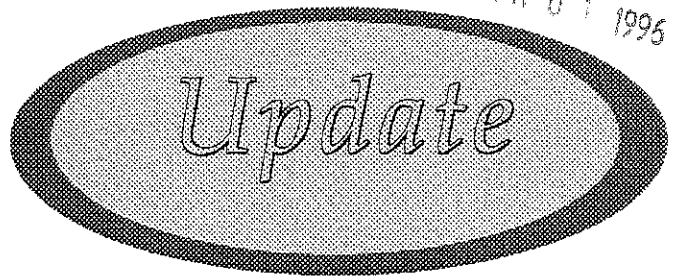


# Public Relations



APR 01 1996

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

March, 1996

## Research Findings

### United States Advertising/Public Relations Education Shows Slowed Movement

Advertising and public relations degrees awarded in the United States remained somewhat static during the last year, slowing previous trends of growth in public relations and declines in advertising, according to researchers from Louisiana State and Texas Tech Universities.

The findings come from research by Dr. Billy I. Ross, distinguished professor, Manship School of Mass Communication, Louisiana State University, and Dr. Keith F. Johnson, School of Mass Communication, Texas Tech University.

The data collected are a result of the 32nd annual survey of advertising and public relations programs at universities and colleges in the U.S. and Puerto Rico. Most of the programs were found in journalism/mass communications or in business. Both individual advertising or public relations programs and joint advertising/public relations degree programs were surveyed.

The total number of advertising and public relations degrees awarded (11,190) declined 8.1 percent last year to 10,442 bachelor's degrees, 727 master's degrees, and 21 doctorate degrees.

Undergraduate and graduate students in advertising and public relations programs reached 33,897 in 1995, less than a 1 percent decline from 1994. The number of undergraduates declined by 1.5 percent while the number of graduate students increased by 12.9 percent, mostly in master's degree programs which showed a 14.5 percent increase.

The research is a continuing project, first started in 1965. With the growth of public relations programs, separate measures of advertising and public relations programs started in 1992. Since 1992, the research has documented an 8.1 percent decline in the number of advertising and public relations degrees awarded, a 7.2 percent decline in undergraduate enrollment and a 6.1 percent decline in graduate enrollment (a 6.4 percent decline in enrollment overall).

The survey found 283 advertising, public relations, or joint advertising/public relations programs at 186 institutions, five programs less than the previous year. A decrease in individual advertising and public relations programs was offset by an 8.8 percent increase in the number of joint advertising/public relations degree programs. One reason for this growth may be the continuing trend from previous years, as institutions are combining the two separate programs. The researchers speculate this is a move reflective of many institu-

tions seeking economy in education administration. They point out that last year the total number of faculty increased from 873 to 944 (8.1 percent) and advertising/public relations programs reported a 28 percent increase in the number of degrees awarded, indicating the programs are still growing. Comparison data also show that since 1992 there has been a 60.9 percent increase in the number of combined advertising/public relations programs and a 68.4 percent increase in the number of degrees awarded from them. The researchers also suggest that industry interest in integrated marketing communications may be a factor.

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**Susanne Roschwalb Dies.**

Associate Professor Susanne A. Roschwalb, 56, of the American University in Washington, D.C., died in February of complications from breast cancer.

An active member of the Public Relations Division of AEJMC, Roschwalb was the director of The American University's popular weekend program for public relations professionals.

Her most recent scholarly work, *Litigation Public Relations: Courting Public Opinion*, co-edited with American University's Richard Stack, was published last year.

In the past few years, she was active as a scholar and practitioner of public relations in Eastern Europe. At the time of her death, she was working on a biography of Edward Bernays.

*"In the past few years, she was active as a scholar and practitioner of public relations in Eastern Europe. At the time of her death, she was working on a biography of Edward Bernays."*

Prior to her appointment to The American University faculty, she had been a founding partner of the Washington-based public relations firm of Kroloff, Marshall & Associates, and vice president of the Washington office of Ruder & Finn. Prior to her agency work, she served as director of public relations for Washington's Arena Stage and as chief of public information with the National Portrait Gallery.

She is survived by her husband, Jerold Roschwalb, PA; two daughters, Mila Becker of Silver Spring and Sara Roschwalb of Philadelphia; her mother, Yolana Berger of Pittsburgh; and, a brother, Henry Berger of Philadelphia. ♦

**April 1 Deadline Set For Biographical Papers**

Biographers, here is your chance to write a biography about a media member.

The Commission on The Status of Women has joined with the Magazine, Newspaper and History divisions to sponsor a biography research session.

This is to be a biographical paper about *someone* in the media, living or dead-- not about biographical methods of research. Biographers are encouraged to either (1) write about a lesser-known person of the media who has made a great impact or (2) write about a significant media person whose contributions have been more or less unacknowledged by the profession.

The best four papers will be featured in a session at the Anaheim convention on Tuesday afternoon, August 13, in conjunction with a second session featuring a panel of leading biography experts.

The papers will be peer reviewed. They should be prepared following the guidelines of the association's uniform call for papers, which was printed in the January edition of *AEJMC NEWS*. Papers will not be dis-

qualified if the narrative and bibliography together run *several pages longer* than the prescribed 30 pages.

You may also get more details about the uniform call for papers from AEJMC's HOME PAGE: [url:http://www.aejmc.sc.edu/online/home.html](http://www.aejmc.sc.edu/online/home.html).

*"The best four papers will be featured in a session at the Anaheim convention on Tuesday afternoon, August 13, in conjunction with a second session featuring a panel of leading biography experts."*

Send completed papers by April 1, 1996 to:

**Prof. Dru Riley Evarts  
E.W. Scripps School of Journalism  
Ohio University  
105 Scripps Hall  
Athens, Ohio 45701  
(614) 593-2599 ♦**

**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.

- Editor, *Public Relations Update* ..... Joseph Basso  
Towson State University
- Division President..... Carolyn Garrett Cline  
University of Southern California
- Editorial Assistant..... James Keat  
Towson State University  
Juliet Mulloy  
Towson State University

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# Association for Education in Journalism and Mass Communication

## Public Relations Division

### CALL FOR PAPERS

#### TEACHING PUBLIC RELATIONS

**April 1, 1996 Deadline**

The Teaching Standards Committee of the Public Relations Division invites both faculty and students to submit competitive papers related to teaching public relations for AEJMC's national convention Aug. 10 through 13, 1996, in Anaheim, Calif.

Papers should test, refine or expand applied public relations principles or practices as related to the teaching of public relations, critically review issues relevant to public relations education, or explore methods of effective public relations education. Papers should include appropriate literature reviews, methodology and pedagogy; they should not have been presented in other forums.

The "Top 3" papers will receive cash awards from the International Association of Business Communicators (IABC) as recognition for a commitment to teaching excellence in public relations.

All papers must include a cover page identifying the author(s), mailing address(es), telephone number(s) and, if available, the e-mail address of the principal author. The paper's body should include a title and a maximum 75-word single-spaced abstract; the only identification throughout the paper should be a running header. Student authors should indicate their student status on the cover page of the paper. Six (6) copies of each paper must be postmarked no later than **April 1, 1996**. (NO e-mail or fax submissions will be considered.) Also include a disk containing the paper in digital form that is clearly marked with the name of the paper and the author(s) as well as a completed and signed permission form. On the permission form, an author does not have to grant AEJMC permission to do anything with her or his paper, i.e., she or he can check "no" on all items; but the form needs to be included with the paper submission. For format requirements, see the January 1996 AEJMC NEWS.

**Send copies or correspondence to:**  
**Dr. Barbara K. Petersen**  
**Chair, Teaching Standards Committee**  
**School of Mass Communications**  
**University of South Florida**  
**4202 E. Fowler Avenue—CIS 1040**  
**Tampa, FL 33620-7800**  
**(internet: [petersen@chuma.cas.usf.edu](mailto:petersen@chuma.cas.usf.edu))**

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**Association for Education in Journalism and Mass Communication**

**Public Relations Division**

**CALL FOR PAPERS**

**PUBLIC RELATIONS RESEARCH**

**April 1, 1996 Deadline**

The Research Committee of the Public Relations Division invites both faculty and students to submit competitive papers related to public relations research for AEJMC's national convention Aug. 10 through 13, 1996, in Anaheim, Calif.

Papers should test, refine or expand public relations theory or practices, critically review issues relevant to public relations theory and research, or explore methods of effective public relations practice. Submissions employing all methods of inquiry are invited. Papers should include appropriate literature reviews, methodology, findings and discussion; they should not have been presented in other forums.

All papers must include a cover page identifying the author(s), mailing address(es), telephone number(s) and, if available, the e-mail address of the principal author. The paper's body should include a title and a maximum 75-word single-spaced abstract; the only identification throughout the paper should be a running header. Student authors should indicate their student status on the cover page of the paper. Six (6) copies of each paper must be postmarked no later than April 1, 1996. (NO e-mail or fax submissions will be considered.)

Also include a disk containing the paper in digital form that is clearly marked with the name of the paper and the author(s) as well as a completed and signed permission form. On the permission form, an author does not have to grant AEJMC permission to do anything with her or his paper, i.e., she or he can check "no" on all items; but the form needs to be included with the paper submission. For format requirements, see the January 1996 edition of AEJMC NEWS.

**Send copies or correspondence to:**  
**Dr. Dean Kruckeberg**  
**Chair, Research Committee**  
**Department of Communication Studies**  
**260 CAC**  
**University of Northern Iowa**  
**Cedar Falls, Iowa 50614-0357**  
**(internet: kruckeberg@cobra.uni.edu)**

### Program Sessions, Preconference Sessions, and Meetings for the 1996 Anaheim, CA, AEJMC Meeting

#### Preconference Sessions

Preconference Technology--Friday, August 9, 9 a.m.-4 p.m. (with CTP, NEW, CCJA, MME).

Round Tables--Friday, August 9, 7:30 p.m.-10 p.m. (with CD, CCJ, M&D).

#### Meetings

Luncheon--Saturday, August 10, 11:30 a.m.-1 p.m. (off site with RTVJ).

Outgoing Executive Board--Sunday, August 11, 7 a.m. (Tentative)

Business Meeting--Sunday, August 11, 8 p.m.-9:30 p.m.

Executive Board--Monday, August 12, 7 a.m.-8:30 a.m.

#### Program Sessions

##### Teaching

Online Design: *Typography, Photos and Design in Cyberspace*--Saturday, August 10, 1 p.m.-2:30 p.m. (with VC).

*Disaster Communication*--Sunday, August 11, 2:45 p.m.-4:15 p.m. (with RTVJ).

*Teaching Session*--Sunday, August 11, 6:15 p.m.-7:45 p.m. (Competitive).

#### Professional Freedom and Responsibility

*Divine Neglect: How the Press Covers Religion in America*--Saturday, August 10, 2:45 p.m.-4:15 p.m. (with NEWS).

*Wild Women and the Academy Two: White Women and Racism*--Saturday, August 10, 7:15 p.m.-8:45 p.m. (with CSW).

*Covering the GLB Community in Southern California*--Monday, August 12, 4:30 p.m.-6 p.m. (with LGFD).

*Can Academics and Practitioners Create a Common Agenda?*--Tuesday, August 13, 1 p.m.-2:30 p.m. (with Adv). ♦

### Public Relations Division's 1996

#### Convention Programs

Division members should mark their calendars for the following programs at the 1996 AEJMC Convention in Anaheim, California August 10-13.

#### Research

- *Public Relations and Advertising Research*  
Sunday, August 11, 8:15 a.m.-9:45 a.m. (Competitive)
- *Top Research Papers (#1)*  
Monday, August 12, 2:45 p.m.-4:15 p.m. (Competitive)
- *Student Research Papers (#2)*  
Monday, August 12, 6:15 p.m.-7:45 p.m. (Competitive)
- *Research Papers (#4)*  
Monday, August 12, 8 p.m.-9:30 p.m. (Competitive)
- *Teaching Public Relations Research*  
Tuesday, August 13, 2:45 p.m.-4:15 p.m.

#### Off Site

- *Knott's Berry Farm Vista*  
Monday, August 12, Noon-2:30 p.m. (With Advertising Division) ♦

### Upcoming Meetings and Conferences

- **The Arthur W. Page Society** Spring Seminar is scheduled for March 27-28 at the Helmsley Hotel in New York.
- **The Fifth Annual Corporate Communications Conference** is April 10-12 in Chicago, IL. Contact Ragan Communications, 212 W. Superior St., Chicago, IL 60610 or call 1-800-878-5331.
- **The 1996 Counselors Academy Spring Conference, *Consulting and Competing in the 21st Century***, is April 14-17 at the Hotel Del Coronado. For information contact Steve Erickson (212) 460-1450.
- **The Ninth Conference on Corporate Communication, *Communicating in an Uncertain World*** is May 22-23, Fairleigh Dickinson University, Madison, New Jersey. To register call (201) 443-8709.
- **The International Association of Business Communicators' Conference, *Influence the Future*** is June 16-19, Wyndham Anatole Hotel, 2201 Stemmons Freeway, Dallas, TX 75207 To register call (214) 748-1200. Early bird registration deadline is May 17.
- **The Public Relations Society of America's Annual Conference** is November 10-13, Adam's Mark Hotel, St. Louis, MO. For information contact PRSA, 33 Irving Place, New York, NY 10003 or call (212) 841-4674. ♦

#### Editor's Correction

*Public Relations Update* failed to print the address last issue for *PR Research*, an interactive software package, created by John Pavlik.

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*Public Relations Division News*

**1995-96 Public Relations Division Executive Committee Responsibilities and Addresses**

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