

Public Relations update

Newsletter of the Public Relations Division of AEJMC

•March 1992•

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As I See It

by R.A. Nelson

In his provocative new best-seller The Flight From Truth: The Reign of Deceit in the Age of Information, French philosopher Jean-François Revel asserts "The foremost of all the forces that drive the world is falsehood." In fact, he argues that humans often prefer a lie to the truth when facts confound cherished beliefs.

This uneasy tension between truth and falsity strikes me as at the heart of many of the recent attacks on the ethics of professional persuaders operating in a society saturated with propaganda. For example, in this issue Edward Bernays comments on his continuing belief in licensing as a needed form of quality control. Doug Newsom presents her views on Hill & Knowlton's troubles stemming from actions on behalf of controversial clients—a topic of national debate also covered in the February O'Dwyer's PR Services Report and February 22-28 issue of TV Guide.

As a result, I spoke with H&K Senior Vice President Robert J. Stone (420 Lexington Ave., NYC 10017; 212-697-5600) who kindly sent me a large package of reprints and other materials vigorously defending his firm's work. Reading these, one comes away with a better understanding of H&K management practices. But even if error was unintentional, troubling questions remain about the willingness of our industry and political leaders to rely upon second-hand testimony. Anyway that's how I see it. How about you?

What's coming up this summer in Montréal

by Shirley Ramsey,
Public Relations Division Head

Members of the PRD will have several opportunities to be a part of the program in Montréal, beginning with a day of workshops on August 4th. The regular AEJMC convention begins August 5th and runs through August 8th.

Several of our members have been pretty busy already, planning and submitting program proposals. Hats off to those individuals, because their efforts paid off in full scheduling for our division. In taking program proposals to the negotiation table at Mid-Winter, your Head and Vice-Head/Program Chair had to do some merging of proposals with similar programming. In these instances the planning process appears as a shared responsibility. A similar situation occurs where some other division takes the lead on a joint session. In such cases planning must be shared by those writing program proposals for the two divisions.

Listed in the preliminary program below are names of individuals in charge of developing various program segments. Names of moderators, panelists, discussants and other program participants will appear in the final program.

Tuesday, August 4th

AEJMC Workshops: (The PRD generally requests anywhere from \$10 to \$20 fee for workshops, to cover expenses for copying workshop materials and/or rental of audiovisual equipment. Because AEJMC expects rental of audiovisual equipment to be expensive in Montréal, those developing workshops should keep equipment requests in mind when suggesting a fee).

- 10 a.m. to noon: Teaching Creativity and Research in PR: Two Sides of the Same Coin? (Jason Berger and Don Stacks).
- 1 to 3 p.m.: New PR-PC Technology and Tracking Corporate Philanthropy (John Pavlik and Shirley Sirini).
- 3:30 to 5 p.m.: Graduate Studies in Public Relations (James Grunig and Lauri Grunig).
- 6 to 9:30 p.m.: Working Papers, Gender and Public Relations (Elizabeth Toth).

August 5th to 8th -- AEJMC Joint Sessions and Division Paper Sessions.

Wednesday, August 5th

- 8:15 to 9:30 a.m.: Organized Chaos: A Systems Approach to Tenure and Promotion. Sponsors: PRD and Status of Women (PRD leads -- Donna Stone).

•see Montréal page 2

PR academic opportunities

• **Brigham Young University**—Position one: Tenure-track (open rank, entry-level preferred) to teach introductory and advanced PR courses, including PR writing, beginning August 1992; conduct research. Ph.D. or ABD. Position two: Lecturer (specified contract period) with emphasis in teaching strategic planning and management; advising student PR agency, and serving as liaison to professional community. Ph.D. desirable, but master's and substantial professional experience acceptable. Deadline: 31 March 1992. Contact: Dr. Laurie Wilson, Dept. of Communications, E-509 HFAC, Brigham Young University, Provo, Utah 84602.

• **Florida International University**—Tenure-track (assistant/associate professor) to teach undergraduate and graduate PR courses, August 1992. Strong writing background and knowledge of Spanish/Portuguese a plus. Doctorate preferred; Master's required. Deadline: 14 May 1992. Contact: Prof. William Adams, School of Journalism and Mass Communication, Florida International University, North Miami, Florida 33181.

• **Kansas State University**—Tenure-track (assistant/associate professor) to teach advertising writing etc., August 1992. Strong agency experience a plus; Doctorate preferred; Master's required. Deadline: Until filled. Contact: Dr. Charles Pearce, Advertising, at KSU address below.

• **Syracuse University**—Tenure-track (open rank) to teach PR principles, writing, and campaigns beginning August 1992; advise PRSSA; conduct research. Ph.D. preferred with strong professional experience required. Deadline: Until filled. Contact: Prof. Elizabeth Toth, S.I. Newhouse School of Public Communication, 215 University Place, Syracuse, NY 13244-2100.

PR update

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 in 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.

SEND YOUR COMMENTS, COLUMNS, VISUALS TO:

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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 June 1992 issue is May 4;
October 1992 issue is September 4.

• Montréal from cover

• **9:45 to 11 a.m.:** International Public Relations. Sponsors: PRD and International Division (PRD leads -- David Pincus and Susanne Roschwalb).

• **11:15 a.m. to 12:30 p.m.:** Theory in the Classroom. Sponsors: PRD and Communication Theory & Methodology (CTM leads).

• **1:30 to 2:45 p.m.:** Multi-Ethnic Public Relations Professionals. Sponsors: Minorities and Communication and PRD (PRD leads -- Marilyn Kern-Foxworth).

• **3 to 4:30 p.m.:** Active Learning in the Classroom. Sponsors: PRD and CCJA (PRD leads -- Shirley Ramsey).

Thursday, August 6th

• **8:15 to 9:45 a.m.:** Risk Communication in Democratic Societies. Sponsors: PR, Mag, CofA, SciWr (SciWr leads).

• **Noon to 3 p.m.:** Public Relations Awards Luncheon/Business Meeting, followed by invited research/teaching paper retrospective on Edward Bernays (Shirley Sirini and Caroline Cline).

• **3:30 to 5 p.m.:** Role of the PR Professional in Developing a Sense of Community. Sponsors: PR and CCJA (PR leads -- Bonnie Neff).

Friday, August 7th

• **10:30 a.m. to noon:** Integrated Marketing Communications -- The Broadened and Continuing Debate. Sponsors: Advertising and PR (Report from the Task Force on Integrated Programs -- Advertising leads).

• **1:30 to 3 p.m.:** Student-Run Laboratories. Sponsors: SecEd, PR, CCJA, Adv. (Advertising leads).

• **3:15 to 4:45 p.m.:** Multicultural Agency. Sponsors: Adv, PR (PR leads).

• **5 to 6:30 p.m.:** PRD Research Papers -- Poster Session (Caroline Cline).

Saturday, August 8th

• **7 to 8 a.m.:** PRD Executive Meeting.

• **8:15 to 9:45 a.m.:** PRD Teaching Paper Session (Shirley Sirini).

• **10 to 11:30 a.m.:** Universal Ethics Code. Sponsors: PR, CCJA (PRD leads -- Todd Hunt).

• **11:45 a.m. to 1:15 p.m.:** Ethics of Sponsorship: Preparing for the Olympics. Sponsors: PRD and Communication Theory & Methodology (PRD leads -- Jason Berger).

• **2:15 to 3:30 p.m.:** Feminist Theory and Its Application to Mass Communication. Sponsors: St.Women, CTM, PR (St.Women leads).

• **3:45 to 5 p.m.:** Invited research paper session -- Should PR Practitioners Be Generalists? Sponsors: PR, CCJA (PRD leads -- Allen White).

Session planners will be receiving AEJMC program sheets from Dean Kruckeberg. Completed program sheets are due to AEJMC March 15, 1991; they should be mailed to Dean by March 7. Good Luck! **PR**



Bonita Dostal Neff

Where are the public relations educators?

by Bonita Dostal Neff, Ph.D.
Assistant Professor, Valparaiso University

Public relations educators are teaching under a number of disciplines. The numbers are also growing. The Association for Education in Journalism and Mass Communication reports an overall increase in their organizational membership. More specifically, the Speech Communication Association notes that, with 50 percent of the renewals in, 226 have selected public relations. The potential of SCA attracting a total of 400 public relations educators is very feasible in another six months. Yet this hardly touches the numbers of educators who are teaching public relations. Estimates range to 1,000 or more. Many are teaching without an affiliation to any professional organization, with numerous educators certainly not yet showing up in the ranks as researchers.

The challenge appears to be set on an interdisciplinary stage with educators coming primarily from mass communication, business, journalism, and communication studies (including speech communication). What happens next should be a concern to both the academic and the practitioner.

1. Public relations educators should be actively solicited to join the ranks of the researchers. There are a number of respectable journals in public relations

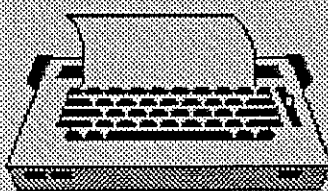
and yet the appearance of new researchers is a rare incident. The assumption is the cream rises to the top. However, the multitudes of public relations educators are not participating in the paper sessions. One has to at least be present to be contributing. The stage must be set for this to happen under an interdisciplinary rubric.

2. Public relations is one discipline (though I once was told public relations hardly qualified as a discipline) with one foot in academics and the other in the world of practice. Where do the two areas meet? Is the academic connected to the practitioner? Is their research available to the professional in the field? Those in public relations need more opportunities to test ideas and strategies. Few disciplines have their own real-life laboratory as does public relations, so why not use it more!

3. Why are there frequent conflicts between educators and practitioners? A truce should be called with the professional organizations (PRSA, IABC, IPRA, etc.). Moreover, the academic associations should do more to invite and welcome the practitioners. Both entities need to commit to research as the central focus—to bridge cutting-edge theory with action.

In sum, efforts need to be made to find the public relations educators, to involve them in both the academic and practical aspects of public relations, and to engage these educators in some meaningful dialogue in the research arena. Some limited contacts are being made. For example, the Public Relations Interest Group has invited educators in the northern Ohio region to the Central States Communication Association's annual regional conference in Cleveland. This session in April 1992 will have a round table of panelists, an interdisciplinary group of educators, share their public relations program plans. Departments of business, journalism, mass communications, and communication (including speech communication) are represented. In the summer of 1993 an International Public Relations conference will be held. Here the conference will focus on the multicultural dimension of public relations, an often neglected aspect. But, meanwhile, the national and international organizations need to bridge their memberships to incorporate all public relations educators. In turn, these organizations need to link with each other if we are to truly bring much needed integrative diversity to our interdisciplinary discipline. **PR**

PR Educators Conference Rescheduled



The International Public Relations Educators Conference has been rescheduled for 1993. Although the details will be finalized by the Speech Communication Association later this month, the plans indicate the PR Conference remains scheduled for the Washington D.C. area. This is fortunate since special groups have agreed to participate in the conference, including the Public Affairs Council. Those who have previously submitted proposals will be included in all upcoming correspondence.

Look for the Call for Papers which should have a Fall 1992 deadline. For further questions contact: Bonita Dostal Neff, Unit Coordinator, (219) 838-4428.

H & K: under scrutiny

PR practitioners question client choice and representation

by Doug Newsom, Ph.D.
Fellow, PRSA
Texas Christian University

The call came late in the afternoon, Monday, January 20, when my office, like many others, was closed in honor of Martin Luther King's birthday. After introducing himself, the caller said, you are the new head of the College of Fellows are you not? I acknowledged that was the case, and then he asked a series of questions: "Did you see 20/20 Wednesday?" "No," I said. "Well, how about 60 Minutes last night?" After that question I knew where the conversation was going. "No, I didn't, but I did read the Wall Street Journal piece January 7, although I missed the New York Times column that inspired it." The topic of this conversation, if you haven't guessed by now, was Hill and Knowlton, a unit of the WPP Group based in London.

The caller was asking about rescuing the reputation of public relations. Okay, but how?

The College of Fellows is, of course, a creation of the Public Relations Society of America and must let the national organization speak. But, all members of PRSA are bound by the Standards of Practice which say: "A member shall not intentionally damage the professional reputation or practice of another practitioner." What is one to say when there are so many unknowns?

Well, there are issues that can be discussed, issues of considerable consequence. The Wall Street Journal piece began with a comment about H&K's clients -- clients like the Church of Scientology and the anti-abortion campaign for the National Conference of Catholic bishops.

There are two schools of thought on the issue of client representation. One says you shouldn't work for someone you don't believe in. The other says that clients deserve representation in the court of public opinion just as surely as they deserve representation in the court of law. Public relations practitioners who have taken a little heat over representing controversial clients say that at least that contact gives them an opportunity to tell the client, with some authority, that changing behavior -- what the client is doing -- is the quickest way to change public opinion. The rationale is that even if the client begins doing good things for the wrong reason, to improve an image, at least there are benefits from the change in behavior.

One justified criticism of H&K regarding clients is that its own employees didn't know about the Bishops' account until it was publicly announced. In defending that aspect a former employee of H&K told me that the client broke the news. If that's the case, then there's trouble up front in handling the client, I would think. That's maybe another, but lesser, issue.

Another client that didn't win H&K any good press is the

Bank of Credit & Commerce (BCCI). H&K was accused in a lawsuit of having presented BCCI as a legitimate business and of having helped it publicize some of its "improper and illegal business activities." This could have been a problem since an interpretation of the PRSA Code says any client involved in a legal activity may be represented. Clients can be a critical problem if they mislead their public relations representatives just as a lawyer can get in trouble when a client doesn't tell the truth. However, public relations practitioners are not excused for misleading the public even if they themselves are misled

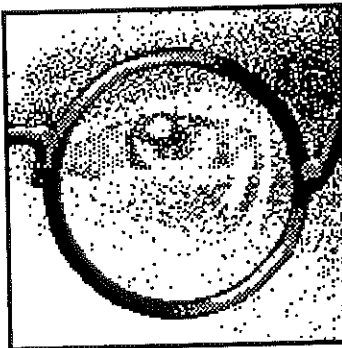
by the client. The PR firm is supposed to do independent research to be sure that what the client is telling them is true. That was all sorted out 20 years ago in the Pig n' Whistle case, and it's a legal problem as well as an ethical issue.

PRSA members are held responsible for conducting business "in the public interest" and exemplifying high standards of honesty and integrity as well as dealing fairly with the public. Specifically, a PRSA member who is charged with unknowingly disseminating false or misleading information must correct any

such communication that he or she is responsible for. H&K denies having done anything wrong in handling BCCI.

The client that got H&K in the news yet again, though, is perhaps the most controversial: the Citizens for a Free Kuwait. There are two issues here. The first is that the New York Times piece accused the Citizens for a Free Kuwait of giving \$50,000 to a group located in H&K offices comprised of members in the Congressional Human Rights Caucus. The issue is one of disclosing interests and relationships. The second issue involves testimony given to the Caucus by a 15-year-old girl who at the time of her public testimony was identified only as "Nayirah." The implication was that to give fuller identification would be to put her in jeopardy. Actually, she is the daughter of the Kuwait ambassador to the U.S. H&K arranged for her testimony and knew her identity. Her testimony was compelling. She told of Iraqi soldiers pulling newborns from their hospital incubators and leaving them on the floor to die. Some have questioned how she could have known this since she seems to have been in the U.S., and apparently no eyewitnesses can be found. However, there are fax machines, and she could have had friends there. Furthermore, with Saddam Hussain still in power in Iraq, there may be eyewitnesses who are afraid to speak up. This is an effort to give H&K the benefit of the doubt that the firm was not involved in corrupting the integrity of the channels of communication or the processes of government.

Perhaps H&K management can prove the firm hasn't violated eight of the 17 standards of public relations practice. That would contribute to rescuing the reputation of public relations. **PR**



Educators mount fundraising effort to support PR programs

Elizabeth L. Toth, APR, of Syracuse and Todd Hunt of Rutgers, both former heads of the public relations division of AEJMC, have pledged to raise \$1,000 in 1992 to demonstrate the support of educators for the educational programs planned by the Institute for Public Relations Research and Education. Toth is a trustee of the organization. "We need to strengthen the partnership between educators and practitioners," she said. "The Institute has demonstrated its commitment to us by increasing support for its academic awards."

The Institute is a non-profit organization

dedicated to improving the field of public relations. Its budget comes from contributions and from the sale of publications. New editions of Public Relations & The Law, by Frank Walsh, APR, and New Technologies and Public Relations, edited by E. W. Brody, APR, lead the list of Institute publications.

The Institute sponsors and funds several educational awards programs, including the L.L.L. Golden Writing Competition for public relations students, Best Public Relations Master's Thesis Award, and the Pathfinder Awards for public relations research. Cash award amounts have been doubled this year

for what Toth calls "the most prestigious awards in public relations education."

Toth and Hunt have made \$100 "lead-off contributions" to the Institute. They are seeking contributions of \$25 to \$100 from educators who support the Institute's programs. (Sixteen members of the PRD serve on the Institute's Educator Advisory Committee.) Checks made out to the Institute may be sent to Prof. Elizabeth Toth, APR, Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13244-2100. Contributions are tax-deductible. **PR**



Letter from Washington, D.C.

by Susanne Roschwalb,
American University

Events in the nation's capital suggest challenges and opportunities for public communication programs in the near future.

Two steps forward ...

The Up Side - Publicists are finding work in two areas not previously considered avenues. High-powered public relations firms are being hired to expand audiences for films with political messages - Frank Mankiewicz of Hill & Knowlton was hired to promote Oliver Stone's JFK and John Sayles' City of Hope. The purpose was to pull in political columnists and other reporters outside of traditional film reviewers. Josh Baran of Edelman Public Relations, who also handled The Last Temptation of Christ and Do the Right Thing, worked on the promotion of Ruby, the film about the man who shot Lee Harvey Oswald. These professionals are being enlisted to augment what studio publicists traditionally do.

Another new avenue is the use of publicity in judicial proceedings. During the Wall Street junk bond trials of the 1980s, Michael Milken and others hired publicists to help bring their cases to the "court of public opinion." In recent months, Anita Hill, Clarence Thomas and William Kennedy Smith have had personal publicists. Increasingly, lawyers are hiring publicists as part of their teams. Such interdisciplinary effort calls for greater understanding on the part of lawyers on the uses of the media, and on the part of publicists about the process of a trial. My colleague Professor Richard Stack, a lawyer who is teaching "Communication and the Law," and I are working on a syllabus for a course on public relations during court cases.

... And one step back

It is ironic that the silicone implant controversy should be coming out of Dow Corning. Public communication faculty engaged in media training probably remember that it was Carl Gerstacker, then CEO of Dow Chemical, who in 1971 set a standard for executive

media training. During an appearance on the Today show, he was asked by Hugh Downs whether his company made napalm. Gerstacker responded that Dow had manufactured the stuff but was out of that business and had turned its energies to peaceful uses of chemistry and life-saving products such as the measles vaccine. That exchange became the formula for bridging from negative to positive subjects. Twenty years later, during the breaking story of the dangers of silicone implants, Dow Corning used its publicist as its spokesperson; the CEO stepped down. None of the skills developed twenty years before were in evidence. Dow is now in the defensive position of promoting women with positive breast implant experiences in conjunction with offering to help pay medical expenses for the adversely affected patients.

International publicity

Arab/Israeli Peace Talks - Since Washington, D.C., was the site for the peace talks between Arab and Israeli delegations, it was an opportunity to observe the techniques for ethical persuasion on behalf of both sides. The maxim for international public relations is "get local help." Certainly the delegations were responsible to their constituencies at home and knew what they wanted to hear. But American media coverage was another matter. Through content analysis of print media coverage as well as transcripts of media briefings from both sides, I tracked the emergence of Hanan Ashrawi as the visible and gutsy spokesperson for Arab delegations, changing the way in which they courted public opinion. The Israelis offered Binyamin Netanyahu, one of their heroes, as spokesperson. While he played very well in Jerusalem, he came across as defensive, passive, technical and lackluster to American audiences.

*Susanne Roschwalb delivered a paper on "American Perceptions of Israeli Public Relations During the Peace Talks" at the Rothberg School of Hebrew University, Jerusalem, on December 30, 1991. **PR***

Bernays calls for a "clean-up" in the PR profession

by Ali Kanso, Ph.D.
Kansas State University

Edward Bernays, "the father of public relations," is still crusading for increased understanding of public relations as a social science. He argues that news releases cannot be fashioned without some knowledge of audience perception and behavior. Bernays sees the relationship between public relations and social sciences not only at a national level, but also on a global scale. In his words, "social sciences have a lot to offer public relations practitioners if they want to succeed and compete globally." Bernays' call for licensing the profession of public relations—to protect it from "intruders"—is as strong as ever.

The following interview was conducted after the celebration of Bernays' 100th birthday at the 44th National Conference of PRSA, Phoenix, Arizona, Monday, Nov. 4, 1991:

Q: You were the first to teach a public relations course at a university. Considering the social changes that have influenced the American society in the second half of this century, how would you teach this course today?

A: In 1922 I taught public relations theoretically and today I would not teach it differently, except I would have to draw on social sciences that were developed in the early 1930s . . . years after I taught public relations. I would also have to draw on current research trends.

Q: Which disciplines of social sciences are most relevant to the current practice of public relations?

A: It is a tough question. That depends on the specific problem that the practitioner is trying to solve. For example, is he or she concerned with relations between supervisor and personnel? If so, then he or she should draw on social and individual psychology. In a situation of getting employees adjusted to a new environment, anthropology and sociology are important disciplines to guide his or her efforts.

Q: Which areas in public relations do you think need to be improved most?

A: The relationship of social sciences to public relations should be emphasized. Unfortunately, some colleges teach communication only. Public relations is not basically communication. Rather, it is an applied social science in which the practitioner advises his or her client, employer on attitudes and actions to win the public support. In other words, good public relations practitioners should give advice and then carry it out. Actions speak louder than words and they don't lie.

I firmly believe that public relations is not sending articles or news stories to media. It is a social science. Astute practitioners should conduct research to study attitudes. For example, if a practitioner is asked to devise a communication strategy that helps his or her client sell neckties, he or she has to identify the factors that affect potential customers to wear a necktie.

Another area that needs serious consideration to improve the profession of public relations is licensing and registration. Legal sanctions, for example, should be imposed against unethical behavior. Three main reasons support my proposal for licensing and registration: (1) anyone can call himself or herself a public relations person, (2) any person in the current situation can practice public relations and commit actions that can hurt all practitioners, and (3) nobody has written about what the field should be. According to U.S. government statistics, there are about 160,000 people who call themselves public relations practitioners. Less than 10 percent are members of PRSA. In fact, PRSA rules of membership are not strict. Anybody who pays the yearly fee and has two friends in the Society to sign his or her application can become a member.

In law, architecture and chemistry, people must have a degree in their field. Furthermore, in medicine one has to take an exam in his or her state, then he or she takes the Hippocratic oath in medicine which requires ethical conduct. If the doctor violates the ethical code, then he or she is

kicked out and has to sign an agreement not to call himself or herself a doctor. The same procedure should be applied to public relations practitioners. Today, however, there are about 51 different titles for public relations people. If a practitioner gets negative publicity, he or she only has to change the title.

Q: In today's economy many American companies have found it necessary to operate in overseas markets. What should public relations practitioners do to help their clients get accepted in foreign markets and compete with other multinational corporations?

A: It is important to say that a global strategy requires a vast knowledge of the countries in which American companies operate. Public relations practitioners have to get some insight into non-domestic markets. They have to study social customs, psychological attitudes, types of leadership, languages and socioeconomic structure. Once they have done that assignment, then they have to apply the principles they use in their own country after they modify them to conform to the social patterns of foreign markets.

Q: Are you implying that no single public relations campaign can work in all countries?

A: Public relations efforts need to be tailored on a country-by-country basis because attitudes, norms, social values and traditions are not the same everywhere. It would be wrong to assume that there is a single unified market. We see cultural differences everywhere and the challenge is to deal with these differences and not dismiss them.



Professor Ali Kanso (right) congratulates Bernays on his 100th birthday PRSA conference fête.

PRD Biographies

Q: How have new technologies impacted the practice of public relations?

A: *The transmission of information through fax and computer has aided public relations in speeding up messages. However, since public relations is based more on strategy and tactics, I believe social sciences have influenced it equally, if not more, and made public relations efforts much more effective.* **PR**

Edward L. Bernays has served as public relations counsel to government leaders and heads of private industry. Photo: Boston Chapter, PRSA; and Communiqué, Freedom Forum Media Studies Center.



No green bananas for Eddie

by Susanne Roschwalb,
American University

I was indeed fortunate to be among the 350 celebrants of Edward Bernays' 100th birthday on November 22 in Cambridge, Mass. Decked out in a tuxedo, Bernays stood in a receiving line to personally greet each guest by name and pose for photographs. Throughout the evening he was the epitome of someone who thoroughly enjoyed himself during the toasts and roasts. Among the more memorable quips were those offered by his friend Herb Patchell: "Do you realize that at 100 you could have seen Halley's comet twice in your lifetime? In 20 years you will attain the age of Moses! If you had stood in one spot all of your life, you would now be standing in China. Do you realize that you are older than most trees? Half of the age of the U.S. Constitution? If you were a piece of furniture you would be an antique."

Dramatic evidence of Bernays' extraordinary span during the festive evening was the moment he held his infant, great grandson in his arms. There was 100 years difference in their ages. Bernays himself was heard to quip "I guess I won't be buying any green bananas." For those who did not get the meaning, the man who also says he is now working on a book entitled *My First 100 Years in PR* explains that he is not sure he has time to wait for bananas to ripen.

Susanne Roschwalb is assistant professor of Public Communication at The American University in Washington, D.C. She is an educator and a publicist who has represented seven foreign countries among 150 clients. Like Bernays, she began her career as a theatre publicist. She is working on a biography of the grand old man of PR. **PR**

Shirley Ramsey, Ph.D.

PRD Head Shirley Ramsey is an associate professor of Journalism and Mass Communication at the University of Oklahoma's H.H. Herbert School of Journalism and Mass Communications. Her primary teaching areas within the Public Relations sequence include Public Relations Writing, Public Relations Research, Public Relations Management, and Public Relations Analysis; at the graduate level, she teaches Mass Communication Theory and PR Management.



Shirley Ramsey

Prior to completing doctoral studies at the University of Maryland, Ramsey was engaged in professional activities which included service as medical writer for the New York Academy of Medicine, New York City, and as head of Communications for one of the national branches of the Library of Congress, Washington, D.C.

Memberships other than AEJMC include the Educators Section of the Public Relations Society of America, Inc.; International Communication Association, as Public Relations Director of the Public Relations Interest Group; and the Speech Communication Association.

Primary research interests are technological development and communication, especially cognition and language, message development and science communication. Ramsey has presented papers at several national and international meetings and has published various scholarly articles, including a monograph.

Maria Russell, APR

PRD Secretary-Treasurer Maria Russell joined the full-time public relations faculty of Syracuse University's Newhouse School of Public Communications in 1986.



Maria Russell

Her career includes positions as Vice President of Communications, Greater Syracuse Chamber of Commerce; consultant for the Greater Syracuse Program, a four-year economic development campaign for the Central New York area; Director of Community Relations for the United Way of Central New York; and editorial assistant/writer for the State University of New York College of Environmental Science and Forestry.

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Speech Communication Association

1992 Public Relations Commission Officers

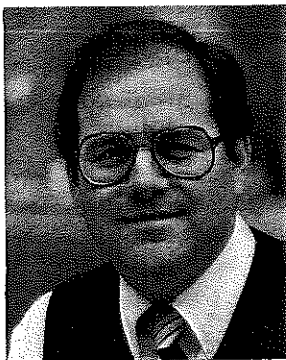
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Secretary: Timothy Coombs, Communication Dept., Illinois State Univ., Normal, IL 61761

J. David Pincus, Ph.D., APR



J. David Pincus

PRD Delegate-at-large David Pincus is currently a professor in the Department of Communications at California State University, Fullerton. He has devoted most of his professional life to the practice and study of management and employee communication.

Before receiving his Ph.D. in organizational communication at the University of Maryland in 1984, he worked as the first corporation-wide employee communication

director for Marriott Corporation and headed the communication departments for two national trade associations in the Washington, D.C., area. Since that time, Pincus has completed consulting projects for a variety of companies, including IBM, Sheraton, Foster Higgins, the California Society of CPAs and the Maryland Center for Quality Worklife.

Since the early 1980s, he has conducted a systematic series of research projects designed to explore the scope and impact of management communication — particularly CEOs — on employees and organizational effectiveness. This body of research, ranging from national studies to one-on-one interviews with leading CEOs, has served as the basis for many of his published works, which have appeared in a variety of professional and scholarly journals, among them Communication World, Public Relations Review, Employee Responsibilities & Rights Journal, Journal of Accountancy, Public Relations Research Annual and Association Management.

Co-author of a recently published strategy-driven textbook on public relations writing, he is now working with colleague Dr. Nick DeBonis on a book about the CEO's changing communication role and its relationship to corporate leadership.

In 1987-88, Pincus served as a visiting professor of business communication in the School of Business Administration at the University of Southern California, where he worked with students and faculty in the MBA and Executive MBA programs to develop new communication education programs. **PR**

• **PR update/ March 1992/ 8**

Florida Ethics Conference

Several papers dealing with topics closely related to public relations ethics were presented at a National Conference on Ethics and the Professions held at the University of Florida, January 30 - February 1, 1992.

The presenters of papers which might be of interest to public relations educators were:

• Cornelius B. Pratt, Advertising, Michigan State University, "The Heuristics of Ethical Decision-Making in Advertising and Public Relations"

• Joseph Plumley, Communication, University of Alabama, co-author of "Value System Changes by Students as a Result of a Media Ethics Course — Revisited"

• Michael R. Hyman, Marketing, University of North Texas and Richard Tansey, Marketing, Louisiana Tech University, "The Ethical Nature of World War II Corporate Advocacy Ads"

• Philip Patterson, Communication, Oklahoma Christian College, "The Media and the Alar Scare"

• Jack Detweiler, Public Relations, University of Florida, "Contrasting Views Toward Truth and Deception in Journalism and Public Relations"

• Brad Rawlins, Ph.D. student in Journalism, University of Alabama, "Factors Contributing to the Ethical Dilemma of Socially Responsible Public Relations"

• Edward Petry, Jr., Philosophy, Bentley College, "Corporate Ethics, Internal Oversight: The Evolution of the Corporate Ethics Officer"

• Deborah V. Cohen, Organizational Behavior, Harvard University, "Consulting in Business Ethics: Assessment of Current Approaches"

• Jeanne M. Liedtka, Business Administration, Rutgers University, "Reconciling Professional Values and Changing Organizational Imperatives"

• Carol C. Gould, Philosophy, Stevens Institute of Technology, "New Paradigms in Professional Ethics: Feminism, Communitarianism & Democratic Theory"

• Thomas Donaldson, Philosophy, Georgetown University and Thomas W. Dunfee, Business Law, The Wharton School, "Integrative Social Contracts Theory: Ethics in Professional Life"

• Lee Wilkins, Journalism, University of Missouri, "A Changing Vision of Truth: Its Impact on the Professions"

Persons interested in copies of these papers may contact the authors.

CALLS FOR PAPERS/CONVENTIONS

AEJMC PRE-CONFERENCE WORKING PAPERS SEMINAR ON "OLD ISSUES - UNRESOLVED WOMEN EDUCATORS' STATUS IN THE ACADEMY"

Montréal, Canada, 4 August 1992

PURPOSE: Proposals on gender topics for seminar co-sponsored by the AEJMC PR Division and the Commission on the Status of Women.

REQUIRED: Three blind copies of a paper proposal (limit 3 pages) that describes research advancing an understanding of the issues facing women educators in the academy. Those accepted must be able to submit complete working papers based on their proposals by 1 July 1992 for discussion and critique by seminar participants and audience members. Each proposal will receive judges' comments on its creative, theoretical, and practical potential. Graduate students are encouraged to apply.

DEADLINE: 1 April 1992.

CONTACT: Co-chair Elizabeth L. Toth, Newhouse School of Public Communications, Syracuse Univ., Syracuse, NY 13244-2100. Phone: (315) 443-3370; or co-chair Sue Lafky, School of Journalism & Mass Communication, Univ. of Iowa, Iowa City, IA 52242. Phone: (319) 335-5821.

PUBLIC RELATIONS DIVISION, AEJMC, CALL FOR RESEARCH PAPERS

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

PURPOSE: Test or develop a PR theory; test or refine a practice; analyze legal, ethical or historical questions; or critically review a concept, issue or model relevant to public relations research or practice. Special consideration given to papers on the contributions of Edward Bernays.

REQUIRED: Five copies of the paper with detachable cover sheet listing authors and complete addresses, with an abstract up to 75 words. Student papers should be separately submitted to student competition, unless co-authored with a faculty member. At least one author expected to attend the Conference to present.

DEADLINE: 1 April 1992.

CONTACT FOR FACULTY OR JOINT FACULTY-STUDENT PAPERS: Dr. Carolyn Cline, Journalism Dept., Old Main 202, Southwest Texas State Univ., San Marcos, TX 78666. Phone (512) 245-2656. Fax: (512) 245-3709. **CONTACT FOR STUDENT PAPERS:** Dr. Glen Cameron, Dept. of Adv. & PR, Journalism Building, Univ. of Georgia, Athens, GA 30602. Phone: (404) 542-5009.

PUBLIC RELATIONS DIVISION, AEJMC, CALL FOR TEACHING PAPERS

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

PURPOSE: Test, refine, or expand upon an applied PR principle or practice as it relates to teaching; critically review an issue relevant to PR teaching; or explore methods used in teaching PR courses.

REQUIRED: Papers should be scholarly in design, judged in part by the appropriateness of the literature review and methodology. Limit of two paper submissions, including co-authorship. Six copies of the paper with detachable cover sheet listing authors and complete addresses, with an abstract up to 75 words. At least one author expected to attend the Conference to present, except in case of student papers.

DEADLINE: 1 April 1992.

CONTACT: Dr. Shirley A. Serini, APR, Dept. of Journalism, Northern Illinois Univ., DeKalb, IL 60115.

AMERICAN JOURNALISM HISTORIANS ASSOCIATION CALL FOR PAPERS

Annual Meeting - University of Kansas, Lawrence, 1-3 October 1992

PURPOSE: Papers, panel proposals, and abstracts of work in progress having to do with any facet of media history, including electronic/film.

REQUIRED: Research entries should be completed original papers not more than 25 double-spaced pages plus references. Five copies of the paper should be accompanied by a single-page abstract and by a cover sheet listing the paper's title, author's name and address, and institutional affiliation. Only the title should appear on the paper itself. Panel proposals should include a brief description of the topic, the names of the moderator and participants, and a brief summary of each presentation. Two copies of research in progress should be submitted for consideration in abstract format (no more than 350 words). The oral presentation will be accompanied by a paper of 3-5 pages (including bibliography) for

distribution at the meeting.

DEADLINE: 1 May 1992.

CONTACT FOR RESEARCH PAPERS AND RESEARCH IN PROGRESS:

Carol Sue Humphrey, Dept. of History, Oklahoma Baptist Univ., Box 61201, 500 West Univ., Shawnee, OK 78401.

CONTACT FOR PANEL PROPOSALS: Pamela A. Brown, Communication Department, Rider College, Lawrenceville, NJ 08648.

PRSA NATIONAL CONFERENCE, CALL FOR STUDENT PAPERS

Kansas City, Missouri, 25-28 October 1992

PURPOSE: Original research by Masters and Doctoral students (\$100 award) testing/developing PR theory and practice; analyzing legal, ethical, or historical PR questions; critically reviewing concept, issues, or models germane to field.

REQUIRED: Papers (not theses/dissertations) must be by students, not co-authored with faculty, contain literature review, clearly state the research problem, describe method, and indicate how contributes to body of knowledge. Submit one 75-word abstract, five copies with title only, and one title page with author's name, address, phone, and designation as either a Masters or Doctoral student.

DEADLINE: Postmarked by 15 May 1992.

CONTACT: Dr. Shirley Serini, APR, Dept. of Journalism, Northern Illinois Univ., DeKalb, IL 60115.

MARKETING SCIENCE INSTITUTE RESEARCH COMPETITION

PURPOSE: To stimulate work on the effects of direct marketing broadly construed. Sponsored by the Direct Marketing Association and The Direct Marketing Educational Foundation. Cash awards given.

REQUIRED: Proposal topics include the efficient use of direct marketing, strategic decisions and processes, understanding the customer's view, and current or anticipated social issues. Proposal length must be no longer than 20 double-spaced, typewritten pages, including statement of the problem area, relevant theory addressing that problem, hypotheses, methodology, analysis plan, and estimated budget and time table.

DEADLINE: 1 June 1992.

CONTACT: Prof. Richard Staelin, Executive Director, MSI, 1000 Massachusetts Ave., Cambridge, MA 02138-5396. Phone: (617) 491-2060.

DIRECT MARKETING EDUCATORS' CONFERENCE

Dallas, Texas, 25 October 1992

PURPOSE: Designed to promote interest in direct marketing research and teaching. Academics will present their findings; a panel of leading direct marketing academicians and practitioners will comment. Open to full-time college and university educators. There is no registration fee. It is funded by an endowment from the late Robert B. Clarke. In addition, academics may present their research findings for papers that are still in progress. Presenters will be selected by an Academic Review Panel.

REQUIRED: For papers: five copies of completed papers plus 125-word abstract. For proposals: submit abstracts, maximum length 150 words, defining the problem and outline the proposed contribution to direct marketing. Both conceptual and empirical work are encouraged.

DEADLINES: 1 April 1992 (papers); 1 July 1992 (proposals).

CONTACT FOR PAPERS: Dr. Don Schultz, Northwestern University, Medill School of Journalism, 1813 Hinman Avenue, Evanston, IL 60208. Phone: (312) 491-2051.

CONTACT FOR PROPOSALS: Dr. Richard Montesi, Direct Marketing Foundation, 6 East 43rd St., New York, NY 10017. Phone: (212) 599-1268.

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 and awarded on a rolling basis throughout the school year.

CONTACT: Linda Heller, Director of Educational Services, C-SPAN, 400 N. Capitol St., NW, Washington, DC 20001. Phone: (800) 523-7586 or (212) 737-3220.

Highlights of the 1991 business meeting



Dean Kruckeberg

that these minutes had also been published in the post-convention issue of the PRD Newsletter. Carol Oukrop moved, and Judy VanSlyke Turk seconded the motion, that the minutes of the 1990 business meeting be approved. The motion was passed unanimously.

Division Head Todd Hunt distributed with the meeting agenda the written report of the Division Treasury. He noted that the AEJMC policy dictates only the Division head has access to funds, not the treasurer. He observed this policy could possibly be changed the next time AEJMC bylaws were revised, if the AEJMC constituency so wanted.

The balance in the Division treasury as of June 30, 1991, was \$4,457.01. This reflected an opening balance Oct. 1, 1990, of \$3,362.59; income during this interim was \$6,502.96, and disbursements totaled \$5,408.54.

Income included \$4,640.00 from regular membership dues; \$255.00 from student memberships; and \$1,607.96 in royalties from the Public Relations Research Annual. The largest expenditure was the \$3,765.00 transfer to the Public Relations Research Annual account.

Public Relations Division Head Todd Hunt noted there was one fewer newsletter this year, which saved some money. He said membership remained the primary revenue producer, followed by royalties from the Public Relations Research Annual. He emphasized that the Public Relations Research Annual is a revenue producer for the Division. The Public Relations Research & Education account (which is the beginning balance for the Public Relations Research Annual) had \$0.00 in its beginning balance Oct. 1, 1990, and it had an ending balance June 30, 1991 of \$3,645.00, reflecting the \$3,765.00 transfer from Division members' dues and an expenditure of \$120.00 to publishing house Lawrence Erlbaum Associates. Division Head Todd Hunt said the reason this account appears to have an excess balance is because several expenses incurred for publishing the annual will be billed to this account, but have not been received as of yet.

Co-editor of the Public Relations Research Annual James Grunig pointed out such royalties are needed to subsidize Division members' subscriptions to this journal.

James Grunig moved, and Kathleen Kelly seconded the motion, to accept the treasurer's report. The motion was passed unanimously.

Marilyn Kern Foxworth, chair of the People of Color Committee, presented her report at this time. She noted that those graduate students who had been selected by the People

of Color Committee for awards had their membership paid to AEJMC and to the Public Relations Division.

She thanked her committee members, in particular Jack Detweiler for his excellent work in soliciting funds for the awards competition which is sponsored by the Division through its People of Color Committee. She noted solicitation of such funds was particularly difficult because of the financial hardship at many universities which discouraged contributions for such purposes. She said the students who had won awards were exceptionally pleased to have their year's membership to AEJMC and to the Division paid.

Marilyn Kern-Foxworth noted also that a session from the AEJMC 1990 convention, "The Role of Communications in Achieving Racial Inclusiveness by the 21st Century," was videotaped by the People of Color Committee. Nine copies have been purchased already; sale of the videotape, which is designed to foster inclusiveness, is one of the goals of the committee. She reported that the Committee is also continuing in its efforts to increase the numbers of people of color in the Division, and she said the committee hopes that success in such efforts will become a "mark" of the Division.

Public Relations Division Head Todd Hunt thanked Marilyn Kern-Foxworth for her report and urged the Division members to volunteer to serve on the Committee.

Todd Hunt reported on his involvement as Division Head in the Council of Divisions. He noted the Public Relations Division has had a lot of impact and "quite a presence" the past two years on the Council which has 15 divisions and interest groups. He reported on his argument to the Council that the "mini-plenaries" were useless and only took away time slots which could be better used for research sessions. He said that he had also argued that formal "socials" made some sense six or seven years ago when the conventions were on university campuses, but now "open" socials were more appropriate.

The Public Relations Division is an AEJMC leader in its programming, Todd Hunt said. Five joint session proposals had been approved for the 1991 convention, and there were three pre-approved conference workshops, he reported. Seven research sessions were slotted for the Boston convention, with six of those being competitive research paper sessions — including two "poster sessions" and a session for scholars presenting their first paper at the AEJMC convention.

He also noted the increasing involvement of IABC. "We've always had a lot of participants from PRSSA, and now we have IABC," he said.

Todd Hunt said the Division had been saluted by AEJMC leadership day for its "short sessions," i.e., its two "poster sessions" which allowed more people to participate in a paper session. He said that last year the Division had a "horrible" rejection rate of papers following several years in which it had too few papers.

Todd Hunt also reported that the Public Relations Division is one of the most active Divisions in publications, having published three Public Relations Research Annuals, and it was now replacing this annual publication with the quarterly

Journal of Public Relations Research. Also, Teaching Public Relations is being published regularly, he said. Such publishing efforts by the Public Relations Division allow those who can't come to national conventions to maintain their involvement in the Division, he observed.

Division Head Todd Hunt said that AEJMC is talking now about "streamlining," with fewer, but larger, sessions. He said the Division is in good shape if such an effort should come about. "If anyone asks about 'streamlining,' just say 'yes,'" he said.

Shirley Ramsey presented her report as Vice Head and Program Chair of the Public Relations Division. She complimented Public Relations Division Head Todd Hunt for his efforts to eliminate mini-plenaries and increase the number of joint sessions which led to passage of a motion by the Council at the mid-winter meeting.

Research Committee Chair John Pavlick reported 43 papers were submitted to the Public Relations Division research papers competition, including 36 by faculty members and six by students. Accepted for presentation were 24 papers (56 percent), including 22 papers by faculty and two by students.

Nominating Committee Chair Lauri Grunig reported election results for 1991-92. [The board listing appeared in the last PR update.] She noted 69 votes were cast, which was considerably more than 23 votes which were cast the previous year. She said this increased number of votes indicated the "separate ballot" was more effective than had been the newsletter ballot used by the Division in past years. Elected to the 1992 Nominating Committee by acclamation were Martha Lauzen and Gay Wakefield.

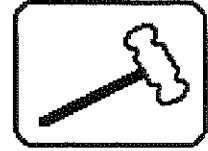
Professional Freedom and Responsibilities Committee Chair Pam Creedon said AEJMC leadership in its report praised the PF&R activities of the Division. She noted the Division's increased sponsorship of minority scholarships from one to five. She circulated a sheet in which Division members could cite individual PF&R efforts.

Research Annual Committee Chair Jim Grunig reported 15 articles had been submitted to the publication since last year; five of these were accepted, four were rejected, four are being reworked, and two are pending decision. He said the annual has had about a 55 percent acceptance rate. Two of the five articles accepted were "Top 3" papers being presented at the 1991 AEJMC national convention. The first issue of the new quarterly, Journal of Public Relations Research, is in press and the second issue is two-thirds filled. He urged Division members to send in articles to help contribute to public relations theory and scholarship. Each article is submitted to three reviewers and read by the co-editors. Grunig noted that the AEJMC Research Committee cautioned the Division about expanding the annual to a quarterly. However he said, the annual was 256 pages; each quarterly is 64 pages, so the total number of pages remains equal.

Chair Ronda Beaman was not present to report on the Membership Committee; Carolyn Cline was not in attendance to make a report as Chair of the Newsletter Committee; Chair Maria Russell was not able to attend the meeting to make a report about the Teaching Standards Committee; and

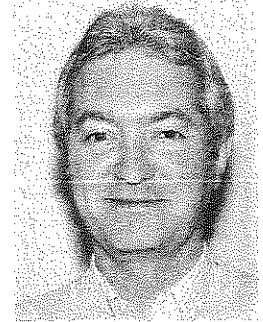
Cathy Pratt was not able to make a report as Chair of the Bicentennial Committee. Jason Berger made a brief report about the status of the Communication Technology Committee. Todd Hunt announced that Lauri Grunig will be new chair of the Bylaws Committee. **PR**

Dean Kruckeberg
Public Relations Division
1991 Business Meeting
Recording Secretary



Jim Hutton

PRD Membership Chair Jim Hutton is an assistant professor at the University of St. Thomas, with a joint appointment in the Department of Journalism and Mass Communication and the Graduate School of Business. Previously, Hutton was the financial communications editor for Boise Cascade Corp.; financial communications manager for Dillingham Corp. (Honolulu); and public relations director for the U.S. subsidiary of Jardine, Matheson & Co., Ltd. (Hong Kong's largest corporation and the subject of the best-selling novels and movies Taipan and Noble House). Hutton received a B.S. in journalism and an MBA from the University of Tulsa, and is currently a candidate for a Ph.D. in marketing at the University of Texas at Austin, where he was a Dean's Fellow and University Fellow. Hutton is a former director of the Hawaii chapter of PRSA, and is currently a director of the Minnesota chapter. **PR**



Jim Hutton

Russell from page 7

Her accomplishments have brought her national communications awards and recognition from United Way of America; the American Chamber of Commerce Executives; the Chamber of Commerce of the United States; and the Public Relations Society of America.

In Syracuse, she was recipient of the Post-Standard Women of Achievement Award in 1979, and in 1980 she was named "Outstanding Young Woman in Onondaga County" by the Syracuse Jaycees and Jaycettes. In 1985, the Herald-American listed Russell as one of the community's 10 "Movers and Shakers" under the age of 40. In 1988, she was named "Outstanding Communicator of the Year" by Women in Communications, Inc.

In 1980, Russell supervised the Main Press Center for the Lake Placid International Winter Olympics. She managed media relations for the 1981 National Sports Festival and served as public relations chairman for the 1987 AAU/USA National Junior Olympics held in Syracuse.

More freebies for your mind

- Stock Photography Guide from one of the leading international firms, with over one hundred pages of useful information on how photo agencies work, model releases, price negotiation techniques, digital photography etc. No charge from Comstock, 30 Irving Place, New York, NY 10003; Phone: (800) 225-2727 or (212) 353-8600.

- Guide to Legal Research in the European Community and other helpful publications, maps, posters, public policy reviews, EC regulations etc. are available from Jonathan Davidson, Head of Academic Affairs, Press and Public Affairs, Delegation of the Commission of the European Communities, 2100 M Street NW, 7th Floor, Washington, DC 20037; Phone: (202) 862-9500; Fax: (202) 429-1766.

- Inquiry: Newsletter of the Science Journalism Center, University of Missouri School of Journalism, P. O. Box 838, Columbia, MO 65205; Phone: (314) 882-2914 covers a field also of growing importance for PR. The Center also operates a database of nearly 5,000 science news clips, available through their electronic bulletin board called Sci-Find (11 a.m. - 5 p.m., Central Time, M-F) at (314) 882-3874.

- Desert Shield/Desert Storm Bibliography and The Military and the Media Bibliography are just two of a series of useful free compilations from the Defense Information School (DINFOS), Academic Library/Media Center, Ft. Benjamin Harrison, IN 46216-6200. Other bibliographies cover Dinfos' PRSA Silver Anvil Entries Collection, Ethics, and Theses and Reports Related to Military Information Activities.

- The Free Market, newsletter of the Ludwig von Mises Institute, Auburn, AL 36849-5301; Phone: (205) 844-2500. Focuses on libertarian economic theory, features writers favoring media deregulation.

- Understanding Specialty Advertising by Prof. Dan Bagley, III, is an outstanding free 20-page guide to a field with interesting links to PR. Available with other supporting materials from Specialty Advertising Association International, 3125 Skyway Circle North, Irving, TX 75038-3526; Phone: (214) 252-04004; Fax: (214) 594-7224. Also ask about their speakers bureau, Billboard in Your Pocket videotape, case studies/slide sets, and Very Important Professor program which provides all expense paid trips to Dallas to attend a faculty seminar and the SAAI convention.

- Inside PR: The Magazine of Integrated Marketing offers a special academic program in which faculty receive multiple copies for their students for the price of one subscription. This is a nice looking publication, with real information. Contact: Circulation department, 235 West 48th Street, Suite 34A, New York, NY 10036; Phone: (212) 245-8698.

- Visions of the First Amendment for a New Millennium is a collection of viewpoints on free expression ranging from the PC debate to regulation of commercial speech. Free from: The Annenberg Washington Program of Northwestern University, Willard Office Building, 1455 Pennsylvania Avenue, N.W., Suite 200, Washington, DC 20004; Phone: (202) 393-7100; Fax: 202-638-2745.

- Several Media Literacy and Values Workshop Kits™ are now available for purchase on topics such as coverage of the Gulf War, news values, children and television, and sexism in the media. Useful for classroom discussion. Contact: Center for Media and Values, 1962 S. Shenandoah Street, Los Angeles, CA 90034; Phone: (213) 559-2944.



PR update
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