

Public Relations Update

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

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Ketchum Worldwide President: Future includes public relations in education, the board room

by R. John DeSanto

In addition to sponsoring the annual AEJMC Public Relations Division Awards Luncheon at the Baltimore convention, Ketchum Public Relations Worldwide also provided the entertaining and informative keynote speaker, John Paluszek. The president of Ketchum Public Affairs, Kaluszek shared some of his ideas about the future of public relations with a packed house of public relations educators, graduate students and practitioners.

As co-chairman of the Commission for Public Relations Education, he offered these three main insights:

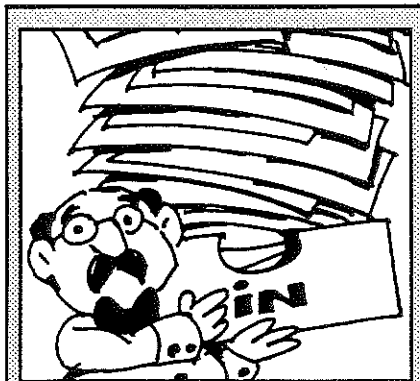
- There will someday be serious undergraduate public relations sequences at Ivy League schools and similar-type institutions where none exists today. "My point - and that's the importance to a modern, open society - that before long, no respected institution of higher

learning will be able to ignore it," Paluszek said.

- There will someday be a Public Relations College. "I don't mean the fine sequences of four or five core courses and electives which many...now offer, (but) a two-year college that examines the many societal elements that public relations professionals must master and impact," Paluszek said.

- There will soon be a seat at the Board of Directors' table for a public relations professional. "In this day and age, how can a Board of Directors be responsible for the long-term health of an institution without professional expertise on what will affect the institution's reputation? It's coming," he said.

The luncheon was presided over by outgoing Chair, Bill Adams of Florida International while Jack Felton, past PRSA president and University of Florida visiting professor, announced research paper award winners.



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Public Relations Division resolution supports public relations education

What better place than the Baltimore-based national AEJMC conference to voice support for the University of Maryland's efforts to keep its undergraduate public relations sequence. Associate Dean Elizabeth Toth, APR, Syracuse University, and Assistant Professor Barbara DeSanto, APR, Oklahoma State University, composed the following resolution which was signed by outgoing chair Bill Adams and forwarded to the University of Maryland provost.

Resolution Text

Be it resolved that the more than 450 members of the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC) support the undergraduate public relations major at the University of Maryland. This undergraduate program has a long history as a model of undergraduate public relations education and, in so doing, has served as a model and mentor for educational institutions around the globe.

We join with the Board of the Educators Academy of the Public Relations Society of America (PRSA) in recognizing the need to educate

Resolution -- continued on page 2

University of Maryland Resolution - continued from page 1

professionals for one of the fastest growing professions in the world -- public relations. We also concur with the Educators Academy that the important distinctions and professional requirements of the equally important disciplines of journalism and public relations in a democratic society require different but complementary curricula.

The public relations curriculum at the University of Maryland is firmly based on the recommendations of the National Commission on Undergraduate Public Relations Education, a document designed and adopted with input and approval by both AEJMC and PRSA. This academic and professional curriculum demonstrates that public relations is a viable, important part of mass communication education and merits professional and academic recognition on the same level as journalism.

We urge the University of Maryland administration to consider the far-reaching consequences of eliminating the public relations undergraduate program. Students will choose to attend universities where they can major in the profession, and students who do not

have the option at Maryland of majoring in public relations will find themselves competing in a workplace where other undergraduates do have knowledge of the academic theory and practice of public relations. The Public Relations Student Society of America (PRSSA) chapter will not meet the requirements for maintaining its valuable pre-professional chapter, and may forfeit its valuable contacts and alliances gained by interacting with the profession. In addition, public relations internship opportunities, a key ingredient in securing a job in public relations, will also be jeopardized because Maryland students will not be prepared to compete for public relations internships with students who are sufficiently prepared.

Therefore, we urge the University of Maryland to keep the undergraduate public relations program as outlined by the Undergraduate Commission on Public Relations Education.

Sincerely yours,
William C. Adams

Roschwalb fund needs donations: Honor a premiere educator's memory while helping international education

The Public Relations Division seeks donations to the Susanne A. Roschwalb Grant Fund to support an award for international study or research to a public relations undergraduate or graduate student in 1999.

Division members responded generously in 1996, the year the fund was established; \$650 was raised that year. But since then, donations have slumped to only \$150 in 1998.

When the fund was established to honor Division member Sue Roschwalb who died in 1996, the Division's hope was that it could award at least one \$250 Roschwalb Award each year. At the same time, the Division wants to continue adding to the Fund so that the Fund might eventually become endowed and self-sustaining.

Won't YOU contribute this year? Your donation is tax deductible and goes to TWO very good causes:

Honoring Sue's memory and helping one of our students. Send your check, payable to Public Relations Division/Roschwalb Grant, to:

Dr. Judy VanSlyke Turk
College of Journalism &
Mass Communications
University of South Carolina
Columbia, SC 29208

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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And the Winners Are:
Public Relations Scholars Contribute in Three Categories

Baltimore proved that once again public relations is in the forefront of producing and sharing great research. The following are summaries of the top three papers in each of the three scholarly categories. Copies of the complete papers are available at a nominal cost from AEJMC at LeConte College, Room 121, University of South Carolina, Columbia, SC 29208-0152; phone (803) 777-2005.

Top Three Research Papers

The \$1,000 in prize money for the top three category papers was donated by the Arthur W. Page Society.

First Place - \$500

"Public Relations' Potential Contribution to Effective Healthcare Management,"
 Chandra Grosse Gordon, Davis Partners, &
 Kathleen S. Kelly, Southwestern Louisiana

A national survey of 191 heads of public relations departments in hospitals measured the department's expertise or knowledge to practice excellent public relations, as defined by recent research. Using two scales original to the study, correlations showed strong and significant relationships between organizational effectiveness and departments with high potential to practice the two-way symmetrical model, enact the manager role, and participate in strategic planning. Findings can be used by hospitals to help resolve the current healthcare crisis.

Second Place - \$300

"Learning to Swim Skillfully in Uncharted Waters: Doris E. Fleischmann, 1913-1922," Susan Henry, Calif. State University - Northridge
 Between 1913 and 1922 public relations began to be established as a profession and the life of one of its

previously unacknowledged pioneers -- Doris E. Fleischmann--changed in remarkable ways. This paper charts Fleischman's early career as a newspaper reporter and then as the first employee hired by Edward L. Bernays. It describes some of their early campaigns and the growing collaboration between them until 1922, when she became an equal partner in the firm of Edward L. Bernays, Counsel on Public Relations.

Third Place - \$200

"Reaching Publics on the Web During the 1996 Presidential Campaign," Carol Anne McKeown & Kenneth D. Plowman, San Jose State

This case study explored how the 1996 Democratic and Republican parties' presidential candidates used the World Wide Web to communicate to voters during the general election. The study found that the campaigns were able to present more in-depth issue information through this new communication medium than traditional media channels. Results also indicated that the campaigns did not use this new technology to increase interaction between voters & candidates.

Top Three Teaching Papers

The \$500 in prize money for the top three papers was donated by the International Association of Business Communicators (IABC).

First Place - \$250

"High Tech vs. High Concepts: A survey of technology integration in U.S. public relations curricula," Patricia A. Curtin, Elizabeth Witherpoon, APR, & Dulcie M. Straughan, North Carolina

A perennial issue in the journalism & mass communication professions is whether students are acquiring the skills they need to enter & thrive in an ever-changing work environment. This paper reports the results of an electronic mail survey of public relations educators about how they integrate new technology use & instruction into their curricula. The second phase of

the study will survey public relations practitioners about technology skills they require of entry-level employees.

Second Place - \$150

"Teaching Public Relations Campaigns: The Current State of the Art," Vincent L. Benigni, Georgia, and Glen T. Cameron, Missouri

A national survey of campaigns professors was conducted to provide public relations faculty with helpful pedagogical information about the public relations campaigns course and to provide the current
Top Three Teaching Papers -- continued on page 7

Dooby-dooby-doo

Adams croons Sinatra : "It was a *very* good year...!"

That this was a "very good year" is due in the most part to our wonderful supportive group of Public Relations Division officers and general membership, who made my one-year stewardship easy and fun, yet full of accomplishments. Building on the platform left for the Division by past-president Don Stacks, we took renewed strides toward continuing solid relationships with other divisions and interest groups, professional associations and practitioners. Underwriting and funding for various PRD activities remained strong, including monetary awards for teaching, research and student competitive papers.

And while we won't be socking away cash in offshore banks any time soon, our treasury held up quite well in the past year, allowing us to produce a solid divisional newsletter, thanks to our flinty-eyed editor-in-chief (and new Vice Chair) Barb DeSanto.

I'm sure those of you fortunate enough to attend the annual convention in Baltimore will agree that we had one of the great program lineups in recent memory, with enough variety to please even the most erudite and choosy members. Kudos aplenty are due to Susan Lucarelli Dimmick, who brought all those programs to



Bill's already recruiting new PRD members; he's wooing Ridge Davis, son of Vice-Chair Elect Pam Bourland-Davis, Georgia Southern University. Photo by R. John "Joe Photo" DeSanto

fruition and now takes over as divisional chair. In her inimitable fashion, Susan has even persuaded some of the very same worker-bees and officers from last go-around to "re-up" for another tour of duty. Combined with some fine new youngbloods, these old hands will help move the PRD smartly into the new millennium (you didn't think one could write a reflective column without mentioning that "calendar thing," did you?).

So, unlike that

"other" Bill, I don't have anything about which to apologize. I mean, no one in my administration was indicted and the AEJMC "special prosecutors" actually praised our work, citing the PRD annual report as one of the "top two" among all divisions and groups.

Here's a capsule wrap-up of other significant items from the past year:

- PRD membership slipped a bit to around 420, down about 5% from a year ago.
- Under editor Liz Toth, the *Journal of Public Relations Research* continued to be one of the pre-eminent refereed publications in education, with plans for expanded pages in 1999.
- Cash awards were given to top papers at the convention, thanks to underwriting from the Arthur W. Page Society (research), IABC (teaching) and PRSA (students).
- Our divisional awards luncheon was underwritten by Ketchum Public Relations, thanks to agency president John Paluszek — a former PRSA Gold Anvil winner and major supporter of public relations education.
- The Roschwalb Grant program awarded its second straight scholarship, but needs an infusion of membership donations to achieve the eventual goal of being self-sustaining and offering more meaningful funding.
- The "Teaching Public Relations" supplement to our PR Update newsletter continued to be another excellent source for refereed publishing, edited by Gay Wakefield.

• And, of course, the above-mentioned exceptional and diverse programs offered at the Baltimore convention by your new Chair, Susan Lucarelli Dimmick.

For more details about what your division accomplished in the past year, the masochistic and well-heeled among you may obtain a full copy of our annual report (minus the inch-thick attachments) by e-mailing AEJMC headquarters and offering to pay for copying and postage. (And they don't accept American Express.)

And so, while you won't be completely rid of me as the new administration officially takes over (I've promised to act as "fixer" on a few assignments), let me exit gracefully by confessing that I did, in fact, have a very special relationship...with all of you.

Bill Adams

*Suddenly Susan!***New Public Relations Division Chair offers outlook for 1999**

Thanks to all Public Relations Division members who formally or informally worked so hard to make our 1998 AEJMC convention in Baltimore a great success. I know that there were more than a few of you who were not recognized publicly for your contributions to the Division, and I pledge to work hard this year to keep better tabs on what Division members are doing and contributing both to the Division and to AEJMC.

Many thanks are due also to Bill Adams, outgoing chair for our PRD. He worked tirelessly for our Division and brought us accolades for having one of the "top two" annual reports, and he has strengthened our ties with IABC, the Arthur W. Page Society and PRSA. As you know, these groups provide the cash awards for our three paper competitions. Additionally, without Bill we would not have had the caliber of luncheon speaker or luncheon without him.

Although it is usually hazardous to single people out, I do have to tip my hat to our faculty teaching and research papers chairs, Lynne Sallot and Mitch Land, and to our student paper chair Pamela Bourland-Davis. Any of you who ever have run paper competitions know how much thanks should go

to each of them. Thanks also to the excellent professional liaison efforts of William Thompson.

And finally, thanks to Elizabeth Toth and Barb DeSanto for finalizing the Statement from the Public Relations Division to AEJMC regarding the situation at the University of Maryland. This statement is reprinted on the first page of this newsletter.

The 1999 convention theme will be "Faulty Content: Media Accountability or Media Credibility." The convention will be in New Orleans. Subsequent conventions will be in Phoenix, 2000; Washington D.C., 2001; and Miami, 2002.

The following are some of the goals that the Division is working on to achieve in the coming year. If you have other goals or comments, please don't hesitate to let me know (sdimmick@utk.edu).

Goals

1. Continue to build on Bill Adams' excellent work in building and maintaining links to public relations and communications professionals.
2. Increase our out-of-convention Professional Freedom & Responsibility efforts. I'd like to note that our PF&R Chair, William

Thompson, already has nailed down several convention co-sponsoring efforts with other divisions, and he has identified several important professional liaison opportunities during his work as professional liaison for the PRD last year.

3. Increase PF&R coverage in the newsletter.
4. Program a panel that deals with teaching and assessment. This was the only area in which we did not field a panel during the 1998 convention. We definitely could use your help in encouraging research papers in this area.
5. Program with three or four division or interest group partners to continue diversifying our programming efforts and content.
6. Recruit at least 22 new PRD members to replace the 22 lost from the division this year.
7. And last, but not least important, encourage interdisciplinary research partnerships with public relations professionals.

Again, any ideas or thoughts about these goals are welcome. I look forward to a calm ;-) and productive :-) year in the Public Relations Division.

Susan Lucarelli Dimmick

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www.usc.edu/dept/annenber/p/d

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Top Three Teaching Papers – from page 3

Commission on Public Relations Education with an empirical basis for setting curricular guidelines. Results indicated that while the great majority of campaigns classes incorporate research elements, many are not grounded in theory, a crucial criterion for “excellent” public relations. Responses also indicated a glaring absence of “real-world” strategies and tactics in the course and inconsistencies regarding the agency-style set-up.

Third Place - \$100

“Advising the Bateman Case Study Competition: A Help or Hindrance to the Academic Career,”

Emma L. Daugherty, Calif. State University - Long Beach

Many faculty in public relations advise students in competitions that provide hands-on experience. The benefits of student participation are well-documented, but rewards systems evaluate faculty on teaching, research, and service. Most universities place the greatest importance on research and then teaching. This study examines whether advising student competitions, particularly the Bateman Case Study Competition, helps or hinders an academic career. Fifty-five advisers of the 1997 Bateman Case Study Competition responded to a survey that measured the importance of their advising in decisions on tenure, promotion, and merit bonuses.

Top Three Student Papers

The \$500 in prize money for the top three papers was donated by the Public Relations Society of America (PRSA).

First Place - \$250

“Conflict Resolution: The Relationship Between Air Force Public Affairs and Legal Functions,”
James W. Law, Florida

This research examines the relationship between Air Force public affairs and legal functions to find out what conflict exists, how often it occurs, how it is resolved, what the results are for the Air Force as a whole, and what can be done to improve the relationship. This study is based on conflict-resolution theory and examines the relationship in terms of win-win, win-lose, and lose-lose scenarios.

Second Place - \$150

“Searching for Excellence in Public Relations: An Analysis of the Public Relations Efforts of Five Forestry Companies in the U.S.,” Kim Gill, Florida

This preliminary study was designed to gauge the use of public relations and to provide a baseline valuation of the public relations programs of five forestry

companies according to J. Grunig’s 17 factors of excellent public relations (1992). Companies were chosen because of their prominence in the industry & availability of information. Data were collected from the web sites of each company, employee interviews and various public relations materials produced by each company.

Third Place - \$100

“Hospital Public Relations and Its Relationship to Crisis Management,” Melissa Ratherdale, Florida

This study qualitatively explores hospital public relations practice to implement effective crisis management. In-depth interviews with hospital public relations practitioners revealed that the current organizational climates does not allow for effective crisis management. The climate does allow for practitioners to educate their CEOs about strategic public relations. By doing this, practitioners potentially can move themselves into the necessary roles to effectively manage crisis.

Kudos, Thanks and Appreciation

Thanks...to the Arthur W. Page Society, the International Association of Business Communicators, and the Public Relations Society of America for recognizing excellent scholarly efforts. Support like this can only help the development of excellent public relations practice and provide inspiration for more educators and practitioners to study, reflect on, and share what they do!

Syracuse Associate Dean earns 1998 Pathfinder Award

Winner of the 1998 Pathfinder Award -- highest award from the Institute for Public Relations -- is Dr. Elizabeth L. Toth, Associate Dean and Professor of Public Relations, S.I. Newhouse School of Public Communications, Syracuse University.

The coveted Pathfinder Award is given in recognition of original scholarly research which "has made a significant contribution to the body of knowledge and practice of public relations."

Dr. Toth's program of research focused on "Gender Issues and Public Relations: How the Increasing Numbers of Women Influence the Public Relations Field." A select panel of educators and public relations practitioners chosen by the Institute served as judges for the national competition.

The \$2,000 award will be presented to Dr. Toth during special ceremonies at the Institute's Annual Lecture and Dinner in New York City this fall, Jack Felton, the Institute's president and CEO, said.

In announcing the winner Felton said, "Dr. Toth has received many awards for her outstanding abilities as a teacher. This award for research focuses on the quality of the special studies she had done which enhance the profession."

The noted researcher and textbook author earned a B.S. degree from Northwestern University, Evanston, Ill., and received her master's and doctorate in communication from Purdue University. Dr. Toth was the recipient of the 1994 "Outstanding Educator Award" of the Public Relations Society of America.

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