

public relations update

News journal of the Public Relations Division of AEJMC

•June -July 1994

News From Around the Division A Year in Review

by Maria P. Russell
Public Relations Division Head
Fellow, Public Relations Society of America

This past year for me as Head of PRD has been hectic and a source of satisfaction. Not once did I get turned down when I picked up the phone to ask one of you to take on an assignment. I highlighted the work of several officers and committee chairs in the March-April issue of PR Update; let me recognize others here.

As you anticipate convention highlights, I hope you will recognize the enormous time commitment of **Richard Alan Nelson** in developing this year's program with paper sessions, panels, presentations and networking opportunities...I'm especially proud that we are continuing the tradition of our focus on gender issues for the 6th year, thanks to **Carolyn Cline** and her committee, while expanding horizons in a special post-convention, working paper session organized by **Lynn Zoch**, and a new collaborative effort with AEJMC's Native American Task Force. ...Thanks to members like **Judy VanSlyke Turk**, **Bonnie Neff**, **Bill Adams**, **Kathleen Kelly** and **Gay Wakefield**, ties to scholarly and professional associations get stronger each year. In Atlanta, we will meet with leaders from the International Association of Business Communicators, Public Relations Society of America and the Institute for Public Relations Research and Education...One product of a collaborative effort, the long-awaited directory of public relations educators that combines the PR memberships of AEJMC, PRSA, SCA, ICA, and IABC, is ready for distribution thanks to **Dean Kruckeberg**.

(Continued on page 2)

Convention Highlights

ATLANTA -- A GREAT PROGRAM AND SOUTHERN HOSPITALITY!

by Richard Alan Nelson,
Louisiana State University
PR Division Vice Head,
1994 Convention Program Chair

Break out the Coca-Colas! We're tired but excited--after nearly a year of hard work by everyone involved, your PR Division Executive Committee has organized an information-packed program for the 1994 Annual Convention at the Hyatt Regency Hotel (Peachtree Plaza).

Come early -- we have four outstanding pre-convention events plus a PRSA-sponsored reception on Tuesday, August 9--and stay late--we're the only Division to have a Sunday (August 14) morning session. Thanks to **Maria Russell's** leadership, a team effort by literally several dozen volunteers and cooperation with other Divisions, our activities cover more ground than ever. They include:

- * five traditional refereed paper sessions devoted to cutting edge findings in research and teaching,
- * another nine co-sponsored research programs and panels,

(Continued on page 4)

Contents

Names.....	p.2
Changes.....	p.3
Highlights.....	p.4-7
Students of Color Awards.....	p.7
Books.....	p.8



Incoming head **Richard Nelson** faces the challenge of filling the editorial shoes of **Susanne Roschwalb**, Editor of PR Update, and **Todd Hunt**, the founding editor of "Teaching Public Relations." **Elizabeth Toth** and **John Pavlik** have had 6 months of smooth transition of the Journal from the editorship of **Jim Grunig** and **Lauri Grunig**. First volume is due early in 1995...Thanks to **Marilyn Kern-Foxworth** and **Jack Detweiler**, we will once again introduce promising minority public relations graduate students into the academy by supporting their membership in AEJMC. If you have not yet done so, please make your contribution so that we can top the 11 students we supported last year....While many names listed above are familiar, many new names are among our selected paper authors - some new to academy, many products of our fine doctoral programs, most new to PRD...New faces in Atlanta will be welcomed at AEJMC's breakfast Thursday, August 11 and we should make them feel welcome in our sessions. **Bonnie Neff** has done a great job moving numbers up from 374 to 395...I was pleased when AEJMC Pres **Maurine Beasley** sought our Division for assistance in the media relations program in Atlanta. We are working with **Leonard Teel**, chair of the host committee to share our promotional expertise. **Cathy Rogers Franklin** will help and more volunteers are welcome...As always, our calendar moved quicker than our agenda. Issues remain to be resolved. **Don Stacks** made a good start in international, **Glen Cameron** attempted to get his arms around technology. In my area, despite the able and willing subcommittee of **Mark McElreath** and **Cornelius Pratt**, the framework for developing a strategic plan is not yet in place. In addition to PRD needs, I hope to generate a discussion about reviewing the curricula for graduate and undergraduate PR education.

I hope you will join me, the current and incoming officers for a special leadership session, Tuesday, August 9 from 4:30-5:30 at the Hyatt Regency (room TBA) to discuss the future of our division. After this year, I have even greater respect for one of our former PRD heads, **Judy Vanslyke Turk**, who will be taking on responsibility for the entire organization. Join me in wishing her the very best.

* * *



Dean Kruckeberg, chair, PRide Award Selection Committee, announces that nominations will be accepted until September 16 for

entries in the 1994 PRide Awards Competition. "Pride" is outstanding "Public Relations Innovation, Development and Educational

Achievement" in research. This international competition has been sponsored since 1989 by the Public Relations Division of the Speech Communication Association. Automatically entered in the competition for 'Best Article Award' will be those articles published in 1994 in *Public Relations Review* and in *Journal of Public Relations Research*.

The book category seeks volumes published in 1994 that exemplify excellent public relations scholarship. **Mark P. McElreath** of Towson State University won the 1993 competition with his book, *Managing Systematic and Ethical Public Relations*.

A new category will be "Outstanding Contribution to Public Relations Education" intended for textbooks and other published works targeted primarily for instructional purposes.

Nominations must include all relevant documentation and explanatory cover letter, together with a complete copy of the nominated work. Identical nomination materials must be received by each of the three 1994 PRide Award Committee members. In addition to Dr. Kruckeberg, they are: **Dr. Gayle Pohl** also at the University of Northern Iowa and **Dr. Charles A. Lubbers** at Kansas State University.

* * *

The **Henry W. Grady College of Journalism and Mass Communication** at the University of Georgia was reaccredited recently in Chicago by the Accrediting Council on Education in Journalism and Mass Communication. The team reported that the college "has had considerable success" recruiting and retaining female faculty and has made some progress in recruiting minority faculty. However, the team noted the college "needs to step up efforts to recruit minority students and to nurture them once they are admitted to the program." The Grady College is the only such accredited unit in Georgia.

* * *

J. Arthur Heise, Dean of Florida International University's School of Journalism and Mass Communication announces a new program that combines both advertising and public relations and includes marketing and management courses. Called "Integrated Communications: Advertising and Public Relations" (ICAP) the master's program will be offered to both professionals and recent graduates. **Patricia Rose**, chair of FIU's newly combined advertising and public relations department, who jointly conducted a survey of South Florida communications professional with **Debra Miller**, SJMC assistant dean, says "The communications business is in a state of constant change." She says she agrees with a leading retail marketer who believes "in order to be cost-effective, it is imperative to integrate advertising, sales promotion, direct marketing and public relations." The new integrated curriculum will replace SJMC's current public relations sequence

Todd Hunt (Rutgers) named 1994 New Jersey PR Professional of the year.

* * *

Aunt Jemima, Uncle Ben and Rastus: Blacks in Advertising, Yesterday, Today and Tomorrow by **Marilyn Kern-Foxworth**, Texas A & M University has been published by Greenwood Press (800) 225-5800.

PR update

A news journal 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.

Edited at The American University by:

Editor-in-Chief.....Susanne Roschwalb
 Editor.....Pablo Coirolo
 Printer.....Kinko's

Journal of Public Relations Research Changes Announced

By **Elizabeth L. Toth**, Editor

As I begin my duties as the new editor of the *Journal of Public Relations Research*, I would like to thank Jim and Lauri Grunig for their acclaimed work on our behalf. They originated and established an award-winning publication that features some of the finest academic research being done in public relations. They set a standard for excellence in the review process with a board of reviewers that helped many of us create better research and contributions to our field's literature. Some of these reviews merit publishing because of the depth and creativity of their advice. I thank this outstanding review board.

Since last January, John Pavlik, Associate Editor and I put together the January 1995 issue, using our new board of 50 reviewers who have been so helpful in providing comments to prospective authors. Also, I have established a Journal office at the Newhouse School at Syracuse University, which is underwriting some of the Journal's costs.

We have affirmed our goal of providing subscribers with the foremost scholarly publications in public relations. We will publish research that builds public relations theory by examining how to: conduct public relations more effectively; improve our understanding of why organizations practice public relations as they do; provide scholarly criticism of public relations practice; and develop the history, ethics, and philosophy of public relations. All methodologies are appropriate including social-scientific, historical, legal, philosophical and critical.

PR Division members are invited to continue to submit research for publication in the *Journal of Public Relations Research* by mailing materials to Elizabeth Toth, Editor, Journal of Public Relations Research, Newhouse School of Public Communications, Syracuse University, Syracuse N.Y. 13244-2100. I can be reached at (315) 443-1909 or e-mail ELTOTH@SUVVM.SYR.EDU.

Teaching Series Seeks Associate Editor

An associate editor for the Teaching Public Relations series -- published by the PRD of AEJMC as an insert in the division newsletter -- will be named following the August convention. The associate editor will assist **Todd Hunt** (Rutgers University) by seeking and developing articles for the series. Submissions are reviewed by a panel of referees prior to acceptance. Eventually the associate editor will take over the desktop publishing of the pieces and assume editorship of the series, according to a plan worked out by Hunt and division head **Maria Russell** (Syracuse). The ideal candidate, according to Hunt, would be a published associate or full professor at a university with the facility for basic desktop publishing that is willing to underwrite the basic costs of mailing and duplicating. Hunt began the series in 1988 and has published 36 articles to date. Teaching Public Relations has been cited by the Teaching Standards Committee of AEJMC as an important contribution to the division's efforts to improve the teaching of public relations.

Speaker Profile

Vernon Bellecourt

Session Thursday, August 12,
4:30-6 p.m.

Recovering Identity: Native Americans Respond to Media and Sports Team Stereotyping

Public Relations and Minorities and Communication Divisions and Native American Task Force

Panelists: John M. Coward, Vernon Bellecourt, Al Levine, Robert W. Jensen, Beverly Anne Deepe Keever (Hawaii-Manoa) Moderator - Suzanne Heck, Central Missouri State.

Vernon Bellecourt, one of the principle founders of the American Indian Movement (AIM) will be the featured panelist for this session. He is a Chippewa Indian from the Anishinabe

Nation in Minnesota, who is an activist on Indian issues. He participated in the 1972 occupation of the Bureau of Indian Affairs Office in Washington, D.C. and in the 1973 Wounded Knee incident. Recently he became chairperson for the National Coalition on Racism in Sports and the Media, a group dedicated to the removal of Indian phenomena and likenesses found in sports promotions and the negative stereotyping of Indians as seen in the media.

Bellecourt is the recipient of the 1993 Martin Luther King Human Rights Award from the City of Phoenix and was a featured speaker at the 20th Anniversary of the March on Washington. He is a member of the international Indian Treaty Council, a non-government organization of the UN dedicated to human rights

and the preservation of nature. During the session, educators John Coward of the University of Tulsa and Robert Jensen of the University of Texas-Austin, will present research findings. Coward will offer an edited version of his video "Native Americans and the Media," and Jensen will present his findings on "Banning 'Redskins' from the Sports Page: The Ethics and Politics of Native American Nicknames." Beverly Ann Deepe Keever will present a refereed paper "The Communicative Roots of Cultural Bias: A Cross Disciplinary Analysis."

Al Levine, a staff writer for the Atlanta Constitution, covered Bellecourt and others when they protested against the Atlanta Braves during the 1991 World Series in Atlanta.

ATLANTA -- A GREAT PROGRAM AND SOUTHERN HOSPITALITY!

by Richard Alan Nelson

(Continued from cover page)



Richard Nelson

* an offsite visit to Coca-Cola headquarters featuring leaders in the Atlanta professional advertising and public relations communities, and
* other interactive opportunities to meet with faculty and practitioners on a variety of mutual interests (e.g., research, internships, ethical behaviors).

So get your tickets--Atlanta is easy to get to with much to do and see.

Pre-Convention Day Highlights

If you like workshops, we've got 'em. And they are great ones. Beginning bright and early at 8:45 a.m. to Noon is "The Ongoing Search: Where We've Been and Where We're Going" moderated by Carolyn G. Cline (Southern California) and Sue Lafky (Iowa). Presenters include: Pamela Creedon (Ohio State), Lana Rakow (Wisconsin-Parkside), Jane Rhodes (Indiana), Ramona Rush (Kentucky) and Elizabeth Toth (Syracuse). This session marks the sixth in a series of gender issue topic forums conducted at AEJMC annual conventions. The primary focus is an interactive discussion of research that advances the understanding of the issues facing women educators in the academy. Presenters and audience members will have an opportunity to discuss current issues in the field, as well as review the major topics which have emerged over the past six years.

Ethics Workshop Follows

After a lunch break, we are co-sponsoring a workshop with Law on Teaching the Ethics of Public Relations and Other Persuasive Disciplines, hosted by Ralph D. Barney (Brigham Young). Facilitators include the other founding co-editor of the *Journal of Mass Media Ethics*, Jay Black (South Florida-St. Petersburg) and public relations ethics author Lee W. Baker, APR. They'll be presenting a short course in teaching public relations ethics which will cover the following topics:

- * the unique social role performed by professional persuaders (the differences between the "objectivity" of journalism and the persuasion of public relations),
- * moral principles and their applications to the ethics of professional persuasion
- * problems of conflicting loyalties confronting professional persuaders, and
- * discussion of cases covering these areas.

Participants will have opportunities to confront teaching ethics problems in various role-playing situations. Printed handouts for classroom will also be distributed. The \$15 fee includes all materials. The workshop is limited in space to the first 25 applicants, so pre-registration is strongly encouraged.

Then from 4:30 to 5:30 pm, a Public Relations Division Leadership Workshop will be directed by Maria Russell (Syracuse). If you are a current officer, executive committee member, or want to become more active, then this is for you.

Still More on Tuesday Evening!

The night remains young from 6:15 to 9:30pm when we throw in our lot with our friends from the Advertising Division. Last year's popular format of a working supper and roundtable discussions of Teaching Challenges and Creative Solutions in Advertising and Public Relations is reprieved with a new "menu" of interesting topics, presided

over by Jim Avery (Alaska). Each mini-session will begin with brief to-the-point presentations by session chairs and their panels, followed by discussion and a "swap shop" of ideas. Participants will leave with plenty of "this really works" ideas and useful handouts.

The \$20 fee includes a buffet supper and all materials. Pre-registration is encouraged, but you can pay \$25 at the door (cash or check). So join with other faculty to meet your colleagues and share in learning about innovative approaches to meeting problems many of us face.

Topics and session co-chairs (listed alphabetically) include: "The Challenge of Teaching in the Middle of Nowhere: What Do You Do When You Work at an Institution where YOU are the Expert?" - Martha Saunders (West Florida)/Johan Yssel (Ball State); "Winning Competitions and Awards: How to do them Right as a Teaching Tool" - Tom Groth (West Florida)/Mike Parkinson (Southern Illinois at Carbondale); "Getting Clients to Pay for Student Work in the Campaigns Class" - Tony Fulginiti (Rowan College of New Jersey)

"Professionals Turned Professors:

I How to Make the Switch work in Terms of Scholarship and Teaching--Advice from Faculty who Recently Made the Jump" - Bill Donnelly (Temple)/Susanne Roschwalb (American);

II How to Make the Switch Work in Terms of Tenure--Advice from Faculty Who Know the Academic System" - Elsie Hebert (Louisiana State)/ Maria Russell (Syracuse);

"Increasing the Effectiveness of Student Mentoring on Internships" - John Neibergall (Kansas State)/John Wardrip (South Carolina);

"Teaching Resources at the Museum of Advertising" - Roger Lavery (Oregon).

How About a Nightcap?

By now you'll want to unwind at the reception hosted for members of the PR Division by the Public Relations Society of America Educational Affairs Committee beginning at 9:30.

Believe It! Public Relations and Journalism -- Together!!

At least for our Joint Luncheon and PF & R Session,



Cynthia Mitchell

Wednesday, August 10, from 1-2:30pm on **"Telling the Coca-Cola Story: Journalism Meets Corporate Public Relations"** featuring **Cynthia Mitchell**, Reporter for the *Atlanta Constitution*. Coca-Cola is perhaps the most widely distributed consumer product in the world, an instantly recognized icon of America. But behind every bottle of Coke is more than something called "it," more

than a smile--much more than any commercial jingle can express. Headquartered in Atlanta, the Coca-Cola enterprise is an interesting story about people, ideas, business, and constant communication in competitive markets. Our keynote speaker knows Coca-Cola and the pros and cons of how the company communicates through public relations. Given her independent perspective as a respected, award-winning reporter, she has much to say of interest to all AEJMC members. Cost: \$24 per person for the luncheon and session which is open to all.

Off-Site: Atlanta Communications

Our host city is a major international communications nexus with a high level of professional expertise. Key advertising and public relations executives and creative people from leading agencies and corporations will give presentations on Friday, August 12 from 1-4:15pm. These joint sessions with Advertising, offered offsite cooperatively since 1990, will be held in the J. Paul Austin Room, The Coca-Cola Company, One Coca-Cola Plaza (North Avenue) Atlanta. Our panelists bridge the spectrum in terms of type of organization and their approaches to creative problem solving, and after formal remarks will open up for questions. **Scott Williamson**, Program Coordinator for Coca-Cola (404-676-3288) or fax (404-676-5856) would appreciate being contacted in advance by those planning to attend in order that he may provide name badges and ensure admittance through the Coca-Cola complex.

1-2:20pm "A View of Southeast Advertising and Public Relations"-**Anne Owen** (Florida)/**Carol Pardun** (Kansas State).

Welcome - **Scott Williamson**

Agency Presentations: **Jack Walz**, Director, Account Management, BBDO; **Jane Shivers**, Director/Executive Vice President, Ketchum; **Linda Pechman**, Vice President/Director of Client Services, **Austin Kelley**; **Larry Smith**, President, Larry Smith & Associates; **Pat Waro**, Vice President/Financial Manager, J. Walter Thompson, USA.

2:20-2:55 "Hosting and Promoting the 1996 Olympic Games" Moderated by **Lynne M. Sallot** and **Glen T. Cameron** (both Georgia). Organizational presentations - **Carlton Curtis**, Vice President/Marketing Events, Coca-Cola/**Scott Mall**,

Director, Government Relations, Atlanta Committee for the Olympic Games.

Post-Convention is Worth Staying For

Sunday, August 14, from 9 to 11 a.m., the Public Relations Division and Graduate Education Interest Group are hosting a Post-Convention Works-in-Progress Session for Graduate Students with Faculty Mentors, moderated by **Lynn M. Zoch** (South Carolina). Graduate student authors have been selected on the basis of a proposal and working paper submission focusing on a public relations issue. Invited authors will receive a critique of their work by senior researchers and writers, with constructive suggestions evaluating creative, theoretical, and practical aspects. Faculty mentors include **Elizabeth Toth** (Syracuse) and **Sharon Yoder** (California State-Chico).

Paper Sessions and Much More...

You asked again, so we delivered again. Throughout the convention week, we've locked in five time slots devoted to the presentation of competitively selected papers. On Wednesday morning, **Mary Ann Ferguson** (Florida) will kick off the first research session. Later that evening, from 6:45-8:15, **Dennis Wilcox** (San Jose State) will present the authors of the top three teaching papers, and each will be recognized with a cash award made by **Michael F. Heron**, the 1994-95 International Vice Chairman of the International Association of Business Communicators (IABC). On Thursday morning **John Barnum** (Western Kentucky) will host another four papers. We move to Saturday with two back-to-back research paper sessions, the first with **JoAnn Myer Valenti** (Brigham Young) and **Lynn M. Zoch** (South Carolina) who will present the authors of the top three faculty research papers and the top student research paper. Winners this year are **Kathleen Kelly** (Southwestern Louisiana for "Doing well While Doing Good: An Exploratory Study of the Fund-Raising Practice of U.S. Charitable Organizations" (First Place, Faculty); **Anne Owen and James Karrh** (Florida) for "Do They Believe It When They See It?: Video Release Effects on Viewer Recall and Attitudes" (Second Place Faculty); **C.A. Tuggle and Mary Ann Ferguson** (Florida) for "The Effects of Type of Labeling and of Sponsor on Credibility of Video News Releases" (Third Place Faculty); and **Kenneth Plowman, Cynthia ReVelle, Shira Meirovich, Martha Pien, Virginia Sheng, Karen Fay, and Richard Stemple** (Maryland for "Wallgreens: A Case Study in Health Care Issues and Conflict Resolution" (First Place Student). Not presenting, but also receiving certificates of recognition are student runners-up **Melissa D. Wahl** (Ohio State) for "Analyzing Women's Movements to Elaborate Systems Theory" and **Michele A. Collet Kriz** (South Florida) or "The Effect of the Individual: A Case Study on Public Relations Management Decision-making Factors." This program is followed by **Bonita Dostal Neff** (Valparaiso) as the moderator/discussant for yet another group of interesting

Convention Schedule

There's Lots of Other Sessions of Interest

It's hard to showcase all of the excellent sessions planned for the convention, either in the pre-conference booklet or even in this newsletter. But here's a sampling of them:

Wednesday, August 10

10:30 am to Noon

*The Emergence of International Public Relations as Domain of Public Relations Theorizing with **K. Sriramesh** (Purdue) and **Pamela Creedon** (Ohio State), **Hugh Culbertson** (Ohio), **James E. Grunig** (Maryland); **Larissa A. Grunig** (Maryland), **Kathy Doherty CARE**; **Mai Abdul Wahed Al Khaja** (United Arab Emirates University). Sponsored by International and Public Relations Divisions

10:30am to Noon

*Public Relations Society of America Educational Affairs Committee Meeting, moderated by David Ferguson APR, Fellow PRSA (Hill & Knowlton, Inc.); and Robert Kendall (Florida).

2:45 to 4:15pm

* Litigation Public Relations: Reputation Management in the Court of Public Opinion with **Barbara K. Petersen** (South Florida); **Kathy Fitzpatrick** (Southern Methodist); **James E. Lukaszewski**, President, The Lukaszewski Group, Inc., and **Marti Mackenzie** President, Professional Profiles, Inc. Because of the 1991 U.S. Supreme Court ruling in *Gentile v. State Bar of Nevada*, there is uncertainty as to how far attorneys may go in discussing judicial matters outside the courtroom. Additionally, litigation public relations practitioners may be criticized for attempting to influence the outcome of a trial, thus interfering with due process and potentially damaging the integrity of the court system. Panelists will discuss these plus related legal and ethical concerns. Sponsored by Public Relations and Law Divisions.

Thursday, August 11

7:00 to 8:30 am

* AEJMC New Members Orientation. New PRD members are invited to join other newcomers to AEJMC at a continental breakfast social. On hand will be PRD Membership Chair **Bonita Dostal Neff** (Valparaiso) and others to welcome you to Atlanta.

1 to 2:30 pm

* The Next Creative Revolution: Creative Opportunities from the Partnership of Advertising, Promotion, Public Relations and the New Technologies. Moderator **John Sweeney** (North Carolina) will be joined by panelists **John Eighmey** (Alabama), **Diane Cook Tench** (Virginia Commonwealth), and **Robert Worthington** (New Mexico State). Panel Session presented by Advertising, Mass Media Economics and Public Relations

2:45 to 4:15 pm

* The Who, what, Where and How of Using Multi-Ethnic Media in Public Relations Campaigns. **Marilyn Kern-Foxworth** (Texas A & M) will be joined by **Joett Hollums**, LaFavorita, WAOS-WXEM Radio, Atlanta; **Charlotte Roy**, President Roy Communications, Atlanta, **David Belli**, Publisher/Executive Editor, Passport Publications, Atlanta; and **Portia Scott**, Editor, Atlanta Daily World, Atlanta. Invited Panel Session sponsored by Public Relations Minorities and Communications Divisions PF&R.

4:30 to 6 pm

* Recovering Identity: Native Americans Respond to Media and Sports Team Stereotyping. (See related story page 3).

8 to 9:30 pm

* Don't forget the Public Relations Division Annual Business Meeting with **Maria Russell** (Syracuse) Moderating/Presiding. On tap: reports from committees, election of 1994-1995 officers, and special recognitions.

9:45 to 11:15 pm

* Louisiana State University Social. Come on down for real southern hospitality. On hand will be faculty, alumni, and friends of LSU; including Dean John Maxwell Hamilton, Elsie Hebert, and Billy Ross, and incoming PRD Head Richard Alan Nelson.

Friday, August 12

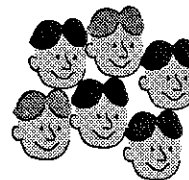
8:45 to 10:15 am

* We Must All Hang Together, or...Separately. This special program hosted by the Division Heads for Public Relations and Advertising follows up on last year's successful first "interactive" session by presenting four research papers focusing on issues that cut across public relations and advertising education and professional practice. Group interaction is encouraged.

1 to 2:30 pm

* Educator Advisory Committee, The Institute for Public Relations Research and Education, **James L. Tolley**, President, IPRRE hosts this joint meeting of the Institute's Board of Trustees and the Educator Advisory Committee.

BE SURE TO SEND IN



**YOUR PRD BALLOT BY
JULY 31**

• PR update/June - July 1994/6

4:30 to 6 pm

* NAFTA: Differences in Laws Governing Communication in the United States, Canada and Mexico." Moderator **Kyo Ho Youm** (Arizona State) is joined by panelists **Dwight L. Teeter, Jr.** Dean, College of Communications (Tennessee); **G. Stuart Adam**, Dean, Faculty of Arts (Carleton); and **Jose Carreno**, Correspondent, El Universal. Sponsored by the Law and Public Relations Divisions.

6:15 to 7:45 pm

* Communication, Public Affairs and Public Policy: Freedom of Expression Issues. This is a Public Policy Forum Panel Session. Topics include "Commercial Speech Issues: Where Do We Go From Here?" by **Rick Kaplar**, Vice President, The Media Institute, Washington, D.C.; "Business, Media and Public Policy: The Role of Watchdog Organizations in Contributing to a More Informed Public," **Alan Brownfeld**, nationally syndicated columnist, representative for Accuracy in Media, Washington, D.C.; and "the Public Affairs Implications of New Technologies: How Activists are Using the Internet," **Richard Alan Nelson** (Louisiana State). The panelists evaluate some of the key purposes, legal issues, and social controversies surrounding efforts by businesses, governments, and interest groups to influence public attitudes and policy. **Gary Morgan** (Oxnard College) moderates this co-sponsored program of Public Relations Division and Community College Journalism Association.

Saturday, August 13

7:00 to 8:30 am

* Public Relations Division 1994-1995 Executive Committee Meeting and Continental Breakfast. Moderating/President **Richard Alan Nelson** (Louisiana State).

1 to 2:30 pm

Moderating/Presiding: **Kathleen A. Fearn-Banks** (Washington). Panelists include **Stacy Jolna**, vice president/executive producer, Cable News Network Special Reports; **Stewart Bird** (Hofstra) and former producer, A Current Affair, and 48 hours; **Matthew Ehrlich** (Illinois); and **William Faith** (Southern California). Co-sponsored by the Public Relations and Radio-Television Journalism Divisions.

* * *

News of Inez Kaiser Graduate Student of Color Awards

The People of Color Committee of PRD needs sponsors and recipient nominations for its Inez Kaiser Graduate Student of Color Awards. Sponsors are asked to contribute \$50. Criteria for awards are: Student must be a member of an ALANA (African, Latino, Asian and Native-American) group; currently enrolled or accepted to a master's or doctoral program and, area of emphasis is public relations or closely related area.

Awards will be presented during annual public relations luncheon at the AEJMC convention. Sponsor contributions and nominee names to Marilyn Kern Foxworth, 3710 Stillmeadow Drive, Bryan, Texas 77802-3913 (409) 846-7224.

• PR update/June - July 1994/7

Call For Papers

INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES (IABD)

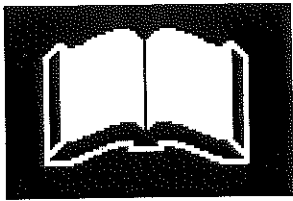
"Public Relations/Public Affairs/Lobbying & Media Business Issues" Call For Papers/Proposals
Seventh Annual Meeting, April 6-9, 1995

PURPOSE: The IABD has a broad scope, with 34 different track areas and a truly international/interdisciplinary group of attendees. Proposals for refereed paper presentations, symposia, tutorials and workshops are invited. The conference will focus on "Looking to the Next Century," but time slots will be devoted to other important topic areas as well. **CONFERENCE LOCATION:** Crowne Plaza Hotel-Redondo Beach, 300 North Harbor Drive, Redondo Beach, CA 90277 USA. Phone: 310-318-8888. **SUBMISSION DEADLINE:** November 18, 1994.

REQUIRED: For refereed papers submit four double-spaced copies (17 pages maximum) of original unpublished work; 100-200-word abstract; detachable title pages with name(s), affiliation(s), title/academic rank(s), mail and e-mail addresses(es), and phone number(s) of the author(s); a self-addressed, stamped postcard; and a statement certifying that at least one of the authors intends to register for and attend the conference to present the paper if it is accepted. Accepted papers are eligible for publication as a chapter in Business Research Yearbook, co-published by IABD and University Press of America. For symposia, tutorials and workshops include a 2-3 page overview description of the activity, a list of participants with contact information, and a signed statement from each showing agreement to participate.

MEMBERSHIP AND REGISTRATION: All interested persons are encouraged to attend the conference. The authors of accepted papers must be registered within two weeks after receiving the acceptance letter to insure inclusion in the proceedings. Before Feb. 15, 1995, the registration fee (which includes annual membership in IABD) is \$100 for regular members and \$25 for students. Late registration is \$130/\$35. Members get a lot of other benefits for their combined membership/registration fee, including the Academy's newsletter, subscription to the International Journal of Commerce of Management, published twice a year, a conference proceedings, plus a copy of the Business Research Yearbook. A placement office will be available to registrants and interested organizations.

CONTACT: Dr. Richard Alan Nelson, Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA 70803-7202. Phone: 504-388-2336; or IABD Program Chair Gene Murkison, Department of Management-COBA, Georgia Southern University, Statesboro, GA 30460-8152. Phone: 912-681-5216; fax: 912-681-0292; or Internet: murkison@gsvms2.gasou.edu



Book Review

The Unseen Power: Public Relations. A History, by Scott M. Cutlip
(Hillsdale, NJ: Lawrence Erlbaum Associates, 1994); 807 pages.

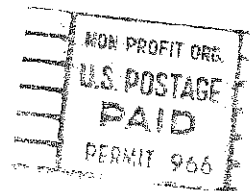
Cutlip, one of the founding fathers of modern public relations education, shows he still is at the forefront of serious scholarship in our field. And what a magnificent and seminal work this is! Right off, the size of *The Unseen Power* tells you something—the detailed history of public relations we've needed for years has finally arrived. I fully agree with Everett Dennis who says this is "a well-researched, powerful, and persuasive book" that "illuminates" the emergence of public relations and its growing influence through the 1960s. This is a veritable "who's who/what's what" guide. Through coherent story telling (supported by meticulous documentation) the colorful people who created a new industry are brought to life. They are all here: George F. Parker, Ivy Lee, Edward L. Bernays, John W. Hill, Carl Byoir, Earl Newsom and other icons to be sure. But also fascinating (and at times infuriating) are the stories of the many flawed geniuses to downright villains who have populated the history of public relations. These include people I was much less familiar with such as John Price Jones, who led management strike-breaking efforts; Harry Bruno, an aviation public relations pioneer; Edward Young Clarke, who built the Ku Klux Klan into a powerful force; and the reshaping of American politics by campaign propagandists Clem Whitaker and Leone Baxter. A few minor quibbles: I found several typos (to be expected in the first edition of a book this massive) and I wish the budget had allowed for pictures. Nevertheless, this is a capstone work for a great scholar that will stand the test of time.

Excellence in Public Relations and Communication Management, edited by James E. Grunig (Hillsdale, NJ: Lawrence Erlbaum Associates, 1992); 666 pages.

Here's another landmark reshaping our discipline that should have been reviewed here long ago. The book, completed in cooperation with the International Association of Business Communicators Research Foundation, is a "first fruits" result of the most comprehensive research study of the profession ever undertaken. Despite the length, I recently reread *Excellence in Public Relations and Communication Management* and find I'd overlooked many great insights the first time through. The book is most suitable for graduate administration/management an directed readings courses. A warning: Practitioners and students may be put off by the size and its academic look. However, the content of *Excellence in Public Relations and Communication Management* is quite well organized and written by experts who know what they are talking about. Readers are taken step-by-step through the rationales in an overview an five sections totaling 23 chapters. A handy table on p. 28 serves as a quick guide to this truly massive project. Each chapter in *Excellence in Public Relations and Communication Management* is also preceded by a short overview summarizing how it fits into the general theory of public relations. You can pick the chapters that most interest you without reading the whole book, but you'd be missing some valuable stuff. Part I outlines the building blocks that went into constructing a basic theory and how decision making can be improved. Part II looks at the program level, particularly in terms of research, issue development, and measurement of effects. Part III, the longest section, analyzes the characteristics of successful public relations departments. Part IV is concerned with how public relations/communication professionals should adapt to internal and external environments. Part V, though short, is a highly valuable look at how to go about estimating the value of what public relations contributes to the bottom line.

—Richard Alan Nelson, Louisiana State University

PR update, PR Division of AEJMC
The American University School of
Communication
4400 Massachusetts Avenue, NW
Washington, D.C. 20016-8017



Journal of Public Relations
AEJMC
1020 College St
Univ of South Carolina
Columbia, SC 29208-0204

