



PRD NEWSLETTER

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

Spring 1991

HEADLINES

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"PR PRO" -- THE FUTURE OF PUBLIC RELATIONS IS HERE

Dear Members of the AEJMC Public Relations Division:

For at least half a dozen years I've been telling my students, "Someday this will all be in a software package and you'll be able to do your planning, budgeting and evaluation at your computer workstation." In the meantime, of course, I required that they memorize concepts for exams, as if a working professional never used reference materials and had to have the body of knowledge inside his or her head.

The future arrived, for me at least, at 9 p.m. Saturday, December 1, at the Public Relations Division's workshop at the AEJMC midwinter meeting. That's when **John Pavlik** of the Gannett Foundation Media Center demonstrated *PR Pro*, the software program the and **Don Bates** of The Bates Company, Inc., have developed and soon will market to educators and professionals. If I tell you that a dozen of us postponed our visit to Bourbon Street because we were so enthralled by the demonstration, that will give you an idea of the excitement in the room when public relations educators saw the new teaching, planning and management tool. *PR Pro* is all that and more. It can be used in the classroom or on the job, and it should prove invaluable to those preparing for an accreditation exam.

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To get the technical aspects out of the way first, the software program works on an Apple Macintosh computer with at least 640K of RAM. It requires Hypercard 1.2.2 or 2.0, as well as a mouse.

Included in the software is a large database of information on public relations and the media, research statistics applicable to public relations situations, tools for defining audiences, Plan Maker™ which generates complete program plans, spreadsheets for budgets, a note pad for entering your own material, an editing program, flow charts and indexes.

As Pavlik ticked off the features, I suggested: "It would be nice if you could calculate the readability of the information you create." With a click of the mouse, Pavlik called up the standard formulas used by most professionals.

How Does It Work?

Across the top of the screen when *PRO* first loads are the key words and concepts of the field of public relations: Situation, Objectives, Budget, Strategy, Tactics, and Evaluation. With the mouse, you move the cursor to the area that concerns you, click, and you've begun the process of problem-solving. If you're not ready to work because you don't know the theories behind what comes next, you can ask for help. Open a new window and there are the concepts found in the leading textbooks. Study the information, then return to the task.

The ultimate aid for the first-time user is the "Find" feature. Just put the cursor on the icon, click, and the program helps you find anything you want in the software package by using your identifying word or term. When the job of planning gets complicated, the "To Do" function generates lists and reminders.

Charts and graphs included in the "PR Planner" part of the package can be modified to suit your purpose and printed out for use in your communications. A word-processing program is part of the package.

Pavlik and Bates plan to demonstrate their breakthrough software at the August AEJMC Convention in Boston. In the meantime, if you can't wait for more information, call or write them: John Pavlik, 212-280-8392 or Don Bates, The Bates Company, Inc., 156 Fifth Avenue, Suite 1134, New York, NY 10010, 212-675-4441.

Todd Hunt

Are You a PRD Officer Wannabe? *Self-Nominate Now!*

Nominations for division officers for the year that begins after the August convention are now open. **Shirley Ramsey**, vice head and program chair will move up to head. The positions of vice head, secretary-treasurer and delegates (2) will be voted on by mail ballot.

If you are interested in taking a leadership position, you may self-nominate by writing **Lauri Grunig**, College of Journalism, University of Maryland, College Park, MD 20742, or by calling Lauri at (301) 454-6936 (office) or (301) 422-0949 (home) or get on line at reach her at LGRUNIG @ JOUR.UMD.EDU .

**Videotape on Diversity
In Communication Available**
Panel from 1990 AEJMC Meeting

One of the panels presented during the AEJMC 1990 conference in Minneapolis was "The Role of Communications in Achieving Racial Inclusiveness by the 21st Century."

The panel was moderated by **Marilyn Kern-Foxworth**, Texas A&M, and featured the following speakers:

Jerry Dalton, APR, Manager- Corporate Communications,
The LTV Corporation, Dallas, and PRSA President;
Roberta Wong Murray, APR, President, Wong & Murray
Public Relations, Walnut Creek, CA;
Laura Waterman Wittstock, Administrator, Migizi
Communications Group, Minneapolis;
Sandra Sanchez, Director of Communications, US West,
Minneapolis.

The presentation was videotaped and is available for viewing by classes, groups, committees or organizations. Anyone interested in getting a copy of the videotape should write me at Texas A&M University, Department of Journalism, 230 Reed McDonald Bldg, College Station, TX 77843-4111, or call (409) 845-4611 (office), (409) 846-7224 or FAX to (409) 845-5408.

Marilyn Kern-Foxworth
People of Color Committee

Research Update
Record Number of Sessions

The PRD has planned a record seven research sessions for the Boston AEJMC Convention. Six of the sessions are competitive research paper sessions, including one poster session and another 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.

One session focuses on public relations and gender, and is cosponsored by the Committee on the Status of Women in Journalism and Mass Communication Education. An invited research paper session honors pioneering public relations educator **Scott Cutlip**. It will be followed by a research plenary featuring the presentation of the Deutschman Award to Cutlip.

The "Top Three" papers in the faculty competition will be recognized at the Awards Luncheon in Boston and will 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.

John Pavlik
Research Chair

New PR Case Study Program
Will be Used at Harvard B-School

Denny Griswold, founder and editor of *Public Relations News*, announced the establishment of a new Public Relations Case Study Program in cooperation with the Harvard Business School. The effort will be funded by the proceeds from this year's *PR News Awards Banquet*.

The Case Study Program will initially support the development of a comprehensive case study intended for classroom use, publication and dissemination to the academic community. To facilitate this, arrangements have been made for Harvard Business School Professor **Stephen A. Greyser** to oversee the selection of the subject and development of the case study.

The program will initially be used in Harvard's Corporate Communications Course. The Case Study candidate for 1991-92 is intended to focus on a situation where public relations is integrated into a company business plan.

Teaching Standards Workshop
Theory, ethics topics

Bourbon Street beckoned, but dutiful public relations educators spent Saturday evening during AEJMC's Mid-Winter Meeting in New Orleans in workshops learning to improve their teaching abilities in two critical areas: "Teaching Public Relations Theory" and "Teaching Public Relations Ethics."

The December 1 session at the Fairmount Hotel was sponsored by the PRD Teaching Standards Committee. The panel on teaching theory was coordinated by **Elizabeth L. Toth** (Syracuse), and featured presentations by **Judy VanSlyke Turk** (Kent State), **Chuck Salmon** (working with the Centers for Disease Control in Atlanta while on leave from Wisconsin-Madison), and **John Pavlik** (Gannett Foundation).

Catherine Pratt (Ohio State) developed the panel on teaching public relations ethics. In addition to Pratt, the panelists were **Jay Black** (Alabama) and **Genevieve McBride** (Wisconsin-Milwaukee).

Another chance!

If the end of the semester deadlines or the airfare to New Orleans kept you from attending these workshops, there's good news. Those who attended agreed with PRD head **Todd Hunt** that the information was of such value that the workshops should be repeated in Boston during the August convention.

So make plans now to attend the two-part workshop on teaching. The same panelists are scheduled, along with two additions: **Lauri Grunig** will speak on teaching theory and **Todd Hunt** will join the ethics panel.

Maria Russell
Chair, Teaching Standards

Boston Previews

While judges are judging and program coordinators are coordinating, we can present a quick preview of the PRD events at the Boston convention. Stay tuned for more details in the summer *PRD Newsletter*.

Tuesday, August 6

Preconvention workshops:

9:00 - 12:00 Technology
2:00 - 5:00 Working Papers on Gender (with Status of Women)
7:30 - 10:00 Teaching Panels (theory, ethics)

Wednesday, August 7

9:15 - 10:45 VNRs and Informercials (with Advertising, RTV, Secondary Ed)
11:00 - 12:30 Teaching Paper Session
12:45 - 1:45 Military Briefings (with VisCom, Affiliates)
2:00 - 3:30 Research Paper Session
7:00 - 8:30 Minority Public Relations Agencies (with Minorities)
8:45 - 10:15 Business Meeting

Thursday, August 8

7:00 - 8:00 Research Paper Session
8:15 - 9:30 Research Papers on PR & Gender (with Status of Women)
3:45 - 5:15 Corporate Identity/Brand Recognition (with Advertising)
7:15 - 8:45 Ethics & the First Amendment -- Bicentennial Program (with Newspaper)
9:00 - 10:30 Research Paper Session

Friday, August 9

8:00 - 8:45 Poster Session: Research Papers
11:00 - 12:30 Writing: Can One Course Do it All? (with Newspaper, Magazine, Secondary Ed)
4:15 - 5:45 Exxon Valdez: What Did We Learn? (with History)

(Friday evening will be free for PRD fun!)

Saturday, August 10

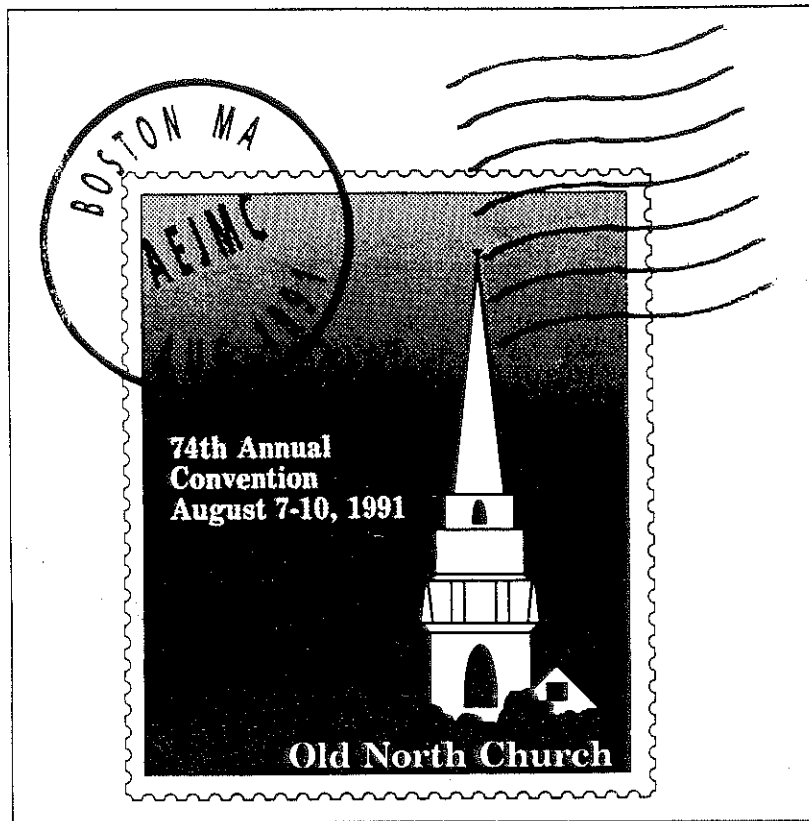
8:45 - 10:15 Festschrift for Scott Cutlip: Invited Research Papers
10:30 - 12:30 Research Plenary: Presentation of Deutschman Award to Scott Cutlip
12:30 - 1:45 PRD Luncheon honoring Scott Cutlip
1:45 - 3:15 Research Paper Session

Roast Material Needed
Cutlip anecdotes sought

Got any **Scott Cutlip** anecdotes? Want to make sure they find their way into the luncheon program in Scott's honor at the Boston convention? Get those tales to roastmaster **Frank Kalupa**, Department of Journalism, CMA 6.144, University of Texas, Austin, TX 78712 or call Frank at (512) 471-1994.

OOPS!
Surely we goofed.

We erred. In the last *PRD Newsletter*, we attributed the notes from the PRD meeting at the 1990 Minneapolis Convention to **Shirley Ramsey**. While Shirley is certainly productive, in this case the credit should have gone to PRD Secretary/Treasurer **Dean Kruckeberg** of North Iowa. Sorry.



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