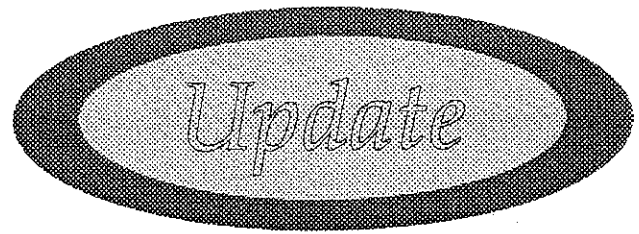


Public Relations



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

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Spring 1997

Publish without perishing -- Journal editors advise academics on guidelines to get scholarship in print

by Barb DeSanto APR

What most college instructors tell their own students about writing -- know your audience, don't hand in first-drafts of things, be interesting, and meet deadlines -- are key considerations in getting their own academic work published, said three top mass communication journal editors.

Speaking as part of a panel on getting published at the Association for Education in Journalism and Mass Communication in Anaheim, Calif., last August, *Journalism Quarterly* editor Ted Glasser (Stanford University), *Journalism and Mass Communication Educator* editor Jim Crook (University of Tennessee), and *Journalism History* editor Barbara Cloud (University of Nevada, Las Vegas) explained their publishing criteria.

Glasser describes *JQ* as an elite publication for authors; only 10 percent of all submitted manuscripts survive the rigorous review process and grace the journal's

pages. As editor Glasser said he attempts to match submitted articles with reviewers who have expertise in the written-about topic, and relies on these reviewers to offer authors constructive comments.

The major problems rejected articles suffer from include:

- Being written in the wrong format for the publication;
- Offering an inappropriate topic for the publication;
- Submitting work not tested on any other colleague before sending it to a journal;
- Not including any theoretical underpinning in what is supposed to be scholarly work. One of his main criteria is that *JQ* articles "...contribute to the field, the Body of Knowledge," he said;

• And what Glasser called a "major problem:" Submitting papers that are little more than first-drafts, more like term-papers than academic manuscripts.

Being interesting is not enough in today's publishing world; publishable manuscripts are also theoretically based and contributors

to already established lines of scholarships, Glasser said, adding "What does the finding tell us?"

JQ authors should also remember that they may revise any rejected manuscripts and re-submit them, he added.

Educators writing for *Journalism and Mass Communication Educator*, currently edited by Jim Crook at the University of Tennessee, may find many similarities between

Glasser and Crook's comments and a slightly higher acceptance rate for *JMCE* manuscripts. About one-third (33 percent) of the article's submitted are eventually published, Crook said. His major considerations for sending out articles to *JMCE* reviewers include:

- Does the article topic fit the role and/or scope of the journal?
- Does the article's information contribute to curriculum instruction and leadership?
- Does the article's information add new knowledge to communi

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What's Inside:

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- Mark your calendar for PR Division panels, presentations Page 4
- A modest but prolific scholar's advice on getting published Page 7



Public Relations Division seeks papers to feature in Windy City summer setting

Public Relations Research, Teaching, Student Papers Sought *Category: Public Relations Research*

Faculty and students are invited to submit competitive papers related to public relations research to Dr. Susan Lucarelli Dimmick, Chair of the Public Relations Research Committee.

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(2) 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, 1997**. (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 and 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 1997 edition of *AEJMC NEWS*.

Send copies, disks and correspondence to:

Dr. Susan Lucarelli-Dimmick
Chair, Public Relations Research Committee
The University of Tennessee, School of Journalism
330 Communications Building
Knoxville, TN 37996-0330
(Internet: sdimmick@utk.edu)

Category: Public Relations Teaching

Scholars are invited to submit papers on any aspect of teaching public relations research, including values in curriculum choice, 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.

The three best teaching papers will earn their authors cash awards sponsored by the International Association of Business Communicators (IABC).

Papers must be postmarked no later than **April 1, 1997**. Authors of accepted papers will be notified by May 15. Send six (6) copies of the paper, each without identifying author(s) and six (6) copies of an abstract no longer than 75 words. Send one title page that identifies the 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 paper in digital form that is clearly marked with the name of the paper and the author(s) as

Submissions- continued on page 3

well as 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 needs to 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 Mark McElreath, Chair
Public Relations Division's Teaching Committee
Department of Speech and Mass Communication
Towson, Maryland 21252

Category: Student Public Relations Papers

The Research Committee of the Public Relations Division invites STUDENTS ONLY (Please, no papers with faculty co-authors!) to submit public relations research papers to AEJMC's national convention. First time submissions from students are especially encouraged.

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; papers 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 paper's cover sheet.

Six (6) copies of each paper must be postmarked no later than **April 1, 1997**. (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, the author may check "NO" on all items, but the form needs to be included with the paper submission. For format requirements, see the January 1997 edition of AEJMC NEWS.

Send submissions, disks and correspondence to:

Dr. Dean Kruckeberg
Chair, Student Competitive Papers Session
The University of Northern Iowa
Department of Communication Studies
Cedar Falls, Iowa 50614-0357
(Internet: kruckeberg@cobra.uni.edu)

Stacks sees paper competition as building stone to professional PRD growth

It is appropriate that my column begin at the end of the call for competitive papers. If asked what I think I have contributed to the Division over my three years (one year as research chair, one as vice-chair, once as chair), I think I would argue that I have tried to put research into its correct perspective: at the forefront of the Division.

This coming meeting's schedule of events seems to reflect this (and much of the schedule is Bill Adams' work, thanks, Bill).

Looking over the planned meetings it is apparent that research has been and will continue to be

important to us. We were offered extra research sessions due to our past performance, as well as our "rigorous" standards regarding paper acceptance. This meeting will find top papers in three areas: general research, teaching research (and, except for the association-wide call, I believe we are the only Division that recognizes top pedagogical research papers), and student (without faculty co-authorship) and debut papers. I hope this trend continues and that paper submissions increase both in terms of quantity (always important for *Stacks* -- continued on page 8



AEJMC Chicago Public Relations 1997 Convention Programs, Panels, Activities

Mark your calendars and make your plans -- the Public Relations Division of AEJMC is offering a host of informative sessions throughout this year's Chicagoland convention.

Tuesday, July 29

- Preconference Seminar with Law - 9 a.m. - 4 p.m.
Presented by Barbara Petersen, University of South Florida and Kathy Fitzpatrick, Southern Methodist University.
- Preconference Roundtables - 7:30 - 10 p.m.

Wednesday, July 30

- Competitive Research Panel - 8:15 - 9:45 a.m.
- Ethics Pedagogy in Advertising and Public Relations - 10 - 11:30 a.m.
- Competitive Research Panel - 1:30 - 2:45 p.m.
- Competitive Research Panel - 3 - 4:30 p.m.

Thursday, July 31

- Executive Board Meeting (old) - 7 - 8 a.m.
- Luncheon (off-site) - 11:30 a.m. - 1 p.m.
- IMC Panel - 2:45 - 4:15 p.m.
- Standard 12: Has It Really Worked? - 4:30 - 6 p.m.
- PRD Business Meeting - 8 - 9:30 p.m.

Friday, August 1

- Executive Board Meeting (new) - 7 - 8 a.m.
- Exploring Constitutional Restrictions on Lobbying and Political Actions - 8:45 - 10:15 a.m.
- Competitive Research Panel - 1 - 2:30 p.m.
- Turning the Tides: "Helping" Organizations Try to Change Media Images - 2:45 - 4:15 p.m.
- Preparing Students for Complex Workplaces - 4:30 - 6 p.m.
- Division Social - 9:45 - 11 p.m.

Saturday, August 2

- Joint PR International Panel - 8:45 - 10:15 a.m.
- The Demands of Global Competition: Ethical and Professional Concerns in International Public Relations and Communication - 10:30 a.m. - Noon
- Competitive Research Panel - 1 - 2:30 p.m.
- Competitive Research Panel - 2:45 - 4:15 p.m.

AEJMC 1997 Convention Paper Reproduction Permission Form

Paper Title:
Author(s):
Group Paper Accepted By:

AEJMC Archives

AEJMC has traditionally made photocopies of convention papers available to researchers upon request. More recently it has made papers available electronically over the global Internet. Papers may eventually be made available for purchase on a CD-ROM.

In August 1995 the AEJMC Executive Committee passed a formal statement that "authors of papers presented at its annual meeting and then made available on-line retain the copyright and that on-line availability of papers does not constitute a bar to subsequent publication in official AEJMC publications. Authors retain copyright until they sign a formal agreement with a journal."

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Teaching Standards Committee seeking papers on innovative teaching

AEJMC's Teaching Standards Committee is seeking papers for a special convention session promoting excellence in teaching.

The Committee will award a \$300 prize for the top paper, a \$200 prize for second place, and a \$100 prize for third. Winning authors must be present at the Chicago convention to present their papers, which will also be submitted to *Journalism & Mass Communication Educator* for consideration by its editor.

The Committee encourages a diversity in topics and methodologies. Applicants are encouraged to submit papers that encourage excellence in teaching of any type, including undergraduate, graduate and distance learning.

Examples of acceptable topics include comparing the effectiveness of various teaching techniques; investigating the innovative application of computers; analyzing successful or innovative programs; considering diversity

issues; or addressing instructional objectives and their measurements.

The papers will be refereed and should go beyond simple descriptions. Papers should include a rigorous analysis of the findings -- an analysis that suggests some direction for the future. Teaching tips or papers about curriculum design are not appropriate for this competition. However, teaching activities which include a careful, systematic assessment of results are encouraged.

People entering the competition should send one original and four (4) copies of their paper, along with a 250-word abstract, to:

Fred Fedler
School of Communication
University of Central Florida
Orlando, FL 32816-1344
Tel: (407) 823-2839
(407) 365-6974

A cover page, attached to only

the original, should list the name, title, address, affiliation and office and home telephone number of each author. Faculty members who enclosed a self-addressed, stamped envelope or postcard will be notified of their paper's arrival.

The maximum length is 25 pages, excluding endnotes and tables. Papers must be posted by **April 1, 1997**. Faxes will not be accepted.

Only original papers will be accepted. A paper presented to another organization or submitted to other AEJMC divisions, conventions or publications is ineligible.

For more information, contact Fedler or Marilyn Kern-Foxworth, chair of AEJMC's Teaching Standards Committee, Department of Journalism, Texas A&M University, 230 Reed McDonald, College Station, TX 77843-4111; telephone 309/845-4611.

Grand Old Opry, Blues, & Competition!

Public relations papers sought for PRSA competition in Nashville

The Educators' Section of the PRSA invites both faculty and students to submit competitive papers related to public relations research and teaching for PRSA's National Conference, Nov. 9 - 11, 1997, in Nashville, Tenn. Faculty and student submissions will be judged in separate categories.

Papers should test, refine or expand public relations theory, teaching 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.

All papers must include a cover page identifying the author(s), mailing address(es), and telephone number(s). The paper should include a running title and a 75-word abstract. The only identification should be a running head without the authors' names. Student authors should indicate their student status on the first page of the paper.

Four (4) copies of the paper must be postmarked no later than **June 10, 1997**. No e-mail or fax submissions will be considered.

Send four (4) copies to:

Kathleen A. Martinelli, Chair
PRSA Competitive Papers
School of Journalism & Mass Communications
San Jose State University
One Washington Square
San Jose, CA 95192-0055

cation education, challenge accepted ways, and/or expand knowledge from one subspeciality to another?

•Does the author include a critical analysis of the what the research found; "How it will it change or affect our field," Crook said.

While Crook said *JMCE* is usually not interested in purely descriptive pieces, that type of research is valuable if it adds knowledge to a new field such as computer applications.

One major practical consideration for journal articles, Crook added, is that they almost always need to be shortened. Scholars should also feel free to communicate with the editor by phone or mail during the writing process,

he said.

Cloud's *Journalism History* accepts about 2 percent of articles outright while rejecting about 20 percent outright. But she advised educators to keep revising their articles and resubmitting them which greatly increases their chances of getting published. Cloud cautioned, however, that revising means "not just cutting and pasting" but making real changes to manuscripts.

Cloud's main tips centered on writing styles:

- Use the style of the journal to which you are submitting something;
- Follow journal directions for doing things; for example, submit articles on the disk format (IBM or Mac) according to directions and

include a hard copy as backup;

•Be interesting; "history is a story -- write that way," Cloud said.

The three editors also stressed that publication reviews are blind reviews and that they use reviewers' comments to help authors focus their rewrites so pieces are ultimately publishable. Also important is including a concise but relevant bibliography.

The typical review process involves editors doing an initial review to decide which of the publications two or three reviewers would be most appropriate content experts, sending the article to them, and encouraging a quick turnaround time.

Prolific writer reveals secrets to earning desired journal bylines

Ed Adams, Angelo State University, San Angelo, Texas, is perhaps one of the most prolific scholar/writers, having eight refereed articles accepted for publication in 1995 - 1996. He claims to have no special publishing abilities but willingly shared his tips as a scholar:

- Target journals before you write, including making sure that submissions to major journals include a theoretical framework as part of the research.
- Make sure articles clearly explain a major contribution to the appropriate field.
- Accept rejection as an opportunity. "Lose the ego," Adams said. Instead, pay attention to the reviewers' comments, revise, and send the research back.
- Don't forget about journals outside the communication field, such as the *Journal of Business Communication*, which are related but often forgotten in the narrow vision to target only the well-

known mass communication journals.

- Plan your writing time, schedule it, and stick to it.
- Have a colleague pre-read -- and re-read -- an article before submitting it and use those comments to revise it.
- In the cover letter to editors, tell them who pre-read the article so editors can assign the article to different reviewers, saving both the editor and the author time and preserving the blind review process.
- Have articles in different stages. Adams typically has three articles in process at one time; one in a conceptual stage, one in the data gathering and writing stage, and one submitted for review.
- Find a co-author - someone whose strengths and weaknesses mesh with your strengths and weaknesses; i.e., if you're good with stats, find someone good with literature reviews.

Webmaster Carolyn Cline, immediate past PRD leader, has moved PRD's communication into cyberspace!

Visit the Public Relations Division Web Site at:

www.usc.edu/dept/annenberg/prd

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reporting purposes) and quality (always important for growth purposes).

The challenge, as I see it, is to increase our research productivity in all three areas: general

research, teaching research, and student research. I hope we, as a Division, meet that challenge this year -- more on this topic in the PRD Update.

Don Stacks

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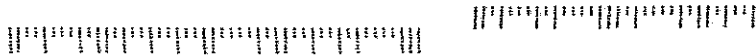
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