

# Public Relations Update

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

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## Golin/Harris, McDonalds provide food for body, soul in Chicago

PRD members got more than just food for bodily sustenance at the division's luncheon; they got food for thoughtful practice.

Sponsored by Golin/Harris Communications and McDonalds Corporation, the luncheon featured Golin/Harris CEO, Al Golin's, message of building trust as a crucial element in developing and maintaining mutually beneficial relationships.

Good public relations results can be banked "as deposits of trust" from customers," Golin said.

"Those deposits are made up front in case 'withdrawals' are needed down the line."

Golin cited the 1992 Los Angeles riots as an example of the staying power created by previous positive relationships. McDonalds' restaurants remained virtually untouched by riot violence while nearly all nearby businesses were destroyed.

In addition to the valuable message, the luncheon also strengthened ties between educators and practitioners, one of Division

leader Bill Adams' goals.

"This year's luncheon was well-attended and showed how practitioners and educators are working together to build the profession. We hope to continue this relationship building in the coming years," Adams said.

Gay Wakefield, Texas Christian University, will make copies of the McDonalds' Los Angeles video tape available at a cost of \$5. Simply send a check payable to

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## New chair encourages participation in academic professional partnerships, research efforts

As the incoming Chair of our Division, I'm hoping our membership will help me build on the many successes of immediate past president, Don Stacks. To start things moving, we've elected a solid group of officers listed in the officers' section on the back of this newsletter.

But, as they say on late-night infomercials: "Wait; that's not all!" We have many other Division members who've already volunteered to help each elected officer, and a number of others who'll be serving on task forces. As an example, our new Professional Liaison, William Thompson of Louisville, has already formed a task force to continue Division efforts to forge solid linkages with the professional community (something I, among others, have been interested in for many years). Gail Baker Woods at Florida has agreed to head up our Inez Kaiser Scholarship Award program, taking over from Kathleen Fearn-Banks who did such a great job the past two years. And Oklahoma State's Barb DeSanto has unholstered her blue pencils and stepped in as newsletter editor.

So I'm terribly excited to be working with such great, enthusiastic people. But our Division has one other important thing going for it regarding leadership: Our ex-officers never die—and they don't even fade slowly away; they hang around and help the neophytes and the insecure as we muck about, learning as we go along. And here I'm thinking of people such as Carolyn Cline, Dean Kruckeberg and Don Wright, whose peering over our shoulders is greatly appreciated (and sorely needed).

Participation helps make an organization strong; continuity makes it even stronger.

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Participation helps make an organization strong; continuity makes it even stronger.

Here's a partial list of the goals our new Division leadership want to achieve for you in 1997-98. And, remember, there's always room for additional member input.

(1) Securing funding for additional research, teaching and student papers. In addition to underwriting from the Arthur W. Page Society and IABC last year, we've already been offered \$1,000 in paper competition funding from PRSA for 1998. Some of this money may be earmarked for student papers, which goes toward helping nurture future practitioners and educators.

(2) Continuing to build academic-practitioner bridges. (See reference to Professional Liaison above). We'll again try for practitioner underwriting of our annual awards luncheon, following this year's successful Golin Harris/McDonald's function.

(3) Strengthening the "Strategic Alliance" between our Division, other AEJMC Groups and Divisions and communications organizations such as PRSA, IABC and WICI. We're looking to offer more joint programs at AEJMC and PRSA annual meetings, including discussion of issues relevant to all communications professionals.

(4) Continuing our strong commitment in Diversity and PF&R issues. Our Inez Kaiser Scholarship for People of Color and our Susan Roschwalb Scholarship have become important cornerstones in our programs recognizing women and minorities. While more can always be done here, our Division's record in those areas was cited for excellence by AEJMC this year.

Obviously, this is only the beginning: It's up to all of you to help us make these and other goals happen for 1997-98.

As the unofficial "PR Director" of the Public Relations Division, I don't just want AEJMC's leadership to know what good things we're doing for the academic and professional community, I also want feedback from our membership, from other divisions and from practitioners as well. I'll work to learn from such feedback...and be willing to change things, if necessary (in the best two-way Grunig tradition).

And as we enter another year of activities, keep in mind this challenge given to all divisional leadership during the AEJMC Council of Divisions meeting in Chicago: "Come up with at least one solid Diversity-based program in your plans for the 1998 conference in Baltimore." Hey...we can do that standing on our heads (which gives me an idea for a panel...)

Looking forward to working with all of you!

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"The Center for Productive Communication,"

c/o Dr. Gay Wakefield

Texas Christian University Box 298530

Fort Worth, TX 76129

The \$5 will cover the cost of the videotape, reproduction and mailing.

TPR submissions encouraged

Good teaching methods should be shared with other public relations educators, and *Teaching Public Relations* is a refereed publication providing that forum.

Check out previous TPRs on the PRD website or contact Wakefield at <G.Wakefield@TCU.edu> for information on submitting your article.

*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.

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## Stacks expresses satisfaction for PRD members 'yeoman' efforts

As I look back on 1997 I am reminded of what I wrote in my first chair's column. That column was entitled "How is the Public Relations Division Doing?" In it I drew the conclusion that the PRD was doing fine, but we needed to concentrate in four areas: leadership, research, teaching, and practice (now, after three years, I've finally figured out that practice is pretty similar to Professional Freedom and Responsibility). I'd like to look back and see just how well we did. (And I mean "we," because it was a collaborative year).

I think this year's executive board, greatly expanded as it was, did yeoman's work. Not only were we on time, but we had more and better programs (thanks, Bill!). Our research competition was expanded from top research and teaching to top faculty research, top student research, and top teaching -- all FUNDED for the top papers. We worked hard to include OTHER professionals in our quest for public relations knowledge and forged what I hope is a continuing link with the Arthur W. Page Society. PRSA is now underwriting a second research aware, one I hope will be focused on future public relations theorists and researchers, our students. We were SRO at the new executive board meeting (it probably helped that we had coffee and snacks); I'm gratified to see so many people willing to get involved in the Division.

Second, the quality and number of research presentations increased dramatically. I think all involved with agree that we really practice two-way symmetrical communication with the top papers -- and the top student papers had about the best interaction among BOTH presenters and audience I've seen in a long time. This bodes well for the future of public relations research. For this I have to thank both Susan Lucarelli Dimmick -- our new vice chair -- and Dean Kruckeberg for their leadership and professionalism. They have set a standard that will be hard to beat.

Third, we made some progress in public relations pedagogy, but not as much as I'd hoped. Dean Kruckeberg's ability to dovetail PRD and the PRSA Educators Section curricular commission really used this year to gear up for a major three-year undertaking -- revamping public relations undergraduate and graduate curriculum.

And, finally, practice. Incorporating the professional with the academic has been a goal of division chairs for as long as I can remember. This year, Bill Adams provided the resources (and stamina) to get the two sides together. The Golin-Harris/McDonald's luncheon and interaction both before and after the meal offered Division members a chance to add new material to their teaching and/or research agendas.

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## Vice chair: 1998 conference panel ideas sought, welcome!

Thank you all for your support of the Public Relations Division officers. One of my goals as vice chair of the division is to gain more active support and involvement in programming for the 1998 national convention. This is an opportunity to bring in truly new programming ideas, particularly if you've ever thought you're hearing the "same old thing" at conventions.

We need your proposals for research, teaching and "issues" panels sent to [sdimmick@utk.edu](mailto:sdimmick@utk.edu) by Oct. 8. The early deadline is necessary because all programming ideas must be sent to AEJMC by the end of October.

We are soliciting your ideas on:

- what other divisions to co-sponsor with on particular topics related to research and teaching, and
- ideas for panels that deal with issues that you think need to be addressed in the profession, both inside and outside of academe.

Here's an example of programming that I have been thinking about: the renewed interest in community relations and relationship-building as a central focus in public relations research and practice where links with advocates of public or civic journalism might be appropriate. Therefore, we could co-sponsor a panel with the Civic Journalism Interest Group to explore possible interactions between civic journalism and community relations. I know some people who are involved in research and teaching in the two areas, so I would solicit their help in recruiting panelists.

I'm sure you walked away from the summer convention with some great ideas for panels next year. Write down those ideas now and e-mail them to me at [sdimmick@utk.edu](mailto:sdimmick@utk.edu) or fax them to me at (423) 974-3896. Do it TODAY because Oct. 8 is just around the corner.

Get involved and help shape the direction of the Public Relations Division for 1998 and beyond.

*Susan Lucarelli Dimmick, Ph.D.*

*University of Tennessee*

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International public relations book to focus on cases in developing countries; educators, practitioners encouraged to contribute their expertise, experience



Editors Linda Scanlan and Judy VanSlyke Turk are seeking case studies of public relations campaigns and projects conducted in Eastern Europe, the former Soviet Union, the Baltics, the Middle East, Asia, Africa and South America for a textbook.

The text is intended to provide public relations instructors in these developing and/or newly democratic regions with material relevant to the practice of public relations in their geographic areas. United States, Canadian and even Western European case studies have little or no relevance to teaching public relations in these areas, and many of those teaching public relations have little or no training or experience in public relations. The need for relevant case studies is great!

While the primary audience for the text will be instructors and students outside the United States and Canada, this collection of case studies might also be of interest to U.S. and Canadian instructors who want to internationalize their curriculum and/or case study courses. Practitioners involved in international issues could also learn from them.

The authors are looking for case studies from corporations, government agencies (at national, regional or local levels), the military, non-government organizations and agencies, and not-for-profit institutions such as schools, hospitals and churches. Work planned and performed by public relations agencies for clients or work planned and performed by an in-house public relations staff are also sought. Educators are also encouraged to collaborate with practitioners on case studies or write the case studies themselves.

The authors are interested in all aspects of public relations practice, including publicity, but are especially eager to receive submissions that deal with these components of public relations: issues management, lobbying, image management, crisis communication, and public opinion formation and change.

- Please let the editors know **before OCT. 1** if you intend to develop and submit a case study for this text. Linda Scanlan's e-mail address is <linscan@norfolk.infl.net>, and Judy VanSlyke Turk's e-mail address is <Turk-Judy@sc.edu>. Or you may fax Judy at (803) 777-4103.

- Case studies must be presented in this format: an executive summary (no longer than one double-spaced page), a statement of the problem or opportunity addressed in the case study; background on the problem or opportunity; the organization(s) involved and the publics affected; statement of goals and objectives of the campaign or project; detailed listing/description of the techniques and tactics used in the campaign or project and the timeline for implementation; and results achieved, with particular attention to whether goals and objectives were met.

- Case studies must be no longer than 30 typewritten/word-processed pages, double-spaced.

- Case studies must be submitted on paper (two copies) and on disk, saved on disk both as an ASCII file and in a word-processing software of the author's choice. The author's name and the software used should be identified on a label affixed to the disk.

- **Deadline** (postmark) for submitting a case study is **DECEMBER 23, 1997.**

- Submissions (**TWO HARD COPIES PLUS DISK**) should be mailed to:

Judy VanSlyke Turk  
College of Journalism and Mass Communications  
University of South Carolina  
Columbia, SC 29208

## Roschwalb memorial fund contributions still needed

The Public Relations Division initiated the Susanne A. Roschwalb Grant for International Study and Research at the 1996 AEJMC Convention by asking its members to contribute to a fund that would support an annual award to a public relations student.

Members of the Division – YOU--responded generously: approximately \$650 was collected.

The Division awarded one \$250 Roschwalb Grant in 1997 -- to Kerry Anderson Crooks, a doctoral student at the University of Florida -- and has "banked" the remainder of the funds as the beginning of what will become, eventually, an endowment.

We need to grow that endowment so we don't live from hand-to-mouth each year. And we'd like to increase the amount of the grant in future years.

So...we're asking YOU to contribute again this year. It's tax deductible, and for TWO very good causes: honoring Sue's memory and helping one of our students.

Please send your check, payable to Public Relations Division/Roschwalb Grant, to:

Judy VanSlyke Turk  
College of Journalism and Mass  
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University of South Carolina  
Columbia, SC 29208

## Things to Think About...

- Theme (plenary) for 1998 conference: "Communication in the Public Interest: Which Public? Whose Interest?"
- Diversity is still a much-mentioned topic on AEJMC's agenda. A fruitful topic for a research paper or panel?
- AEJMC Research Committee is now headed up by Carolyn Cline; MaryAnn Ferguson heads up AEJ's Teaching Committee.
- AEJMC is looking for "group/division histories."
- Mid-Winter is in New Orleans Dec. 5-7; your ideas for panels and conference sessions are needed. See Vice-Chair Susan Lucarelli Dimmick's column on page 3 for details.
- AEJMC dues may go up to \$85!
- Survey shows only about 1/4 of conference attendees are attending any given session!
- Now is the time to begin working on research papers for next year's conference. Submission categories include teaching public relations, public relations research, and student public relations research. Remember: the best papers are also awarded monetary prizes.
- Visit the PRD Website at: [www.usc.edu/dept/annenberglprd](http://www.usc.edu/dept/annenberglprd) In addition to PRD newsletters, past editions of *Teaching Public Relations* are also available.

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There are many other things we did, some of which I really didn't think would happen. I appreciate all the support from members regarding my drive for research award funding. I think that Judy VanSlyke Turk and Linda Scanlan's case study book is a step in internationalizing the Division. The addition of vice-chair-elect should make divisional leadership better and smooth the rather bumpy ride the vice-chair has in stepping in and immediately planning divisional programs.

I'd like to end by thinking all those division members who helped me this year. You are too many to mention individually in this short column, but you know who you are. Whatever measure of success I've had in my short time "at the top" is truly a function of your support and efforts. Thank you.

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