

Public Relations Update

The News Journal of the Public Relations Division of the Association for Education in Journalism & Mass Communication

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The New Orleans Winter Council of Divisions Meeting: Satanic Rite or an Excuse to Eat?

by Bill Adams

Okay, here's the scenario: Bunch of academics get together in one of the nation's bawdiest, drinkingest, eatingest towns for two days of "networking" to come up with a schedule of programs for a conference eight months away in yet another town for food, fun and assorted frolic.

Yeah, right.

But seriously, folks, despite the venue (New Orleans) and the food (gumbo, oysters or muf-felettas anyone?), the beer (Dixie and Abita are home-grown) and the bawdiness (Bourbon Street; but, hey, it's all in fun), your crack

team of PRD leaders will be working hard Dec. 5 and 6 in the Big Easy to help make the 1998 AEJMC conference in Baltimore the best ever.

And how will we do this, you ask? Through what mystical methods do these partnerships with other groups and divisions get made and programs get scheduled? Two words: chip auction.

Neither poker nor cow nor blue do

we mean here. What we're talking about is a mythical metaphorical medium of exchange that allows all 28--count 'em, 28--AEJMC groups and divisions to plan their annual convention programs through a devilishly clever system of bartering that takes place around a gigantic hollow-squared table, the likes of which even those charged with placating officials involved with the Viet Nam peace talks

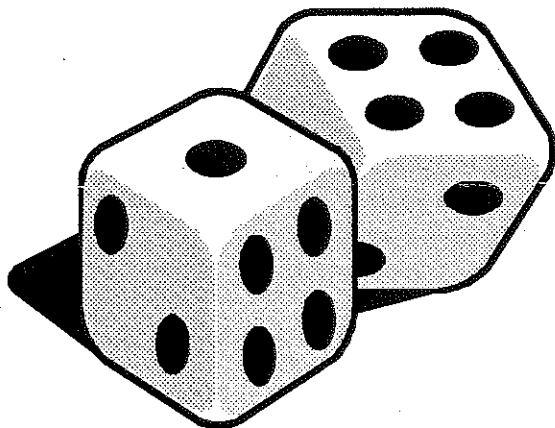
never imagined.

The Public Relations Division receives eight of these ephemeral chips, each of which entitles us to one sole-sponsored 90-minute session or two-co-

sponsored sessions of the same duration. (Got that? If so, consider booking your flight to New Orleans immediately.) Okay, that seems simple enough.

But, you don't really want to blow all your chips on sole sessions; that would give us only eight slots throughout the endless...I mean, long, yet interesting week of AEJMC programs and events and business meetings and networking

Adams - to page 6



Members' ideas form basis of Big Easy bids

by Susan Lucarelli Dimmick

Our proposed panel related to the convention theme "Communicating in the Public Interest: Which Public? Whose Interest?" is "The Public Relations Implications of Civic Journalism." It was co-jointly proposed by Dr. Tamara Gills, Elizabethtown College, Penn., and Dr. Judy VanSlyke Turk, the University of South Carolina.

Potential co-sponsors include Civic Journalism, Public Relations, Small Programs, and Newspapers.

Our proposed panel related to diversity issues was proposed by Rochelle Tillery Larkin, University of Tennessee, Martin. "Inclusion of International and Multi-cultural Issues in Public Relations Courses and Research." Co-sponsors include the Public Relations and Inter-national divisions.

A panel idea by Pat Rose, Florida International University, is "Embracing the Prodigal Researcher: The Status of Historical and Cultural Studies in Advertising." Dimmick - to page 4



Inside this edition:

- It's not too early to think about AEJMC papers; match your expertise with the calls for papers - pages 2 & 3
- Not into AEJ papers? Two different ways to get published -- page 4
- Educators seek input about public relations research texts & your answers are valuable -- see enclosed survey
- TPR insert -- Dr. Betty Farmer, Western Carolina University

Calls for Papers

Editor's Note: It's not too early to begin planning (and conducting and writing up!) that research paper for the AEJMC conference in Baltimore. Carefully note the deadlines and the themes. Happy productive writing!

Public Relations Research

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. 5-8, 1998, in Baltimore, Maryland.

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, 1998. (NO e-mail or fax submissions will be considered.) Authors will be notified by May 15. At least one author must attend the convention.

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 1998 edition of AEJMC NEWS.

Send copies, disks, and correspondence to:

Dr. Lynne Sallot
Chair, Public Relations Research Committee
c/o The University of Georgia
College of Journalism
239C Journalism Bldg., Sanford Dr. at Baldwin St.
Athens, GA 30602-3018
<E-mail: sallot@uga.cc.uga.edu>

Public Relations Student Competition

The Research Committee of the Public Relations Division invites **STUDENTS ONLY** to submit competitive papers related to public relations research for AEJMC's 1998 annual convention in Baltimore. Papers should test or critically review issues of public relations theory or practice, or explore methods of effective public relations practice. Papers with faculty co-authors will not be accepted for the student competition, but should be submitted to the Public Relations Research Papers Competition.

Schools with graduate programs should have received a letter in August requesting the names and addresses of graduate students with an interest in public relations. Sixteen schools of approximately 60 listed in "Where to Study Advertising and Public Relations" have submitted names of students who will receive an individual call for student papers. Schools can still submit names to Dr. Pamela G. Bourland-Davis by fax (912.681.0082) or be e-mail (pamelagb@GSVMS2.CC.GASOU.EDU).

Student papers must be postmarked no later than April 1 and should follow the guides for AEJMC paper submissions. Student papers (copies, disks and forms) should be sent to:

Dr. Pamela G. Bourland-Davis
Chair of Student Competitive Papers Session
Department of Communications Arts, P.O. Box 809
Georgia Southern University,
Statesboro, GA 30460.

Calls for Papers

TEACHING PUBLIC RELATIONS

Papers can be on any aspect of the topic, including values in curriculum choices, adapting classroom instruction to changes in communication technologies, educational trends, faculty development, diversity issues, ideas for motivating students, creative approaches to teaching, assessing student outcomes, and preparing students for lifelong learning.

SUBMISSION REQUIREMENTS: Postmarked no later than April 1, 1997. Authors of accepted papers will be notified by May 15. Send six copies of the paper, each without identifying author(s) and six copies of an abstract no longer than 75 words. Send one title page that identifies author(s) and includes the mailing address, telephone number and, if available, the e-mail address of the author to whom notification should be addressed. Also, include a disk of 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 his or her paper, i.e., he or she can check "no" on all items. However, the form must be included with the paper submission. Papers are accepted on the assumption that they have not been presented elsewhere. At least one author of the accepted paper must attend the AEJMC convention. Mail submissions to:

Associate Professor Mitch Land,
Chair, Teaching Public Relations Committee
Department of Journalism
University of North Texas
P. O. Box 305280
Denton, TX 76203-5280
<mland@unt.edu> or (940) 565-4917

Special Paper Competition to Continue

AEJMC's Teaching Standards Committee has voted to continue sponsoring for three more years a special paper competition designed to promote excellence in teaching.

The author's of this year's top papers will be awarded plaques and, possibly, cash prizes. In addition, the five top papers will be presented at AEJMC's 1998 convention in Baltimore -- and submitted to *Journalism & Mass Communication Educator* for consideration by its editor.

The Teaching Standards Committee encourages a diversity in topics and methodologies. Applicants can submit papers that encourage excellence in teaching of any type or at any level: undergraduate, graduate, distance, etc. Papers might, for example, assess courses or programs; compare the effectiveness of various teaching techniques; investigate the innovative applications of computers; analyze successful or innovation programs; consider diversity issues; or address instructional objectives and the measurement of those objectives.

Papers will be refereed and should include a rigorous analysis of the findings: an analysis that suggests some direction for the future. Teaching tips, literature reviews and papers about curriculum design are not appropriate for this competition. However, teaching activities that include a careful, systematic assessment of results are encouraged.

A cover page, attached to only the original, should list the name, title, address, affiliation, and office and home telephone number of every author. Also include: (1) a 250-word abstract; (2) disk, and (3) AEJMC permission form. The maximum paper length is 25 pages, excluding endnotes and tables. Papers must be postmarked by April 1, 1998. FAXes will NOT be accepted. Applicants who enclose a self-addressed, stamped envelope or postcard will be notified of their paper's arrival. Only original papers will be accepted. A paper presented to another organization or submitted to other AEJMC divisions, conventions or publications is ineligible.

The competition is open to both faculty members and graduate students. Applicants should send one original and four copies of their papers to:

Dr. Fred Fedler
School of Communication
University of Central Florida
Orlando, FL 32816-1344

Dimmick: Panel members 'chip'ping in ideas for Baltimore conference

and Public Relations." Potential co-sponsors of this session include Advertising, Public Relations and History divisions.

Pat Rose is also working on a sports promotion field trip featuring a tour of sports promotion in Baltimore. The agenda includes asking sports promotion professionals to present their advertising, public relations and marketing prowess. Practitioners with the Baltimore Ravens have agreed, and Pat is continuing to work on the Orioles!

The Advertising and Public Relations divisions are also proposing a panel on "Ethics and Third

World Marketing Practices."

A PF&R panel proposal from Dr. Kirk Hallahan is "Campaign Financing Reform -- Implications for Freedom of Speech and Media Institutions." Potential co-sponsors: Law, Public Relations and Media Economics.

Another international panel proposal comes from Dr. K. Kriramesh, University of Florida, who proposes a panel on "International Public Relations: Evidence From Various Countries." Potential co-sponsors include the International, Mass Communication and Public Relations divisions.

A proposed research panel on

"Building a Research Agenda Based on the Relationship Paradigm" is being proposed by Dr. John Ledingham, Capital University, Ohio. The Public Relations Division is a potential sponsor.

Another proposed panel is "Development At Any Cost? Why Biodiversity and Sustainability Issues Are Hot But Not Happening in Developing Countries." Potential co-sponsors include Public Relations, Newspapers, and International and the Science Communication Interest Group.

Two ways to get published:

Journal of Public Relations Research

by Elizabeth Toth and Linda Aldoory

The *Journal of Public Relations Research* will increase its pages in the 1999 Volume. This will add at least one extra article per issue.

Lawrence Erlbaum, the *Journal's* publisher, will add these pages at no increased subscriber cost to PRD members.

We seek articles for the *Journal* that test 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.

Two kinds of manuscripts can be submitted: reviews of major programs of research (these should be between 35 and 60 manuscript pages), and reports of original research (these should not exceed 35 manuscript pages).

The *Journal* accepts research based on ALL methodologies. This includes qualitative, social-scientific, historical, legal, philosophical and critical methods.

Send submissions to:

Dr. Elizabeth Toth, Editor
Journal of Public Relations Research
S.I. Newhouse School of Public Communications
Syracuse University
Syracuse, NY 13244-2100

Teaching Public Relations

by Gay Wakefield

Dedicated to excellence in public relations education, *Teaching Public Relations* is the only juried publication devoted exclusively to research and commentary on instruction, curriculum and educational leadership in public relations.

Submissions to *Teaching Public Relations* must focus on the enhancement of public relations education, and are accepted based upon editorial board evaluations of relevance to public relations education, importance to public relations teaching, quality of writing, manuscript organization, appropriateness of conclusions and teaching suggestions, and adequacy of the information evidence or data presented.

Four hard copies of each manuscript (FAXed and e-mailed submissions will NOT be accepted) must be submitted to the submissions editor.

Include the author's title, office address and phone number, FAX number and e-mail address.

The final manuscript must be in 9-point type or larger and must total no more than 280 single-spaced column inches of copy (including title, author(s), footnotes and any tables, charts or attachments).

Submissions:

Dr. Gay Wakefield, Director,
Center for Productive Communication, M.J. Neeley
School of Business, Texas Christian University,
TCU Box 298530,
Fort Worth, TX 76129

Committee leader urges educators, practitioners to share 'real-life' laboratory experiences for benefit of traditional, continuing education, profession

by William Thompson

The wonderful thing about teaching public relations is that our laboratory is the street, the newsstand, the workplace, the television screen, the neighborhood meeting.

It's not necessary to teach in isolation from the world, because, more than many of academic siblings, we are of the world. In the same way that we depend on the world for our working examples, much of the knowledge we have gained through our academic concentration is of immediate use to the world.

That's why I'm excited about trying to encourage our continuing engagement with practitioners in my role as the PRD professional liaison chair. It's a partnership that promises significant benefits for us and our colleagues in the profession itself, giving both parties research, vocational and educational development opportunities.

Here are some ideas that my able colleague, Rochelle Tillery Larkin of the University of Tennessee at Martin, and I have generated to reach this goal.

First, we know it would be very useful to our membership if we could provide more research and travel fellowship funding from our professional colleagues. However, instead of soliciting the professional organizations directly for funding support, we think a more productive approach to this task might

be to use our contacts with the professional organizations to access major corporations and agencies that could afford to sponsor these fellowship opportunities. AEJMC members can lend these firms academic integrity and stature as well as the results of our research, while those firms can provide a number of new possibilities for research, travel and professional interplay for AEJMC members.

Second, Rochelle and I would like to also encourage more exchanges of speakers and shared topics between the professional organizations' conventions and that of AEJMC. In addition, I'd like to use AEJMC's cross boundary position to encourage more communication concerning curriculum issues and professional education standards among all the groups. In this way, I think we could extend the range of AEJMC beyond the college classroom and into continuing education opportunities for the professional organizations.

In addition to finding new funding for communication research and educational opportunities, we think it's important to highlight the professional contacts and research and enrichment opportunities that already exist. I suspect that there are many research and travel grant opportunities available to our members of which they may not be aware. To that end, I'd like to establish more formal contacts with

possible donor organizations so we'll have timely notice of those opportunities, then share this information regularly in our newsletter.

I also would like to make it easier for our professional colleagues to find and then employ the specialized talents we educators have amassed in our work. To accomplish that, I am proposing an on-line resource guide of educators who possess particular PR specialties. We would publicize this resource guide to professionals, who could then find the highest-level assistance to complete their company's projects.

It's an ambitious agenda, and one that will surely take several years to implement. And that's only if many of us bring our experiences to bear to fulfill its promise.

We're asking for your reaction to our preliminary ideas, and we want your new ideas about what would help you and your students. We want you to employ your influence and contacts with professionals who can help us build these partnerships, and to capitalize upon your network of information about existing professional partnerships so we can share them with other PR Division members. I welcome your comments and your help. Please feel free to contact me at <wthomp2387@aol.com> I'm looking forward to working with you on this major initiative.

Public Relations Update, the news journal of the Public Relations Division of AEJMC, is produced at Oklahoma State University, the School of Journalism and Broadcasting, Stillwater, Oklahoma.

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.

Letters to the editor and comments should be addressed to:

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Fax: (405) 743-2396
E-mail: paradoc@cowboy.net

Adams: Wheeling, dealing all part of AEJMC winter planning

and meetings and more meetings. (And God forbid we'd only have eight PR sessions slated during the week, right?)

So here's where the sophisticated, measured and otherwise very anal-retentive use of the chips comes in. The evening before the chip auction, your crack PRD leadership team—fresh from a short, but necessary fact-finding trip through the French Quarter—meets with members of other groups and divisions in what's cavalierly referred to as a "schmooze session." Here, in a sophisticated negotiating atmosphere, fueled by an evening of over-consumption and by dint of our highly developed persuasive tactics—honed through years of public relations practice—we wheedle and whine and cajole officers of these other groups and divisions to partner with us in "joint programs" so we only have to use one-half chip and therefore maximize our programming possibilities.

If we're successful in conning...uh, convincing these other group and division leaders their members would be best served through a partnership with the PR Division, well, you figure it out: We gets us lots more programming opportunities, which means happier PRD colleagues who have more opportunities to unveil their research and papers and such. And we fill up all those slots to make the week just chock-a-block full of stuff for everyone to go to every single hour of every day!

And that doesn't count the business meetings and

off-site events. No chips are needed for those.

So where were we regarding the actual chip auction? Oh, yes, the hollow-center Viet Nam peace talks-style table. That comes Saturday when all division and group chairs and vice-chairs sit around the aforementioned table and through a method of rotation determined by lot (or perhaps Lot's wife), ante up full or half-chips at a turn to nail down favorite slots in the schedule.

Working off a huge grid, cleverly scratched out in blood by Council of Division Leadership just moments before the auction gets underway, your PRD officers will fill up every available slot by the time the auction ends on Monday or Tuesday (just kidding; it sometimes ends as early as Sunday afternoon!)

The trick to making the Winter Meeting successful is to arrive in New Orleans with some programming pacts already agreed-to with leaders of other groups and divisions, with some time-slot ideas in mind, and with suggested panelists from both sides. Then, armed with this knowledge, you immediately cut new and better deals during the Friday night schmoozefest with different groups and divisions, thereby incurring the wrath of your original partners.

This, of course, ensures a lasting enmity of the PRD by a number of other groups and divisions, but, hey, we're doing this for you.

Let the good times roll!

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