

Building on the past — Moving to the future



by Dean Kruckeberg, Ph.D.
Public Relations Division Head

A Labor Day perusal of the historical materials I inherited from my predecessor, Immediate Past Head Shirley Ramsey, was both highly educational and immensely thought-provoking. These archives — although incomplete — point to the long-standing excellence of this Division whose constitution was ratified Aug. 24, 1965 (with periodic revisions since that time). They document a body that — throughout its history — has been dynamic and progressive. Outstanding leadership no doubt contributed to this tradition.

Although my search revealed no "mission statement" per se, the existing constitution cites our "purposes." These are "to explore and exchange ideas on": (a) public relations functions, practices, theories and historical development; (b) ethical concepts and social responsibility; (c) critical analysis of functions and performance of groups and individuals engaged in public relations practice; and (d) career opportunities for and responsibilities of students pursuing PR careers.

The constitutional objectives dictate that "(s)pecial stress" shall be placed on (a): devising effective teaching methods, balancing curricula, and conducting research/public service; and (b) functioning with AEJMC standing committees (i.e., Professional Freedom & Responsibility; Research; and Teaching Standards).

Such historical perspective is necessary for an incoming Division Head, but it does not reveal the thoughts of the 356 PRD members (as of July 1992) about future directions. I made an effort to talk to as many of you as I could at the Montréal convention to get your insights and recommendations. Still others have written to me after the annual convention with ideas about increasing the Division's viability and vitality.

From this preliminary research (limited as it may be), it appears there are some particular "directions" in which the Public Relations Division should proceed. Some of these directions and emphases are so overly general that I would hesitate calling them goals, while others are, indeed, quite specific objectives.

To some extent, our efforts as a Division will always culminate at the national convention of AEJMC; however, PRD members should be active in the Division (and be given the opportunity to be active) throughout the year. Too, while we should covet evaluations from AEJMC Standing Committees which cite the "excellence" of our efforts, ultimately it is we as a community of public relations scholars who must judge our successes and failures. Thus, while we will want to continue to be considered an excellent division by AEJMC, this parent body should seek to serve our special needs and to help us achieve the resultant goals and objectives which may be singularly important to us.

For the 1992-93 year, our strategic plan also is reflected in the revised committee structure of the Public Relations Division. Three committees have been added to the traditional roster: 1) an International Committee; 2) a Scholarly Association Liaison Committee; and 3) a Professional Liaison Committee.

Ultimately it is we as a community of public relations scholars who must judge our successes and failures.

— DEAN

KRUCKEBERG

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PR academic opportunities

• **University of Oregon**—Tenure-related nine-month appointment at the assistant professor rank. The primary area of specialization is public relations, with an emphasis on campaigns and research. Successful applicant will also have research and/or teaching interests in an additional mass communication field. Minimum educational requirement is a graduate degree, preferably a Ph.D. Successful candidate is likely to have significant professional experience as well as the ability to teach courses in public relations writing, planning and campaigns. Deadline: November 15, 1992 and until filled. Contact: Professor Tom Bivins, Chair, Public Relations Search Committee, School of Journalism, University of Oregon, Eugene, OR 97403-1275.

• **Queensland University of Technology (QUT)**—Permanent appointment as an Associate Professor in Marketing, Advertising and Public Relations (\$64,575A per annum). The successful candidate will teach within marketing and advertising disciplines, will share responsibility in building the research and graduate programs of the school, and will be active in regional and international research, training, conferences and seminars. Women are encouraged to apply. An advanced degree (Ph.D) in academic area or related discipline would be an advantage. For more information in the U.S. contact: Dennis Wilcox, PR/Dept. of Journalism & Mass Communications, San Jose State University, One Washington Square, San Jose, CA 95192-0055, Phone (408) 924-3240. Wilcox spent almost a year as a visiting scholar at QUT and can "provide background to colleagues who may desire emigration to the Land of Oz." For direct information and applications contact: Professor Nell Arnold or Personnel Director, QUT, Locked Bag No 2, Red Hill 4059, Australia.

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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Building/Moving

(continued from page 1)

The International Committee will make a concerted effort to initiate continuing dialogues, develop relationships and explore opportunities to interact with scholarly and professional public relations associations worldwide—so we can learn from each other.

The Scholarly Association Liaison Committee was formed because of the recognition that much worthwhile scholarship in public relations is being performed by those belonging to other professional associations, perhaps most obviously by those within the public relations units of the Speech Communication Association, the International Communication Association, as well as within the educator unit of PRSA. The resultant competition has often proven to be healthy and functional—although it has resulted, to an extent, in inaccurate and unfortunate labeling and categorization of efforts.

The truth is that public relations scholars don't practice internal communications as much as we should, exacerbated by the fact that there are estimated to be more than 1,000 full-time faculty teaching public relations in the United States alone. We need to begin exploring how the various associations—and their constituent members—can work more closely together to better contribute overall to public relations scholarship and education. Such cooperation, sharing and mutual respect can be fostered within a collective environment which maintains the beneficial dynamic tension created by a range of perspectives and by differing orientations.

The Professional Liaison Committee was formed to explore ways to enhance diffusion of our research and related theory-building as well as to increase opportunities for ongoing dialogue between public relations scholars and practitioners. We need to effectively "market" public relations research in the practitioner community; too, we need to better learn and more conscientiously address the concerns and problems of practitioners, as the special section in this issue of *PR update* highlights.

A particular frustration for public relations scholars is the lengthy adoption process for public relations theory. While it undoubtedly could be argued that, as scholars, we may have no special obligation for the diffusion and adoption of innovation in public relations, in fact we should not have to wait until our students are graduated and then proceed to upper management for today's "cutting edge" public relations theory to be applied.

Obvious changes have been made in the Division's Committee on the Status of Women and the People of Color Committee, where co-chairs have been named to each. The Status of Women Committee has a male co-chair, and the People of Color Committee has a white co-chair. Such co-chairs can encourage dialogue, will provide differing perspectives and should affirm that gender scholarship is not only a women's priority and people-of-color concerns should not be restricted to people of color.

I am asking the People of Color Committee—among its other objectives—to individually identify undergraduate students of color and then make special efforts to encourage such students to consider graduate work preparatory for careers in PR education.

The PRD has an enviable track record in gender scholarship, with yet further enhancements hoped for during the 1992-93 year in conjunction with the Commission on the Status of Women.

The specific objectives of the Membership Committee include ensuring the viability and growth of the Division, with particular emphasis on efforts to co-opt those from other disciplines and

• see PRD directions, page 16

Material on fund raising limited in PR textbooks

by Cathy Morton
Texas Tech University

If we accept the theory of donor relations and if we recognize the increasing opportunities for public relations graduates in the nonprofit sector, then authors should acknowledge the importance of fund raising as a function of the practice of public relations.

— CATHY
MORTON

Cathy Morton is a lecturer in the School of Mass Communications at Texas Tech University in Lubbock. She teaches public relations writing and administration courses and advises the Public Relations Student Society of America chapter. In November 1991, she received the National Outstanding Faculty Advisor Award from PRSSA. After working more than 20 years in the nonprofit sector, Morton is completing a doctorate in Higher Education Administration. Her dissertation topic is fund raising education within the public relations curriculum.

A research study I recently conducted identifies textbooks most often used in public relations classes and provides quantitative data on their treatment of fund-raising concepts and techniques.

Textbooks used for a content analysis were selected based upon the results of a survey of chairs of public relations sequences at the 176 colleges and universities with chapters of the Public Relations Student Society of America (PRSSA); 109 questionnaires were returned for a response rate of 61.3%.

Respondents were asked to identify the texts currently used in three public relations courses: Introduction/principles, management/administration, and cases/campaigns. The texts selected for analysis included those receiving 10% or more of the mentions in a course area.

More than 40 different textbooks were reported in three course areas. Textbooks most frequently used in introductory courses (and those analyzed in the study) were *Public Relations: Strategies and Tactics* (Wilcox, Ault & Agee, 1992), cited by 28.6% of the respondents; *Effective Public Relations* (Cutlip, Center & Broom, 1985), 22.9%; *The Practice of Public Relations* (Seitel, 1992), 19.6%; and *This is PR: The Realities of Public Relations* (Newsom, Scott & Van Slyke Turk, 1989), 11.4%. Most frequently used texts in management or administration courses were *Managing Public Relations* (Grunig &

Hunt, 1984), 33.7%; and *Experts in Action* (Cantor, edited by Burger, 1989), 18.1%. In cases or campaigns courses, two texts were most frequently mentioned — *Public Relations Practices* (Center & Jackson, 1990), 36.3%; and *Public Relations Cases* (Hendrix, 1992), 34.5%.

Eight key terms were selected from the *Glossary of Fund-Raising Terms* (1986) published by the National Society of Fund Raising Executives. The eight include all terms in the *Glossary* which are descriptive of fund-raising programs: annual giving campaign, benefit fund raiser, special event fund raiser, capital campaign, corporate giving program (grant writing), deferred giving campaign, foundation giving program (grant writing), telemarketing campaign, and telethon. Three other, more general, key terms were also used: fund raising, development, and philanthropy. Tables of contents, glossaries and indices were searched to locate each text's use of the key terms. If these sources cited a term, the section was read and the context of the term was noted.

The analysis revealed limited content on fund raising concepts and techniques in textbooks used in undergraduate public relations classes. If we accept the theory of donor relations (Kelly, 1991) and if we recognize the increasing opportunities for public relations graduates in the nonprofit sector, then authors should acknowledge the importance of fund raising as a function of the practice of public relations.

Fund raising deserves emphasis along with media relations, employee/member relations, community relations, government relations, investor relations and other specialized functions of public relations practice. This analysis indicates the field's PR base is not well developed, at least not in current texts.

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PR



Communicators: Know what your institution exists for ... and make it stand for something "inside out"

by Robert L. Dilenschneider
Principal, The Dilenschneider Group Inc.
New York, New York

(written expressly for PR update)

When I probe the faculties and scholars about the purpose of the institution ... my confidence frankly sinks.

— ROBERT
DILENSCHNEIDER

"Force your people, and especially your executives, to be on the outside to know what the institution exists for." Peter Drucker offered that advice in 1990 to managers of nonprofit organizations. Drucker goes on:

"There are no results inside an institution. There are only costs. Yet it is easy to become absorbed in the inside and to become insulated from reality. Effective nonprofits make sure that their people get out in the field and actually work there again and again."

I think Drucker's thoughts are equally fitting counsel for communications academicians as they try to define the role which the institution of public relations should have. Over the years, I have been asked to review the curricula of a good many public relations and communications programs. In overall technical quality, they are very good ... and getting better every year. But, when I probe the faculties and scholars about the purpose of the institution – what communications should be doing – my confidence frankly sinks.

It is not that I think communicators should belong to a lofty, elite fraternity. Quite the contrary. The best that a communications counselor can do is to help a management team live up to its com-

munications role. The counselor can never be the communicator in lieu of line management. That goes as much for in-house counselors as well as true outsiders such as agencies. Both types of communicators need a proper frame of reference to "get the institution" thing right.

What is the necessary attitude? For a long time, I have advocated a distinction between practicing communications from the inside out, versus from the outside in. Too many management teams still try to import communications advice and separate it from the mainstream running of the business. They try to practice communications "outside in." Not surprisingly, their communications efforts end up strained and conspicuously removed from central business issues. Likewise, scholars who track the profession only from a university's conference rooms and research labs are prone to preach communications from the outside in rather than vice-versa.

Fortunately, these attitudes can be reshaped. The best example I ever saw close hand of transforming outside-in communications into inside-out communications was achieved by Donald Rumsfeld and Bill Greener when they turned around G.D. Searle. They made an aggressive, innovative dynamo out of a

tired, sleepy business through tying line managers into fundamental communications – giving them direct accountability, for example, in creating the annual report.

The purpose of our institution – what public relations exists for – is to help management get its job done, and a key part of that job is communications. In this spirit, I have five perhaps controversial recommendations which could improve the quality of education in the communications discipline:

First, we should move toward the credentialing of business communications instructors only if they have experience in a line business function. I am not talking about experience as a professional communicator in business, but as an actual line manager with budget, personnel, and operating experience. Communicators have to know that reality first hand to be effective and empathic advisers.

Second, communicators should be teaching communications courses to MBA candidates and students in other professional schools. This will integrate communications educators better with other professional facilities, make the communicators aware of emerging professional and business issues, and generally position the status of the communications professional

with a proper peer group. If artificial academic barriers between colleges and departments have to be broken down, so be it. There is an outside business constituency waiting to help you.

Third, large companies should be creating sabbatical assignment posts for communications instructors to improve the exposure faculty have to real-world business problems. Such a step could only improve the relevance of the education the students receive when the scholars return to teaching.

Fourth, business communications degrees should only be awarded to students with a strong humanities background ... and a solid grasp of the social sciences. For most graduates, a solid grounding in basic business principles would not hurt either. And, an increasing number of scientifically- and analytically-skilled students who know how to communicate will be needed as well in high-tech industries.

Fifth, communications educators should be publishing their work in general management publications like the *Harvard Business Review* and *Sloan Management Review*. The profession, itself, will be seen as a second-class trade as long as marketers, finance experts, personnel specialists, and strategic planners continue to dominate the prestige management journals to the exclusion of communicators.

This is a tough agenda for communications education, but I also think it articulates goals which are realistic ... and long overdue in being realized. If Drucker is right, and I think that he is, our "institution" can only be built in the field where we ultimately practice. And, thinking inside out is the only way to put ourselves there.

• • •

After completing a B.A. from Notre Dame and a M.A. from Ohio State, Robert L. Dilenschneider started his public relations career in 1967. Following nearly 25 years with Hill and Knowlton, Inc. in New York (serving as president and chief executive officer from 1986 to 1991), he left to form the Dilenschneider Group.

His experience covers a variety of fields, ranging from major corporations and professional groups to trade associations and educational institutions.

Dilenschneider is a member of the Council on Foreign Relations, the U.S.-Japan Business Council, and the board of trustees of the Institute for International Education.

Dilenschneider is widely published, having recently authored the best selling *Power and Influence*. He spoke at the AEJMC conference in Montréal and has lectured before scores of professional organizations and colleges, including his alma maters, as well as New York University and the Harvard Business School. **PR**

Dilenschneider says -- 'Get comfortable with controversy'

An American televangelist voyages to London, practices faith-healing, and is accused of exploiting the handicapped.

A fast-food chain's ads make fun of school lunchroom fare, educators rise up in arms, and the campaign is nixed.

*A major consumer product conglomerate believes it is unfairly treated in the *Wall Street Journal*, decides to fight back, and is able to subpoena and search the records of 800,000 telephone lines for possible leaks to the press.*

What do these cases have in common? They are all instances of modern controversy. Only 20 years ago, the first two events would scarcely have raised an eyebrow ... and the third would have been an unimaginable technological response. It is widely contended that we live in a wide-open "say anything/do anything" world. That is not the way I see it. While certain kinds of social behavior may be more tolerated today than they were at the end of the last century, contemporary pressure is overall much greater to say things which are "politically" or "socially" correct. Controversy today has a hair trigger.

There are no "harmless" or "safe" issues any more. Anyone practicing public relations knows the profile of the new landscape: Seemingly innocent shower-soap producers will find themselves blasted for ecologically unsound packaging ... while well-meaning educational institutions hoping to boast opportunities for one underprivileged group will outrage other special interests.

There are many factors behind the rise of controversy, including: the explosion in litigation, tougher and more investigative media, today's speedier flow of information, the entrenchment of legions of special interests, and the shrinking economic pie. An added, but no less important, factor is that people today seem to have generally thinner skins about being criticized.

Controversy is destined to grow. While I have never shirked from it, I have also never attempted to expand controversy for its own sake. I have advised organizations as diverse as *Playboy* and the National Council of Bishops at different points of my career, using as my only criteria that (1) the organization was legitimate, (2) the viewpoint was responsible, and (3) the client could be helped by me through my firm's involvement. If a person or an organization is entitled to practice free speech, it should not be deprived of professional help in expressing it.

The best advice I can offer about controversy is to get comfortable with it ... and certainly not to be intimidated by it. I can remember standing in the publisher's office of *Moscow News* - spearhead of Russian liberalism - in May 1991, just months before the collapse of Communism in the Soviet Union. Arrayed in groups on the street a few floors below were hundreds of people arguing about the issues of modern Russia. The collective din roared like the proverbial freight train, and I shall never forget it. More than any other treasure from the West, the people of the liberated Communist nations seem to be savoring controversy the most of all. It is a point which we should not overlook.

--Robert L. Dilenschneider

PR



The issue of unprepared practitioners: Gaining real world experience is even more crucial

by James E. Lukaszewski, APR
Chairman, The Lukaszewski Group Inc.
White Plains, New York

(written expressly for PR update)

I run a national firm of advisors providing communication counsel to management. My large corporate clients continue to tell me that the public relations program graduates they see are either not up to the task or have difficulty relating what they've learned to what they're expected to do on the job. To be fair about it, most undergraduates from other degree programs also seem unprepared for the working world.

My firm uses interns and graduate students from many disciplines, entry-level practitioners, even law students. And what I'm about to describe for the academic community is how our agency has begun to deal with the issue of unprepared practitioners. It's a four-point program academia could consider to enhance the quality of their graduates:

1. **Develop a farm system:** Similar to baseball and football, establish a formalized, structured program of internships, externships and work-study to give aspiring practitioners real-world experience as early in their training process as possible. Young people do not understand work, doing more than one task at a time, or working on only a portion of an assigned project. They want to do everything, make all the decisions, drive the enterprise. . . but they don't know how to begin. Our program of enforced practical experience does produce a quality product.

2. **Focus on oral skills:** The axiom that writing is the core of public relations is decaying. Yes, that sends shudders down most of your spines, but the fact is we are becoming an increasingly *oral culture*. Students should be forced, cajoled, coached and evaluated on their ability to *orally convey* concepts, ideas, and to persuade. Writing is still crucial, but today's work environment of fearful employees, stressed-out bosses and constantly re-organizing businesses has placed a premium on individuals who have excellent oral skills and can deal with others face-to-face.

3. **Work on balancing perspectives:** The entry- to mid-level people we interview come to us with attitudes, opinions, emotional commitments and *closed minds*. I also have clients who have very serious environmental, labor, public policy or other bad news problems. The beginning or junior practitioner's solution is to shut these companies down (putting thousands and thousands of people out of work) and

punish executives. Or, they disdain working on these accounts altogether. That view is limited, naive and unhelpful. Let's face it, most business organizations (including universities and colleges) make mistakes and have problems. The real defining moment for the value of public relations is at these times. We try to infuse the environment of junior practitioners with practical, pragmatic, respected people and opinions to help foster a mentality geared toward the development of workable, alternative solutions to problems.

4. **Teach managerial thinking:** Getting things done in a managed, client-centered environment requires a process of thinking like clients do. It's a five-step model:

- Brief, but accurate, *situation descriptions* (one paragraph)
- Meaningful *perspective-driven analyses* including probability of impact
- *Options* (not just one solution, but three or four potential methods for solving a problem)

- A *personal recommendation* from among the options suggestions (that's what the boss really pays us for anyway - to answer the question, "What would you do if you were sitting in my chair?")

- Anticipating the *unintended consequences* of the recommendations made.

This is managerial thinking and decision-making. All too often, the junior practitioner comes upon "the solution," and it's the only one they're prepared to deliver or support. Then, one or two critical questions from the boss collapses both the solution and the young practitioner's credibility. The goal of the counselor is to help the client come to the most appropriate solution, through insight, fresh perspectives, and fundamentally sound thinking.

Public relations faculty can provide a real service by helping their students better adjust to these realities.

• • •

James Lukaszewski serves as an adjunct communications faculty member at New York University and also advises faculty/guest lectures at Bernard Baruch College and the Lubin Graduate Business program at Pace University. A free copy of a one-page memo on managerial thinking is available by writing him at The Lukaszewski Group Inc., Ten Bank Street, Suite 530, White Plains, NY 10606-1933. **PR**

Ed Block's Advice: 'Just Do It'

by Patricia Lindh

Administrative Manager, San Francisco Academy

Public relations practitioners should not ask permission to do what they know is right; they should simply tell people what they plan, then do it. That, says Ed Block, is the way to succeed in the PR function and to win respect. If members of management want to object or to make suggestions, they can, but the accountability stays with the PR executive.

"Put simply," says Block, "it's the courage to take action when action is required." Block, who formerly headed PR for AT&T and is now president of the Block, MacDonald Group, Inc., spoke to the San Francisco Academy. The Academy is a unique program created by 10 corporations to train senior PR executives to manage the function in a company.

Block told the students that CEOs are decision-makers, but they don't like to make decisions or initiate actions that they think they're paying the public relations department to handle. "They can get very short-tempered when issues are brought to them that ought to have been reconciled at lower levels." Block says the PR officer must do the necessary staff work to be sure of what they're proposing. CEOs "don't take kindly to being the backstop that prevents bad ideas from getting outside the main gate."

With others in management, there is a different reason for taking the initiative on PR actions, he emphasized. "The managers and executives whose functions we support are conditioned to be risk-averse. They like certainty. They are not much inclined to leave their fingerprints on anything novel for which they can be blamed or second-guessed." The trick, he says: Take them off the hook. "Don't ask permission.

Tell them what you intend to do. You'll be surprised how many times you get no resistance at all."

Other program speakers included Dr. David M. Dozier, San Diego State University; Dr. Edgar Trotter, California State University, Fullerton; and Myron (Mike) Emanuel, president of Myron Emanuel Communications, Inc.

In scope and content, the Academy is comparable to an executive MBA, with 10 two-day sessions offered during the year. Dr. Frank Kalupa, of the University of Texas, and William H. Shepard, former senior v. p., Aluminum Company of America, designed the curriculum. The focus is distinguished from other public relations programs in three ways. It:

- uses leaders in their field as presenters and panelists;
- teaches public relations as a top management function as opposed to skill development; and
- balances theory with real-life experiences of chief public relations officers.

Core learning concentrates on: (1) general and functional management; (2) strategic communications; (3) business and finance; (4) organizational behavior and human resources; and (5) changing external and internal environments. Subjects covered over the year include strategic planning, financial communications, ethics and corporate conscience, strategic research management, corporate culture and demographics, public opinion and issues, legal issues, and communications technology.

For additional information about the Academy and involvement in future seminars, contact Patricia Lindh, c/o Bank of America, #3400, P.O. Box 37000, San Francisco, CA 94137; (415) 622-9322. **PR**

Fraser P. Seitel walks the Public Relations "high wire"

by Sandy Zecca & Rachel Stachewicz
Utica College, Syracuse University

"We are living in a time of unprecedented change. Dealing with change, taking advantage of it, and prospering in its midst while always performing on a highly visible high wire is the challenge that will confront us."

These are the words of Fraser P. Seitel, who recently delivered the 6th Annual Harold Burson Distinguished Lecture at Utica College of Syracuse University.

Seitel told the audience of public relations and journalism students, faculty, and community members to seize opportunities right in front of them. The future for the PR field and for those who aspire to enter it will be very bright indeed, he said, despite the tightrope walked.

Seitel described four public relations priorities in the decade of the '90s. First and foremost, he said, is the challenge of standing for something. "Understanding is the



Fraser P. Seitel

key to the field. We must agree and believe in the significance of what we do and why we do it."

The second challenge facing PR is restoring the dignity of the spoken and written word.

"We should take pride in words - using language to elevate, not to pander. Before we can become accepted as trusted counselors, we must prove ourselves able, competent communicators - purveyors of the word."

Seitel then turned to what he called the "Spike Lee" challenge — to "do the right thing." Public relations professionals must always seize the high ground, never sacrificing values. In every dilemma that we face, he said, the first question we must

ask ourselves and our management is, "What is the proper thing to do here?"

"The very essence of public relations is integrity. Once you've lost that quality, you've lost the game. We must act and advise always on the principle rather than on expedience."

The final, fourth challenge Seitel described requires exhibiting leadership. "In public relations, we must have confidence in ourselves . . . I am convinced that, if we hold fast to what we know and what we believe in and refuse to discard what we value, then this can indeed be a golden decade for our field and for all of us."

Seitel, a managing partner of Emerald Partners, Communications Counselors in Fort Lee, N.J., enjoyed a more than 20-year career at Chase Manhattan Bank, where he was a senior vice president from 1985 to 1992. Author of the widely used text *The Practice of Public Relations*, Seitel has taught at many universities and institutes. He also serves on the advisory council to the Department of Public Relations at the University of Florida. **PR**



Securing the Future of Public Relations

by Edward L. Bernays
Public Relations Counsel
Cambridge, Massachusetts

(From remarks made at the 1992 AEJMC convention)

I am fortunate enough to have followed the field of public relations from its humble beginnings to the vital role it plays today. I am very proud of this vocation and its contributions to our democratic society. Public relations embraces the "engineering of consent" based on Jefferson's principle that, "in a truly democratic society everything depends upon the consent of the public." This fundamental truth is the basis of my life's work.

As of late, however, public relations has suffered from the public's distrust. It is a supreme irony that the vocation which has done so much to foster greater understanding between the private and public interest must now face its own tarnished reputation in the eyes of the public it attempts to serve.

• *Education and Licensing Critical to Professional Status*

Because the words "public relations" are presently in the public domain, anyone, regardless of education, experience, character or conscience, can call him or herself a public relations practitioner. This is the primary reason that PR currently suffers from an unfortunate number of charlatans and incompetents within its ranks. Not only does the status quo leave the public vulnerable to quacks, know-nothings and even anti-social individuals, but it also erodes the legitimacy of qualified practitioners who have long labored to attain the high standards appropriate to this field of practice.

Today, a counsel for public relations does not enjoy the status and responsibility of esteemed professions such as law, medicine, architecture and engineering—professions which require licensing and registration. Because these are professions, there is an educational requirement beyond the rudimentary body of knowledge. There is a specific regimen of courses required to pass the Bar, the Medical boards, and other examinations which define the necessary expertise to uphold the high standards of these professions. Today, no such standards exist for the field of public relations. I believe that there should be. There is a need for public relations practitioners to fulfill certain educational requirements and be held accountable for ethical behavior. This can only be done through licensing.

Licensing will establish the guidelines of the practice and the requirements of public relations education. That is why I am honored to speak to you, academicians and scholars, for it is you who will design the ethical codes and scholastic standards which will define the future of public relations. The needs of a vocation combined with the needs of society dictate the educational requirements for a field of study. But education, in turn, defines the development of a vocation. They go hand in hand. . . .

Though it is unimaginable to allow doctors without licenses to practice, the same does not hold true of public relations counsels. Though the needs of the vocation and the needs of society should dictate the educational requirements of PR, they

don't. Anyone can hang up a shingle and become a public relations practitioner. No standards exist to secure the quality of the practice, nor the safety of the public. In the case of medicine, the possible danger to one life dictated that doctors had to become licensed. In the case of PR, where millions of lives can be in jeopardy, no such requirement exists. While in the field of medicine, the body is vulnerable—in public relations, it is the mind.

• *Public Relations Must Overcome Lack of Identity*

I believe that it is now time for PR to move forward. Public relations has now reached its Rubicon. It has developed into a fully realized interdisciplinary field of study ready to move toward becoming a profession. Progress, however, is being held up by a great deal of dead weight. Because public relations, as a vocation, is saddled with disagreement as to its identity and confusion regarding its direction, it cannot step boldly into the new century without first re-evaluating what it is and where it is going to go.

Language is the tool of public relations counsel, and it is language which must define the path that will carry it forward. It is precise, specific and bold language which must save this honorable profession from floating aimlessly along, slowly stripping itself of legitimacy. This first step in revitalizing the power of language for public relations must be, I believe, in answering precisely these introspective questions.

Though many have offered definitions for the term "public relations," myself included, few can agree upon one to follow. Because the term has come to mean many things to many people, anything from corporate management consulting to passing around leaflets on the street corner has fallen under the public relations umbrella. Public relations should not become a catch basin for failed lawyers, unemployed businessmen and inactive stockbrokers hoping for some additional income. The risks to the public and the value of the vocation are too great. I am afraid that, without some seriously considered fundamental changes, PR will suffer a continued erosion of public faith and structural obtuseness.

I believe that the term "public relations counsel" must be saved from meaninglessness. One of the primary functions of licensing public relations practitioners will be to define the term and outline their identity. For public relations counselors to have any validity, they must be able to define what they do and how they do it. Though this doesn't benefit the many hostesses, salesmen and managers masquerading as "public relations people," it will benefit the practice, and it will benefit the public.

Since I am held responsible for coining the term "public relations," I will take the opportunity of giving you my definition of it. A public relations counsel is an applied social scientist who advises a client on the social attitudes and actions he or she must take in order to appeal to the publics on which they are

dependent. The practitioner ascertains, through research, the adjustment or maladjustment of the client with each public, then advises what changes in attitude and action are demanded to reach the highest point of adjustment to meet social goals.

• *Returning Responsibility to Public Relations*

With this definition in mind, it becomes clear that PR also depends on the formation of a strict ethical code. Ethical behavior needn't be spelled out – there is no universal definition. Simply put, standard Judeo-Christian ethics, based on integrity and honesty are necessary for a public relations practitioner to properly practice his or her profession. Doctors must take a Hippocratic oath upon entering their profession; PR practitioners should do the same.

The Appellate Division of the New York Supreme Court defined the word profession in a manner illustrating the difference between what public relations is today and what it can be once elevated to a profession:

"A profession is not a business. It is distinguished by the requirements of formal training and learning, admission to practice by a qualifying licensure, a code of ethics imposing standards qualitatively and extensively beyond those that prevail or are tolerated in the marketplace, a system for discipline to its members for violations of the code of ethics, a duty to subordinate financial reward to social responsibility, and notably, an obligation of its members, even in non-professional matters, to conduct themselves [as part] of a learned discipline and honorable occupation."

• *Objections to Licensing are Largely Based on Ignorance*

The issue of licensing for public relations practitioners has brought about much discussion and controversy within the field itself. The candor of debate, however, has bordered on the hysteric. The opposition to licensing is based primarily on fear. I would like to assuage some of those fears.

Many fear a bureaucratization of what is, in its essence, a social science that is creative in application. This fear is unnecessary. Architects and certified public accountants don't presently wrestle with more bureaucracy than others because of their licensed status.

Others have claimed that licensing is a thinly veiled "witch hunt" to weed out politically undesirable practitioners or to limit the freedom of speech for PR counsels. This is utter rubbish. There are no political overtones to licensing procedures for doctors, lawyers, accountants and other professions. Equally so in this case, there would be none here.

Also leveled against licensing have been complaints that it would institute unfair competition which would hurt small start-up companies and that it would limit the diversity of experience of a public relations practitioner's schooling. First of all, no-one is required to license themselves. It is a voluntary act. Secondly, small companies would have no more or less to gain from licensing than anyone else. It is a decision as to what standards a public relations practitioner wants to uphold.

Regarding education, a defined scholastics requirement would not necessitate undergraduate and graduate work in public relations. PR is a generalist's vocation. An undergraduate degree in

English, advertising, journalism or other profession would probably suit a career as a public relations counsel perfectly. *What is important is that there is some required exposure to public relations courses, most likely through pursuing a master's in PR. The total lack of experience in much PR education is the heart of today's problem.*

Indeed, licensing does not only protect the public from the misuse of public relations by knowing persons with ill intent. There is an equal danger of the unknowing misuse of public relations, both in name and in practice, by well-meaning, but uneducated, ones. This is a field of great social impact. Those persons who heavily influence the channels of communication and action in media-dominated society should be held accountable and responsible for their influence. Only the licensing and registration of public relations practitioners with the enforcement of a strict ethical code can achieve this aim. Otherwise, PR will be relegated to an increasingly diluted status and waning importance.

• *Internal Conflicts of Interest*

Unfortunately, public relations organizations have added to the confusion. Those associations which purport to represent practitioners and their issues are the most wary of defining public relations, lest they lose significant numbers of their membership. In addition, many have their own codes of ethics and behavior, though none are enforceable. To support the licensing of public relations practitioners would undermine their own importance. . . .

The need for professional licensing also stems from the fact that there is presently no distinction made between good public relations work and bad public relations work. What is considered unethical is not always avoided. What is considered foolhardy is not always dismissed. . . . If a client cannot differentiate between what is successful and not and what is ethical and not, it is the public relations practitioner's responsibility to. The fact that today these fundamental assessments cannot be made by either party indi-

icates a severe problem. . . . Persons in other fields which involve public relations activities will, in time, adopt similar practices, not because legislation tells them so, but just because it is good business.

By licensing public relations practitioners through title registration, there will be no infringement of First Amendment rights, which no one would want to tamper with. . . . All that will be secured is a validation of the public relations name, and the establishment of an example of professionalism, ethical business practices and responsible use of the mass communications channels that play such an enormous role in our daily lives. . . .

• *The Future of Public Relations*

We have seen what PR can do, and I look forward with great anticipation as to what it will do in the future. Licensing and registration form the springboard to transform public relations into a respected profession. The real advances of the field will take place in the school rooms and lecture halls across the country – even the world. With this solid foundation, a new direction can be cleanly forged, and the 21st century will reap even greater rewards for public relations and the democratic society it serves. **PR**

There is a need for public relations practitioners to fulfill certain educational requirements and be held accountable for ethical behavior.

-- EDWARD L. BERNAYS

Public Relations Division 1992 convention highlights

by Richard Alan Nelson, Secretary-Treasurer
and Shirley Ramsey, Immediate Past President

The 1992 Public Relations Division (PRD) business meeting was called to order by Division Head Shirley Ramsey at 12:10 p.m. on August 6, at the AEJMC Annual Convention in Montréal, Canada. The business portion of the meeting was streamlined this year to allow more time for the program that followed. A total of 66 members and guests were in attendance for the business portion of the meeting, supplemented by another 37 persons who arrived for the tribute to Edward L. Bernays.

Copies of the "Highlights of the 1991 Business Meeting" minutes appearing in the March 1992 issue of *PR update* were distributed. They were approved unanimously. The PRD financial report showed the Division in the black, with a balance as of April 30, 1992, of \$1,886.26 (reduced to \$1,229.96 after deducting the cost of the annual report).

Maurine Beasley, representing the Professional Freedom and Responsibility Committee (PF&R), came to the podium to congratulate the PRD for "the best PF&R report of any Division. Keep up the good work as you've done more on inclusiveness issues of any Division. I intended to give some tips to Shirley Ramsey to pass on, but you don't need any."

Carol Oukrop announced that the PRD is commended for its teaching-related activities by the Teaching Standards Committee. "Other divisions should turn to the Public Relations Division as their model for developing resources about teaching and encouraging research on improving what goes on in the classroom." Oukrop added that she could say this as she is "totally objective."

Ramsey said she was grateful for all the help received in keeping the PRD progressing, and summarized the year along the lines of her printed remarks in the July 1992 *PR update*. She then officially introduced Dean Kruckeberg as the 1992-93 Division Head. Kruckeberg indicated he is "excited. We're going to have another good year. The leadership team I have to work with is first-rate, and there will be increased opportunities for everyone who wants to participate." Jim Hutton set membership totals at 356, up 6% over the previous year.

Todd Hunt summarized the results of elections for the 1992-93 year, noting that 73 ballots were returned (an all-time high). The results of the election were: Maria Russell, Syracuse, Vice-Head, Head-elect and Program Chair; Richard Alan Nelson, Kansas State, Secretary-Treasurer; and Shirley Serini, Elected Delegate-At-Large.

Elizabeth Toth, member of the Board of Trustees for the Institute for Public Relations Research and Education, reported receiving \$725 of the \$1,000 pledged by PR educators to assist the Institute's educational programs (see background story in *PR update*, March 1992, p.5). In addition to publishing books and sponsoring awards programs, the Institute is exploring the idea of coordinating faculty internships.

Shirley Serini briefly discussed the two Mid-Winter workshops. Carolyn Cline said the PRD Research Committee provided excellent service, despite the difficulties of having only one competitive research paper session slot to work with. Top research paper honors went to Kathy Nathan, Creative Marketing Services, and Robert L. Heath, Houston, 1st place; Glen T. Cameron and Timothy McCollum, Georgia 2nd place; Ronald D. Smith, Buffalo State SUNY, 3rd place; and Patrice Scheffler, Michigan State, top student research paper. William Briggs of San Jose State, representing the International Association of Business Communicators, presented cash awards and certificates to the "Top Three" authors (Mark P. McElreath, Towson State, 1st place; Debra A. Miller, Florida International, 2nd place; and Cathy Morton, Texas Tech, 3rd place) in the PRD's refereed teaching paper session. Also congratulated were Kirk Hallahan and Lynn Sallot for outstanding student papers presented in a showcased teaching miniposter session.

Susanne Roschwalb, representative to the Commission on the Status of Women, reported that the "Significant Silences" paper competition has been dropped by that division due to the overwhelming number of entries and the logistical problems this created. Roschwalb said that any other AEJMC division which wants to take the competition under its wing is encouraged to do so. Roschwalb said another problem was the catch-all nature of the category and that a set of criteria for judging the progress of equality for women needs to be developed. The Commission is focusing more attention on equal opportunity issues for women, and a task force is being created.

Jason Berger, chair of the Communication Technology Committee, said PRD will continue offering workshops on use of computer software, etc.

Marilyn Kern-Foxworth, Texas A&M, chair of the People of Color Committee, noted that awards will be given to "graduate students of color" at the

1993 AEJMC convention in Kansas City (no awards were made this year). She requested input on nominees. Also featured next year: the contributions of Inez Kaiser, the first black female to become a member of PRSA and gain national recognition for her work. The People of Color Committee is continuing to solicit nominations and financial donations from schools willing to help underwrite student memberships to associations, and so forth.

Other PRD highlights for 1992 included major advances in our publications. This year, the *Public Relations Research Annual* converted to the quarterly *Journal of Public Relations Research*, with all issues of Vol. 4 published and Volume 5, Volume 1 (January 1993) completed and in early production stages. The written report of editors James E. Grunig and Larissa A. "Lauri" Grunig was distributed. Major concerns included a \$2 increase in division payments to Erlbaum, the publisher (putting the actual cost per issue at \$20), as a result of the Division now publishing a quarterly rather than an



Carol Oukrop



Terry Hynes



Lauri Grunig

annual. They reported an acceptance rate of 46%, including near automatic acceptance of five articles previously reviewed and accepted as top papers for AEJMC and ICA. Other than these articles, the editors reported a total of 12 out of 30 manuscripts reviewed were accepted for publication – a true acceptance rate of 40%. Because library subscriptions are critical to the financial success of the *Journal*, all PRD members are encouraged to request

their institution to make sure it is added to their collections, even though budgets are tight.

The Grunigs announced their editorial retirement effective January 1, 1994. A new editor-in-chief of *PR update* will also need to be selected effective September 1, 1993. A search committee consisting of PRD Head Dean Kruckeberg, Vice-Head Maria Russell, and editors Larissa and Jim Grunig will meet to discuss the selection of these editors. They are developing a description of requirements for editors and soliciting applications. The search committee will report back to the Division with recommended candidates at the 1993 Kansas City convention.

Innovations in PRD publications this past year also included revising the newsletter's content and style as a "newsjournal" with the new name *PR update* under the editorial direction of Richard Alan Nelson. To improve distribution and save mail costs, Todd Hunt's *Teaching Public Relations* is now included as a regular insert in each issue of the newsjournal.

There was no old business. In new business, two additional members of the Nominating Committee for 1993 were elected: Jim Hutton, University of St. Thomas; and Debra Miller, Florida International. PRD Immediate Past Head Shirley Ramsey serves as Nominating Committee Chair.

The meeting then officially adjourned to begin the special banquet highlighting the contributions of Edward L. Bernays, who was in attendance as distinguished guest of honor. Toastmaster Todd Hunt welcomed Division members and guest Mr. Bernays. Hunt announced initiation of the "Time Capsule of Public Relations Contributions Project" to be undertaken in Bernays' honor. Bernays contributed a set of the original volumes from his writings toward this project. The Time Capsule is to include a listing of the 10 top events in public relations history, as selected by public relations academicians. A ballot insert appears in this issue of *PR update*. Please take the time to make your choices and send the ballot by November 15 to Michael Cheney of Drake University who is coordinating the tabulations. The poll also will report predictions about the main contributions public relations will likely make to usher in the world of Millennium 2000.

AEJMC President Terry Hynes was among those honoring Bernays' long and distinguished career; she also pointed out how women such as Bernays' wife and colleague Doris Fleishman helped advance the profession.

Continuing the banquet program, beginning at 1:30 p.m., Jim Grunig moderated a select panel "looking both ways" into the past and future of the field. Grunig's presentation, "Exploring the Contributions Edward L. Bernays has made to the Development of Public Relations in the 20th Century," set the pace for panelists Carl Botan, Purdue; Marilyn Kern-Foxworth, Texas A&M; and Elizabeth Toth, Syracuse. Grunig highlighted five trendsetting developments directly attributable to the master engineer of consent: (1) establishing public relations as a profession based on a theoretical body of knowledge; (2) integrating social and behavioral science theories of methods with PR practice; (3) envisioning the role PR could play in improving society; (4) declaring ethics an integral part of socially responsible communication; and (5) recognizing that women were important co-professionals. Botan commented on the growing internationalization of the field and described Bernays' role in promoting global issues. Toth emphasized the development of critical theory and Bernays' support of symbolic action to advance feminism.

Bernays' remarks concentrated on the issue of state licensing for certified public relations professionals. He argued that academics must take up the cause if higher standards and a common educational curriculum are to take hold. (See pp. 8-9 of this issue.)

Other highlights of the convention programming included the following workshops, in order of attendance: "Old Issues Unresolved" (continuing joint working paper session with the Commission on the Status of Women, moderated by Sue Lafky, Iowa); "Graduate Studies in Public Relations" (presented by Larissa A. Grunig and James E. Grunig, Maryland); "Teaching Creativity and Research, Two Sides of the Same Coin" (Jason Berger, Duquesne, Don W. Stacks, Miami, and Donald K. Wright, South Alabama); "New Frontiers in Technology" (John Pavlik, Freedom Forum Media Studies Center); and "New Frontiers in Philanthropy" (Ann Haugland, Illinois State, moderating).

The competitive paper sessions for the division were well-attended. Jointly sponsored with other divisions were:

- "Emerging/Changing Roles of PR on the International Scene"
- "Integrated Communications, Should the Academy Lead or Follow?"
- "Active Learning in Journalism/Mass Communication"
- "20 Years After: The Surgeon General's Report"
- "Communicating in Two Languages and Two Cultures"
- "A Systems Approach to Tenure/Promotion"
- "Community Development"
- "Would the Field Be Better Served by Generalists?"
- "Is a Universal Ethics Code Possible?"
- "Feminist Theory: Focus on African-American Women"
- "Ethics of Sponsorship"
- "Mirror, Mirror ... Media Representatives' Perception of Multi-Ethnic PR"

Some of the attendance figures reflect the fact the sessions took place on Friday or Saturday, when many of those attending the convention had either returned home or were taking

• see *Highlights*, page 12

Highlights

(continued from page 11)

advantage of the international site. However, larger attendance at the three top-ranked sessions might be an indication of member interest of future program planning.

The session on "Emerging/Changing Roles of PR on the International Scene" was especially well received. Efforts of Susanne Roschwalb and Dean Kruckeberg in obtaining travel and on-site support for a panel of professional experts (with thanks to AEJMC for a \$1,500 grant helping to make this a possibility) brought to the fore some of the important changes occurring in public relations internationally. Robert Dilenschneider, of the Dilenschneider Group, New York, spoke of seven attributes of global identity: a sense of shared values; good internal communications across geographic lines; constant refocusing on the consumer/client; appropriate allocation of skills and resources to compete globally; the building of processes that support cultural change; shared capabilities across divisions, regions and countries; and low-cost production of goods and services. Other panelists were: Abbie Dann, Consul, Senior Trade Commissioner of the Canadian Consulate; Patrice LaFleur, Director of Public Af-

fairs for the Governor of Québec; and Bonita Dostal Neff, Valparaiso. The same type of international focus highlighted Jim Hutton's "Communicating in Two Languages and Two Cultures" session, with panelists Marcel Barthe, Vice President and Senior Counsellor, Burston-Marsteller; and Jane Williams, Senior Vice President and Director of Client Services, Young & Rubicam - Montréal.

The "rump" session of the new PRD executive committee, held early Saturday morning and led by incoming Division Head Dean Kruckeberg, was very well attended, with almost all new officers present. In addition to discussing advanced planning for joint sessions for 1993, Kruckeberg called attention to the need to include more competitive research paper sessions. Should joint research sessions be considered? The trends shown by the joint sessions in Montréal might indicate avenues to explore with other divisions.

Efforts of the division included first-time extensive surveys conducted especially for invited paper sessions on public relations curricula and ethics; continuation of conference programming that produced so much interest in 1991, especially on integrated communications; and a concerted effort to include new names and faces in PRD conference activities, while maintaining AEJMC's credibility through active participation by acknowledged authorities in the field. **PR**

A Personal Retrospective on the Montréal Convention

by Jae C. Shim, Ph.D.
School of Communication
University of North Dakota

Have public relations scholars and practitioners been seriously involved in research activities? Only 39 competitive papers were submitted to the PR Division of AEJMC this year, and only 10 papers from them were presented. Considering that there are 293 public relations programs/sequences listed in the 1992 edition of the *AEJMC Directory*, this may indicate surprisingly little research activity among PR scholars. It is my opinion that the field of public relations has not been established as an independent academic discipline.

Many PR scholars, including Professor James E. Grunig at the University of Maryland, consider Edward L. Bernays to be "the father of public relations." If Bernays' original ideas about public relations are compared to many currently available concepts, unfortunately as Grunig recognized, we hardly find any difference between them. A lack of elaboration on the concept of public relations since

Bernays' work indicates the academic stagnation of the field.

Either elaboration of the PR concepts or a paradigm shift may be desirable for academic productivity in the field. Two papers along these lines attracted my attention during the 1992 AEJMC convention:

- In "The Paradigms of Public Relations: Treading Beyond the Four-Step Process," Kirk Hallahan, University of Wisconsin-Madison, identifies seven paradigms (probably frameworks) of public relations studies. These seven frameworks are developed from the various perspectives advanced by communication scholars involving process, program planning, communication/practice style, organizational/managerial goals and relationship, behavioral influence, social problems and systems theory. He suggests that PR researchers need to produce a distinct body of knowledge and advance methodologies that would separate public relations from other fields.

- In "A Look to the Future: Feminist, Rhetorical and Critical Perspectives," Elizabeth L. Toth, Syracuse

University, cites journalism historian Robert McChesney's comments that "public relations is a weapon used mostly by elites and the powerful to manufacture consent." Toth tries to analyze underlying reasons why PR has been feminized. According to the statistics she cites, 26.6% of public relations specialists in 1970 were women. In 1980, this figure jumped to 48.8%. By 1988, women made up 59.1% of all practitioners. Working from a critical perspective, she addresses why women have made such dramatic inroads in an occupation once predominantly populated by men and how PR scholars can empower these women.

Toth's ideas about the feminization of the PR profession are very interesting for any communication scholar to examine, and she adds a new perspective to the existing seven frameworks which Hallahan has identified. Through systematic research elaborating PR concepts existing in those frameworks, scholars and practitioners thus may better identify public relations as an independent academic field. **PR**

CONVENTIONS/PAPERS/GRANTS/AWARDS

PUBLIC RELATIONS DIVISION, AEJMC

11-14 August 1993, 76th Annual Convention, Kansas City, Missouri

PURPOSE: Teaching, faculty research, and student research competitive paper sessions

REQUIRED: Teaching papers—The Public Relations Division of AEJMC will offer a certificate of award for the outstanding paper related to teaching public relations. It will be presented as part of a competitive paper session sponsored by the Teaching Standards Committee. The winning paper will also be considered for *Teaching Public Relations*, a refereed publication of the Public Relations Division. Papers should test, refine or expand upon an applied public relations principle or practice as it relates to teaching; offer a critical review of an issue relevant to teaching public relations; or explore methods used in teaching public relations courses. One title page with name, address, institution and phone number of author(s); author identification must not appear except on this one page. Four copies of the paper with the title only and one single-spaced abstract of no more than 75 words. Delete all references in the text that might identify the submitting author and institution. An indication of student or faculty status is required of each author. **Faculty research papers and student research papers**—Should 1. test or develop a theory, 2. test or refine a public relations practice, 3. analyze legal, ethical or historical questions, or 4. critically review a concept, an issue or a model. Entries may not be submitted to any other AEJMC Division or have been presented at another conference. Authors must present the paper at the AEJMC convention; in case of multiple authors, at least one must be present. Submit five copies of the paper with a detachable cover sheet listing authors and complete addresses. Must include an abstract of 75 words or less. Delete all references in the text that might identify the submitting author and institution. Papers entered in the student competition must not be co-authored by faculty.

DEADLINE: All papers must be postmarked by 1 April 1993 (no foolin').

CONTACTS: **Teaching papers to:** Debra A. Miller, APR, Assistant Dean, School of Journalism and Mass Communication, Florida International University, Academic II, Room 130, N.E. 151st Street & Biscayne Blvd., North Miami, Florida 33181. Phone: (305) 940-5625; FAX: (305) 956-5203.

Faculty research papers to: Dr. Carolyn Cline, Journalism Dept., GFS 315, Univ. of Southern California, University Park, Los Angeles, 90089-1695. Phone: (213) 740-3905. Home Phone: (818) 447-6704.

Student research papers to: Dr. Donna Besser Stone, APR, Dept. of Communication, 615 McCallie Ave., University of Tennessee at Chattanooga, Chattanooga, TN 37403-2598. Phone: (615) 755-5201.

INT'L ACADEMY OF BUSINESS DISCIPLINES "Advertising and Public Relations"

Fifth Annual Meeting, Doubletree Hotel, New Orleans, 8-11 April 1993

PURPOSE: Paper presentations, panels, symposia, tutorials, & workshops in various business areas. Conference features many presenters with international backgrounds; \$90 registration fee includes annual membership.

REQUIRED: Refereed papers—three double-spaced copies (17 pages max.) of original unpublished work; 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); a self-addressed, stamped postcard; and a statement certifying that at least one of the authors intends to register/attend the conference to present if paper is accepted. *Accepted papers are eligible for publication in the Conference Proceedings.* For symposia, panels, tutorials and workshops include a 2-3 page overview description of the activity, a list of participants, and a signed statement from each showing agreement to participate.

DEADLINE: 27 November 1992.

CONTACTS: 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.

20TH ANNUAL MIDWEST JOURNALISM HISTORY CONFERENCE

University of Iowa, 23-24 April 1993

PURPOSE: Papers sought on any aspect of communication history, including the study of the print and broadcast media, advertising and public relations. Special consideration this year will be given to any papers dealing with World War II-era women journalists or making use of Midwest archives or the Federal Freedom of Information Act.

REQUIRED: Three copies of the paper with the author's name appearing only on the title page. The titles should also appear at the top of the first page of the text.

DEADLINE: 1 February 1993.

CONTACT: Prof. Jeffrey A. Smith, 209 Communications Center, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA 55242.

COMMUNICATION YEARBOOK, VOLUME 18

PURPOSE: Soliciting manuscripts and proposals for next annual, focusing on communication in mass and public settings, such as scientific information, risk, environment, campaigns and movements, effects, other topical areas. State-of-the-art research reviews, essays developing new theoretical viewpoints, and papers reporting an extended series of studies are specifically sought from variety of perspectives.

REQUIRED: Complete manuscripts or 3-5 page proposal.

DEADLINE: 1 February 1993.

CONTACT: Brant R. Burleson, editor elect, Dept. of Communication, Purdue University, 1366 Heavilon Hall, West Lafayette, IN 47907-1366. Phone: (317) 494-3321; Bitnet: XWXF@PURCCVM; Internet: XWXF@VM.CC.PURDUE.EDU; FAX: (317) 496-1394.

INT'L COMMUNICATION ASSOCIATION PR Interest Group Thesis/Dissertation Award

PURPOSE: Any master's thesis or doctoral dissertation on a topic related to public relations completed between September 1991 and December 1992, to be judged by a panel of public relations educators. The winning entry will be announced at the ICA Conference in Washington, DC, 27-31 May 1993.

REQUIRED: 1) One copy of the entire document; 2) three copies of a detailed abstract; and three copies of a key overview chapter(s) and/or conference paper or article based on the work.

DEADLINE: 15 February 1993.

CONTACT: Kathy E. Rowan, Associate Professor, Department of Communication, Purdue University, 1366 Heavilon Hall 304, West Lafayette, IN 47907-1366. Phone: (317) 494-3325.

FAST REWIND-III

"The Archaeology of Moving Images"

Rochester Institute of Technology, 22-25 July 1993

PURPOSE: Papers, panels, and production showcases for the third international conference on moving image preservation and application will identify, explore and discuss issues of importance concerning the preservation and use of moving image "documents." The scope includes preserving, researching, teaching, exchanging, financing, publicizing, and sharing. The documents include, but are not limited to, television and motion pictures. The conference provides a forum for the discussion and analysis of a diversity of ideas and approaches to moving image archaeology and scholarship.

DEADLINE: 1 March 1993.

CONTACT: Dr. Bruce Austin, Rochester Institute of Technology, College of Liberal Arts, Rochester, NY 14623-0887. Phone: (716) 475-2879/6649.

WORLD COMMUNICATION ASSOCIATION 12th Biennial Conference, "Unity Through Communication"

Pretoria, South Africa, 25-30 July 1993

PURPOSE: Papers (up to 20 minutes), programs (90 minutes), and workshops (90 minutes) reflecting international communication issues, particularly on promoting effective communication and cooperative relationships across ethnic boundaries.

REQUIRED: A 500-word abstract (2 double-spaced pages) for blind review by a selection committee. Do not identify yourself on abstract, but list title, name, address, and work/home phone numbers on a separate page. For panel programs/workshops include a 2-3 page overview description of the activity and a list of participants. These sessions are intended to bring experienced educators and professionals together for a captivating 90-minute program.

DEADLINE: Postmarked by 1 March 1993.

CONTACT: Dr. Ronald L. Applbaum, President, Westfield State College, 577 Western Ave., Westfield, MA 01086. Phone: (413) 568-3311 (x200); FAX: (413) 572-4843.

AEJMC MID-WINTER MEETING

4-6 December 1992, Grand Hyatt, Washington, DC

AEJMC ANNUAL CONVENTIONS

11-14 August 1993, Kansas City, Missouri (pre-convention workshops on 10th)

10-13 August 1994, Atlanta

9-12 August 1995, Washington, DC

PRSA NATIONAL CONFERENCES

14-17 November 1993, Orlando, Buena Vista Palace

12-16 November 1994, Baltimore Convention Center

SCA ANNUAL MEETINGS

18-21 November 1993, Miami, Fontainebleau Hilton

19-22 November 1994, New Orleans Marriott

18-21 November 1995, San Antonio River Center

23-26 November 1996, San Diego Marriott

WOMEN IN COMMUNICATIONS ANNUAL CONFERENCE

October 1993, Pittsburgh

BROADCAST EDUCATION ASSOCIATION

28-30 April 1993, Las Vegas

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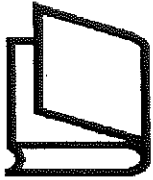
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Book reviews

Featured Review

The Powerhouse: Robert Keith Gray and the Selling of Access and Influence in Washington, by Susan B. Trento (St. Martin's Press, New York, 1992).

If there is a public relations hell, Robert Keith Gray, Chairman of Hill & Knowlton Worldwide, chief operative in the Washington, DC, office, has just been consigned to it. In August, less than one month after the controversial biography of him was published, Gray was replaced as head of the Washington office. This after 30 years of understanding how Washington really works.

Inside the Beltway, as Washington is referred to, money—not ideology—matters. Gray's companies would represent almost anyone who would pay their fees. The Kuwait government-in-exile hired H & K in August 1990, shortly after the Iraqi invasion, to mobilize support for military action against Iraq. The fee was reportedly \$10 million.

Not all of H & K's clients were in trouble, although the controversial ones were often the most memorable and lucrative. Among the recent ones: the Bank of Credit and Commerce International (BCCI), the Church of Scientology, and the U.S. Catholic Conference. It was Bob Gray who pushed lobbying for any cause as a legitimate province of public relations, the embodiment of evils that public relations pioneer Edward L. Bernays advocates against in his campaign for licensing. To hear Gray tell it, "Our job is not to make white black or to cover the truth, but to tell the positive side regardless of who the client is." For the Catholic Conference, the company mounted a campaign supporting restrictions on abortions. "We would have taken whatever side came to us first," Gray was quoted as saying. "We're proud of the fact that we got the tough ones. If someone is in trouble, they come to us. We like that. We're not ashamed of it."

Susan Trento's book is one that all upper-level public relations students should discuss as a primer on ethics and on the ways of the public relations world today. Bob Gray has never run for public office and served but a few years as a mid-level staffer in the Eisenhower Administration, yet he headed the nation's most influential lobbying and public relations firm. He spent 30 years cultivating access. He also was a college professor and provided Hastings College in Nebraska with a technically-advanced communications school.

Gray's goal of combining lobbying and public relations into one firm was not pursued in order to improve government or to make the profession more open or honest, says Trento. The reason he did it was to make a profit. The bottom line was the deciding factor in almost every decision at H & K and at Gray and Company, the book makes clear. John Hill's philosophy of client service, public relations counseling, in which H & K would drop a client if it did not adhere to its advice, was abandoned. For a period of time in the 1980s, Bob Gray left H & K to head his own firm, Gray and Company. Trento quotes former employees who describe the operating ethos. "It was clearly reflective of Washington in the eighties; a lot of glitter, very little substance, high-flying, overpriced, undersubstantiated," said one. "A company without a moral rudder," said Sheila Tate, Nancy Reagan's press secretary, who worked for Gray.

Howard Paster has been named the new general manager of Hill & Knowlton. His first comment to the *Washington Post* was that he was hired to help clean up Hill & Knowlton's image. "One clearly cannot accept clients because they have a checkbook," he said. "When the story becomes who the client is, you're distracted from serving the interests of your other clients." He may not make \$400,000 like Bob Gray, either.

—Reviewed by Susanne A. Roschwalb, American University

Other interesting titles

• Dilnawaz A. Siddiqui, Ph.D. and Abbass F. Alkhafaji, Ph.D., present Arab-in-America viewpoints in *The Gulf War: Implications for Global Business and Media* (\$12, Closson Press, Apollo, PA 15613-9238, 1992). Siddiqui is the former Chief U.S. Advisor to the government of Yemen Arab Republic and is now a Communication professor at Clarion University of Pennsylvania. Alkhafaji, currently Associate Professor of Management at Slippery Rock

University, is an Iraqi-born scholar noted for his independent views and prior work analyzing the role of OPEC. They've assembled writings from many experts in several disciplines for this interesting—exasperating—work. Most chapters give background information about Arab life, history, and religion. However, like many other private publications, this volume's structure would benefit from a more heavy-handed overall edit. The repetition of information clouds the impact of the statements and analysis.

The Gulf War tends to elevate the actions of Muslim countries while discounting and discrediting actions taken by the coalition forces and Israel during and prior to the Iraqi occupation of Kuwait. While anti-Zionist, by no means does this book praise the actions of Saddam Hussein. The purposes include establishing "effective cross-cultural communication" to disabuse biased perceptions of Islam. In this the book succeeds, for its authors do give insights not readily available in Western society as to Muslim culture as well as to the hidden causes and consequences of the 1990-91 Gulf Crisis.

Sections of the volume also analyze "Mass Media and Islamic Values" and "Ideological Values of the Gulf Crisis." One of the most interesting concepts — "Interest Free Banking" by Drs. Riad Ajami, Dara Khambata and Masoud Kavoossi — describes a method for loaning investment funds on a profit-or-loss sharing basis. It outlines a viable option to solving some third world money problems. Another chapter discussing Euro-American films that portray Arabs in a generally less-than-flattering light was readable, although somewhat out of place given the Gulf War theme. While several of the examples were comedies which stereotyped all ethnic cultures portrayed in the presentations, the examples from *Lawrence of Arabia* and *The Messenger* did provoke thought.

Given the expertise and point-of-view of the scholars putting together *The Gulf War*, one wishes there had been more on the role of public relations lobbying by agencies working for the belligerents. The information presented in this publication is certainly challenging and likely to anger some. It would be of particular value to the reader who knows that, for every story and every situation, there is more than one viewpoint.

—Reviewed by Marti Giacobe, Kansas State University

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A significant salary disparity between men and women in public relations begins after the fourth year of employment, and even considering such factors as age, years in the field and type of public relations practice, women's salaries do not match men's.

These are among the findings of a major study on gender bias, *Under the Glass Ceiling: An Analysis of Gender Issues in American Public Relations*, published by the Public Relations Society of American Foundation. (Available for \$30 plus \$3 shipping, from PRSA Foundation, 33 Irving Place, New York, NY 10003-2376.)

The study, conducted by PRSA's Research Committee in cooperation with its Women in Public Relations Task Force, shows that women consistently lag behind men of comparable experience in salaries and access to managerial jobs. In addition to reporting on the primary research involving a random sample of 1,027 PRSA members and results of two focus-group sessions conducted during the Society's 1990 national conference in New York City, the monograph also includes a review of the literature on the status of women in the workplace and suggestions for future research.

Four public relations educators wrote the monograph: Donald K. Wright, Ph.D., Fellow PRSA, University of South Alabama; Larissa A. Grunig, Ph.D., University of Maryland; Jeffrey K. Springston, Ph.D., University of South Alabama; and Elizabeth Lance Toth, Ph.D., APR, Syracuse University.

"PRSA established the Women in Public Relations Task Force and undertook the study because the principal role of public relations is to counsel organization managements to deal equitably with employees, customers, and other important publics in order to win their support," notes H. J. (Jerry) Dalton, Jr., APR, President of the Foundation. "That being the mission of public relations, practitioners have a mandate to address the need for equity for women in their own profession." **PR**

• Freebies for your mind

Useful free resources of interest to AEJMC public communicators include:

• *The Wall Street Journal Educational Edition: How to Read Between the Lines, How Professors Use The Wall Street Journal in the Classroom, How to Read Stock Market Quotations, The Dow Jones Averages: A Non-Professional's Guide, The Barron's Educational Edition, and Adviser Update* are all free upon request along with other useful information about discounted videos/computer programs, etc., from Educational Service Bureau, Dow Jones & Company, Inc., P.O. Box 300, Princeton, NJ 08543-0300. Phone: (609) 520-4332.

• *A Guide to the Federal Trade Commission* booklet, FTC reports, speeches, testimony, and other information from Public Reference Branch, Room 130, FTC, Washington, DC 20580. Phone: (202) 326-2222. For details of educational print and broadcast projects, contact the FTC's Office of Consumer and Business Education. Phone: (202) 326-3650. To receive *News Notes*, a compilation of the week's press releases, and the *Weekly Calendar* of hearings and other activities, contact the FTC's Office of Public Affairs at (202) 326-2180.

• Two free videos, *The Specialized Business Press* and *The Exciting World of Business Magazines*, lecture notes and other course module teaching aids from Marc B. Leavitt, Executive Director, The Business Press Educational Foundation, Inc., American Business Press, 675 Third Avenue, New York, NY 10017-5704. Phone: (212) 682-4410. FAX: (212) 370-0736.

PRD directions

(continued from page 2)

orientations. Students are the future of our Division; we must assure that graduate students interested in public relations education perceive us as a viable "must join" organization which can nurture their growth as scholars. To enhance this perception and to facilitate student-paper judging, a separate Student Paper Competition Committee chair has been appointed.

This Division will assure through its Communication Technology Committee that members are kept abreast of the latest technology applicable to public relations practice and scholarship. This committee should also apprise those in the technology industry about the special needs of public relations scholars.

The Public Relations Division should take particular pride in its roster of publications, i.e., *Journal of Public Relations Research*, *Teaching Public Relations*, and *PR update*. Wholesale efforts will be made to continue to support these publications and possibly others. For example, we may wish to explore publishing various directories, etc., capable of recovering their own costs.

The Public Relations Division historically has been strong in the area of Professional Freedom and Responsibility, and this will remain a priority which lends itself well to our strengths as a Division.

Teaching and research, of course, remain top priorities in the PRD. We are a Division of educators and scholars. Concerted efforts

will be made to increase the number of paper submissions in these areas and to increase the number of slots available for competitive paper presentations at convention time.

Finally, upon review of the "purposes" cited in our constitution, we may wish to re-examine and perhaps reposition ourselves to best suit our changing needs as scholars as well as to help satisfy the needs of our students and the professional community. A Bylaws Committee stands ready to explore such issues.

As an example of repositioning, let me share the thoughts of one longtime PRD member who wrote me with a fascinating suggestion – one with both obvious benefits and detriments: "It concerns the frustration about there being so few events for the Public Relations Division [at the annual convention] even though we're larger than most other divisions. It struck me that we might consider the possibility of creating a new AEJMC division. Perhaps we could call it the Corporate Communications Division. It would matter not if we have only 25 to 30 members (or whatever the minimum is) and we could double the time slots. It also would give us the advantages of having a close ally for joint programs."

I'd like to hear from each of you with your ideas and concerns and comments about the directions and emphases cited here. Also, I'd appreciate any archival material any of you might have from past years to add to the existing collection of PRD historical materials. Let's work together for a highly productive 1992-93 year in the Public Relations Division. **PR**



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