speech Communication Dept., California State University-Northridge, Northridge, CA 91330) is well worth reading In perusing the Fall 1991 issue of *France Magazine*, I note the lead article on the children of Arab immigrants to France reports that "the Vanguard of an elite is making it in France's top schools, in show business and in the more open-minded professions, such as advertising and public relations." *FM* is a wonderfully designed informed source for European culture and media-related developments, made available free in the U.S. with French government support (contact *FM's* Circulation Department, La Maison Française, 4101 Reservoir Road, NW, Washington, DC 20007 for a subscription order form) *Propaganda, Disinformation, Persuasion* is a journal published by the Program for the Study of Disinformation (headed by Professor Ladislav Bittman, Boston University, College of Communication, 640 Commonwealth Avenue, Boston, MA 02215, Phone: [617] 353-5163). Each issue deals with an international theme *The Electronic Journal of Communication/La Revue Electronique de Communication* is a new bilingual refereed journal published electronically on Bitnet and Internet. *EJC/REC* is

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"devoted to the study of communication theory, research, practice, and policy." Editors are James Winter of the University of Windsor and Claude Martin of l'Université de Montréal. The Fall 1991 issue focuses on "The Media and the Gulf War." Free subscriptions on your computer may be obtained by sending the message: JOIN EJCREC your name to: Comserve@Rpiacs (Bitnet) or Comserve@Vm.Ecs.Rpi.Edu (Internet) *News Computing Journal* is seeking Journalism and Mass Communication submissions in 10 major areas of interest, including use of computer technology in public relations and advertising. *NCJ* appears four times a year and is refereed. Contact Dr. Clark Edwards, Editor, Dept. of Communication, 208 DPCC, Duquesne University, Pittsburgh, PA 15282, Phone: (412) 434-6460; or Dr. H. Allen White, Assoc. Editor, Dept. of Journalism & Radio-TV, 114 Wilson Hall, Murray State University, Murray, KY 42071, Phone: (502) 762-2387 If you've discovered the joys of database searching, the new Lexis®/Nexis® Educational Program for Colleges and Universities gives you and your students (unlimited ID's) access to their services for a flat \$15/hour fee. They throw in virtually 24 hour-a-day access, customer service help, plus free access software, printing and training aids. The person to talk with is Geri Simpson, Market Manager for Mead Data Central Business Information Services Educational Programs at (1-800) 227-9597, ext. 1599 Erlbaum is publishing a lot of solid communication research, especially in PR. If you haven't yet seen Kathleen Kelly's new book for them on *Fund Raising and Public Relations: A Critical Analysis*, I suggest you do so as it advances the discipline Carol Oukrop, APR, who directs our School at K-State, was recently named "Public Relations Professional of the Year" by PRSA's Kansas Chapter and selected as the Kansas Press Women "1991 Communicator of the Year" AEJMC PR Division executive board member Elizabeth Toth of Syracuse University ([315] 443-3370) is also the current chair of the International Communication Association's Public Relations Interest Group. ICA PRIG has dues of only \$3 and is seeking to expand and strengthen their membership base. She says give her a call if you want to sign up or need more information *Advertising Rights: The Neglected Freedom* by Richard T. Kaplar of the Media Institute (\$16.95, 88 pages, 3017 M St., NW, Washington, DC 20007, Phone: [202] 298-7512) presents a forceful case for why commercial speech (which by extension includes public relations) is deserving of full First Amendment protections. This is an important study from a nonprofit research foundation specializing in communications policy issues Anyway that's how I see it. How about you? **PR**

Of, By, and About Women

Commission on the Status of Women

Ramona Rush moderated the refereed paper session jointly sponsored by the Public Relations Division and the Commission on the Status of Women. Rush also served as the session's discussant.



Ramona Rush

Fiona A. E. McQuarrie of Alberta, Canada, presented "The Experiences of Female Journalism Graduates in the Canadian Labour Market: A Longitudinal Assessment." McQuarrie reported that statistics for the Canadian labour market differ considerably from the American experience. Her data

showed women earning more than their male counterparts in Public Relations and being better satisfied with their positions.

Coral M. Ohl, Cal State-Fullerton, and Prudence C. Faxon, Cal State Polytechnic-Pomona, authored the paper presented by Ohl, "Do Television Characters Reflect Reality? An Analysis of Prime Time Characters." These authors found prime time television to be more of a deflection from the realities about women's lives than to be representative.

Dulcie Murdock Straughan, North Carolina, presented the paper "Public Relations Expression and the First Amendment." Straughan's work represented one of the Bicentennial studies, reflecting the recently renewed interest in commercial speech issues by jurists, legislators, regulators, civil libertarians, as well as academic researchers.

"A Case for Pluralistic Studies of Public Relations: Rhetorical, Critical and Systems Perspectives" was presented by Elizabeth L. Toth, Syracuse. This paper reviewed the complementary nature of the three research perspectives becoming apparent in the body of knowledge for Public Relations. **PR**

Beyond Exxon Valdez:

Environmental Issues of the '90s



by Shirley Ramsey,
University of Oklahoma

The History and Public Relations divisions jointly sponsored a session designed to explore the new "green revolution." Speakers were Peter M. Sandman, professor of journalism and director of the Environmental Communication Research Program at Rutgers University and professor of environmental and community medicine at the Robert Wood Johnson Medical School; William Moomaw, director, Center for Environmental Management, Tufts University; and Joan Bavaria, president of Franklin Research and Development Corporation.

Sandman approached the corporate side of environmental issues by suggesting there is a renaissance in green marketing, with corporations wishing to be counted on the side of the environment. His focus was on "risk communication," born, as he stated, in January 1985, at a jointly sponsored meeting of the Environmental Protection Agency and the Conservation Foundation. Risk communication, Sandman observed, has come to be the science of persuading people that they are not going to die because of certain levels of risk. The correlation is very low, he said, between actual risks in the environment and those risks members of the public believe they may face. So risk communicators often have the unenviable task of telling people they are afraid of the wrong threat, that the media reports they see, hear and read are often exaggerated.

Sandman suggested the primary reasons public fears are quite different from the genuine risks that kill them stem from disbelief in corporate assurances. Corporation arrogance is all too often responsible for public anger about environmental issues, he said. Thus one of a risk communicator's major responsibilities involves internal communication to convince business leaders that they must be more trustworthy. He cited use of community advisory boards to help raise local health and safety issues as a useful example of new policies initiated by one corporation. Summing up, Sandman said more companies are now following a kind of two-way symmetrical pattern of communication, such as James Grunig conceptualizes, between their businesses and environmental publics. But much remains to be done. Unfortunately, as Sandman put it, too many Public Relations practitioners in place in industry insist on old-style, one-way communication for their companies, rather than putting energy into adopting a new "listening" pose.

Moomaw addressed the challenges of the environmental movement: environmentalists making their case; corporations attempting to explain their side of the issues; and journalists trying to determine where to go for accurate information. Enormously effective risk communication is seen in the example of Alar. Despite conflicting scientific

claims, a highly controversial public communication campaign costing only about \$25,000 to launch blindsided unprepared industry spokespersons and resulted in the elimination of use of the chemical on apples. Moomaw puts it this way: many communication and environmental problems are not going to be "solved" and then go away—rather, they are going to be a part of social concerns for a very long time.

As Moomaw said, when scientists are persuaded to speak out on environmental issues they often end up giving differing perspectives of the controversy. This may achieve balance as far as the journalists are concerned, but tends to confuse the public. On the other hand, said Moomaw, the kind of event which occurs when environmental groups and corporations get together is nothing less than a "cultural breakthrough."

Vanishing wildlife and endangered species he defined as "easy" environmental issues—these make up the "charismatic macrofauna." But there are more important, more difficult problems underlying the threat to animals. He used the example of the panda, where the disappearance of microscopic organisms is the real story because this tells exactly how far human society has gone in degrading the environment. But reporting microscopic disappearances is hard to entertainingly tell and of little interest to the public. The attention-getting stories with conflict—for instance, the caribou versus the oil industry—will be the ones that will be told. However, these are not as essential for the public to know as the more complex stories involving total ecological patterns.

Bavaria discussed social investing and its promise for the future. Investing should look at two bottom lines: financial outlay and the social outcome. In other words, how will the financial outlay affect the environment? As she phrased it, the "social bottom line" is as much a topic for corporate board rooms these days as the financial bottom line.

She pointed to the example of the Coalition for Environmentally Responsible Economics (CERES) formed between environmental organizations, corporations, and investment firms. Beginning in 1990, they set about establishing over 20 common goals. These were codified as the Valdez Principles, which CERES encourages corporations to adopt. These principles are designed to provide an overarching environmental ethic to corporate planning and investing. Venture capital and loan funds are a part of this plan, and signatories agree to take care of any environmental damage resulting from their activities.

Bavaria concluded by urging that public relations practitioners encourage other such efforts to institutionalize socially responsible behavior as a part of the culture. She called for a standardized method of environmental accounting that could parallel measures now used for economic accounting. **PR**

VIEWPOINT:

Why PRSA Certification Was Right For Us

by J.D. Rayburn, II
Florida State University

In April of this year, the public relations program in the Department of Communication at Florida State was reviewed by the Public Relations Society of America for the Certified in Education for Public Relations (CEPR) designation. Shortly thereafter we became the fourth program in the nation to receive the designation. While we were pleased to receive the credentials, this program has not been without criticism. (See *PR Journal*, March 1990, pp. 8-10 and May 1990, p. 5)

Two primary criticisms have been levied against the CEPR program. First, some have argued that with the ACEJMC accreditation program, there is no need for another "accreditation" process. The CEPR program was established for PR programs that were not in traditional journalism schools that could be accredited, but were housed in departments of communication, speech, business, or others. Because of the unit accreditation rule (all programs in the academic unit must be accredited), programs not in J-schools could never even be reviewed for accreditation. There is just no place in ACEJMC review procedures as they are now structured for rhetoric and public address, media performance, communication studies (pre-legal and ministerial studies), or sports marketing—even though these produce some first rate students. Yet many of the PR programs that are in such departments are of high quality and deserve recognition.

The second criticism that has come from the academic community is that programs should not be sanctioned by a professional society. They claim that review by such an organization borders on encroachment on academic freedom and may stifle the creative processes. Perhaps a comparison of the review processes of PRSA and the ACEJMC may serve to clarify some of the questions.

Upon request for review from the institution, the ACEJMC requires the unit to do a self audit. Information requested includes enrollment, number of faculty teaching courses, description of courses with syllabi, major requirements including internships, alumni records, budget information, facilities information, advisory board members, and more. The PRSA requires the same information.

On the visit, the ACEJMC team is comprised of three members—two from academia and one professional. The PRSA team also has three members—two professionals and one academician. During the visit the ACEJMC team interviews faculty, students, alumni, and local professionals, and attends classes. The PRSA team does the same. The ACEJMC team examines library holdings in the appropriate areas; the PRSA team does likewise. Having

taught in a School of Journalism that was accredited and having been through ACEJMC reviews, my observation is that the procedures, requirements, and standards are almost exactly the same. In fact, two of the three PRSA team members that reviewed our program also serve on ACEJMC teams.

So why certification? A good gauge for education is the profession for which students are being educated. Often trends develop in the profession before they come to education. The certification (and accreditation) procedure serves as a way to measure education against industry requirements for success.

Finally, the CEPR is "value added" to a student's degree. A graduate is able to say he or she comes from a program that is viewed by the most prestigious public relations organization in America as one that is preparing them properly and well. All in all, it's the student who really benefits from this process.

NOTE: The PR program in the Department of Communication was reviewed by the PRSA in April 1991. Certification was granted June 1. **PR**

J.D. Rayburn, II heads the public relations program in the College of Communication at Florida State University. He is an accredited member of the Florida Public Relations Association and is one of only 39 members in the association to be credentialed a Certified Public Relations Consultant. He is also the founding chairman of FPRA's Counselors Network.

Ethics Codes:

"Yes, but . . ."

by Todd Hunt,
Rutgers University

"Communication Ethics Codes: Is Anybody Paying Attention?" Panelists at the PRD and Newspaper Division discussion said, in effect, "Yes, but . . ."

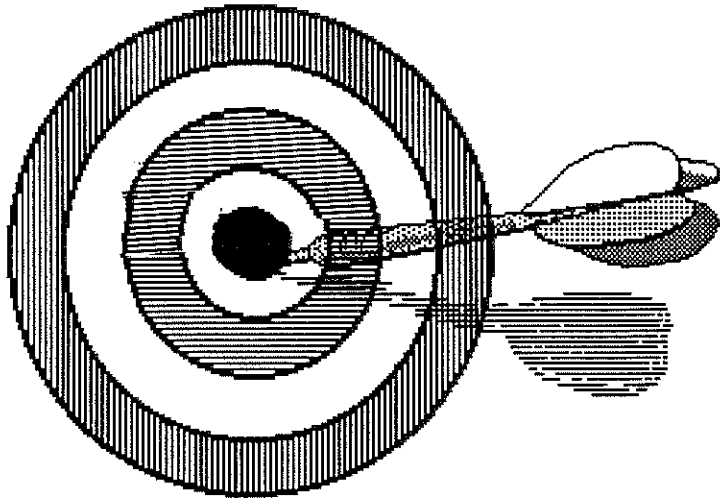
Attending were Frank Gibson, metro editor of the *Nashville Tennessean* and president of the Society of Professional Journalists, and George McGrath of Carl Byoir and Associates, representing the International Association of Business Communicators. Each pointed out that the codes of their organizations have no enforcement mechanisms and no provision for reminding a member of the responsibility to uphold the ethics code.

PRSA spokesperson Terence McCarthy, principal of a Boston agency, said that his organization has both an annual reminder of ethics responsibilities and a mechanism for enforcement that is expensive because of the associated legal costs. But he agreed with other panelists that the responsibility for ethical behavior rests heavily with the individual reporter or public relations person.

Panelists agreed that there is little exchange among professional communication organizations regarding their ethics codes, but PRD and PRSA member Lillian Lodge Kopenhagen of Florida International University is preparing a program for the fall SPJ convention that will make the journalists more aware of the way their ethics code and those of public relations people call for similar responsibilities on the part of communicators. **PR**

Infomercials and VNRs: **Controversial, but Here to Stay**

The ethical implications of video news features and infomercials (or "informationals") produced a very spirited and emotionally charged discussion in a packed room at one of the opening plenary sessions at AEJMC's national conference in Boston. The session was sponsored by our division,



in conjunction with the Advertising, Radio-TV and Secondary Education Divisions.

Jason Berger of Duquesne University chaired the session. Jason invited his former boss Michael Klepper, a pioneer in marketing, producing and distributing VNRs, to argue for and demonstrate the benefits of VNRs.

Jan LeBlanck Wicks of Indiana University presented data on program-length infomercial airings. Professor Wicks raised the question of how much the stations are pre-screening the infomercials. Her data suggests that very little is done.

Candy Altman, executive producer at WCVB-TV News in Boston, commented on both presentations. Altman focused on the ethical implications of VNRs and infomercials, particularly what she saw as negatives for viewers of smaller market stations. In these markets, short-staffed news and programming departments are desperate for news and programs, she observed. Frequently they fall short in adequately editing the material so as to eliminate product plugs or minimize their blatancy.

Altman's response generated a great deal of discussion between the panel and the audience, especially on the VNR issue. Everyone seemed to concede that VNRs are here to stay, with several attendees pointing out that for a broadcast journalist to condemn their use even though circumstances force many of her peers to air them seemed a bit hypocritical.

Berger and Klepper noted the professional journalistic credentials of many of those now in the VNR business. They made it clear that most VNR packages provide valuable information and give users a number of alternatives. "We welcome the editing of VNRs to remove sections that might be perceived as too commercial," said Klepper. Both also argued that one of the most important objectives of a VNR is to stimulate station news producers to supplement the material with local footage, thereby increasing the story's value for their communities.

This plenary session drew one of the largest audiences sponsored or co-sponsored by our division, said Berger. "It illustrates strong interest among our members when we invite professionals to share their views." **PR**

PR Research Annual Now a Quarterly

The *Public Relations Research Annual* will become a quarterly called the *Journal of Public Relations Research* effective with Volume 4 in January 1992. Cost for individuals is \$40.00 U.S. (U.S./Canada) and \$65.00 (all other countries). The new journal will remain a publication of the AEJMC Public Relations Division in cooperation with public relations educators in the International Communication Association, the Public Relations Society of America, the International Association of Business Communicators, and the Speech Communication Association.

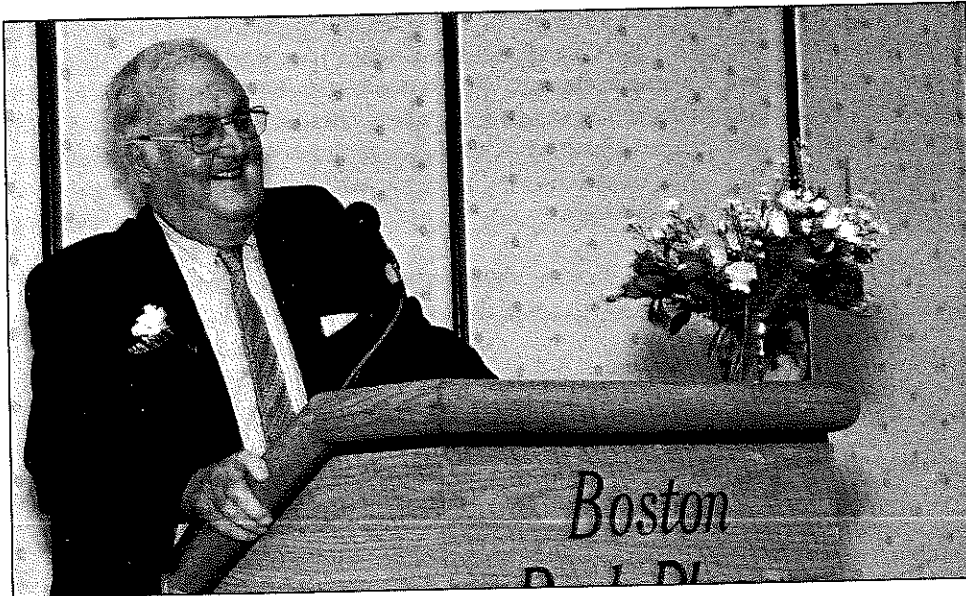
Previous contributor-authored studies have already worked to build theory in:

- conducting more effective public relations campaigns
- improving understanding of why organizations practice public relations as they do
- providing educated criticism of public relations' social impact, and
- developing the history, ethics, and philosophy of public relations.

INSTRUCTIONS FOR CONTRIBUTORS

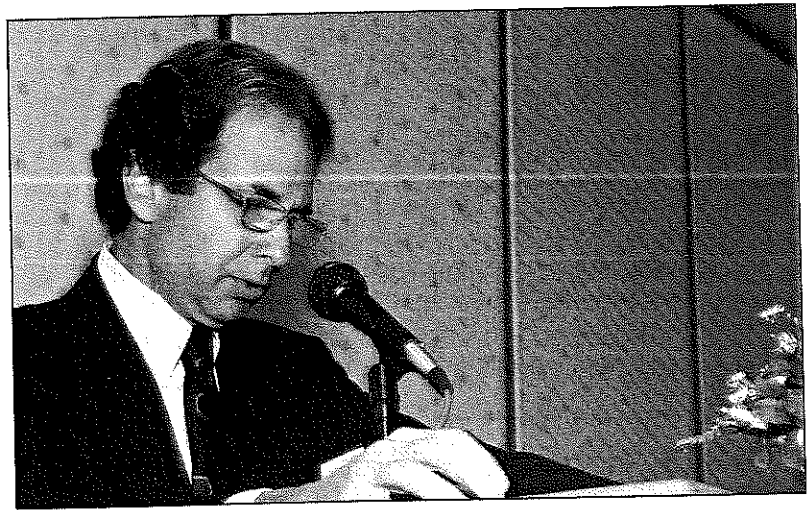
Two kinds of articles can be submitted: Reviews of major programs of research (35-60 manuscript pages) and reports of original research (up to 35 manuscript pages). All methodologies are appropriate, including social scientific, historical, legal, philosophical, and critical. All articles must contain original data or observations and should contribute to the broad body of knowledge in public relations. Submit four copies of articles for consideration to the editors at the College of Journalism, University of Maryland, College Park, MD 20742-7111. Manuscripts should follow the style of the *Publication Manual of the American Psychological Association* (3rd ed.). Articles should include a summary of less than 100 words designed to be understood by public relations practitioners and scholars not familiar with the theory or method of the article. **PR**

They Defined Public Relations — Cutlip and Bernays



"You guys went easy on me!" says Scott Cutlip after his "roasting" at the Boston Park Plaza.

Bill Adams of Florida International University led the roasting and toasting of Scott Cutlip until he realized he was the only person remaining in the room and was left holding the bill.



Photos courtesy of FayFoto, Boston

Advancing Understanding:

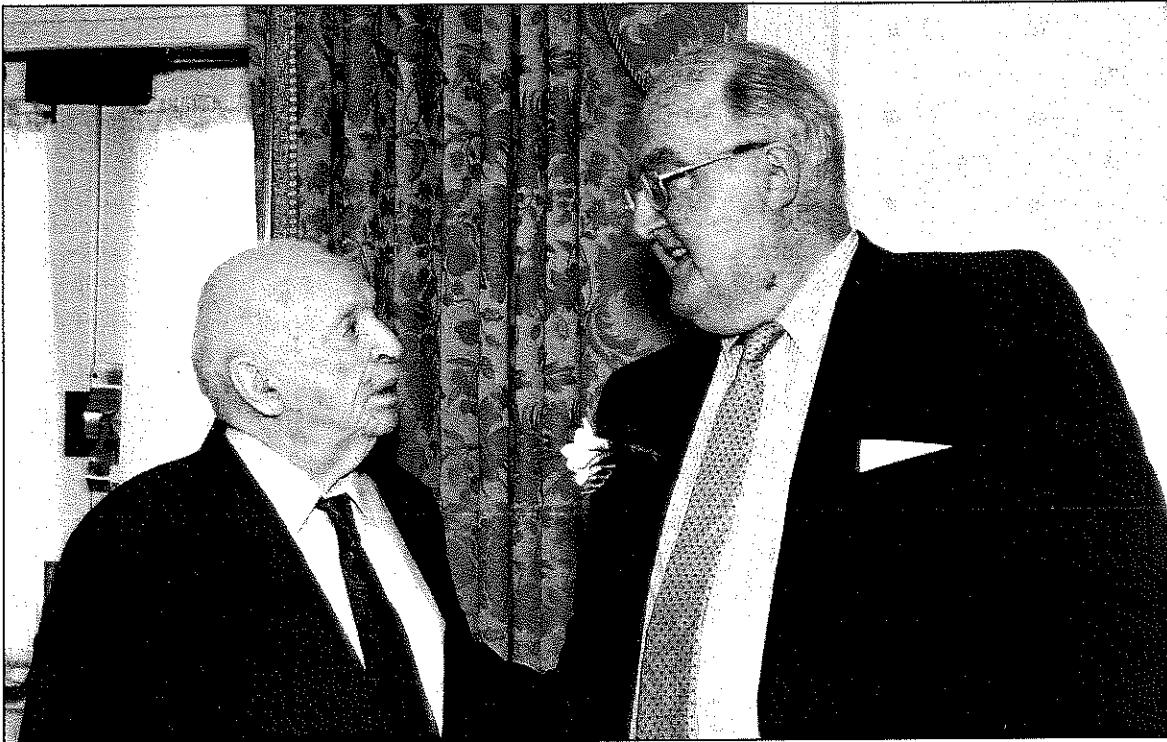
Houston Risk Management Conference

During the spring 1991 semester, the Public Relations program at the University of Houston became more involved in chemical companies' efforts to communicate about risks. Dr. Robert L. Heath, along with several PRSSA members, organized a conference on risk management and risk communication held in conjunction with the Texas Waste Management Society. Approximately 85 people attended the conference on May 10. Panelists were drawn from media editorialists and program directors, toxicologists, chemical company representatives, public relations counsel, and technical experts on worker safety and waste management.

Graduate and faculty research efforts, which focused

on risk communication, have already produced several papers and an article in *Public Relations Quarterly*. A Master's degree candidate, Kathy Nathan, surveyed public opinions regarding risk-related issues in the context of water and air quality licensing of Texas Copper Corporation. Comparing risk tolerant and intolerant individuals, she found they did not differ in their knowledge about the economic and environmental aspects of the smelter, nor did they differ in terms of the amount of control or level of uncertainty about the operation of the plant. The groups did differ in their perception of the benefits of the smelter in the community, as well as the extent to which they believed the plant would affect them

Fêted at PR Division Luncheon in Boston



The father of public relations (Edward Bernays, left) chats with the father of public relations education (Scott Cutlip, right) at the AEJMC luncheon honoring them on August 10, 1991. Rumor had it they were discussing their latest Nintendo scores.

Dwight Teeter, a former colleague at the University of Wisconsin, embraces Scott Cutlip while confessing he became interested in public relations because he likes people.



personally. This research expands the understanding of which factors are most important in the context of public risk assessment and communication.

Proceedings are available from Dr. Heath at the School of Communication, 621 AH, University of Houston, Houston, TX 77204-3786; Phone: (713) 749-3519. The conference was partially funded by the Coastal Research Center of the University of Houston and is part of the university's efforts through the Texas Institute on the Environment to support communication on issues of public importance. **PR**

Freebies for Your Mind

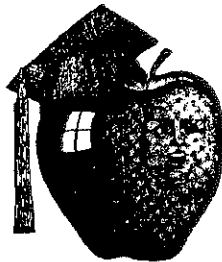
Useful free publications of interest to AEJMC public communicators include:

- *Syllabus*, covering the Macintosh in Higher Education, at P.O. Box 2716, Sunnyvale, CA 94087-0716; Phone, (408) 773-0670. The September 1991 issue has an interesting article on accessing information via the Internet.

- *C-SPAN in the Classroom Newsletter for Professors*, published bimonthly by the C-SPAN Department of Educational Services, 400 North Capitol Street, NW, Washington, DC 20001; Phone, (800) 523-7586. They are also seeking material for publication on professional activities, research, workshops, and course descriptions that incorporate use of C-SPAN.

- *Communiqué*, newsletter published monthly by the Freedom Forum Media Studies Center, Columbia University, 2950 Broadway, New York, NY 10027; Phone, (212) 280-8392. Other free recent publications from the Center include: a 36-page guide to *Pioneering Partnerships: Faculty Development Opportunities that Link Journalism and Communication Education with Media Industries*; the 101-page *Untapped Sources: America's Newspaper Archives and Histories*; the 22-page conference report on *News and the New World Order*, and the 116-page *The Media at War: The Press and the Persian Gulf Conflict*.

- *Witness to War: Images from the Persian Gulf War from the Staff of the Los Angeles Times*, a superb compilation in oversize paperback book format, by writing David Laventhol, Publisher



Chief Executive Officer, *Los Angeles Times*, Times Mirror Square, Los Angeles, CA 90053; Phone, (213) 237-2900.

- *DM News*, P.O. Box 3055, Langhorne, PA 19047, a controlled-circulation newspaper about the direct marketing field. Educational direct marketer, fundraiser, and media categories qualify for the free subscription. Special sections each issue feature interesting topics such as fundraising.

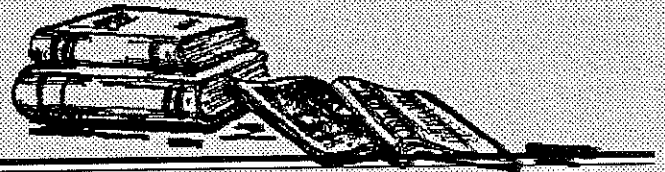
- *First Amendment Issues and the Mass Media: A Bibliography of Recent Works* by the AEJMC Mass Communication Bibliographers. Useful critical guide to 109 titles published since 1979. Complimentary paper copies or computer diskette versions (either MS-DOS or Apple/Macintosh) are available from Dolores C. Jenkins, 142 Library West, University of Florida, Gainesville, FL 32611; Phone, (904) 392-4919.

- *Press/Politics*, newsletter of the Joan Shorenstein Barone Center on the Press, Politics and Public Policy, John F. Kennedy School of Government, Harvard Univ., 79 John F. Kennedy Street, Cambridge, MA 02138; Phone, (617) 495-8269.

- *Insider Newsletter*, a monthly summary of new books, think tank studies, public policy reports, and other useful information by scholars and organizations around the world. You don't have to be a card carrying conservative or libertarian to find this of value. Published from Scholars' Resource Bank, Heritage Foundation, 214 Massachusetts Ave., NE, Washington, DC 20002; Phone, (202) 546-4400. **PR**

Learning to Teach:

New PR Educator Book



A new book for those going from practitioner or graduate student to public relations professor has been published as a service project by the PRSA Educator Section.

Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator consists of 26 chapters and 281 pages full of practical advice and tips, written by experienced academic professionals. The project was conceived and edited by Judy VanSlyke Turk, Ph.D., APR, chair-elect of the Section.

Topics include:

- how to find a teaching position
- what to expect of your students and academic colleagues
- what will be expected of you
- how to teach public relations theory, research, writing, desktop publishing and more.
- how to put together a syllabus, exams and challenging assignments
- how to organize a lecture
- where to find audio-visual aids

Price is \$26.50, including shipping and handling. To minimize costs, copies are only printed as orders are received by Kinko's Professor Publishing system. For each copy sold, the Section will receive \$5. Checks should be made payable to "Educators Section, PRSA" and sent to Dr. Judy VanSlyke Turk, Dean, College of Journalism and Mass Communications, University of South Carolina, Columbia, SC 29208.

"PR Pro"

New Program Planning Software

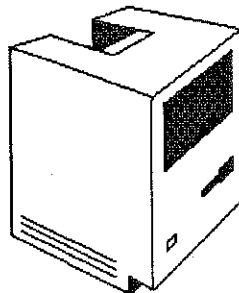
Software for planning public relations programs, known as "PR Pro," is now available in a Macintosh version for educators in public relations and mass communications.

"The goal of PR Pro is to help people create plans that conform to professional standards in the field of public relations. It is a tool to assist students and others in thinking more clearly and creatively about public relations," say the developers.

PR Pro is divided into two basic components: 1) a "PR Planner" allows users to create plans and program with guidelines covering the public relations process. Users have the benefit of on-screen help and sections are interconnected in a multi-layer hypercard design; and 2) a "PR Database" comprised of information resources needed to support public relations plans and activities such as directories, publications and professional associations.

The developers of PR Pro are Don Bates, President of The Bates Company, a New York City public relations firm, and John Pavlik, Associate Director for Research and

212-255-1728). PR Pro is the trademark of Don Bates and John Pavlik. HyperCard is trademarked by Apple Computer and licensed to Claris Corporation. **PR**



To Be or Not to Be?

Integrating PR and Marketing

by Todd Hunt,
Rutgers University

PRD representative Jim Grunig of Maryland split with other members of the AEJMC convention panel on the topic of "The Integration of Marketing, Advertising, and Public Relations." The other panelists hailed the arrival of "integrated communication" or "marketing public relations." Grunig disagreed.

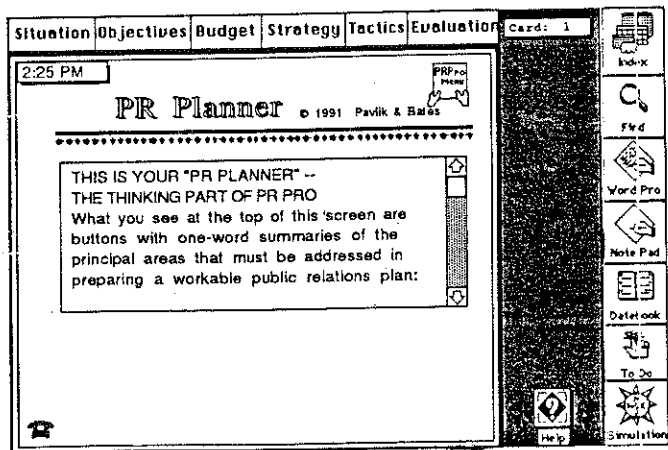
"I hesitate to call it public relations when marketing uses publicity and product promotion techniques," said Grunig, who warned that corporate public relations departments are in danger of losing their public affairs role if they get too heavily involved in marketing.

Drawing on his recently completed IABC study on excellence, Grunig said that for a public relations department to be excellent it must be separate from marketing. Why? "Because public relations deals with publics, not consumers, and with social responsibility, not products."

Grunig argued that integration, if it is to happen, should occur at the CEO level. He pointed out that if public relations is involved in strategic planning, staff members probably will advise management against many marketing choices. An example: Targeting "Uptown" cigarettes at black consumers may have been a good marketing idea, but proved a poor public relations decision.

Other panelists were advertising division head Tom Duncan of Colorado, Tom Harris of Northwestern, and Carole Howard of the Reader's Digest Association. In "integrated" situations involving several agencies, Harris said, advertising agencies tend to dominate their public relations counterparts.

PR



Technology Studies, The Freedom Forum Media Studies Center, Columbia University.

An Apple Macintosh computer with at least 640K of RAM is required as are HyperCard software (versions 1.2.2, 2.0 or 2.2) and a mouse. The "PR Planner" and "PR Database" both can be edited or expanded by users to fit their own special needs. With purchase of the fully operational program, a printed guide and free telephone consultation on set-up and use are included.

Both regular and student versions are available. For further information write or call: The Bates Company, 156 Fifth Avenue, New York, NY 10010, (212) 675-4441 (FAX:

VIEWPOINT:

Knowing Operations + Theory = "Added Value"



Robert L. Heath

by Robert L. Heath,
University of Houston

Last week I was talking with a past president of the local chapter of PRSA. He again reminded me that the employment dynamics are changing for public relations practitioners. Many companies are using contract workers instead of full-time employees. My friend also pointed out that fewer PR graduates are subsequently finding their way into communication and other corporate management positions.

Why? Senior management still does not perceive people who are experts in communication as being major players, members of dominant coalitions.

What is to be done? One response is to cut back on enrollments at a time when they are flourishing. Another is to work harder to train students even better to use communication techniques in behalf of clients.

I believe, however, the salvation is to teach our students to know how to "add value" to the organizations for which they work. This calls for them to learn more about technical and financial sides of companies and industries in which they work. It means that they take courses and attend workshops that help them understand technical and operational aspects of companies. It means that they learn communication theory and become familiar with research which allows them to think in management terms. It means that they should look for new business opportunities and help their companies to prepare to minimize regulatory impact.

To the extent that our students and alums cannot do this they will be working in the future for people who can. *Robert Heath directs the Institute for the Study of Issues Management at Houston.* **PR**

Ferguson Promotes PRSA Certification

by Richard Alan Nelson,
Kansas State University

As the accompanying commentary by Jay Rayburn on page 6 points out, the debate over professional certification of public relations sequences continues. In a recent back-to-school letter to members of PRSA's Educators Section, the co-chairman of the trade group's Educational Affairs Committee is urging more programs to seek the organization's "Certified for Education in Public Relations Program" imprimatur.

PRSA Fellow David Ferguson, a Chicago-based senior consultant with Hill & Knowlton, says just the fact of endorsement of the public relations sequence by a leading professional society is important, but that there are other benefits. These include review by caring and knowledgeable people representing academic and professional sectors which can assist programs to become and remain "state of the art." In addition, he writes, once certified, public acknowledgement helps attract good students and may make additional resources available to the public relations sequence.

"The PRSA certification process is very similar to the accreditation process, except, of course, PRSA certification

covers only public relations sequences. While, in all candor, the number of schools that have been certified remains smaller than I had hoped, virtually all schools that have received PRSA certification report that the resources allocated to public relations by their administration have been significantly increased," Ferguson adds.

In his letter, Ferguson also addresses the issue of cost. "Of course, getting certified costs money (about \$2,000 to \$3,000), and with the reduced budgets prevalent in colleges and universities these days, that amount of extra money is hard to come by. The thought occurs that Advisory Councils are not often asked for funds for their schools, and that certification might be something Council members would be willing to support financially, since the amount is fairly modest, and only comes up once every six years. In addition, most members of such councils are professionals who realize the value of participating in a review process sponsored by an organization outside of the academic community."

Brigham Young, Eastern Kentucky, Florida State, and the Defense Information School at Fort Benjamin Harrison in Indianapolis, Indiana are among the first to successfully receive PRSA certification. A white paper outlining in more detail how the certification process works is available from Ferguson at (312) 565-1200 or PRSA's director of educational affairs Colleen McDonough at (212) 995-5709. **PR**

CALLS FOR PAPERS/CONVENTIONS

INTERNATIONAL PUBLIC RELATIONS EDUCATORS CONFERENCE
Crystal Gateway Marriott Hotel, 1700 David Highway, Arlington, Virginia
2-5 July 1992

PURPOSE: Bring together PR educators and acquaint them with the resources of the Greater Washington, DC area. Sponsored by the Speech Communication Association with support from the Commission on Public Relations.

REQUIRED: For professional development workshop/seminars, a one-page proposal indicating goal of the session, resources needed to conduct it, a list of presenters with attached vitae. For field trip proposals, indicate interest. There will also be a "Special Conference on Communication Theory & Public Relations" featuring refereed papers.
DEADLINE: 15 October 1991 for Workshop/Seminar/Field Trip Proposals; future date to be announced for refereed papers.

CONTACT: Bonita Dostal Neff, Unit Coordinator, SCA-CPR Summer Conference, 8320 Greenwood Avenue, Munster, IN 46321-1813. Phone: (219) 838-4428.

C-SPAN SEMINAR FOR PROFESSORS

Washington, DC, 6-7 January 1992

PURPOSE: Invited attendees will spend two days learning effective methods of integrating C-SPAN into course work, participating in sessions designed to demonstrate and evoke a wide variety of applications. Registration, hotel accommodations and meals during the seminar are provided free. Attendees pay transportation costs.

REQUIRED: Application, background on teaching responsibilities, and a 250-word statement describing how you would benefit professionally from attending the seminar.
DEADLINE: 30 October 1991.

CONTACT: C-SPAN Seminar for Professors, 400 N. Capitol St., NW, Washington, DC 20001. Phone: (800) 523-7586 or (212) 737-3220.

FACULTY DEVELOPMENT GRANTS FROM C-SPAN

PURPOSE: Soliciting proposals from faculty that involve the use of the C-SPAN network's programming in teaching and/or research. Grants provide \$500 in videotapes and catalogs from the Public Affairs Video Archives at Purdue University for implementation of new projects.

REQUIRED: Provide a 250-500 word description of the proposed project, along with the applicant's curriculum vitae.

DEADLINE: Grants are reviewed/awarded on a rolling basis throughout school year.
CONTACT: Linda Heller, Director of Educational Services, C-SPAN, address above.

FIFTH CONFERENCE ON CORPORATE COMMUNICATION

"Communication in Uncertain Times"

Greater New York City area, Fairleigh Dickinson University, 20-21 May 1992

PURPOSE: Focus on the roles, processes and issues of concern to corporate communications professionals in changing economic, political, & social environments.

REQUIRED: 300-500 word abstract of paper or summary of proposed session devoted to an issue, workshop/demonstration, or panel discussion.
DEADLINE: 31 October 1991.

CONTACT: Dr. Michael B. Goodman, Director, M.A. Program in Corporate and Organizational Communication, Fairleigh Dickinson University, 285 Madison Avenue, Madison, New Jersey 07940. Phone: (201) 593-8710 or 593-8709.

COMMUNICATION POLICY RESEARCH AWARD

PURPOSE: Award of \$2,000 for Social and Ethical Relevance in Communication Policy Research

REQUIRED: Nominations can consist of a research published during 1990-91 or accepted for publication by the end of 1992 in books, book chapters or refereed journals. Research must address the public policy implications of the transformations of community being affected by communication technologies.

DEADLINE: 30 October 1991

CONTACT: Research Award, Donald McGannon Communication Research Center, Fordham University, Bronx, NY 10458. Phone: (212) 579-2693.

PUBLIC RELATIONS INTEREST GROUP CALL FOR PAPERS,

INTERNATIONAL COMMUNICATION ASSOCIATION

42nd Annual Conference "Communication and New Worlds"

Intercontinental Hotel, Miami, Florida, 21-25 May 1992

PURPOSE: Present research papers

REQUIRED: Submit five copies of completed papers, maximum length 25 pages plus tables and references, accompanied by a separate 150-word abstract with title, and a detachable cover page (title, complete names of all authors, complete addresses and telephone numbers).

DEADLINE: Postmarked no later than 1 November 1991.

CONTACT: John Pavlik, Freedom Forum Media Studies Center, 2940 Broadway Avenue, New York, NY 10027. Phone: (212) 496-7746 or 280-8392. FAX: (212) 280-5726. **NOTE:** Besides the Public Relations Interest Group, a number of alternative ICA venues for presentations on public relations topics exist. See the complete ICA call for papers by the Mass Communication Division, Political Communication Division, Communication Law and Policy Interest Group etc.

THE FREE SPEECH YEARBOOK SEEKS ESSAYS

PURPOSE: This annual publication invites essays on any topic concerning freedom of expression. Since manuscripts may deal with any aspect of free speech, there are a number of issues involving public relations law, attempts to suppress commercial speech, and other controversies which should prove appropriate to explore.

REQUIRED: Send four copies of each manuscript, including a one-page abstract and detachable title page with author(s), affiliation(s), and address(es). Style should either follow APA (3rd edition) or MLA (1985 edition).

DEADLINE: Not specified, correspond with editor.

CONTACT: Dale Herbeck, Editor, Free Speech Yearbook, Lyons Hall 215, Boston College, Chestnut Hill, MA 02167-3804.

SPECIAL "THE MEDIA BUSINESS" ISSUE OF JOURNALISM HISTORY

PURPOSE: Special issue dealing with any aspect of the media business in any time period, so long as the subject matter is treated historically.

REQUIRED: Three copies of completed manuscripts.

DEADLINE: 15 December 1991.

CONTACT: Dr. Barbara Cloud, Guest Editor, Greenspun School of Communication, Univ. of Nevada - Las Vegas, Las Vegas, NV 89154-5007. Phone: (702) 739-3331.

INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

Fourth Annual Meeting, "The Globalization of Business: Implications for the Future" Holiday Inn Crowne Plaza at National Airport, Arlington, VA 22202, 2-5 April 1992

PURPOSE: Proposals for the Academy (formerly the International Academy of Management and Marketing) for paper presentations, symposia, tutorials, and workshops in all business disciplines.

REQUIRED: For symposia, tutorials and workshops include a 2-3 page overview description of the activity, a list of the participants, and a signed statement from each showing agreement to participate. For refereed papers submit three double-spaced copies (maximum of 17 pages); title pages with name(s), affiliation(s), title/academic rank(s), address(es), and phone number(s) of the author(s); a self-addressed, stamped postcard; and a statement certifying that at least one of the authors intends to register for and attend the conference to present the paper if it is accepted.

DEADLINE: 20 December 1991.

CONTACT: Symposia, tutorial and workshop proposals to Michael Beyerlein, University of North Texas, Denton, TX 76201. Phone: (817) 565-2671. For public relations-oriented papers, there are a number of track chairs too numerous to list here (i.e., for Organizational Behavior, Consumer Behavior, Services Marketing/Non Profit, Strategic Management, Women in Organizations, Social Issues in Management, Business Ethics, etc.). For further information and submission of papers not categorized by specific track, contact Abbass Alkhalafji, IABD Assistant Program Chair, Department of Management and Marketing, Slippery Rock University, Slippery Rock, PA 16057. Phone: (412) 738-2060.

COMMISSION ON PUBLIC RELATIONS PAPERS & PROPOSALS, SPEECH COMMUNICATION ASSOCIATION

78th Annual Meeting, "The Communication Century"

Chicago Hilton and Towers Hotel, Chicago, Illinois, 29 Oct. - 1 Nov. 1992

PURPOSE: Submissions of theoretical, methodological, or empirical papers and program proposals. Preference given to papers.

REQUIRED: Four copies of each paper or program proposal should be submitted. Papers should have a detachable title page including the authors' names, affiliations, addresses, phone numbers, and a 50-75 word abstract. Papers authored solely by students, with "student" typed in upper right hand corner of title page, or authored solely by scholars who have never presented a paper at a national conference, indicated by "debut" typed in upper right hand corner of title page, will be considered for inclusion on special programs. Program proposals should include a title, statement of purpose, rationale, names of consenting participants (including institutional addresses and phone numbers), and a 50-75 word abstract for each paper.

DEADLINE: 15 February 1992.

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Editor, *Teaching Public Relations*: Todd Hunt

(See listing under "Immediate Past Head")

By-Laws: Lauri Grunig

(See listing under "Co-editors, *Public Relations Research Journal*")

Teaching Writing:

One Size Fits All?

by Todd Hunt,
Rutgers University

"Can one basic course teach good writing to all our majors at once?" PRD representative Doug Newsom of Texas Christian, in a panel co-sponsored with the Newspaper and Magazine divisions, got the discussion off to a rousing start by stating: "That's absurd!"

Newsom said the newspaper formula writing required in J-school foundation courses causes distress and dismay for advertising and broadcasting majors. Public relations students usually accept and comply because they understand the need to learn how to prepare news releases.

Newsom said public relations students need writing classes that analyze the reasons for writing, focus on the audience's needs, and teach how to make appropriate choices in style and channel. She stressed today's students will work in a communication mix where the same organization gathers information for use in several print, broadcast and visual media, and thus they need to understand the mechanics and styles required by all media.

She further differed with other panelists in saying public relations writers have to view their writing as a product; they have to distance their egos from what they produce for their audiences.

The other panelists were Kevin Hall of Florida International and Pat Westfall of Ohio University. **PR**

•conventions from page 13

CONTACT: Dean Kruckeberg, see address in PR Division Executive Board listing.

NOTE: Besides the Commission on Public Relations, a number of alternative SCA venues for presentations on public relations topics exist. See the complete SCA call for papers by the Mass Communication Division, Commission on Communication Ethics, Commission on Communication and the Law, Applied Communication Section, International and Intercultural Communication Division, Commission on Freedom of Expression etc.

AEJMC PRE-CONFERENCE GENDER IN PUBLIC RELATIONS SEMINAR
Montréal, Canada, 4 August 1992

PURPOSE: Seeks proposals on any topic related to gender and communication.

REQUIRED: Three page outline.

DEADLINE: 1 April 1992.

CONTACT: Elizabeth Toth, see address in PR Division Executive Board listing.

PUBLIC RELATIONS DIVISION CALL FOR PAPERS, AEJMC

75th Annual Convention, Montréal, Canada, 5-8 August 1992

Details in next newsletter.

INSIDE update:

- PR Certification: A Good Idea?
- Cutlip Roasted—Comes Out Alive
- Communication Ethics Codes: A Contradiction?
- Marketing and PR: A Marriage Made in Heaven?
- Viewpoint: PR “Added Value” Needs Theory
- Environmental Risk Management—Risky Business?
- Doug Newsom Takes on Absurd Writing Ideas

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