

Professionals Contribute to AEJMC PR Division's Research Program in Chicago

Recent developments have demonstrated a commitment by the professional public relations community to recognize educators' contributions to public relations theory, research and practice.

Division Head Don Stacks reports that the Arthur W. Page Society has agreed to underwrite the Division's "Top Three Research Papers" competition at both faculty and student levels. The Page Society will provide \$1,000 for top paper awards this year. The awards, to be divided equally between faculty and student papers, are what Stacks' reported as "the first of what is hoped will become a continuing commitment from the professional community to public relations theory and research."

According to Donald K. Wright, former Division Head and a member of the Page Society's Board of Trustees, the Page Society "was founded in 1983 and today is comprised mainly of senior public relations and corporate communications executives from Fortune 500 companies to enrich and strengthen public relations and corporate communications."

In a second development, Division Vice-Head Bill Adams announced that Golin/Harris Communications, Chicago, and McDonald's will underwrite the Division luncheon at the conference. "The luncheon will be held off-site and limited to about 65 people," Adams said. He indicated that information will soon be in the mail concerning signing up, location and possible costs.

The Arthur W. Page Society's underwriting of the Division's top research papers, along with IABC support of the top teaching papers, rounds out the Division's attempts to recognize and reward excellence in theory and research. All top paper authors will be recognized at the Golin/Harris-McDonald's luncheon.

Both Stacks and Adams have worked to establish the Division's commitment to working with and helping the professional community through both the research awards and luncheon sponsorship. They believe this year's AEJMC's events will enhance that relationship.

Florida student to receive first S.B. Roschwalb research grant

Intense research on British public relations and public policy issues earned Kerry Anderson Crooks the first Susanne B. Roschwalb grant awarded by the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC).

Crooks, a University of Florida doctoral student, plans to use the \$250 grant to continue researching European policy issues for information to finish his dissertation. Crook's study of Scottish water privatization issues was recognized by AEJMC's Kappa

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AEJMCJuly 30-Aug 2
Chicago**AEJMC Chicago Public Relations Division 1997
Convention Programs, Panel, Activities**

- 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 & 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.

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Tau Alpha graduate award at last year's national conference in Anaheim, Calif.

"For some years now, I traveled to Europe to study and conduct research on a variety of subjects. On each occasion, I did so without funding," Crooks said. Crooks' studies include work at Cambridge University in the United Kingdom and the European-American Institute in Nice, France.

"His research has reached deeply into the halls and corridors of British institutions and the quality of his research speaks well

of his dedication...(and the) international scope of his research has made Mr. Crooks a valuable asset to the University of Florida and the Academy as a whole," said Dr. Gail Baker Woods, head of the university's public relations department.

The \$250 grant honors the late Susanne B. Roschwalb, public relations educator, practitioner and AEJMC member. The grant is intended to offset travel expenses involved with research conducted outside of the United States.

Visit the PR Division Web site at www.usc.edu/dept/annenbergh/prd

Division head grateful professional support not a mirage for public relations education efforts

As evidenced by the lead story in this issue, Bill Adams and I have been working hard to get the public relations professionals to work with us. My part of this has been in trying to get public relations groups to contribute money toward research paper awards. The road was long and twisted.

I find it ironic that the professional association that could best use our theory and research tends to keep educators at a distance. I have been a PRSA member for seven years (not all that long compared to many PRD members), and served as PRSSA adviser for four of those seven years. Of the seven years, I spent four on the Research Board.

Looking back on my leadership experience with PRSA now and then, I find myself wondering if the organization practices what it preaches -- mainly, two-way symmetrical public relations.

When I approached PRSA for research support, I began with the fact that for several years IABC has monetarily supported the top teaching paper panel with cash awards for the top pedagogical papers. It seemed to me then -- as it does now -- that PRSA, whose members as a group should be using PRD member theory, research

findings, and practice tips, would embrace a modest request for support and recognition of research support if for nothing else than the positive PR it would generate.

Well, I was wrong. In an oblique response from PRSA I was informed that the PRSA Foundation reviewed such requests, and that "(T)he Foundation is in the midst of reviewing its current mission statement and while it has supported requests (for research support)..., a new mission statement may lead it in a new direction. The Foundation is interested in doing more large scale and important projects."

What, I ask, is more important than expanding our knowledge of public relations theory and practice through research? What are "more large scale and important projects?"

Upon hearing from the Arthur W. Page Society that they would fund not only top faculty but top student research, I called PRSA to see what the status of our request was, but no one ever called back.

I'd like to take a line or two to thank those at the Page Society for its support of public relations research. I believe it speaks volumes

about how and where the society places theory and research. I hope we can continue this relationship in the future, perhaps renaming our TOP three paper panel the "Arthur W. Page Society Research Competition." I wonder what kind of press that would attract?

Well, I've digressed enough about my experiences with PRSA. I've got a feeling that others who read this may have similar experiences -- whether with the national office or at the yearly conference.

I would like to congratulate Bill for working so diligently on our luncheon. Getting Golin/Harris and McDonald's to sponsor an off-site luncheon not only provides an important PFR experience for those who sign up early enough to get a seat, but also bolsters the professional-liaison program the Division has been working with for several years. I hope to use the luncheon as a way to further increase our visibility with local professionals and to cement relationships between educators and practitioners.

I look forward to seeing each of you in Chicago.

Don Stacks

Public Relations Update, the news journal of the Public Relations Division of AEJMC, is produced 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.
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PRSA's Educators' Section seeking public relations papers to jazz up national conference agenda

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.

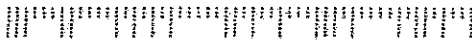
Papers should test, refine or expand public relations theory, teaching or practices; critically review issues relevant to public relations theory and research; explore methods of effective public relations practice. Submissions employing all methods of inquiry are invited. Papers should include appropriate 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:

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