

public relations **update**

Newsjournal of the Public Relations Division of AEJMC

July 1992

Accountable and on the record

by Shirley Ramsey, Ph.D.
Public Relations Division Head



This is the last issue of Public Relations Update on my watch, so I'm leading off with an appeal to members of the Public Relations Division. Since this is the 75th anniversary of AEJMC, and because we are honoring Edward L. Bernays at our Division luncheon with the beginnings of a "time capsule" to be organized by Todd Hunt, the time seems right to begin gathering oral histories and other records for future scholars. We need to begin to collect and make available to future academics and practitioners an accurate historical account of Division activities. Incredible as it may seem, we do not currently have a repository for complete division records. It would make sense to provide a place where students, faculty members, future Division officers,

and others who wish to follow-up on PRD activities for a particular year have convenient central files to refer to.

I encourage past PRD Heads who have copies of annual reports from past years, and other members with additional information of record, to contact Dean Kruckeberg of the University of Northern Iowa about contributing those materials to a resource file for the Division. Too many times members of the executive board get questions regarding the past and sadly find out the answers are not readily available.

I'm sure that by now you have read the items depicting Public Relations Division activities for last year in the May AEJMC Newsletter. Most of these scenarios approximated the year-long effort by the 1991-92 PRD executive committee. However, it's a very good thing that the end-of-year snippets that supposedly represent our Division are not mirrors, but merely a representative sampling of gatekeepers' perceptions of the PRD. It's especially unfortunate that many of the positive outcomes which have been accomplished by the PRD were overlooked. We've been committed to enhancing opportunities for participation by all all our members, including women and people of color. We've sought to build greater cooperation with other professional and academic organizations. We've diligently encouraged scholarship by faculty and graduate students. Our goal has been to be accountable and on the record.

This is an opportunity to say—in print—how appreciative I am to each member of the executive committee for their effort over this past year. I will not take the time to point out the wonderful ways of each one, but I do wish to thank them. My executive team of dedicated women and men worked very hard in behalf of your interests and those of the profession. I know this level of energy is true also for past years. This is not a casual observation as I have been a member of the PRD executive board long enough to take the measure of efforts put forth by those in leadership on our boards. In addition, I extend thanks to my director at the University of Oklahoma, David Dary, for supporting me through all the travel, telephone calls, faxes, mailings, and even for providing partial support for one of the studies that will be presented in Montréal. No one could do this work without the help of such a considerate departmental director.

How about getting more involved yourself? **PR**

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New PR video and survey

By J. David Pincus, Ph.D., APR
Professor, Public Relations
California State University-Fullerton (CSUF)

Our program's Public Relations Advisory Council (PRAC) is sponsoring a video project aimed at high school and community college students to explain what public relations is all about and how to best prepare for a career in it. This grows out of our long-held perception that the singular journalism focus at the high school level probably diverts many potential students from considering the public relations major simply because they don't know about it. The production team is comprised of three senior broadcast majors working with me, our sequence faculty and the PRAC. Thus far, it's shaping up to be quite a creative approach with the PRAC accepting responsibility for fund-raising.

A second item concerns an annual trends study on the state of public relations in Orange County by a local, fast-growing public relations firm (Paine & Associates). As technical advisor, I designed the questionnaire to be mailed to top public relations executives at more than 1,000 Orange County corporations with 100+ employees. This initial effort will establish the baseline—probing on most major issues facing the field now and, as we see it, in the future. Paine is donating \$1 to our CSUF PRSSA chapter for each returned questionnaire and providing respondents with a preliminary summary of findings before they're made public. Dr. Pincus serves on the PRD executive board as delegate-at-large.

PR update

A newsjournal published by the Public Relations Division of the Association for Education in Journalism and Mass Communication. Public Relations Division members 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.

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We seek short, provocative articles and commentary; book, video, software and database reviews; photographs; and other news of interest.

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• *Submissions on Macintosh:*
3-1/2" floppy disks using Microsoft Word
and/or MacWrite II software are encouraged.
Copy deadline for October 1992 issue is September 4.

Correspondence

Editor's note: Thank you for the more than 30 letters and phone calls of praise and comment you've sent. We appreciate your interest in PR update and pledge to continue bringing you news and viewpoints of interest. We'll use this space to carry those letters containing material of wider import. YOU are the reason for this publication.

• From Nancy Sosnik, Raleigh, NC . . .

Just a brief note to say how much I enjoyed your newsletter. I feel it is important that the pictures and names of our officers are printed. I am a relatively new member of AEJMC, and I now know more about our group leaders. If I see them at convention time, there will be instant recognition. AEJMC is such a large organization, and this makes it a bit friendlier.

The people making up our Division are interesting and we'll continue to feature short biographies in future issues.

• From Mauritz Sundt Mortensen, Stabekk, Norway . . .

Thank you for the March edition of *PR Update*. The Bernays interview is a pearl of good reading which I would like to share with some of my colleagues in this country. As I am in the process of writing a book on "roles" in journalism and public relations, I take the liberty to ask for your permission to include the interview with Edward Bernays in one of my chapters, in translation. The book in the Norwegian language is intended for practitioners in the communications disciplines. I also ask for your permission to offer the same translation to our membership publication *Expressen*, circ. approx. 700.

It is good to know the international nature of our readership. Permission with attribution, of course, has been granted to reprint the interview. We've asked him to send us news from Europe!

• From Douglas P. Starr, Ph.D., APR, Professor, Department of Journalism, Texas A&M University . . .

Re: "Where are the public relations educators?" (March 1992), Dr. Neff's question has but one answer: PR educators with professional experience are in Departments of Journalism and Mass Communication, where they belong, and where they have been all along.

Such PR educators generally hold membership in Public Relations Society of America or International Association of Business Communicators. Many have professional PR experience. And they teach their students how to write for the news media.

As a profession, PR does not call for its practitioners to be speech makers but to be speech writers . . . not to chat with CEOs and VIPs at cocktail parties and receptions, but to set up those cocktail parties and receptions so CEOs can discuss issues with VIPs . . . not to study PR, but to work it.

Most important, PR requires its practitioners to write. In practice, two fifths of the first five years of a new PR practitioner's job is taken up with writing: writing news releases, feature stories, cutlines, editing copy, producing the company magazine, all talents that are intrinsic to Departments of Journalism and Mass Communication.

• see *Speech vs Journalism ?*, page 10

Going Back to Basics After Twenty Years

by Janice Gibson
Department of Journalism
Texas A&M University

With textbook and notebook in hand, I eagerly returned to school this past year—this time not as a student, but as a visiting lecturer at Texas A&M University charged with the responsibility of teaching juniors and seniors “Public Relations Case Studies,” “Public Relations Writing,” and “Women, Minorities, and the Media.”

Teaching has been described as the task of imparting knowledge and providing insight to others. While some take the role of teacher lightly, it is a position which carries with it grave responsibilities. I've found providing direction, clarifying goals, and building character are also significant aspects of the teacher's role.



Janice Gibson

To enhance the learning process, rather than engage in traditional lecture periods, I created a classroom atmosphere that allowed students to become actively involved, to probe, and to engage in open discussions which lead to formulation of their own ideas and concepts. And, isn't that what education is all about?

It appears that what I offered more than anything to these young minds was the dimension of practicality. In fact, many of the problems, projects, and cases presented during the course of the year were based on situations that I had faced during my career. By sharing “real-life scenarios” drawn from professional experience, the students were given an opportunity to understand how the theories, methodologies, rules, and guidelines they studied could be

Now, most people know that public relations is difficult to define, explain, and practice—let alone—teach. But, the task was one that I readily accepted. All three courses dealt with subject areas with which I am quite familiar. After being a professional public relations practitioner for the past 20 years, the challenge of sharing my acquired skills and knowledge with students through a formal university program proved too intriguing to pass up.

applied in the everyday practice of public relations. In fact, it appears to me that this aspect of teaching public relations is the one most usually ignored. While instructors and professors tend to delve into the various communications theories, to dwell on the methods or techniques, somehow we leave the students without the practical understanding of how all these things can be applied to real-life situations “out there.”

We need to encourage more such connections and spice the theory with practical application. The communications field is rapidly changing and, as such, the ways by which objectives are achieved and goals are met are steadily evolving as well. We cannot deny the theoretical side of communication because it is the basis on which our various practices exist. Students certainly need to be thoroughly familiar with the theoretical frameworks from which we work. But our graduates must realize that these are merely springboards from which to launch innovative and creative approaches to problem-solving. The theoretical approaches are valid only if we recognize the need to remain flexible enough to adjust to the increasingly diverse environments—inside and outside the classroom—in which we now must operate.

My year-long teaching assignment (to substitute for Dr. Marilyn Kern-Foxworth who was on sabbatical) provided me the opportunity to help shape the minds of upcoming young practitioners, to nurture the dreams and aspirations of a new generation. That's an experience I enjoyed tremendously. I'd recommend it to other professionals interested in giving back something of what they've learned.

Janice Gibson is currently a communications consultant. She received her M.A. from the University of Houston. She previously served as public relations manager for Coca-Cola Foods, and manager of corporate communications for Solvay America. PR

CALLS FOR PAPERS

INTERNATIONAL COMMUNICATION ASSOCIATION

43rd Conference, “Faces and Interfaces: Communicating Across Disciplines”
Washington Hilton & Towers Hotel, Washington, DC, 27-31 May 1993
PURPOSE: Proposals for theme sessions and refereed paper presentations.
REQUIRED: Refereed papers—five double-spaced copies (25 pages max., plus tables/references); 150-word abstract; detachable title pages with name(s), affiliation(s), title/academic rank(s), address(es), and phone number(s) of the author(s). Specify any a-v support needed. For theme proposals, include 5 copies with 2-3 page description of the program with 4 participants maximum (discussant optional), prospective audience size, and any special facilities required.
DEADLINE: 1 November 1992.
CONTACT: Public relations division papers to John Pavlik, The Freedom Forum Media Studies Center, 2950 Broadway, NYC 10027. Phone: (212) 280-8392 (w); (212) 496-7746 (h). Theme session proposals to Akiba Cohen, ICA Program Chair, P.O. Box 9589, Austin, TX 78766.

INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES

“Advertising and Public Relations” call for papers/proposals
5th Annual Meeting, Doubletree Hotel, New Orleans, 8-11 April 1993
PURPOSE: Paper presentations, symposia, tutorials, & workshops in various business areas. This conference features many presenters with international backgrounds; \$90 registration fee includes annual membership.
REQUIRED: Refereed papers—three double-spaced copies (17 pages max.); 150-word abstract; detachable title pages with name(s), affiliation(s), title/academic rank(s), address(es), & phone number(s) of the author(s); a self-addressed, stamped postcard; and statement certifying at least one author intends to register/attend the conference to present if paper is accepted. Accepted papers eligible for publication in the *Conference Proceedings*. For symposia, tutorials and workshops include a 2-3 page overview description of the activity, list of participants, and agreement to participate.
DEADLINE: 27 November 1992.
CONTACT: Papers and proposals in advertising or public relations to Dr. Richard Alan Nelson, address on p. 2. For other proposals/further information about IABD, contact Dr. Abbas Alkhafaji, Dept. of Management & Marketing, Slippery Rock University, Slippery Rock, PA 16057. Phone: (412) 738-2060/2588.

From Freud to Bernays

by Carolyn Cline, Ph.D.
Department of Journalism
Southwest Texas State University

Many public relations texts mention the relationship of Edward L. Bernays and Sigmund Freud, but few examine in any detail the impact that the father of psychoanalysis had upon the father of modern public relations. Luckily, Bernays himself has dealt with this familial and professional relationship in his own writings and interviews.

From a family distinguished in religious and literary affairs, Bernays father, Ely, met Anna Freud in Vienna and in 1883 married her; three years later, his younger sister Martha married Anna's brother Sigmund, a young physician. In 1892, when Edward was less than a year old, Ely and his family immigrated to America, but maintained close ties with the Freuds in Vienna. While Bernays was growing up in New York, Freud was establishing an international reputation for his work in psychoanalysis and psychopathology.

After decades of what Edward Bernays called "a fleeting relationship," he traveled to Europe to visit his uncle at Carlsbad. He wrote that the relationship was resumed as though it had been a continuing one, and during their long walks and luncheons, the 22-year-old Bernays and the 57-year-old Freud got along "like two contemporaries."

The two stayed in contact, and seven years later Bernays asked Carl Byoir, on a goodwill mission for the post-war Committee on Public Information, to deliver a box of cigars to Freud. In return, Freud sent Bernays his Introductory Lectures on Psychoanalysis.

After World War I, despite the interest of Americans in psychoanalysis, no authoritative book by Freud for lay people existed in the U.S. until Bernays—following years of frustrating trans-Atlantic misunderstandings—finally arranged for the translation and publication of the book his uncle had sent him via Carl Byoir. At his uncle's invitation, Bernays added the International Psychoanalytic Press of London and Vienna to his growing list of clients.

Bernays continued promoting his uncle's work, arranging banquets in New York for Freud's 75th and 80th birthdays, but cancer and the rise of the Nazi Party both drained Freud's vitality. After the Nazi *Anschluss* of 1938, Freud left Vienna for London, where he died the following year.

Bernays had begun applying his uncle's principles to public relations as early as 1929, when he was hired by George

Washington Hill, the legendary president of the American Tobacco Company, to design a "direct, vigorous campaign to induce women to smoke in public places." Bernays consulted A.A. Brill, a psychoanalyst who was an early follower of Freud. As Bernays wrote in Biography of an Idea: "Brill explained to me: 'Some women regard cigarettes as symbolic of freedom . . . Smoking is a sublimation for oral eroticism; holding a cigarette in the mouth excites the oral zone . . . [T]he first woman who smoked probably had an excess of masculine components and adopted the habit as a masculine act. But today the emancipation of women has suppressed many of their feminine desires . . . Feminine traits are masked. Cigarettes, which are equated with men, become torches of freedom.'"



Sigmund Freud



Edward Bernays

By staging a demonstration of women smoking in public—on Fifth Avenue in New York during the Easter Parade—Bernays reported that an age-old custom, a taboo, was broken down "by a dramatic appeal, disseminated by the network of media."

Other campaigns, of course, also demonstrate Bernays' application of the Freudian principles of persuasion by appealing to those basic instincts, stages and motivations common to all, but the public

information model of public relations as practiced by Ivy Lee dominated public relations in the next decades.

After World War II, Freudian psychology was adopted by advertising, led by psychoanalyst Ernest Dichter, who pioneered "motivational research." Perhaps because of the backlash against such techniques, including but not limited to Vance Packard's best-selling The Hidden Persuaders, scientific persuasion based upon psychological theories was considered an anathema to many public relations practitioners, who argued that Bernays was wrong to espouse such "unethical" goals as motivating the public and the "engineering of consent."

Now, with the passage of time, perhaps public relations practitioners and educators can more objectively look at the persuasive model of public relations as one founded in the dynamic and challenging profession of psychology, drawing from such geniuses as Freud, Brill and Jung. Such a reevaluation of the importance of understanding human nature to effective public communication is more needed than ever as we approach the bicentennial of Edward L. Bernays' birth—in 2091. **PR**



Opportunities in International Direct Marketing

by Theresa M. Rosania, DBA
Management Science Dept.
Kean College of New Jersey

There is an accelerated trend for businesses looking at the global marketplace to launch direct marketing operations in the U.S. and Canada. But with more companies entering the world market to pursue growth opportunities,

the relatively smaller arena of international direct marketing is proving quite competitive.

With investments in international direct marketing continuing upward, it is becoming more important for companies resident in the United States and those whose centers are located abroad to reach target audiences with a multimedia techniques strategy. Whether an old pro in transnational operations, or a newcomer, the approach to reaching foreign consumers must not only be precise, but also creative.

Direct marketing brings a distinct vision of how to use the elements of the marketing mix more familiar to public relations practitioners than to many advertising agencies. Traditional marketing is a one-way communication path... from the supplier of the product or service to the potential consumer. Direct marketing is interactive... communicating from the supplier to the potential consumer and soliciting a response of some type from the potential or established consumer. Instead of dealing with individual media or individual product promotions as separate and distinct programs, direct marketing takes a broader view... one integrating all activities. Measurement and accountability attributes also distinguish direct marketing from general marketing, with its greater reliance on lists and databases containing profiles of the identified target markets.

International marketers must emphasize consumers and their needs. People with similar interests tend to cluster;

attitudes and buying behavior are influenced by environment. One can thus identify cultural and environmental influences characterizing potential foreign markets to create a profile for use in promotional messages.

While direct marketing practices vary from country to country because of the specificity of attitudes, traditions, and legislation in each country, *DMA Factbook* notes there is one rule that covers international direct marketing: "A promotional concept which has worked successfully in one country is more likely to work in other countries than a promotional concept which has failed to work in its country of origin."

Taking into consideration national variations, that means a sound promotional plan can be adapted with changes for use in other countries. Doing business abroad requires not only detailed cultural knowledge, but also an understanding of regulatory and restrictive data. For instance, costs for mailing lists tend to be greater in foreign countries; print media in foreign countries do not offer special positions, nor do they offer special inserts. In numerous countries commercial television either does not exist or the time permitted for commercials is restricted. Communications networks and computerization are not as fully utilized or developed outside the United States. These challenges also open up many new opportunities for greater use of public relations techniques in direct marketing planning adjusted to targeted foreign markets.

Dr. Rosania chaired a symposium on "Internationalizing the Curriculum" at the 1992 International Academy of Business Disciplines Conference. She welcomes requests (1-908-527-2067/3069) from faculty interested in more information on how to integrate international direct marketing modules into public relations courses. **PR**

Integrate advertising and PR?

by Edwin O. Haroldsen, Ph.D.
Editor, *Comm World*, Dept. of Communications
Brigham Young University

Interest by industry and the academic world is currently intense on the feasibility of combining advertising and public relations, says Dr. Dennis Martin, associate professor of communications at Brigham Young University.

In trade and academic journals, BYU professors recently found 50 references to "integrated marketing communications" or "new advertising." None were in reference to undergraduate college courses, but Texas Christian University now is conducting a study of advertising and public relations faculties across the nation concerning whether advertising and public relations are best taught as separate programs or as a combined, integrated one.

Martin and two fellow advertising faculty members, sequence leader Lee Bartlett and Dan Stout, participated recently in focus group research in New York on integrated marketing communications. Invitations were sent to a dozen vice presidents including corporate, media, media research, advertising and public relations executives. The BYU professors developed a topic guide for the research project and collaborated with Professor Carla Lloyd, advertising depart-

ment chair at Syracuse University, in carrying out the project.

Martin said the ideal may be to have all communication services under one roof. During the discussion, Keith Reinhard, chief executive officer of DDB Needham Worldwide, warned that agencies will be out of business unless they can carry on integrated marketing strategy. He said an advantage of agencies is their tradition of developing strong selling, creative ideas. The executives were surprised to learn that advertising and public relations programs are still separate at most universities and agreed that the two should be integrated in some way. They felt strongly that students in both areas need to work together in strategic courses to understand how advertising and public relations are intimately related.

Since their return from New York, Martin, Stout and Bartlett have been joined by Dr. Laurie Wilson, head of the BYU Public Relations Sequence, in studying the concept of integrated marketing as it relates to undergraduate education. The BYU group has been invited to present results of their studies to a joint advertising-public relations session at the 1992 AEJMC meeting in Montréal.

Martin says a reasonable reaction to the acceptance of the integrated marketing communications perspective is to consider a single title, "persuasive communications," in referring to both advertising and public relations studies. **PR**



Interactive PRSA fall conference panel will combine theory & research with real world practicality

"Sharing Experiences in Success and Failure." That's the focus of a panel aimed at helping public relations faculty combine theory and research with case-study and "real world" practicality to be offered at the annual PRSA conference in Kansas City this coming October.

Chaired by Bill Adams, APR, of Florida International University, panelists will offer case-study experiences in teaching a mixture of theory, research and practicality in both the graduate and undergraduate levels. Emphasis will be on creation of new courses and redesign of traditional concepts. Other featured panelists include: Elizabeth Toth, Ph.D., APR, Syracuse; Joseph R. Cerrell of Los Angeles; and Nancy Wolfe, Fellow, PRSA, Appalachian State.

Adams points out the panelists will "do a minimum of lecturing and a maximum of trying to involve other educators in the discussion. In this way, the session will be more of a 'workshop' than a traditional panel presentation," he says. "We're seeking to have educators learn from each other, sharing experiences in successes and failures alike. Panelists will be more like facilitators than true presenters."

Educators Section Chair Judy VanSlyke Turk, Fellow, PRSA, also says the Teaching Committee session should prove "highly interactive, giving attendees time to have specific problems discussed, share ideas and offer solutions." **PR**

PRD research paper session is a

by Carolyn Cline, Ph.D.
Southwest Texas State University
PRD Research Committee Chair

Selecting the papers for the PRD competitive research paper session has been a real challenge. From 39 papers (26 faculty and 13 student) submitted, 10 were chosen for presentation. Although that number is one of the lowest in recent PRD history, it still posed a problem. Limitations on the overall number of sessions available and other division priorities left PRD with a single competitive session this year!

This unusual situation means all 10 papers will be presented on Friday, August 7, from 5:00-6:30 p.m. at Le Centre Sheraton Montréal. Thus, we are asking presenters to try a new format. Speakers are to deliver a five-minute summary version (yes, it's short!), and then use the remaining half-hour to meet in smaller groups for informal questions and answers.

We do realize that this new approach may be difficult for some people, but it did allow us to accept more papers and should offer a new forum for discussions with a highly interested audience. If there is demand, we can find a time and place to have follow-up informal research "roundtables." Please contact me if this sounds interesting or if you've problems with our committee's decision.

Presenters have already been notified of the changes. If you're coming to the session, you might prepare by looking at the abstract, purchasing the paper (at nominal charge in the AEJMC paper room), and starting to think about what you want to ask, challenge, argue with, or discuss with the author(s).

While no-one on the research committee is thrilled over the single session format this year, there were compelling reasons for the schedule. We're looking at this new format as a way of simultaneously avoiding the 38-minute lectures (moderator Elizabeth Toth has warned that she will be ruthless with her five-minute stopwatch!), while opening up the discussion period for more interaction.

The faculty papers to be presented are:

Demographic Facts and Risk Communication Variables: Knowledge, Benefits, Control, Involvement and Uncertainty. Kathy Nathan, Creative Marketing Services, Houston, and Robert L. Heath, Houston. (First place, faculty).

A study was conducted of 148 Texas City, Texas, area residents in April 1991 regarding a smelter Texas Copper Company proposes to construct on

Galveston Bay. Analysis of variables related to risk communication showed risk tolerance was not significantly correlated with years lived in the area, distance of home from site, age, sex, having a chemical plant worker as a relation, desire for a smelter-related job, or business ownership. Support for the smelter correlated with involvement and long-term area residence, while non-support correlated with perceived risk, harm, fewer benefits, and desire for more control. Females tended to be more uncertain than males and did not believe the benefits outweighed harms; whereas males were more knowledgeable. Employment was associated with belief that sufficient control exists to protect the environment and higher certainty. High risk rating related to lower rating of benefits, high involvement, and perception that less control was being exerted. Higher rating of benefits related to perception of more control.

Competing Corporate Cultures: A Multi-Method, Cultural Analysis of the Role of Internal Communication. Glen T. Cameron, Georgia, and Timothy McCollum, Georgia. (Second place, faculty).

A combination of 41 depth interviews and analysis of 453 surveys conducted in two organizations was done to examine the coorientation of organizational definitions and communication efforts. Interpersonal communication was both a product and facilitator of communication between management and employees. Organizations with meaningful interpersonal communication may achieve a better shared definition of the organization and hence a better communication environment. Public relations practitioners should supplement traditional journalistic methods with interpersonal ones in addressing employee publics.

Psychological Type and Public Relations: Theory, Research and Applications. Ronald D. Smith, Buffalo State. (Third place, faculty).

This research applies psychological type theory (articulated by Jung and developed by Myers) to public relations, especially to matters of persuasion and message effectiveness. Used is an instrument developed for measuring characteristics inherent in messages which relate to how persons gather information and make decisions. The paper reports preliminary data which support the hypothesis that a person will prefer a message which exhibits the characteristics of his/her own psychological type.

Beyond Demographics: A Cluster Analytic Approach to Segmenting Publics for Issues Management. Dan Berkowitz, Iowa, and Kirk Turnmire, Iowa.

No abstract available at press time.

A Comparison of Public Relations Practices, Perceptions and Satisfaction in Austria, New Zealand, and Illinois State. Tore Slaaf, Marketing.

This study explores public relations practices in three countries. The primary interest is in the international orientation of public relations, actual development of public relations for professional national public relations practitioners.

Perceptions of Public Relations Practitioners: Roles: Communication, Marketing, and Public Relations. Ekachai, S.

Using role theory and Q-methodology, the study found that public relations practitioners have a strong perception of their role as a determinant of their behavior. The study found that public relations practitioners produced a strong perception of their role as a determinant of their behavior.

Potential of Public Relations as a Determinant of Organizational Success. Kathleen

A national study of public relations practitioners documented the characteristics of their communication. The study found that public relations practitioners have a strong perception of their role as a determinant of their behavior.

The Study of Public Relations: A Cluster Analytic Approach to Segmenting Publics for Issues Management. Dan Berkowitz, Iowa, and Kirk Turnmire, Iowa.

No abstract available at press time.

Beyond Demographics: A Cluster Analytic Approach to Segmenting Publics for Issues Management. Dan Berkowitz, Iowa, and Kirk Turnmire, Iowa.

No abstract available at press time.

Wakefield to consult as Department of Defense instructor

Gay Wakefield, associate professor of public relations at Butler University, has been asked by the Department of Defense to serve as an instructor for its elite new Joint Public Affairs Advanced Course (JPAC).

JPAC is an intensive six-week course designed to serve "ten of the best and brightest military public affairs officers who are judged to have the qualities to reach colonel rank. Requirements for officer selection include experience in a significant public affairs position, preferably with combat experience in one of the recent U.S. military operations, plus nomination by a Service Chief of Public Affairs," according to Col. Richard Hahn, commandant of the Defense Information School (DINFOS).

"Those officers completing the course are headed for major area command and other significant public affairs positions,



Gay Wakefield

such as Pentagon posts," added Maj. Robert M. Dittmer, U.S. Army, who is the JPAC course coordinator.

The main focus of Wakefield's JPAC sessions involves public affairs strategies and tactics. She was selected as an instructor in the program because of her development of the Strategic Campaign Design model for public relations and advertising, which is based largely on military strategic command theory, and because of her program of Public Relations by Objectives and Results (PROR). "Another reason we asked Dr. Wakefield to assist with this course is her development of an excellent case-study methodology for use in public affairs public relations," said Maj. Dittmer.

Wakefield also provides public affairs professional development sessions for the Defense Information School at Fort Benjamin Harrison in Indianapolis. She led a summer seminar on her "Strategic Campaign Design" model for reserve public affairs officers, and a fall faculty/staff development session on "Designing Public Relations Objectives to Obtain Results." An upcoming session will deal with "Meaningful Evaluation of Public Relations Results." **PR**

As I See It

by R. A. Nelson

Whether or not media bias exists is a seemingly endless debate. Yet valid questions remain about media performance and the role of public relations practitioners in shaping perception. Two polemical—but informative—books helped me recently clarify my thinking on this issue. As conservatives L. Brent Bozell III and Brent Baker note in *And That's the Way It Isn't: A Reference Guide to Media Bias* (Alexandria, VA: Media Research Center, 1990): "By exercising control over the nation's agenda—picking and choosing which issues are fit for public debate, which news is 'fit to print'—the news media can greatly influence the political direction of this country. They can ignore or ridicule some ideas and promote others. They can wreck a politician's career by taking a quote or two out of context or by spotlighting a weakness in his background. They can make winners look like losers and vice versa, knowing that, in the political world, appearance easily supplants reality."

Bozell and Baker describe seven methods used to analyze the existence of and quantify bias: 1. Surveys of the

political/cultural attitudes of journalists, particularly members of the media elite, and of journalism students. 2. Studies of journalists' previous professional connections. 3. Collections of quotations in which prominent journalists reveal their beliefs about politics and/or the proper role of their profession. 4.

Computer word-use and topic analysis searches to determine content and labeling. 5. Studies of policies recommended in news stories. 6. Comparisons of the agenda of the news media with agendas of political candidates or organizations. 7. Positive/negative coverage analyses.

Their liberal counterparts, Martin A. Lee and Norman Solomon in *Unreliable Sources: A Guide to Detecting Bias in News Media* (New York: Lyle Stuart, 1991), adopt a different starting point. But one can extrapolate from their well documented work at least four additional strategies, such as: 8. Reviews of the demographic makeup of



media decisionmakers. 9. Comparisons of advertising sources/content which influence information/entertainment content. 10. Analyses of the extent of government propaganda and public relations industry impact on media. 11. Studies of the use of experts and spokespersons etc. by

media vs. those not selected to determine the interests/ideologies represented.

Studies using these methodologies are appearing more regularly from independent watchdog groups ranging across the political spectrum from Fairness and Accuracy in Reporting (FAIR) and the Institute for Media Analysis on the left to Accuracy in Media and the Center for Media and Public Affairs on the right. By pursuing their own agendas, I believe they are making valuable contributions to our understanding of the communications process. Anyway, that's how I see it. How about you? **PR**



Letter from Washington, D.C.

by Susanne Roschwalb
American University

Research, regulations, Russians, and rallies are subjects from D.C. this issue.

Research ...

The Arthur W. Page Society, an organization of senior practitioners from the nation's leading corporations and consultancies, is looking to fund research projects of relevance to corporate public relations/communications practice. The Society encourages pilot projects that lead to larger research programs that can be funded by other sources. The usual grant is in the \$3,000 - \$5,000 range. Two research projects funded by the Page Society are "Echoers of the Vision: When the Rest of the Organization Talks Total Quality" by University of Cincinnati communication professors Gail Fairhurst and Stephen Depoe and Ronald Wendt of Ohio State, and "How Corporations Develop and Communicate Their Social Responsibility" by University of South Florida communication professors Michael Garko and Sandra Blanco. Lloyd S. Pettegrew, Ph.D, and Donald K. Wright, Ph.D, are research chairs. Call 212-605-5258 for more information.

Regulations ...

Early in April, the Massachusetts state legislature had a public hearing before a joint House and Senate committee on government regulation to address licensing of PR practitioners. Bill #374 was submitted by state Senator Michael Walsh on behalf of Edward Bernays, who has long advocated such legislation. The bill would create a board of five members appointed by the governor for four years with authority to specify the educational qualifications and experience required for the issuance of licenses and rules of professional conduct.

This would be a prototype of legislation to be introduced across the country. It has historic precedent. To protect the public and their professions, doctors, lawyers, architects, engineers and other profession-

als sought licensing and registration from the English Parliament in the early 1800s. Similar actions for those professions followed within the United States.

But both national PRSA and the local Boston PRSA chapters are fighting the bill now in committee. Bernays says voluntary registration as proposed in the bill would not infringe on First Amendment rights. The academic requirements for the new profession would not affect any presently active practitioner. Persons passing the licensing exam would be entitled to use a special legal title that would denote mastery of a body of knowledge and adherence to a recognized code of ethics. Those wishing to register their opinions are encouraged to contact the Massachusetts legislature.

Russians ...

Since the historic April 1991 AEJMC delegation to the then Soviet Union opened channels, new Russian public communication connections have advanced. Recent events:

The Public Relations Society of America and the Public Relations Association of Russia have reached an agreement to provide Russian college graduates with internships at U.S. PR firms and corporate PR departments. The Russian association's objectives are to learn the practical application of public relations and American business practices. The first of these internships was held at Fleishman-Hillard's Washington, D.C. office. Joe Epley, past president of PRSA based in Charlotte, NC, says that the Public Relations Society of Russia and the Moscow State Institute for International Relations will sponsor a PR conference in Moscow in September.

Dean Yassen Zassoursky of Moscow University brought a delegation of professors who are teaching public relations to Washington to collect texts, syllabi and other useful information. His fax number is 095-203-2889 if you have additional materials.

Numerous communication scholars from Russia are looking to spend a semester or a year at an American university teaching about the other side.

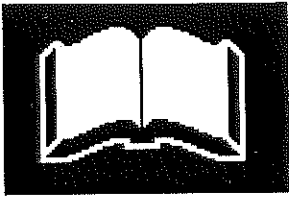


Susanne Roschwalb

One such candidate is Yuly Gusman, president of Russia's national center of filmmakers, founder of the NIKA Academy. Mr. Gusman spoke at American University this semester about the universal lexicon of film — those titles from Russia, Italy, France, India and China that are known, along with the great American films, by cinema students around the world. He can be reached by telephone at 095-284-3145 or by fax at 095-254-7171 if anyone is looking for a guest lecturer in film and mass media for 1993.

Rally ...

Immediately following the Los Angeles riots, a rally was held in Washington, D.C., urging young people to stay away from crime, drugs and self-destruction. The rally, organized by a coalition of religious leaders and non-profit organizations called Ministry of Hope, was planned long before the acquittal of four Los Angeles police officers who were videotaped beating motorist Rodney G. King. But the King verdict and rioting that followed dominated the message and was on the minds of many in the audience. The print and broadcast media took up the rally as an obvious antidote to the L.A. violence. As a consultant to that campaign, I found it intriguing to realize once again the chance interplay between today's headlines and long-range planning and the need to be prepared for the unexpected and the unforeseen. **PR**



Book reviews

Featured Review

by Mack Palmer, Ph.D.

Public Relations Sequence Coordinator
H. H. Herbert School of Journalism & Mass
Communications
University of Oklahoma

Frank Walsh adroitly stresses in the newly published 2nd edition of *Public Relations and the Law* (\$34.95, with bulk discounts available) that legal reality is both a changing and inconsistent moment of truth. The book serves as a particularly timely reminder of the volatile relationship linking two controversial professional endeavors.

More than a primer, but not so much more as to be foreboding, Walsh's 100 or so pages are a godsend to those wanting to explore a particular aspect of law and also for those seeking a lucid, concise refresher course. The old standbys of libel, privacy,

and access to information are supplemented by emergence of newer considerations involving copyright, trademarks, commercial and corporate speech, and - take note - the expanding dimensions of financial public relations.

Walsh displays his versatility as educator, lawyer, and accredited practitioner by combining readable text with realistic application of law in PR situations. Cases, examples, and legal citations have been brought fully up-to-date. And as a welcome bonus he provides numerous examples of legal documents (model consent, confidentiality, independent contractor etc.) that to some readers may have heretofore been hidden in the dark shadows of legalism.

Thanks to the Institute for Public Relations Research and Education (3800 South Tamiami Trail, Suite N, Sarasota, FL 34239-6913; 813-955-5577) for publishing this manageable teaching tool.

Book Briefs

• The Institute for Public Relations Research and Education is also publishing a new edition of another major work that has helped define the field. *New Technology and Public Relations: On to the Future* (\$39.95 with similar discounts) edited by E. W. Brody, Ed.D., APR, is also completely updated. Its 46 articles are jam-packed with how-to advice on everything from evaluating VNRs and using information brokers to budgeting with electronic spreadsheets and applying touchscreen technology. The publisher promises "this book will change the way you think about and use computers and other technologies for public relations and communications purposes."

• Tired of the pro-corporate focus of most public relations texts? Looking for a handy inexpensive supplement concentrating on non-profit publicity? Then you

• *Speech vs Journalism?* from page 2

Of course, news media writing is not all that PR demands of its practitioners. Much of what PR practitioners need to know is taught, and ably, in Departments of Speech Communication. [But] now Departments of Speech Communication, whose faculty have no professional news writing experience, are advertising that they produce graduates qualified in the PR field. How can they teach their PR students how to write for the news media?

Since at least 1976, Departments of Speech Communication have lusted after PR as a discipline, because, as a discipline, Speech Communication has no working outlet for its graduates but teaching. An now, Departments of Speech Communication whose PR programs cannot be accredited by ACEJMC can be certified by Public Relations Society of America.

But without giving their PR students instruction in news media writing, how can Departments of Speech Communi-

cation justify what they are doing to their PR students? Graduates of such Departments of Speech Communication learn very quickly that finding a job in PR is all but impossible without both the ability to write and a portfolio showing what they have written.

The resolution of the issue must be that the Department of Journalism and Mass Communication and the Department of Speech Communication must join forces for the sake of their students. Students seeking careers in PR, regardless of which department they chose, *must* study in *both* departments, especially writing.

• Dr. Neff responds . . .

What initially seemed to be we vs. they (journalism vs. communication) dissolved into a friendship for life offer. The offer has one main qualifier—each area teaches their expertise. For journalism that is writing. For communication, Starr alludes to a complementary

generality. Journalism departments "teach their students how to write for the news media" says Starr. He goes on to say: "Much of what PR practitioners need to know is taught, and ably, in Departments of Speech Communication." But what this "need to know" reference comprises is not developed. Perhaps the dialogue needs to begin here.

In my telephone survey of top agency PR executives in the Chicago area, the critical skills identified certainly included writing. But *tied for first place* were *equally valuable* interpersonal communication skills! This practitioner recognition of equality between written and interpersonal communication abilities supports the idea of being in relationship. A public relations account might well be lost regardless of the quality of writing if interpersonal communication is lacking.

Some of the arguments should be treated more as let's encourage each

might consider Media How-To Guidebook by David Perry (1991, \$11.75 post-paid). The 95-page, 5-1/2" x 8-1/2" spiral-bound book is organized around nine tightly written chapters defining news/newsworthiness, clarifying the role of the publicist, creating media lists and plans, getting "free media" attention, breaking into print, getting on the air, speaking publicly, measuring success, and reaching an audience through advocacy. An appendix gives writing tips for brochures, flyers and ads. The information is practical and geared for use by community groups. Contact: Media Alliance, Fort Mason Center, Building D, San Francisco, CA 94123; 415-441-2557.

• PRSA has published a free 12-page Guide to Professional Resources listing the wide variety of books, reports, monographs, audiotapes, videos, and other materials available from the Society. Contact: Catalog Orders, PRSA, 33 Irving

Place, New York, NY 10003-2376; phone: 212-995-2230, fax: 212-995-0757.

• Laird Wilcox is one of the country's leading researchers on propaganda and extremism. The Wilcox Collection of Contemporary Political Movements at the University of Kansas features material on more than 8,000 organizations and is one of the premier reference sources for such groups. He has edited and self-published a number of informative works including Guide to the American Left: Directory and Bibliography (\$24.95), Guide to the American Right: Directory and Bibliography (\$24.95), Selected Quotations for the Ideological Skeptic: A Compendium of Epigrams, Aphorisms, Observations and Commentary on Ideologues, True Believers, Fanatics, Crusaders and Zealots (\$19.95), and Terrorism, Assassination, Espionage and Propaganda: A Master Bibliography (\$19.95). Contact: Laird

Wilcox, Editorial Research Service, P.O. Box 2047, Olathe, KS 66061.

• The Dream Job: Sports Publicity, Promotion and Public Relations (\$49.95) by Melvin Helitzer is designed for public relations students who want to specialize as sports information directors. This book should hold interest also for the general sports enthusiast and the sports reporter and editor. Contact: University Sports Press, Inc., P.O. Box 2315, Athens, Ohio 45701.

• The Zen of Hype: An Insider's Guide to the Publicity Game — Creative Tactics and Advice for Anyone with a Product, Business or Talent to Promote (\$10.95) by Raleigh Pinskey is an interesting read. More than 100 media personalities and publicists offer up their wisdom, tactics, skills and advice to help you harness the power of publicity. Contact: Citadel Press, 1-800-447-Book (USA) or 1-416-485-1049 (CAN). **PR**

other rather than using these titles as distinctions of exclusiveness. Professional experience is important. But such experience is hardly the domain of the journalists. My own professional experience includes President of Public Communication Association and work with other full-service firms in the area. As a very active member of Women in Communications, Inc. (52% of the 10,000 are PR professionals), holding membership at one time in IABC, and presently active in IPRA, the professional experience distinction is not exactly foreign territory. Plus a number of communication types have their APR. This PRSA recognition is increasingly important and also sought after because of alleged discriminatory policies perhaps best left to possible legal action.

But the more important argument flows along the lines of what PR should be. Is public relations primarily a news media activity? Where is the idea of the public relations professional management role?

What skills and theoretical perspectives are needed for these activities? If indeed "two fifths of the first five years of a new PR practitioner's job is taken up with writing," then these new PR practitioners may be functioning more on the technician level and not as decision makers. Now perhaps there should be a number of PR professionals who are technicians in entry level positions. But as one's career grows, with additional education and subsequent promotion, required skills change and that professional is no longer primarily engaged in writing. Higher paid PR professionals are into strategic campaign design, decision making, problem solving, and leadership. This suggests the field has matured and become an important function in organizations.

Let us back up to that technician level. Even here the "writing" has changed. Textbook first chapters state "PR writing is not journalism." Many journalism

departments now have mass media writing, news writing, and PR writing — a three track system.

Yes, everything is changing and journalism and communication need to mix. The more we know about each other the sooner we will bridge the differences to get to where we should be.

I believe applied internships are the most effective way to supplement learning of PR while in college, and should successfully take place before any student is turned out to the working world. We need graduates capable of writing *and* giving speeches, knowledgeable about strategic *and* special events planning, and able to enter foreign service *as well as* agencies, corporations, broadcast stations, print media, and nonprofit organizations.

The discussion between Drs. Starr and Neff reflects ongoing introspection about what is best for our students. The journalism and speech programs at the University of Nebraska, for example, are now exploring the establishment of a new joint public relations program offering degrees from the undergraduate through doctoral levels.

Corporate coalition study focuses on PR trends

Major corporations increasingly are addressing legislative and social issues by joining forces with others, according to a survey of U.S.-based Fortune 500 companies directed by a Brigham Young University communications professor.

The study was conducted in the second half of 1991 by Dr. Laurie J. Wilson, APR, assistant professor of communications at BYU, under a grant from the Pires Group, an Ardsley, NY, public affairs firm.

Wilson surveyed a representative sample of companies to determine the level of current and future corporate activity in building coalitions to address issues. Respondents indicated that in the next five years their coalition activities would either remain at the same level or increase. None said coalition building would decrease.

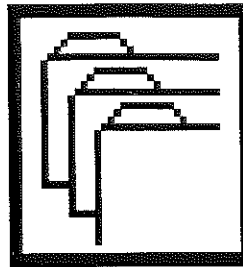
Prominent issues that the respondents expect future coalitions to confront are the environment, taxes and human services. Mary Ann Pires, principal of the firm that sponsored the research and a public affairs consultant to business and trade associations, commented that the research demonstrates coalition activity has definitely come into its own. "Validation of the activity by a variety of success-

ful corporations is significant," she said.

"Coalitions typically join a corporation with special interest groups, competitors and trade associations to address specific issues, such as health care, rising insurance costs, or the environment," Wilson said. "The ultimate purpose is to affect the public policy process by influencing significant issues or problems."

The just-released study indicates that nearly 70 percent of Fortune 500 companies are currently involved in coalition activities. Over half of the companies surveyed have been engaged in such activities for more than five years.

Stephen Greenhalgh, Director of United Way of America's National Corporate Leadership program, endorsed the research project and intends to disseminate the information. "We have long viewed coalition-building as an effective and credible method of merging corporate and community efforts in solving the social problems which ultimately affect an organization's workforce," Greenhalgh said. "This study provides guidelines to help companies more effectively address



critical issues."

According to Wilson, public policy or industry influence is perceived by participants to be the most significant result of coalition activity. The study also indicates that many corporations rely on coalitions to identify emerging issues and provide critical intelligence.

Seventy percent are engaged in coalitions at local, regional, or state levels, and 90 percent are engaged in national coalitions.

According to the data, while most Fortune 500 companies view coalitions as worthwhile, coalition activity tends to be underfunded compared to other government relations activities. More than 82 percent of the respondents involved with coalitions spend less than \$250,000 a year on the activity; nearly half spend less than \$100,000. "This may indicate that coalition activity needs more support to fully meet the expectations of management," Pires said. "Or it may mean that coalition activity is simply a good value."

Copies of the 35-page research report may be obtained for \$29.95 from the Pires Group, 1055 Saw Mill River Road, Ardsley, NY 10502-1045. **PR**

More freebies

Useful free resources of interest to AEJMC public communicators include:

- A World of Difference in a Different World of Values by Robert L. Dilenschneider, the 1991 Vern C. Schranz Distinguished Lectureship in Public Relations, published in booklet form. Interesting way of looking at societal

values helpful in class discussions of changing social ethics. Contact: Dr. Melvin L. Sharpe, Professor and Public Relations Sequence Coordinator, Dept. of Journalism, Ball State University, Muncie, IN 47306-0485. Phone: (317) 285-8200. Fax: (317) 285-7997.

- Facts About Newspapers, an annual statistical summary booklet, from Public Affairs Department, American Newspaper Publish-

ers Association, The Newspaper Center, Box 17407 Dulles Airport, Washington, DC 20041. Phone: (703) 648-1000.

- Eurocom Newsletter is a free monthly bulletin covering EC economic and financial news. Write the editors at the Commission of the European Communities, 3 Dag Hammarskjöld Plaza, 350 East 47th Street, New York, NY 10017. Phone: (212) 371-3804.



PR update

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