

PR *update*

News journal of the Public Relations Division of AEJMC -- July 1995

Hold on for rough ride

Surviving future shock

By Richard Alan Nelson
Louisiana State University
Public Relations Division Head

The countdown to AEJMC 95 is accelerating. I speak for all the division leadership in saying we look forward to being with you at the upcoming Washington, D.C., convention.

As you will see from the overview elsewhere in this issue, there's an information overload of excellent programs, workshops, offsite visits, and other very exciting things to do this year. Most of the kudos go to the incoming Public Relations Division head (Carolyn Cline), the Research Committee Chair (Don Stacks), the Teaching Standards Chair (Barbara K. Petersen), and a whole host of other fine people who've taken the time to work out an excellent schedule with your interests in mind.

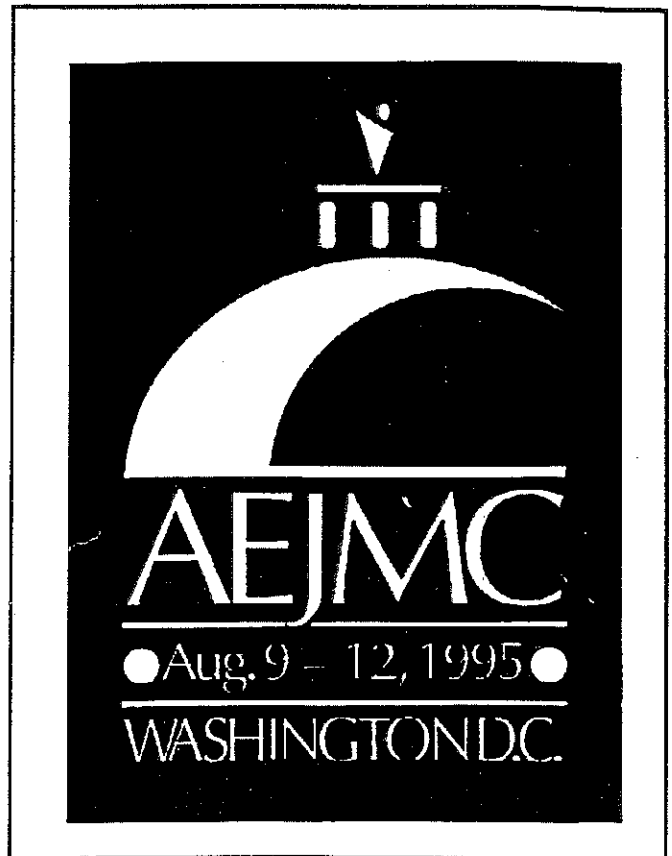
In traveling around the country, I'm seeing that leaders at the bigger counseling firms are really caught up in the need to constantly bring in new business to cover overhead. Their other time often gets bogged down in putting out fires for major clients in trouble, so day-to-day requirements have had to be put in the hands of more junior executives. The impact: Because it is easy today to jettison those who fail to maintain senior-to-senior contacts, many client companies are turning to more personalized, hungrier agencies. This remains a big problem for larger agencies who are losing business to smaller firms.

I'm also witnessing greater emphasis on ethics, particularly in the public affairs side. The complexity of today's big issues (environment, health care, social responsibility, and so forth) are generating work, but are also raising a host of

ethical concerns for practitioners and their clients. We need to articulate our ethical standards and social contributions more effectively.

A button-down type whom I'm friendly with said, "There remains widespread misunderstanding of what we do and have to do to represent our case in the public arena. This failure is regularly brought into focus when challenges are raised regarding our influence in shaping government policies and news coverage. The book *Flak Attack*, a couple of years ago, is an example of the ongoing hostility we face."

(Continued on Page 3)



Helping students use the Internet edge

By Julie Andsager
Assistant Professor
Middle Tennessee State University

New PR graduates can have the Internet skills that many seasoned professionals lack.

The ability to surf the 'net is becoming essential in PR. Its importance is growing so quickly that "every day someone doesn't become familiar with this medium is another day that he or she is removing themselves from competition in this field," said Ron Solberg, APR and president of EasyCom Inc., in the February issue of Public Relations Tactics. Around the country, PR practitioners

are communicating with each other and their clients via online teleconferencing, specialized listservs and e-mail. Aside from the communication advantages, the

Internet offers rich information sources such as the World Wide Web and gophers that can save time and money in research.

But fear of cyberspace is apparently keeping many practitioners off this new wave. The Nashville (Tenn.) PRSA Chapter's March newsletter questioned whether professionals already in the field are keeping pace with college students. PRSA is working to combat this fear by offering Internet training seminars earlier this year and a Technology College at the 1995 National Conference.

Meanwhile, we PR instructors need to help our students take advantage of this new edge. Most universities give students free computer accounts that will allow them access to the Internet. At MTSU, we are encouraging our PR students to enroll in a new Specialized Journalism: Database Journalism course in our department. We are in the process of finding ways to incorporate the Internet into existing and planned public relations courses.

One way to get students involved in the Internet would be to require them to join a PR discussion group on the 'net. Lurking on a discussion group gives the students insights into PR professionals' day-to-day concerns, such as dealing with the CEO or handling ethical dilemmas. In fact, one of the hottest topics recently on the PRFORUM discussion group has been the use of the Internet -- who uses it, why, how and how often.

Or students could form their own Internet discussion group, as our PRSSA chapter will do this fall. This means the adviser must take on the responsibility of being a listserv owner, but the students can set the group's policies. Such a forum

is particularly useful for disseminating facts and information about upcoming meetings. The University of Washington's PRSSA Chapter has already instituted a monthly electronic newsletter.

Besides learning to communicate via the Internet, students need to develop research skills. In case studies or principles classes, especially, students could be required to write a report based on research gleaned through the Internet. They could explore the World Wide Web for the most recent information on a hot topic -- many organizations are now posting news releases, newsletters, etc. -- or access one of the thousands of gophers, which contain everything from restaurant reviews to census information to the Grateful Dead archives. Many international organizations and corporations, including Hill & Knowlton, now have their own gophers.

Although cyberspace is evolving so quickly that some techniques will soon become obsolete, the important thing is to get the students familiar with the 'net so they can explore on their own. Internet skills just might be the best new way to increase our students' marketability in the near future.

... every day someone doesn't become familiar with this medium is another day that he or she is removing themselves from competition in this field. ...

Invited paper session looks at 'Building Alliances'

By Doug Newsom
Professor
Texas Christian University

Public Relations counselor Jerry Dalton is one of six speakers for "Building Alliances Between Educators and Professionals -- Models in Action," an invited papers AEJMC convention session sponsored by the AEJMC/ASJMC Alliances Committee.

In the Paper session, scheduled for Thursday, Aug. 10, from 1-2:30 p.m., the presenters and members of the AEJMC/ASJMC Alliances Committee will discuss models for improving relationships with news professionals, photojournalists, public relations and advertising practitioners and broadcasters.

Dalton, a former president of the Public Relations Society of America, will summarize efforts through the years between public relations educators' and practitioners' working together in PRSA's Educational Affairs Committee.

Moderator and program organizer Mark A. Larson will offer a pro-active model for building alliances between professionals and educators in all mass communication areas of study.

Other presenters include: Diane Cook-Tench summarizing efforts to integrate advertising professionals into education through executive-in residence teaching roles and through work with the American Advertising Federation; Keith Kenny talking about links between photojournalism educators and the National Press Photographers Association; Bruce Patt sharing the results of a two-year state-wide effort to improve relations between news professionals and educators and Charles Warner offering illustrations of broadcast journalism educators working in the field and showing how educators are working with broadcast professional organizations.

The Alliances Committee, appointed by President Judy Turk, is charged to survey existing partnerships and alliances between AEJMC as an organization and its divisions, committees and special interest groups with professional organizations or individual media and mass

communication organizations; to examine the role and function of the existing AEJMC organization of Alliances; to identify AEJMC needs that might be met through professional alliances with AEJMC (whole organization and sub-units); to recommend to AEJMC as a whole and its divisions and interest groups new alliances and partnerships that might be created to meet these needs and to monitor the effectiveness of existing and newly established alliances, summarizing those alliances annually in a report to AEJMC.

-- *Surviving future shock*

(Continued from Page 1)

What many call manipulation may in fact be good communication. But I think the reasons for unsatisfactory resolution of so many of these issues stem from the fact that public relations counseling (even that for public affairs/government relations) continues to be seen as an expense rather than an investment. The resistance to paying for research remains, which results in much inefficient use of resources. One person I interviewed for a survey told me "A great number of senior managers think they know what a problem is (but don't). They exist in a short time frame and want answers quick. But good research often takes more than a quick fix."

So true. Society isn't homogenous, with employee communications becoming especially more challenging. Corporate practitioners are finding it more difficult to gain employee support in getting behind organizational, political, and economical goals. "We are going to have to learn how to deal in an arena where employees will be exerting greater influence on all levels of government," one expert told me. The rounds of cost cutting, introspection, downswing, and lack of a "big picture" internal as well as external perspective by many executives are all taking their toll.

The bottom line: There is still work to do out there for our graduates and even for us as consultants. But future shock is a bronco hard to ride. Better strap on your gear and get used to it.

Washington Conference

PR Division Schedule

Pre-Convention Tuesday, August 8

1 - 5 p.m.

Workshop:

"Finding the Entrance Ramp and Cruising the Information Superhighway" (with Advertising, Communication Technology & Police, MM&E)

Moderating:

Marilyn Roberts, Missouri

Panelists:

Mike Samet, executive vice president and director of media and new technology, Young and Rubicam, New York.

Ashley Suhler, database manager, PR Newswire, New York.

Ross Stapleton-Gray, director, Electronic Embassy Project, Washington, D.C.

Robert Worthington, New Mexico State

\$15 Charge

7 - 9:30 p.m.

Workshop:

"Teaching Challenges and Creative Solutions in Advertising and Public Relations."

Moderating:

Carolyn Cline, Southern California, and **Suzette Heiman**, Missouri

Panelists:

Constantin Cotzias, Syracuse, "Creative Methods: Helping Students Develop Their Own"

Dean Kruckeberg, Northern Iowa, "Using Research in the Classroom"

Thomas Bowers, North Carolina, "Developing Effective Syllabi"

Richard Alan Nelson, Louisiana State, "Developing and Maintaining a Ph.D. Program"

Jim Marra, Temple, "Moving from Teaching into Academic Administration"

Mark McElreath, Towson State, Addressing International Issues and Concerns

Dan Stout, Brigham Young, "Bringing Ethics into the Classroom"

Convention Wednesday, August 9

8:45 - 10:15 a.m.

Refereed Paper Session:

Competitive Papers in Public Relations, I

Moderating/Presiding:

Dean Kruckeberg, Northern Iowa

Presentations:

Lynne M. Walters, Texas A&M, and **T. Walters**, Budapest University of Economic Studies, "Agenda Building and the 1992 Presidential Campaign: Was it a Failure to Communicate or Did the Audience Set the Agenda?"

John Glascock, Michigan State, "The Breakup of AT&T: Did Ma Bell Dupe the Press?" (Debut)

Debashis Aikat, North Carolina, "Mahatma Gandhi's Public Relations Strategies: A Case Study Based on SPE-Context"

Betty Farmer, Western Carolina, "A Test and Refinement of Situation Theory of Publics in Two Key Areas: Media Use and Demographics"

Discussant:

Donna Rouner, Colorado State

10:30 a.m. - noon

Refereed Paper Session:

Competitive Papers in Advertising and Public Relations (with Advertising)

Moderating/Presiding:

Jim Avery, Alaska, and **Richard Alan Nelson**, Louisiana State

Presentations:

M. Catherine Crew and **Michael D. Slater**, Colorado State, "Advertising vs. Product Publicity: The Effects on Credibility and Purchase Intent"

Tracy V. Irani, Duquesne, "Breaking New Ground in the Virtual Marketplace: A Search for New Metaphors of Form and Structure Shaping Persuasive Communication in the New Media"

Wednesday, August 8, Cont'd.

Kirk Hallahan, North Dakota, "Gender-Based Differences in Processing of Promotional Messages: A Test of the Meyers-Levy's Selectivity Hypothesis"

Lori Melton McKinnon, Oklahoma, "Mediating Political Mudslinging or Magnifying Advertising Effects: An Experimental Study of Adwatch Effects on Voters' Evaluations of Candidates and Their Ads"

Anders Gronstedt, Colorado, "Integrated Communications at America's Leading Total Quality Management Corporations"

Kevin L. Keenan, James V. Pokrywczynski, and Bridget Boyle, Maryland, "The Potential for Exposure to Ads, Brands, Sponsors and Symbols in Editorial Photography: A Longitudinal Examination of Sports Illustrated"

Noon - 2:30 p.m.

Celebratory Luncheon (with CCJA)

Moderating/Presiding:

Richard Alan Nelson, Louisiana State, and Gary Morgan, Oxnard

For the 30th anniversary of the founding of the PR Division, this special luncheon will recognize the contributions of women to the profession of public relations, pay tribute to past PRD and CCJA heads, and recognize the winners of divisional competitions.

Surprise panel to be announced.

2:45 - 4:15 p.m.

PF & R Panel:

"Investor Relations: The Shape of Things to Come" (With Council of Affiliates)

Moderating/Presiding:

Rus Barclay, Southern Methodist; Louis M. Thompson, Jr., president & CEO, National Investor Relations Institute (NIRI); Nancy Hobor, vice president, corporate communications & investor relations, Morton International, Inc.; Timothy J. Croasdaile, project director, Genesis, Inc. and former vice president, investor relations, Gerber Products Company

2:45 - 4:15 p.m.

PRSA Education Affairs Committee

7 - 8:30 p.m.

Refereed Paper Session:

Competitive Papers in Public Relations, II

Moderating/Presiding:

Linda Morton, Oklahoma

Presentations:

R.S. Zahana, American, "Bridging Cultural Differences: American Public Relations and Arab Communication Patterns"

Hernando Gonzales and William C. Adams, Florida International, "Making Research Practical: How Senior Public Relations Practitioners Value Research and Feedback"

E.E. Chang, World College of Journalism and Communication, Taipei (debut), "The Video News Release: Public Relations and the Television News Business"

Glen T. Cameron, Lynne Sallot and Ruth Ann Lariscy, Georgia, "Standards of Professional Performance in Public Relations: Development and Implementation of a Survey Instrument"

Discussant:

Kathleen Fearn-Banks, Washington

8:45 - 10:15 p.m.

PRSA Reception

Thursday, August 10

8:45 - 10:15 a.m.

Refereed Paper Session:

Competitive Papers in Public Relations: Top Three

Moderating/Presiding:

Doug Newsom, Texas Christian

Presentations:

James St. Pierre and Mary Ann Ferguson, Florida, "A Funny Thing Happened on the Way to the Condom: Or How Prior Sexual Activity Affects Male and Female Responses to Humor in PSAs"

Alfonso Gonzales-Herrero, Hill and Knowlton, and Cornelius B. Pratt, Michigan State, "An Integrated Symmetrical Model for Crisis-Communications Management"

Barbara J. DeSanto, Oklahoma State, "Public Information Officers and Functions: Exploring the Invisible Influence in Oklahoma Government" (Debut)

Discussant:

Jim Van Leuven, Colorado

-- PR Division Schedule . . .

Thursday, August 10, Cont'd.

1 - 2:30 p.m.

PF&R Session:

"Covering Politics Visually: Perspectives from Both Sides" (with VisCom)

Moderating/Presiding:

Ken Kobre, San Francisco State

Panelists:

Callie Shell, vice presidential photographer
Ken Lambert, photographer, *Washington Times*
Wally McNamee, contract photographer, *Newsweek*
Win McNamee, photographer, Reuters

4:30 - 6 p.m.

PF & R Session:

"Media and Risk in a Democracy: Who Decides what Hazards are Acceptable?" (with Science Communication Interest Group)

Moderating/Presiding:

JoAnn M. Valenti, Brigham Young

Panelists:

Robin Cantor, director, Decision, Risk and Management Science Program, National Science Foundation, Washington, D.C.
Ronald G. Edmond, project manager, Training and Management Systems Division, Oak Ridge Associated Universities, and member, National Association of Professional Environmental Communicators
Richard C. Rich, Department of Political Science, and faculty affiliate, University Center for Environmental and Hazardous Materials Studies, Virginia Polytechnic Institute
Kandice Salomone, Ohio
Bud Ward, executive director, Environmental Health Center, National Safety Council, Washington, D.C.

6:15 - 7:45 p.m.

Refereed Paper Session:

Achieving Excellence in Public Relations Teaching (with IABC)

Moderating/Presiding:

Barbara K. Petersen, South Florida

Presentations:

Enrique Nunez Vega and **Susan Lucarelli**, Tennessee, "Getting Ready for Intercultural Public Relations" (First Place Paper)
Kirk Hallahan, North Dakota, "An Integrative Model of Public Relations Media" (Second Place Paper)
F. Mitchell Land, North Texas, "Awakening the Right Brain in Feature Writing: Whole-Brain Teaching for Public Relations" (Third Place Paper)

Discussant:

Gay Wakefield, Butler

Awards Presentations to Presenters:

Michael F. Heron, 1995-96 Chairman of the International Association of Business Communicators, and National Vice President, Public Affairs, for the American Cancer Society in Atlanta.

8:00 - 9:30 p.m.

PR Division Business meeting

Friday, August 11

8:45 - 10:15 a.m.

PF & R Panel Session:

"This Lecture is Brought to You by. . ." (with CCJA)

Moderating/Presiding:

John Neal, Brookhaven, Corporate/Campus Partnerships: A Win-Win Situation

Panelists:

Todd Hunt, Rutgers, Organization/Academic Partnerships: Where Do You Draw the Line?
Carolyn Cline, Southern California, How Do Smaller Schools Compete?
Roy Wilson, Desert

10:30 a.m. - 12:30 p.m.

AEJMC General Business Meeting

Judy VanSlyke Turk presiding

Pentagon visit

Details to come from **John Barnum** and/or **Randy Miller**.

-- PR Division Schedule . . .

Friday, August 11, Cont'd.

12:30 - 2:30 p.m.

Creativity Washington Style (with Advertising)
Off-site visit to a Washington agency to discuss advertising and public relations cases.

Saturday, August 12

7:00 - 8:30 a.m.

Incoming Executive Board Meeting

8:45 - 10:15 a.m.

Panel Session:

"PR Research and the Curriculum: Multiple Viewpoints"

Moderating/Presiding:

Don W. Stacks, Miami

Panelists:

Glen Broom, San Diego State

Lori Grunig, Maryland

John Pavlik, San Diego State

Don W. Stacks, Miami

Donald K. Wright, South Alabama

10:30 a.m. - Noon

PF&R Session:

"Ferment and the Future: Where is Environmental Journalism Heading?" (with SCI)

Moderating/Presiding:

Sharon M. Friedman, Lehigh

Panelists:

Kevin Carmody, environment reporter, Daily Southtown, Chicago, and officer, Society of Environmental Journalists

Carolyn Cline, Southern California

James Detjen, Michigan State

Sharon Fischman, media co-ordinator, National Campaign for Pesticide Policy Reform, Washington, DC

Denise Graveline, deputy associate administrator for Communication, Education and Public Affairs, US Environmental Protection Agency, Washington, D.C.

1:00 - 2:30 p.m.

Teaching Panel Session:

"New Skills for a Global Society: What Should You be Teaching?" (with CCJA)

Moderating/Presiding:

Gary Morgan, Oxnard

Panelists:

Arlene Scadron, Pima

Elizabeth Toth, Syracuse

Nils Rosdahl, North Idaho

William Faith, Southern California

PRupdate is 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.

Although the newsletter's editor works diligently to maintain a low profile, he welcomes and encourages articles, reviews and opinion pieces from newsletter readers. The editor requests that submissions be sent on a DOS readable disk; Macintosh disks, however, also are acceptable. Edited at Murray State University.

H. Allen White, Editor PR update
Department of Journalism and Radio-TV
P.O. Box 9
Murray State University
Murray, KY 42071-0009

Book describes Public Relations in the old days

By Susan A Roschwalb
The American University

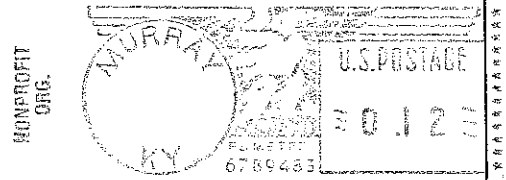
TWO FEET FROM THE THIRD RAIL, Wade Atkinson, Copyright 1991, Typeset and Published by the author.

Wade Atkinson was a middle America, mid-1950s type of public relations man. He decided to encapsulate his life and times. He did not write an academic handbook. It is about the "real world." He describes Frigidaire, then the fourth largest, and the largest non-automotive division of 32 divisions in General Motors where he had a contre temps over giving women's magazine editors what they wanted or what Frigidaire wanted. He describes a New York editorial open house that he conducted in his hotel room on behalf of several clients to service as many New York publications as possible. He describes working for one Franklin Brill on behalf of Sherwin-Williams paints, Chesterfield cigarettes,

Walter Kidd & Co. and Plexiglass. On their behalf, he took clients to the Stork Club. He learned to interview clients' customers on their projects for example standing near Times Square and viewing a huge Plexiglass sign on top of a building. It was meat and potatoes work. In Cincinnati, he worked for a company that made Model Toys and had a triumph when *Look Magazine* came to Cincinnati to photograph kids with the toys in a huge sandpile.

I suppose that students today should learn what it was like when the publicist had to hit the road in his car and carry press materials from place to place. It is a tour-de-force for one man to live it, write it, set it in type, and attempt to circulate it. But this is a cross between a biography and a "how we did it." The text is in need of an editor and a proof reader. It is only available through Mr. Atkinson at 9202 Hunters Creek Dr., Cincinnati, Ohio 45242.

PRupdate, PR Division of AEJMC
Department of Journalism and Radio-TV
P.O. Box 9
Murray State University
Murray, KY 42071-0009



Jennifer H McGill 30000
AEJMC
1621 College St
Univ of South Carolina
Columbia SC 29208-0251