

Public Relations Update

The News Journal of the Public Relations Division of the Association for Education in Journalism & Mass Communication
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First Roschwalb Award Winner Pens Thanks for Study Abroad Opportunity

Being recognized for my work in international public relations through the Roschwalb Grant was a singular thrill for me.

More than 12 years ago, I embarked on a journey to research the events surrounding the men and women who flew and supported the very dangerous strategic reconnaissance missions around the world. Thousands of miles and photographs later a massive multi-media presentation was created that chronicled those missions and people largely forgotten. This entire journey was paid out-of-pocket.

Several years later, I went to the University of Cambridge, piggybacking on a summer program, to conduct research on changes to the British educational system.

Shortly thereafter, I took vacation time away from my position as a utility public relations manager to research the public relations issues surrounding the privatization efforts of British water utility systems. The findings of this research was carried in a series of articles published by the National Association of Water Companies in their magazine, *Water*.

Finally, during my studies at the University of Florida, I have worked on a distance learning program for the European-American Institute in Nice, France, to better prepare its students for final studies at the Florida Institute of Technology and I have continued with chronicling the public relations issues surrounding the reorganization of water utilities in Scotland.

All in all, I have visited a dozen countries and numerous U.S. states to conduct my research. The expense has been immense, with costs driven by air travel

fares, train rides, taxis, hotel rooms, photographic film and equipment, telephone calls, and so on. Just prior to receiving the grant, I had returned from a five week trip to Europe to complete my research on the water utility issues.

However, for the first time, I had a travel companion, my 3 1/2 year old daughter, Kate. She was off to Europe to see family she had never met. While she was of limited value as a research assistant, I would not have traded that experience for the world. Yet, when I returned, the bills came due. Receiving the Roschwalb Grant at that time came as a financial relief.

However, even more than the grant money the greatest satisfaction I felt was knowing the

efforts I had made were appreciated by the professionals in my chosen field. Recently, I had the honor of joining with my brother in presenting a paper at a national conference. This happy occasion was enhanced when several people came up to me and congratulated me on receiving the Roschwalb Grant.

To receive these personal forms of recognition with my brother present was heartwarming and worth more than money can provide.

I was sorry I could not be at the AEJMC conference to formally receive the award as I was in the midst of my qualifying examinations. My thoughts were with the Roschwalb family and all those who made this grant program possible. Public relations is not defined by national borders. It is defined by the quality of our relationships to the publics we serve, wherever they may be.

Cheers, Kerry Anderson Crooks

Guidelines for AEJMC Conference Papers

Category: Public Relations Research

- **What:** Papers test, refine, expand public relations theories, practices; review issues related to theory, practice; explore methods of practice.
- **How:** cover page with author(s); mailing address(es); phone number(s); e-mail (if available); paper title; 75-word abstract; six copies of paper; disk with author(s) name; signed permission form. No e-mail or fax submissions.
- **When:** Submission deadline April 1, 1998, postmark
- **Who:** Dr. Lynne Sallot, Chair, Public Relations Research Committee, The University of Georgia, College of Journalism, 239C Journalism Bldg., Sanford Drive at Baldwin Street, Athens, GA 30602-3018
E-mail: <sallot@uga.cc.uga.edu>

Category: Teaching Public Relations

- **What:** Papers about teaching, including curriculum, adapting classroom instruction to technology; educational trends, faculty development, diversity, student motivation, approaches to teaching, assessing outcomes & preparing students for lifelong learning.
- **How:** cover page with author(s); mailing address(es); phone number(s); e-mail (if available); paper title; 75-word abstract; six copies of paper; disk with author(s) name; signed permission form. No e-mail or fax submissions.
- **When:** Submission deadline April 1, 1998, postmark
- **Who:** Dr. Mitch Land, Chair, Teaching Public Relations Committee, Department of Journalism, University of North Texas, P.O. Box 305280, Denton, TX 76203-s5280; Phone: (940) 565-4917; E-mail: <mland@unt.edu>

Category: Public Relations Student Competition

- **What:** Papers test or critically review public relations theory or practice theory or explore effective public relations practice methods.
- **How:** cover page with author(s); mailing address(es); phone number(s); e-mail (if available); paper title; 75-word abstract; six copies of paper; disk with author(s) name; signed permission form. No e-mail or fax submissions. NO papers co-authored with faculty members.
- **When:** Submission deadline April 1, 1998, postmark
- **Who:** Dr. Pamela G. Bourland-Davis, Chair, Student Competitive Papers Session, Department of Communication Arts, P.O. Box 809, Georgia Southern University, Statesboro, GA 30460

Category: Teaching Standards Committee

- **What:** Papers that encourage excellence in teaching from undergraduate to distance learning. such as assessing courses, comparing teaching techniques, measuring teaching objectives, etc.
- **How:** cover page with author(s); mailing address(es); phone number(s); e-mail (if available); paper title; 250-word abstract; one original & four copies of paper; disk with author(s) name; signed permission form. No e-mail or fax submissions. Maximum length is 25 pages.
- **When:** Submission deadline April 1, 1998, postmark
- **Who:** Dr. Fred Fedler, School of Communication, University of Central Florida, Orlando, FL 32816-1344

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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Roschwalb Award Fund needs Your contributions for replenishment, growth for developing scholars

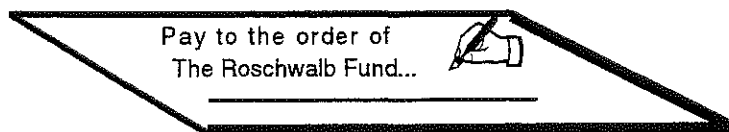
The first Roschwalb Grant was awarded in April 1997 -- less than 12 months after the program was created -- because PRD members responded generously with contributions of \$650 to the first request for support. To build up the award fund and provide for larger grants in the future, your dollars are needed.

Contributions serve three purposes:

- They help defray travel expenses for a student studying outside the United States.
- Through the student's work, he or she helps develop knowledge about international public relations, a subject of growing importance.
- The students honor the memory of Sue Roschwalb, whose vitality and energy contributed to the success of the Public Relations Division.

Send your tax-deductible check, payable to the Public Relations Division, AEJMC, to:
Judy VanSlyke Turk

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



Public Relations Teaching Positions Available...

University of Arkansas at Little Rock

The University of Arkansas at Little Rock Department of Journalism seeks a faculty member to lead the public relations sequence. Applicants also must be qualified to teach other related undergraduate and graduate journalism courses, including computer-assisted reporting and quantitative research.

Candidates should provide evidence of good teaching and an established record of scholarly publications. This is a tenure-track position at the assistant professor level starting in August 1998. Doctorate with appropriate professional experience preferred.

Send a resume, three letters of reference and a transcript to Search Committee Chair, Department of Journalism, UALR, 2801 South University Avenue, Little Rock, AR 72204-1099.

Syracuse University

The opportunity to join the S.I. Newhouse School of Public Communications as a tenure-track, assistant/associate professor in public relations, beginning August 1998. Primary focus on teaching undergraduate & graduate public relations writing; other teaching assignments on a rotational basis.

Minimum qualifications: a master's degree, five years' experience in the profession, demonstrated excellence in writing; experience in teaching/coaching writing to university students, and potential to conduct scholarly research.

Send cover letter, resume (or curriculum vitae) and a list of three references no later than March 2 to Maria P. Russell, Chair, Public Relations Search, S.I. Newhouse School of Public Communications, 215 University Place, Syracuse University, Syracuse, NY 13244-2100

Questionnaire...

In the last PRD newsletter you received a very attractive blue questionnaire asking you to identify texts used to teach research to students.

If you haven't had time to respond, please do...and if you have responded, accept thanks from Don Wright and Barb DeSanto.

If you need another questionnaire, contact Barb at phone (405) 743-2386; Fax (405) 743-2396 or e-mail <paradoc@cow-boy.net>

Bits 'n Pieces

New Feature...

Dr. Doug Newsom, TCU, has suggested that we add a feature to our newsletter patterned after the Alliances Information Model used by the *Newspaper Research Journal*.

For this feature, educators would contribute information about how they incorporate professional practitioners into work with their students.

Components include:

- Situation or Opportunity or Problem;
- Action Taken/Solution (How accomplished)
- Results & Recommendations
- Benefits to Schools
- Benefits to Professionals

Send feedback to Barb DeSanto, c/o PRD Newsletter at the address in the masthead.

**Lunch &
Learn:
Ketchum to
sponsor Baltimore's
PRD awards
luncheon**

Following the impressive lead established by Golin-Harris at last year's PRD luncheon is John Paluszek, APR, Fellow PRSA and president of Ketchum Public Affairs in New York.

Last year's luncheon, co-sponsored by Golin-Harris and one of its most visible clients, McDonalds, featured Al Golin's classic case study of McDonald's trust building as a community investment.

Paluszek, a PRSA past president and 1994 Gold Anvil Award winner, will be this year's main speaker. As with Golin

last year, Paluszek's presentation will be of interest to all division members, and may touch on his work with the new PRSA Commission on Public Relations Education.

Watch your mail for further information on signing up for the luncheon, which is limited to a specified number of attendees and award-winners.

The luncheon is scheduled for Thursday, Aug. 6.

PRSA Educators' Academy Baltimore Conference Set for June

Mark your calendars for another Maryland-based conference!

The PRSA Educators' Academy's interdisciplinary research conference invites researchers to submit their work to sharing and recognition at the Academy's June 12-14, 1998, conference.

"The purpose of the conference is to achieve interdisciplinary involve-

ment, education and understanding of public relations and its social purpose as a profession. What makes this conference different from other forums is that it has been organized to draw research presentations from across disciplinary lines," said Mel Sharpe, the Academy's chair.

Early-bird registration for the Academy's international, interdisci-

plinary conference is April 15 at a fee of \$250.

Later registrants will pay \$300.

James Grunig of the University of Maryland and Mark McElreath of Towson University are this year's conference co-chairs.

For more information, contact Grunig at (301)-405-2416.

**Visit the PR Division Web site at:
www.usc.edu/dept/annenberg/prd**

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