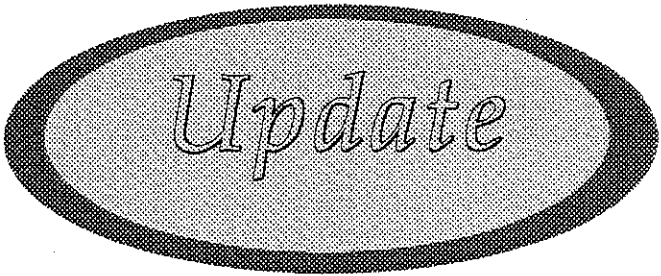


Public Relations



The News Journal of The Public Relations Division of The Association of Education in Journalism and Mass Communication

Division Year XXXI

Issue I, 1996-97

Conference Happenings

AEJMC Public Relations Papers Draw on a Variety of Experience

by Barbara DeSanto, APR

The element common to all of this year's top AEJMC public relations papers: the practical application of research to public relations practice and/or education.

"What Have You Done For Me lately"? *Exploring Effectiveness in Public Relations* by Linda Childers Hon, University of Florida, earned top honors in AEJMC's Public Relations Division paper competition.

Through interviews with practitioners and organization heads, Hon discovered numerous definitions of effectiveness, most directly relating to how well program objectives were achieved. Hon chose interviewing as a way to explore in-depth what practitioners' perceptions of the value of public relations were.

"I collected examples and put a framework with it," Hon said. She also hopes her combination qualitative and quantitative approach will encourage more public relations researchers to use both methods which she believes "...will increase the value not captured by numbers (alone)."

Glen T. Cameron, University of Georgia; Michael A. Mitrook, University of Alabama; and Amanda A. Estes, Ketchum Public Relations, Atlanta; earned second place honors with their paper *It Depends: A Contingency Theory of Accommodation in Public Relations*.

The trio's theory suggests that a range of variables influences how much and under what circumstances public relations practitioners are accommodating publics they feel are critical to their organization's mission. The new theory proposes that the two-way symmetrical communication model may not always be the most effective or ethical way to deal with publics.

The authors conclude that practitioners determine which techniques and methods will best work with which situation and audiences. One of the strengths of this theory is its basis on the experience and sophistication of practitioners, Cameron said.

Job satisfaction was studied by Shirley A. Serini, Ball State University; Elizabeth Toth, Syracuse University; Donald K. Wright, University of

Alabama; and Arthur Emig, University of South Alabama. The research, *Women, Men and Job Satisfaction in Public Relations*, placed third in the public relations competition. The authors conducted an original survey of PRSA members in 1990, replicated the survey in 1995, and supplemented the results with a series of focus groups to gain a multi-dimensional picture of job satisfaction. The authors found that while women and men share some common determinants of satisfaction, they also widely differ in other determinants.

The First Amendment Status of Integrated Marketing Communication: A Potential Downside Risk for For-Profit Corporate Speech earned fourth place honors. Erik L. Collins, South Carolina

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How is the Public Relations Division Doing?

It's almost two months since I moved up to chair the Public Relations Division. Since then I've talked to many PRD members about where the Division is going and what we need to become a viable force in the Association, our colleges and universities and the public relations profession. From members who could not attend the Anaheim meeting, I've been asked, "How is the Public Relations Division doing?"

I've spent considerable time recently mulling over this question. My basic response is that we're doing quite well, thank you! A review of the Anaheim convention indicates that our members are continuing to contribute to both the Division and the Association. We are well represented on association committees and boards. We continue to have a voice. Much of this is due to past Divisional leadership (I once had a rhetoric professor who drummed into my head that we must continually look to our past to understand where we are going—to build upon the foundation set down earlier). If you get a chance to talk to past Division leaders, regardless of their position, please do so.

I've been asked, "What's ahead for the Division?" Chicago is the location for 1997, mid-continent so to speak, and at an earlier time than usual. Attendance should be high and, based on conversations and e-mailings from Vice Chair and Program Chair Bill Adams, programs and other offerings are excellent. I'm really enjoying working with Bill. Beside being a dynamo, Bill brings to us a world of professional contacts and ideas for making Public Relations THE division.

After many discussions with Division members, I have dedicated this year to communication and to establish a base for future divisional leaders. To that end, I have added "associate" or "co-chairs" to all our

major committees. Hopefully, committee chairs will mentor associate chairs, and help them work through the Division's hierarchy. I know that working with Dean Kruckeberg, Don Wright, Carolyn Cline, and Richard Nelson educated me as to how the Association worked and paved the way for planning last year's programming.

I have also created three task forces aimed at meeting our educational needs, each assigned to explore a relationship between public relations and higher education. The Task Force on Public Relations Research and Teaching has been tasked to explore how to better introduce and teach research methods and data analysis to students. The Task Force on Public Relations Curriculum has been tasked to explore the curricular needs of students and public relations programs as we approach the year 2000. The Task Force on Public Relations Practice has been tasked on finding new ways to integrate public relations education. Each Task Force will report in writing its findings in the PRD Newsletter throughout the year, as well as providing final reporting at the Chicago meeting. More on

this later.

My plans for the year include letting Bill Adams put together the best program yet. I am currently working on getting PRSA and PRSSA to underwrite and extend our top faculty and student research papers by matching what IABC does for us in the teaching competition. We are exploring the idea of mid-winter seminars in Atlanta. We need your ideas to program the mid-winter meeting, so think about panels that would interest not only our members, but could also be shared with other divisions.

Finally, we have analyzed the Anaheim meeting: Attendance averaged almost 40 people per session; PRD programs were rated highly by attendees, from a 3.1/5.0 on audience adaptation to 4.3/5.0 for panel themes. Our overall rating on a 0-100 scale was 88.13, with a median rating of 90.

I'm sure that 1997 will surpass these ratings. Please contact either Bill Adams or me with program or other convention ideas. I look forward to seeing you in Chicago.

Public Relations Update

Public Relations Update, the news journal of the Public Relations Division of the Association for Education in Journalism and Mass Communication, is edited at Towson State University, Towson, Maryland. The Public Relations Division examines and analyzes scholarly, pedagogical and other issues relating to public relations practice and education. It serves educators, practitioners and others who recognize the important contributions made by public relations to an informed society. The Public Relations Division was founded in 1965.

Editor, <i>Public Relations Update</i>	Joseph Basso Towson State University
Associate Editor.....	Barbara DeSanto Bradley University
Division President.....	Don Stacks University of Miami

Research Opportunity
AEJMC Southeast Colloquium
March 14-15, 1997

The Magazine Division joins the History, Law and Newspaper Divisions at the SOUTHEAST COLLOQUIUM for panels, speakers and paper competitions in Knoxville on March 14-15, 1997.

The conference chair is Dorothy Bowles of the University of Tennessee. The leadership of the Magazine Division is pleased to say this colloquium will be another opportunity for research for AEJMC papers in addition to the Mid-Year Online Conference of the Magazine Division, scheduled in February.

For Submitting Papers:

Send three blind copies, an original and a 250-word abstract. The original should include a title page listing all authors' names, as well as the title, affiliation, address, office and home telephone numbers, FAX number and e-mail address for each author. Each copy should have the title at the top of the first page (no cover page) and nothing to identify the authors. Please print on both sides of the paper to save postage cost. Papers must be received at the address below by Dec. 5, 1996.

Authors of accepted papers will be notified on or before February 3. If you enclose a self-addressed stamped postcard, we will notify you that we have received your package.

Send Papers by Dec. 5, 1996 to:

Prof. Beverly G. Merrick
Dept. 3J
New Mexico State University
Las Cruces, New Mexico
88003-8001
Office (505) 646-1567

Public Relations Category Winners,
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Robert J. Cornet, Towers Perrin, New York; and Rebecca A. Payne, South Carolina; co-authored the research.

The paper's theme centered on the effects legal restrictions might have on future for-profit corporate speech as public relations, advertising and marketing functions combine in corporations.

The top public relations teaching papers also displayed a variety of approaches to the hands-on business of fostering student learning.

Charles A. Lubbers, Kansas State, and Diane A. Gorcyca, Missouri Western State, took top honors in this category with *Using Active Learning in Public Relations Instruction: Demographic Predictors of Faculty Use*. The research involved a survey of nearly 200 public relations instructors and their use of active learning. Using respondents' demographic information and responses about their use of 10 active learning approaches, the authors identified which instructors were most willing to use active learning in their teaching.

Management by Objectives: Authentic Assessment in a Public Relations Practicum: earned Lisa T. Fall, Georgia Southern, second place honors in the category. Fall applied management principles, including

management by objectives, to the business of motivating students to complete public relations projects. She also concluded that using management techniques can help educators better measure the success of project work.

Edward Lordan, Villanova, also stressed real-world project work in his third-place paper, *Building a Bridge to the Business World: A Guide to Designing Group Projects for Public Relations Courses*. Lordan's paper focused on developing a primer on how to develop, supervise and evaluate group projects in introductory public relations courses. Managerial and technical components are both stressed for real-world applications to be successful.

Teaching Mass Communication Theory: A Perspective from Public Relations, authored by Kenneth D. Plowman, San Jose State, placed fourth in the category. Plowman arranged basic mass communications theory in a modern-post-modern horseshoe pattern to help students understand the relationship among the theories and to put them into a perspective students could incorporate into further study.

Copies of public relations papers are available by writing to AEJMC at 121 LeConte College, University of South Carolina, Columbia, SC 29208-0251 or by calling (803) 777-2005.

Public Relations Professional Needed to Spend Spring Semester in Latvia

The United States Information Service in Latvia seeks a specialist in public relations from the United States to spend the spring semester, 1997, at a new Latvian university.

According to Artis Pabriks, Rector of the new college, arrangements had been made to bring a specialist in public relations from the United States to Latvia for the spring semester but

recently the Rector learned that the person chosen could not come.

Any public relations professional interested in the position should contact Phillip Ives at USIS Riga for further details. Ives can be reached at:

PHILLIP@mail.usis.bkc.lv

Available Positions

**The University of Alabama
Tuscaloosa, Alabama**

The Department of Advertising and Public Relations at The University of Alabama is seeking a Chair beginning in the 1997-98 academic year. Qualified candidates must possess a distinguished record in research and teaching, a strong commitment to academic excellence, an earned doctorate, and the rank of Senior Associate or Full Professor. Appreciation of a diverse faculty teaching in advertising, public relations and mass communication on both the graduate and undergraduate level is also necessary. The chair will have general administrative responsibility for the department and will serve with the Dean and other department chairs as the governing board for the College of Communication. The position begins August 16, 1997. Send application, vitae and the names and phone numbers of three references to Joseph Phelps, Ph.D., Chair of Search Committee, Dept. of Advertising and Public Relations, Box 870172, Tuscaloosa, AL 35487-0172. Selection process begins January 10, 1997. Minorities and women are encouraged to apply. The University of Alabama is an EEOC/ADA employer.

**Towson State University
Towson, Maryland**

PUBLIC RELATIONS: Tenure-track assistant professor position in public relations for Fall, 1997. Terminal degree preferred (ABD considered at instructor's rank only if substantial work completed on dissertation). Some

professional experience, working knowledge of multi-media, and university teaching preferred. Capable of teaching some of the following: introductory courses in public relations, public relations writing, business and professional communication, communication theory and research, issues management, organizational communication and graduate courses in the field. The ideal candidate will be comfortable with teaching the concepts of integrated communications and with the rhetorical approach to the study and practice of public relations. Willing to serve as faculty advisor to student-run public relations group. Expected to conduct scholarly research, supervise interns, and serve on university and professional committees. Salary commensurate with experience. Send letter of application, vitae, copies of graduate transcripts, and the names, addresses and telephone numbers of three references to Ronald J. Matton, chair, Department of Speech and Mass Communication, Towson State University, Towson, Maryland 21252. See the department's Web site at <http://www.towson.edu/mcom/>. Evaluation of completed applications begins January 28, 1997. Questions via e-mail may be addressed to Mark McElreath at MCELREAT@midget.towson.edu. Towson State University is an equal opportunity/affirmative action employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities, and veterans are encouraged to apply.

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