

PR UPDATE

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Journalism & Mass Communication

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PRD DIVISION HEAD

Barbara J. DeSanto Ed.D., APR
Oklahoma State University
School of Journalism & Broadcasting
206 Paul Miller Building • Stillwater, OK 74078
405/744-8276 (office) • 743-2396 (fax)
405/743-2386 (home)
<paradoc@cowboy.net>

IMMEDIATE PAST HEAD

Susan L. Dimmick Ph.D.
University of Tennessee
College of Communication
<s.dimmick@worldnet.att.net>

VICE-HEAD

Pamela Bourland-Davis Ph.D.
Georgia Southern University
Communication Arts Department
P.O. Box 8091 • Statesboro, GA 30460
912/681-0027 (office) • 764-4322 (home)
<pamelagb@gsvms2.cc.gasou.edu>

VICE HEAD-ELECT

William Thompson Ph.D.
University of Louisville
Department of Communication
310 Strickler Hall • Louisville, KY 40292
502/852-6976 (office) • 584-1932 (home)
<LocusMedia@aol.com>

RESEARCH CHAIR

Kenneth Plowman Ph.D.
San Jose State University
School of Journalism and Mass Communications
San Jose, CA 95192-0055
408/924-3247 (office) • 924-3220 (fax)
<plowman@jmc.sjsu.edu>

TEACHING CHAIR

Shannon Bowen Ph.D.
Auburn University
<ProfBowen@yahoo.com>
<umdsb@aol.com>

PF&R CHAIR

Rochelle Tillery Larkin Ph.D.
Howard University
Department of Journalism
525 Bryant Street NW • Washington, D.C. 20059
<r_tillery_larkin@hotmail.com>

TEACHING PUBLIC RELATIONS EDITOR

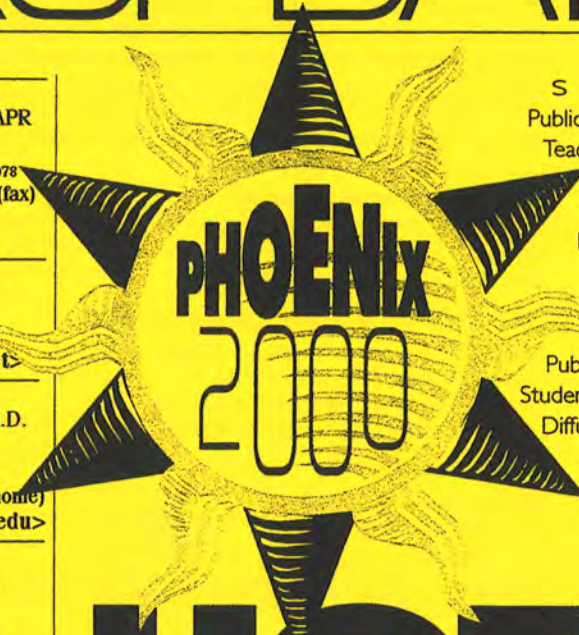
Gay Wakefield Ph.D.
Texas Christian University
Center for Productive Communication
M.J. Neeley School of Business
TCU Box 298530 • Fort Worth, TX 76129
817/257-7430 (office) • 257-7995 (fax)
<g.wakefield@tcu.edu>

PR UPDATE NEWS JOURNAL EDITOR

Susan Gonders Ed.D.
Southeast Missouri State University
Department of Mass Communication
Cape Girardeau, MO 63701-2750
573/651-2486 (office) • 651-5967 (fax)
573/339-0774 (home)
<SGonders@semovm.semo.edu>

WEBMASTER

Kirk Hallahan Ph.D.
Colorado State University
970/491-6310 (office) • 491-3963 (fax)
970/206-9025 (home)
<hallahan@lamar.colostate.edu>
<kirk.hallahan@colostate.edu>
<http://lamar.colostate.edu/~aejmcpr>



HOT TIME

paradoc@cowboy.net • BARBARA DeSANTO • Oklahoma State University

SESSION TOPICS

Public Relations and Mass Communication Research Matters
Teaching Ethics as a Part of Public Relations Management
Service Learning in the New Millennium
Prying Eyes: Data Mining and Consumer Privacy
Disenfranchised Groups Using PR and Advertising
Public Relations on a Two-Way Street
Census 2000: Target Marketing
Issues Facing the Grand Canyon
Public Relations and Media Response to School Violence
Student Assessment: Academic and Marketplace Perspectives
Diffusion Research Worldwide: Honoring Everett Rogers
AEJMC Honors Jim Grunig

What could be better than London in springtime? How about Phoenix in August... I'm in the middle of London in the 400-acre Regent's Park with my 21 students, exploring the world of European public relations. We've had visits from wonderful public relations practitioners from such places as Hilton International Hotels and the BBC. The only disappointment is that the Queen has not had time to talk with us. She doesn't know what she is missing. Of course, she's busy with her mum's 100th birthday celebration plans.

Our division's "celebration" plans for Phoenix are also sizzlers. The wonderful slate of panels, papers and events (including the pre-conference seminar) are designed to ignite that teaching spirit we will all need when the conference is done and we return to our classrooms full of bright and shiny faces. In addition, hearing the research paper winners should inspire you to pursue that research agenda with a new passion during the next year.

In addition to all of the academic heat generated, getting to meet new colleagues and greeting old friends is always a pleasure. After all, we are all in this business together. And the first 80 of us to pre-register for the Edelman luncheon will get together on Friday during the convention.

This is also an opportunity for you to think about service to the division as an officer. Keeping up the excellent work of this division is no easy task, but it is a rewarding one. We need good people to volunteer for the myriad of duties ranging from research paper chairs (thanks, Ken Plowman and Shannon Bowen) to fundraising for the Roschwalb and Kaiser awards (thanks, Linda Aldoory and Katherine Kinnick). Think about it. There might be something just for you.

See you in Phoenix – where the efforts of our division's program chair, Pam Bourland-Davis, and Vice Head-Elect William Thompson will certainly impress you.



research papers

Forty faculty and student research papers were submitted to the PR Division this year. With five sessions to fill, we accepted 21 papers or 53 percent of those submitted.

Kenneth Plowman, San Jose State University, chaired the review of research papers. The Arthur W. Page Society provides cash awards for faculty research, and PRSA sponsors awards for student research. These papers test, refine and critically review issues relevant to public relations theory and research, and they explore methods of effective public relations practice.

Shannon Bowen (who is on her way from the University of Maryland to Auburn with a new Ph.D.) chaired the review of public relations teaching papers, with cash prizes sponsored by IABC. Papers focus on values in curriculum choices, adapting the classroom instructor to changes in educational trends, faculty developing, diversity issues, ideas for motivating students, creative approaches to teaching, assessing student outcomes, and preparing students for lifelong learning.

The AEJMC convention is the first forum for each of the selected papers.

ASSISTANT PROFESSOR POSITION AT ALABAMA
 The Advertising and Public Relations Department at the University of Alabama is seeking an assistant professor for the 2001-02 academic year. Qualified candidates should be able to teach undergraduate courses in public relations, graduate courses in an advertising/public relations integrated program, as well as other undergraduate and graduate mass communication courses. Earned doctorate preferred; will consider ABD. Applicants must demonstrate high potential to establish scholarly research program. Tenure track position begins August 16, 2001. Send application, resume and three references to the Public Relations Search Committee, Box 870172, Tuscaloosa, AL 35487-0172. Applications accepted until position fills, but review process begins November 1, 2000. Female and minority applications especially invited. The University of Alabama is AA/EOE. Visit our website at <<http://www.apr.ua.edu>>.

AUG 8 TUESDAY PRE-CONVENTION

5:30 - 8:30 p.m.

Public Relations and Mass Communication Research Matters

Co-sponsor: Minorities & Communication

Two panels highlight what practitioners want from research (IABC Report), the status of PR research, and critical issues in securing minority and ethnic opinion. Panel discussions will be followed by three roundtable discussion sessions on specialized research issues. Seating is limited to 125 - AEJMC registration form.

CHAIR: Pamela G. Bourland-Davis (Georgia Southern University)

PANEL: "Practitioner and Academic Views on the State of PR Research"

Glen Cameron (University of Missouri)
 Linda Hon (University of Florida)
 David Kistle (International Association of Business Communicators)
 Dean Kruckeberg (University of Northern Iowa)
 Don Stacks (University of Miami)

PANEL: "Minority and Ethnic Voices in Research"

Donald Panther-Yates (Georgia Southern University)
 Gonzalo Soruco (University of Miami)
 Candace White (University of Tennessee)
 Gail Baker Woods (University of Florida)

ROUNDTABLE DISCUSSION LEADERS:

"Publics Research Software,"

Glen Cameron (University of Missouri) and
 Vince Benigni (College of Charleston)

"Recognizing Intragroup Differences in PR Research and Planning,"

Meta Carstarphen (University of North Texas)

"Teaching the Research Course,"

Barbara DeSanto (Oklahoma State University)

"WWW.Com/Evaluation,"

Lou Falk (Youngstown State University)

"Psychographic Modeling in Research,"

Lisa Fall (University of Tennessee) and William Thompson (University of Louisville)

"The Research Course in the PR Commission Report,"

Dean Kruckeberg (University of Northern Iowa)

"Data Mining,"

Elaine Ralls (HMI Direct) and Dan McCrobie (Predator Research)

"Online Research" (two roundtables),

Maria Len Rios (Missouri School of Journalism) and Steven Ross (Columbia University)

"Tips on Field and Survey Research for Special Populations,"

Diana Rios (University of Connecticut)

AUG 9 WEDNESDAY

8:15 - 9:30 a.m.

Research Papers - The Profession of Public Relations

CHAIR: Carol Oukrop (Kansas State University)

"Do PR Practitioners Have a PR Problem?: The Effect of Associating a Source with Public Relations and Client-Negative News on Audience Perception of Credibility,"
 Coy Callison (Ph.D. student, University of Alabama)

"A National Survey of Public Relations Internship Programs at Mass Communication Programs Accredited by ACEJMC,"
 Janice Davis (master's student, Arizona State University) and
 Mary-Lou Galician (Associate Professor, Arizona State University)

"Determining Message Objectives:

An Analysis of Public Relations Strategy use in Press Releases,"
 Kelly Gamette Page (Ph.D. student, University of Florida)

"Loyalty in Public Relations:

When is it Raw Material for Virtue and When is it Raw Material for Some Vices?"
 Kevin Stoker (Brigham Young University) and
 Curtis Carter (Manager of Public Relations, Retired, Georgia-Pacific Corporation)

"Talk the Talk, Walk the Walk: Advancing Measurement in Public Relations,"

Yuhmin Chang (Ph.D. student, University of Missouri),
 Fritz Cropp (Assistant Professor, University of Missouri) and
 Glen T. Cameron (Professor, University of Missouri)

DISCUSSANT: Derina Holtzhausen (University of South Florida)

9:45 - 11:00 a.m.

Service Learning in the New Millennium

Co-sponsor: Community College Journalism Association

Placing students in volunteer positions with non-profit organizations can be just one way to meet course objectives. Instead of spending class time talking about the kinds of things they need to know, students work side by side with professionals and get first-hand experience and knowledge.

CHAIR: Steve Ames (Moorpark)

PANELISTS:

Charles Lubbers (Kansas State University)
 Laurie Wilson (Brigham Young University)
 Carroll Ferguson Nardone (El Paso)
 Gary Morgan (Oxnard)

11:30 a.m. - 12:45 p.m.

Research - Top Faculty papers

CHAIR: Ken Plowman (San Jose State University)

"Private Issues and Public Policy: Locating the Corporate Agenda in Agenda-Setting Theory,"
 Bruce K. Berger (Associate Professor, University of Alabama)

"Making Health Communications Meaningful for Women:

Factors that Influence Involvement and the Situational Theory of Publics,"
 Linda Aldoori (Assistant Professor, University of Maryland)

"Public Relations Roles and Media Choice,"

Tom Kelleher (Assistant Professor, University of Florida)

DISCUSSANT: Linda Hon (University of Florida)

12:00 - 5:00 p.m. - AEJMC EXHIBIT HOURS

1:00 - 2:30 p.m.

Prying Eyes: Data Mining and Consumer Privacy

Co-sponsor: Council of Affiliates

Tracking consumer behavior through caller-ID technology, website hits and UPC codes has given practitioners tremendous new capacity to allow audiences to segment themselves into tightly targeted sub-segments. This session explores the rapid new advances in developing behavior-driven market segmentation with an overview of privacy concerns that have developed because of the new technology.

CHAIR: William Thompson (University of Louisville)

PANELISTS:

"The Shrinking Sphere of Privacy,"

Clay Calvert (Pennsylvania State University)

"The Nuts and Bolts of Database Management - A Statistical Overview,"

Dan McCrobie (VP of research, Predator Research, Phoenix)

"Defining Marketing Success through Data Mining: The Advertising Response Tracking System (ARTS)," Elaine Ralls (president, HMI Direct, Tempe)

4:15 - 5:45 p.m.

Public Relations on a Two-Way Street

Co-sponsor: Communication Technology & Policy

This panel will update practitioners on cyber relations and managing cyber crises. Dissatisfied customers and disgruntled employees are finding forums in cyber space to lodge complaints that may garner far more attention than justified because of the medium. Public relations practitioners and other organizational representatives are increasingly finding a need to develop strategies to monitor this new form of hate speech/hate mail and/or sabotage as a continuing crisis management technique.

CHAIR: Sally McMillan (University of Tennessee)

4 things to remember

While you're packing for the conference, there's always something you forget. Here are four things to remember on the way to Phoenix.

1 A good seat cushion

You'll need one to last through the PR Division's programming marathon, which makes the AEJMC conference one of the most useful conventions for PR professors. Among the 10 panels will be ones providing a public relations take on cyber privacy, diffusion research, student assessment and school violence. That's in addition to four research sessions.

2 Your ideas for next year

Helping plan the conference has been one of the most fun experiences I've had. Imagine the power. You say to yourself: I'd like to hear the nation's top experts talk about "fill in the blank." You call them, they commit, and you get to sit back and listen and learn. If you'd like to feel the power, come to the conference with your ideas.

3 Your volunteer spirit

There are other ways that you can contribute to the PR Division, help meet a lot of great colleagues and contribute to your own career. Just check out the "leadership" page on the division's website for some of your choices.

4 A vision of your future

The conference also offers some of the best person-to-person contacts to build your career or to build your department. AEJMC's job placement service lets individuals review files on position openings, while schools may review vitas and schedule preliminary interviews at the conference with individuals seeking positions. The placement application deadline is June 30. You can review more details by visiting the PR Division's website and click through to the "PR Division Convention News."

WILLIAM THOMPSON
 University of Louisville
 <LocusMedia@aol.com>

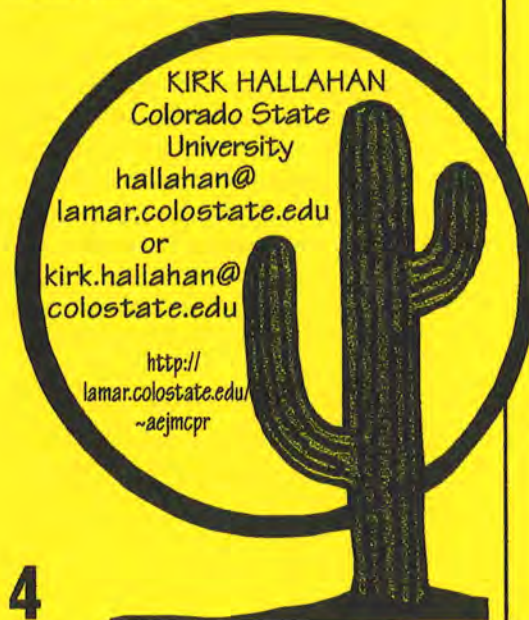
website info

The PR Division's website is a valuable online resource for educators – your gateway to PR education. Bookmark it today at <<http://lamar.colostate.edu/~aejmcpr>>.

Beginning June 10, the site lists complete details on the Phoenix convention, including links to local tourist information. Look for last-minute announcements and program changes, too.

Other key resources include:

- News updates on division activities under "What's New."
- E-mail links to PRD officers.
- All past issues of *Teaching Public Relations* since 1991.
- Past issues of *PR Update*.
- PRD convention paper abstracts since 1997.
- A link to Michigan State's database, which contains many of the AEJMC convention papers presented since 1993.
- Quick links to the websites for the public relations divisions of ICA and NCA, as well as the PRSA Educators Academy.
- The Report of the 1999 Commission on Public Relations Education.
- Easy access to up-to-date AEJMC job listings.
- Information on how to subscribe to PRD's listserv, an easy way to share information with division members.



cont'd. from p. 3

PANELISTS:

- "Walking the Talk," Alice Price (Visitalk.com)
- "Building the Service Station," Valerie Smuckler (PR Newswire)
- "Mapping the Way," Candace White (University of Tennessee)
- "Widening a One-Way Road," Brad Halvorsen (The Flinn Foundation)
- "The Agency as Traffic Cop," Mike Walker (Walker Agency)

6:00 - 7:30 p.m.

Census 2000: Target Marketing

Co-sponsor: Minorities and Communication

Census 2000 is the first to use paid advertising and the first to permit multi-race identification. Special attention was paid to researching traditionally undercounted groups, resulting in a paid advertising campaign targeted at minority populations and the implementation of a language program publishing the census forms in six languages and questionnaire assistance guides in 49 languages. Additionally, the panel will highlight online promotion and how to access and use census bureau data in research.

CHAIR: Bey-Ling Sha (Public Affairs Specialist, U.S. Census Bureau)

PANELISTS:

- Laverne V. Collins (Assistant Director for Communications, U.S. Census Bureau)
- Kendall Oliphant (Advertising Branch Chief, U.S. Census Bureau)
- Harry Amana (University of North Carolina-Chapel Hill)

7:45 p.m. - AEJMC KEYNOTE SESSION

followed by the convention opening gala, "GRAND '00 TIME"

AUG 10 THURSDAY

7:00 a.m.

Institute for Public Relations

8:15 - 9:45 a.m.

Scholar-to-Scholar Session

PUBLIC RELATIONS RESEARCH PARTICIPANTS:

- "Comparative Approaches to Segmenting Publics in Agricultural Information Campaigns," Robin Shepard (Assistant Professor, University of Wisconsin)
- "Advertising and the News: Does Advertising Campaign Information in News Stories Improve the Memory of Subsequent Advertisements?" Hyun Seung Jin (Ph.D. student, University of North Carolina)
- "Viva la Vacation: An Examination of Personal Values, Information Sources, and Pleasure Travel Planning" Lisa T. Fall (Ph.D. student, Michigan State University)
- "Integrated Relationship Management as a Reforming Paradigm of Thai Corporations during the Post-Crisis: The Case Study and the (Re)construction of Social Values," Peeraya "Pepe" Hanpongpan (Ph.D. candidate, University of Iowa)
- "An Exploration of Integration of the Public Relations Function in International Business Operations," Juan C. Molleda (Ph.D. student, University of South Carolina)

10:00 a.m. - 5:00 p.m. - AEJMC EXHIBIT HOURS

12:00 - 1:00 p.m.

PRD Outgoing Executive Board Meeting

CHAIR: Barbara DeSanto

1:00 - 2:30 p.m.

Leveling the Field: Disenfranchised Groups Using PR and Advertising

Co-sponsor: Media and Disability

In a field too often dominated by corporate communication interests, too little attention has been paid to the ways that groups outside the dominant coalition work their way into public debates through the equalizing power of communication. This panel will show some powerful examples of the ways that innovation is brought into society by smaller groups which harness public relations and advertising to break into policy debates.

TEACHING PUBLIC RELATIONS

Using New Technologies in Public Relations Curricula

Robert A. Carroll, APR

University of Southern Indiana

If the concept of integrating communications "is here to stay" (Wilcox, Ault, Agee and Cameron, 2000, p. 19), how can the next generation of public relations practitioners be educated to work in an environment that has most often been viewed as the domain of advertising and marketing?

The debate surrounding the proposed integration of public relations with advertising and marketing has been well documented. However, Griffin and Pasadeos (1998) concluded that "change is here and the communication functions are becoming more integrated" (p. 7). The report of a task force on integrated communications (Duncan, Caywood and Newsom, 1993) stated that those entering the fields of public relations and advertising in the 21st century should build stronger relationships between themselves and with marketing. The report concluded that "...advertising and public relations students must be offered a more conceptually unified and integrated program of communication study" (p. 1).

During the mid-1990s, data gathered from alumni employment surveys of a mid-western university's graduates showed that most public relations and advertising alumni were finding entry-level jobs in small markets. Anecdotal feedback from alumni showed that many often found themselves in positions that called for the integration of communication skills, as well as marketing knowledge and skills, that they were lacking. This evidence was supported by Griffin and Pasadeos (1998) who found that both advertising and public relations educators in their study agreed that employers are demanding skills their programs had not covered.

Using the 1993 IMC task force report for guidance, a three-person team of advertising, public relations, and marketing professors at the mid-western university began to explore ways to develop closer ties between their disciplines. One result of this effort was the development of a senior-level IMC course to be offered as an elective in the public relations, advertising, and marketing programs.

DESIGNING THE IMC COURSE

The primary goal of the new course was to create

among students an understanding of how public relations, advertising, and marketing interests should work together in the IMC process. The professors developed a course syllabus, which has undergone several changes as the team explored new ideas and learned from their experiences. Students enrolling in the class must have had introductory courses in marketing, and public relations or advertising, and be at least a junior. In reality, most students come into the class after completing several of their major discipline courses. The "Integrated Marketing Communications" course is cross-listed in the advertising, public relations, and marketing sequences.

Various teaching methods were explored, including team teaching. As only one professor could count the course in his/her teaching load for the semester, it was agreed that the three would rotate the course, counting it as a part of each professor's teaching load every third year. The other two would volunteer to make "guest lectures" in the course.

It was decided that the public relations professor on the team (the author of this paper) would teach the initial class offering in Spring, 1997. The following spring the advertising professor taught the class. While the marketing professor was willing to take her turn at teaching the class, she has not been able to work it into her schedule. Other problems with the planned rotation occurred when the public relations professor was promoted to Assistant Chair of the Department of Communications and was given a teaching load reduction. Therefore, he has been unable to work the course back into his schedule. The advertising professor has agreed to continue teaching the course until his two colleagues (or other qualified professors in public relations and marketing) can work the course into their schedules.

Although the advertising professor has taken the lead role in teaching the course, the public relations and marketing professors have continued to provide classroom input from their respective areas. The three also serve as resource persons for the students as they develop the IMC plans.

At the time the course was first offered, few textbooks

EDITOR: GAY WAKEFIELD, TEXAS CHRISTIAN UNIVERSITY

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SEND SUBMISSIONS FOR *TEACHING PUBLIC RELATIONS* TO: DR. GAY WAKEFIELD, DIRECTOR OF ASSESSMENT AND PROFESSIONAL DEVELOPMENT, CENTER FOR PRODUCTIVE COMMUNICATION, M. J. NEELEY SCHOOL OF BUSINESS, TCU Box 298530, FORT WORTH, TX 76129

PHONE: (817) 257-7430

E-MAIL: [G.WAKEFIELD@TCU.EDU](mailto:g.wakefield@tcu.edu)

on integrated communications were available for consideration of adoption in an undergraduate course of this nature. Although several have since been published, the professors have determined that no single text presented material in the manner that they needed. One major weakness in most of the textbooks reviewed was what was considered to be an inadequate presentation on the role of public relations from a broad perspective as well as its role in the marketing process. Therefore, the professors draw upon their professional experiences and other resources for classroom presentations. Students are referred to other resources that help them develop a better understanding of the process. Books and journals are available in the department's Scripps Howard Center for Media Studies, and web sites are identified for students to explore.

STRESSING THE ROLE OF PUBLIC RELATIONS

One concern of the public relations professor has been to ensure that all of the students in the IMC course, regardless of their academic backgrounds, understand the contributions that public relations makes to organizational management as well as to the marketing process. Realizing the debate that existed in the public relations field concerning IMC, this course has embraced Harris' concept that both corporate public relations and marketing public relations (1993) are needed in modern businesses.

First, the "holistic" concept of public relations is emphasized. The focus is on the role of public relations as a management function, telling an organization's story to its target publics to foster good will and understanding, generating feedback, and counseling top management on public opinion and its implications.

The public relations professor stresses that public relations practitioners should be able to assist top management in solving business problems, participate in strategic planning, and help influence what companies are doing. Traditional functions of public relations—counseling management, public opinion research, media relations, publicity, employee relations, community relations, public affairs, issues management, crisis communications, and financial relations—are all presented. These topics serve as a review for the public relations majors who are exposed to these concepts in several of the courses they take, but are new for most of the other students in the class.

Once the broader role of public relations is established, attention turns to the function of "marketing communications." Harris (1993) emphasized that as support for marketing, public relations helps to raise awareness, to inform and educate target audiences, to gain understanding, to build trust, and to create a climate of acceptance by consumers. Cases are used to demonstrate how public relations is effectively used to support both organizational and marketing objectives.

STRUCTURE OF THE IMC COURSE

The 15-week course begins with an overview and introduction of the IMC concept and relationship marketing

by the lead instructor. The topics then move into marketing concepts with an emphasis on the marketing communication process. Sessions on personal selling, advertising, promotions, special events, public relations, and direct marketing are divided among the three professors as to their areas of expertise. The two guest lecturers each spend two weeks going over their areas with the class.

Whenever possible, guest speakers from local businesses, not-for-profit organizations, advertising agencies, and public relations firms are brought in to share how IMC works in their environments. Students are referred to a number of web sites of public relations firms, advertising agencies, and corporations to gather information about practical applications of integrated communications.

In the third week of the course, students are selected at random from each discipline and placed into teams of six to begin preparing an IMC campaign plan book for clients in local or area businesses. (The class is capped at 30 students.) The students then arrange meetings with their clients to gain an understanding of the challenges that need to be addressed. The work is conducted "pro bono" for the clients as the projects are considered by the faculty to be learning experiences for the students.

A regional hospital, entertainment businesses, a recreational facility, and fast-food businesses are among the clients that have been served by the classes. The professors use a system whereby two "IMC teams" independently develop campaigns for each client, generating a competitive environment in the class. Initial evidence from the quality of the IMC plans supports the belief of the professors that the students tend to try harder to outperform the competing team. The professors, however, do not attempt to rank either campaign as "first" or "second"; instead, each campaign is graded on its individual merits toward meeting goals of the class.

Grades are based on two exams (100 points each), the project (200 points), and peer evaluations from team members (100 points). The first exam is given about four weeks into the course on the first half of the material, and the second is given approximately three weeks later. Exam questions are provided by each professor for his/her presentations and each professor grades his/her questions. Once the examinations are over, students can then concentrate on developing their IMC plans. Students meet during regularly scheduled class times (as well as outside of class) and receive guidance from their professors.

The format of the IMC campaign plan includes: Situation Analysis/SWOT Analysis, Developing Strategy (including marketing goals and objectives, target markets, themes and messages, tactics, etc.), Budgeting; and the "IMC" objectives, strategy and tactics, and evaluation for the Personal Selling, Promotions, Special Events, Public Relations, Direct Marketing, and Advertising elements that are used in the campaign plan (both advertising and public relations elements are requirements). The plan book must contain a detailed campaign outline, together with appropriate examples for each communications element chosen to meet organizational objectives.

In addition to using "marketing public relations," students are expected to include broader "corporate public relations" tactics in their plans. Some clients require attention to employee relations, community relations, media relations or other public relations strategies to help achieve organizational objectives.

During the last week of class, the students make presentations and present the IMC campaign plan books to the clients in class. Each student receives peer evaluations from their team members for their individual contributions to the project. The evaluation becomes a part of their grade. The three professors individually evaluate the campaign plan books and determine an appropriate grade for the project.

DISCUSSION

Developing and teaching the IMC class has not been without its problems. The three professors have experienced some difficulties with the integration of their presentations into one smooth-flowing course. Students, in their course evaluations at the end of the semester, have said that often the transition from one instructor's topic to the next was unclear. The faculty team continues to work to improve coordination of their presentations to the class. This is done through meetings to discuss strengths and weaknesses of the course at the end of the semester.

Another problem encountered in the first classes was inadequate time in the 15-week semester to develop an adequate IMC plan. Students in the earlier classes did not feel that they had enough time to prepare the plan as required by the instructors. Lecture and classroom presentations have now been compacted into approximately seven weeks, allowing eight weeks for students to concentrate on developing and writing their plans.

RESOURCES: To address the problem with not using a textbook for the course, the professors have turned to a variety of resources for the class. *Advertising Age*, *Public Relations Tactics*, *The Public Relations Strategist*, *Communication World* and *PR Week* regularly have articles of interest for this course. Other recommended resources include:

BOOKS

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INTERNET SITES

- <http://www.com/goodwill/marketing.html> "Integrated Marketing and the Goodwill Games; <http://www.hillandknowlton.com> Hill and Knowlton Corporate Communications; <http://www.brouillard.com> Brouillard Communications; <http://www.richartz-fliss.com> Richartz & Fliss Inc.; <http://www.mcdadv.com> McDougall Associates; <http://www.codymontana.com> Cody Montana Integrated; <http://www.delfino.com> Delfino Marketing Communications;

<http://www.rkconnect.com/> Rhea and Kaiser Marketing Communications; <http://www.the-dma.org> Direct Marketing Association; <http://www.mosswarner.com> MossWarner Communications; <http://www.jdsouth.com> Jackson-Dawson Marketing Communications; <http://www.rkconnect.com> Rhea & Kaiser Marketing Communications; <http://www.hsr.com> Hensley Segal Rentschler - Integrated Marketing; <http://www.boxenbaumgrates.com> Boxenbaum Grate; <http://www.heywardrigby.co.uk> Heyward Rigby Communications; <http://www.quarry.com> Quarry Integrated Communications; <http://www.cormark.com> Cormark Communications Inc.; <http://www.westlawngraphic.com> West Lawn Graphic Communications; <http://www.brn.com> Burson-Marsteller; <http://edelman.com> Edelman Worldwide; <http://porternovelli.com> Porter/Novelli.

Many other Internet sites are available by entering the keywords "integrated communications."

RESULTS: One result of the IMC effort described in this study has been building stronger bridges between the advertising, public relations, and marketing faculties. The professors support Meiser' (1998) thesis that educators can benefit from studying IMC from a broad interdisciplinary perspective. The three professors periodically review the course content and work together to bring relevant ideas into the classroom to help students understand the vital role that each discipline plays in modern organizations.

One goal of the course is for students to achieve the realization that all three areas must work together to achieve organizational objectives. The plans that students develop as members of teams indicate that they indeed do have a better understanding of the importance of each discipline to the IMC process.

The faculty believes that the IMC course is helping to better prepare its students for the realities of the work environment of today and tomorrow. Formal surveys of alumni now working in the field are planned in the very near future to determine their specific job functions, if/how the IMC class has helped them in their jobs, and what can be done to make the class and programs more meaningful to the graduates. The faculty also wishes to learn if the

concern of Griffin and Pasadeos (1998) that the merging of public relations and advertising with marketing coursework will "ultimately impair students' abilities to become fluent in any single discipline" (p. 6).

The team believes that the approach they have developed for the class is working well. However, the original concept of having all three rotate the course for credit has not worked as designed due to conflicts in two of the professors' schedules. As the faculty continues to grow in all three disciplines, this problem should be resolved. The success of the program to date has been due to the good working relationship among three colleagues, each of whom is each willing to do his/her part to contribute to the education of students taking the class.

These professors do agree with Wilcox, Ault, Agee and Cameron (2000) that indeed integrated communications "is here to stay" (p19), and that students planning careers in advertising, public relations and marketing must be prepared to work together to fulfill organizational objectives. It is the responsibility of the faculties to prepare these future "integrated communicators" for the realities of the marketplace.

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FOR BACK ISSUES: WWW.LAMAR.COLOSTATE.EDU/~AEJMCPR

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CHAIR: Christopher Spicer (Pacific Lutheran University)

PANELISTS:

"The Postmodern Public Relations Practitioner as Organizational Activist,"
Derina R. Holtzhausen (University of South Florida)

"The Stories of 'The People' Through Media: Challenges of American Indians with Disabilities,"
Priscilla Lansing Sanderson (Project Director, American Indian Rehabilitation Research and Training Center, Flagstaff)

"Searching for Disconsensus: A Case History of Public Relations in a Labor Action,"
William Thompson (University of Louisville)

2:45 - 4:15 p.m.

Research Papers - New Technology and Health Public Relations

CHAIR: Zeny Panol (Southwest Texas State University)

PANELISTS:

"Check out our Web Site at... :

The Public Relations Content Characteristics of Fortune 500 Companies,"
Debashis "Deb" Aikat (Assistant Professor, University of North Carolina-Chapel Hill)

"Use of WWW Sites' Marketing and Promotions Tools:
A Pilot Study of University Journalism/Mass Communication Programs in Texas,"
Douglas Swanson (Assistant Professor, University of Wisconsin)

"Employee Communications and Community: An Exploratory Study,"
Andi Stein (California State University-Fullerton)

"Examining Factors that Influence Pharmacists' Willingness to Participate in a National Health Campaign,"
Cynthia Coleman-Sillars (Assistant Professor, Georgia State University)

"Effects of Perceived Self-Efficacy in Moderate Drinkers' Intentions to Prevent Drunk Driving,"
Ronald B. Anderson (Associate Professor, University of Texas) and
Alex Wang (University of Texas)

DISCUSSANT: Laurie Wilson (Brigham Young University)

4:30 - 6:00 p.m.

Teaching Ethics as a Part of Public Relations Management

Co-sponsor: Council of Affiliates

With the globalization of public relations has come the need to integrate ethics into all management considerations because norms of ethical behavior are often culture-bound. However, at the management level, ethics is often treated as a special consideration, not part of the day-to-day business operation that it must be. Discussing how to integrate ethics at these levels will prepare students for the pressure and pragmatism of day-to-day management decisions.

CHAIR: Nancy Green (VP for Communication, Georgia G.L.O.B.E.)

PANELISTS:

"Codes of Institutional as well as Individual Performance,"
Dean Kruckeberg (University of Northern Iowa)

"Mission and Vision Statements and the Corporate Culture,"
Doug Newsom (Texas Christian University)

"International Ethics for Transnational Organizations,"
Judy VanSlyke Turk (Zayed University, Dubai, UAE)

"Ethics in a Crisis,"
Carole Gorney (Lehigh University)

6:15 - 7:45 p.m.

Diffusion Research Worldwide in the 20th Century: Where will it lead us in the 21st century?

Co-sponsor: International

Diffusion of Innovations by Dr. Everett M. Rogers has made a deep impact on students, scholars and the general public. In honor of Dr. Rogers, panelists will speak about diffusion research from such perspectives as development communication and new communication technologies.

CHAIR: Sandy Rao (Southwest Texas State University)

PANELISTS:

"Everett M. Rogers and the Diffusion Theory: A Biographical Narrative,"
Arvind Singhal (Ohio University)

aejmc buddies

You've "encouraged" your graduate students to write papers, "encouraged" them to write their theses and dissertations, and "encouraged" them to spend days in the library. What's one more thing you can do to help their careers - and one that they might actually enjoy?

I'd suggest encouraging them to enroll in the Buddy Program at the AEJMC National Conference. The program, which matches a graduate student with one or more faculty members from other universities, is a useful networking and informational opportunity for your students. It's a way for them to get wired into the convention. And, if last year's faculty buddies are any indication, they'll get personally acquainted with some of the names they would recognize from their textbooks: Broom, Kruckeberg, Newsom, VanSlyke Turk and Wilcox.

The reviews from 1999's student participants were enthusiastic. "From my experience, it was a complete success! Had great conversations with my two buddies, who also put me in touch with others I need to know for my research and the job search."

Another student echoed the sentiment. "[I] was introduced to other key people for both research and teaching employment opportunities. The networking opportunity is outstanding."

It's a fun and valuable opportunity for faculty members, too. According to the faculty evaluations of the Buddy Program, I wasn't the only professor who, in the midst of a very pleasant conversation with my student buddy, got a comprehensive literature review on research that was important to me.

-Both you and your students can enroll in the Buddy Program, which is administered by Linda Aldoory via the PRD website, <<http://lamar.colostate.edu/~aejmcpr/2000buddy.htm>>. Aldoory can be contacted directly at 301/314-9471, <la74@umail.umd.edu>.

WILLIAM THOMPSON
University of Louisville
<LocusMedia@aol.com>

2001 in d.c.

The Phoenix 2000 Public Relations Division line-up includes a variety of members – long-standing and new, faculty and student as well as practitioners. If you're relatively new to the division, here are the ways to be part of the Washington, D.C., convention in 2001.

First, choose a panel. Panel calls will be due to William Thompson, incoming vice chair, in October. Generally, 10 to 12 panels are suggested from our division. From these, PRD must find co-sponsors or we agree to co-sponsor a session proposed by another division (e.g., the International Division proposed the Everett Rogers diffusion panel). Panels generally fill our Professional Freedom and Responsibility recommendations set by AEJMC, but they can also have a research or teaching focus. Members can also submit pre-convention workshop suggestions.

Once the panels have been determined at the mid-winter meeting in December, the vice chair contacts those who have proposed to organize panels. Panelists are selected and names submitted to national by mid-March. On occasion, another name may be submitted if a panelist is unable to attend, but generally panels are complete by this time.

The next way to get on a panel is to submit research and/or teaching papers. If presenting a particular teaching approach, you will more likely receive favorable reviews if you can address theory and evaluation of the approach. Remember that all research papers are available through AEJMC. So, if you've never submitted before, you can order copies for a minimal charge as examples. The paper call is the first of April, and the results are due to national by mid-May.

The final way to be part of the D.C. convention is to get involved in the division. Let current officers know of your interest, attend the PRD business meeting, and consider showing up at the 7 a.m. Executive Board meeting on Friday.

PAMELA BOURLAND-DAVIS
Georgia Southern University
<pamelagb@gsvms2.cc.gasou.edu>

cont'd. from p. 5

"Application and Relevance of the Diffusion Theory in Developing Countries,"
S. Melkote (Bowling Green State University)

"When in Rome... or Manchester or Orebro: Diffusion through Cultural Eyes,"
Barbara DeSanto (Oklahoma State University)

"Diffusion of News,"
Walter Gantz (Indiana University)

"New Technologies and the Diffusion Theory in the 21st Century,"
Everett M. Rogers (University of New Mexico)

9:45 - 11:00 p.m.

PRD Business Meeting

CHAIR: Barbara DeSanto

AUG 11 FRIDAY

7:00 - 8:15 a.m.

PRD Incoming Executive Board Meeting

CHAIR: Pamela Bourland-Davis

8:30 - 10:00 a.m.

Lockdown on Learning:

Public Relations and Media Response to School Violence

Co-sponsor: Community College Journalism Association

One of the most pressing social issues of the day is school violence. The past three years have been perhaps the bloodiest of America's educational history. The causes are many, and there are corollary issues around adolescent mental health and development, treatment by peers and so on. Moreover, the role of news media in school violence incidents is a two-edged sword. Reporters and editors have an obligation to cover legitimate news events. On the other hand, school officials, parents and law enforcement agencies often feel the news media aggravate situations with the focus on hysteria and body counts.

CHAIR: Richard Long (Brigham Young University)

PANELISTS:

Paul Holmes (Reporter, Jonesboro [AR] Sun)

Napoleon Johnson (Houston Community College System)

Rosemary Prior (Communications & Intergovernmental Relations, City of Springfield, Oregon)

Andi Stein (California State University-Fullerton)

10:00 a.m. - 5:00 p.m. - AEJMC EXHIBIT HOURS

12:00 noon - FREE EDELMAN LUNCHEON

Seating is limited to 80; pre-register through Bill Adams <PRProf@aol.com> or Pam Bourland-Davis <pamelagb@gsvms2.cc.gasou.edu>.

2:45 - 4:15 p.m.

Research -Top Teaching Papers

CHAIR: Shannon Bowen (Auburn University)

"Avoiding the Pitfalls of Service-Learning Programs in Public Relations Courses,"
Annette M. Taylor (University of Dayton)

"Using Private Consulting as a Teaching Tool,"
Candace White (University of Tennessee)

"The Internet and Public Relations Curricula: Fitting a Jet Engine to a Horse-drawn Carriage,"
Karla K. Gower and Jung-Yui Cho (University of Alabama)

"Preparing Public Relations and Advertising Students for the 21st Century: A Case Study,"
Robert A. Carroll (University of Southern Indiana)

DISCUSSANT: Elizabeth L. Toth (Syracuse University)

4:30 - 6:00 p.m.

Student Assessment: Academic and Marketplace Perspectives

Co-sponsor: Advertising

With more universities responding to accountability questions by mandating assessment of student outcomes, panelists will address current issues in formal assessment programs. Adding to the academic evaluation of education will be marketplace perspectives, both corporate and agency, of student preparation for the field.

CHAIR: Jim Avery (University of Oklahoma)

PANELISTS:

Bill Adams (Florida International University)

Tom Elfe (Senior Account Executive, Publicis & Hal Riney)

Mike Smith (Senior VP of Marketing, America West Airlines)

Gay Wakefield (Texas Christian University)

6:15 - 7:45 p.m.

Managing Resources and Recreationists:

Issues Facing the Grand Canyon

Co-sponsor: Science Communication Interest Group

The Grand Canyon is a rare and biologically fragile ecosystem of the West. Few would argue the significance of this natural wonder. However, its importance to native culture, its fragility as an ecosystem and its inherent management challenges are less widely understood by media professionals and the public at large. This panel will examine the challenges and opportunities facing the Grand Canyon region and investigate ways to communicate effectively about these issues to media professionals and the public.

CHAIR: JULIA B. CORBETT (University of Utah)

PANELISTS:

Geoffrey Barnard (President, Grand Canyon Trust)

Pam Foti (Northern Arizona University School of Forestry)

Silvia Palmer (Environmental Technician, Hualapai Tribe)

Mark Shaffer (Senior Reporter, Arizona Republic, Phoenix)

Margee Hency (Communication Specialist, Grand Canyon National Park Public Affairs)

Kandice Salomone (Strategic Planning & Institutional Research, University of Rhode Island)

8:30-10:30 p.m. - AEJMC HEARD MUSEUM GALA

Limited to 600, \$5 per person - see AEJMC registration form.

AUG 12 SATURDAY

8:45 - 10:15 a.m.

AEJMC Information Sessions

for division officers, paper chairs and PF&R chair

1:00 - 2:30 p.m.

Research - Top Student Papers

CHAIR: Patricia Curtin (University of North Carolina)

"Mythic Battles: Examining the Lawyer-Public Relations Counselor Dynamic,"

Bryan Reber (Ph.D. student, University of Missouri),

Fritz Cropp (Assistant Professor, University of Missouri) and

Glen T. Cameron (Professor, University of Missouri)

"Using Grunig's PR Models to Evaluate Strategic Philanthropy:

An Exploratory Study,"

Joel Andren (M.A. student, Washington State University)

"Ego Involvement and Practitioners' Attitudes Toward Integrated Marketing Communication,"

Amanda Jones (Instructor,

University of Northern Iowa) and

Amy Sanders (senior communication major, University of Northern Iowa)

DISCUSSANT: Dean Kruckeberg (University of Northern Iowa)

2:45 - 4:15 p.m. - Deutschmann Panel

Honoring Jim Grunig

**9:00 p.m. - free celebration
GOLDEN OLDIES DANCE**

grunig honor

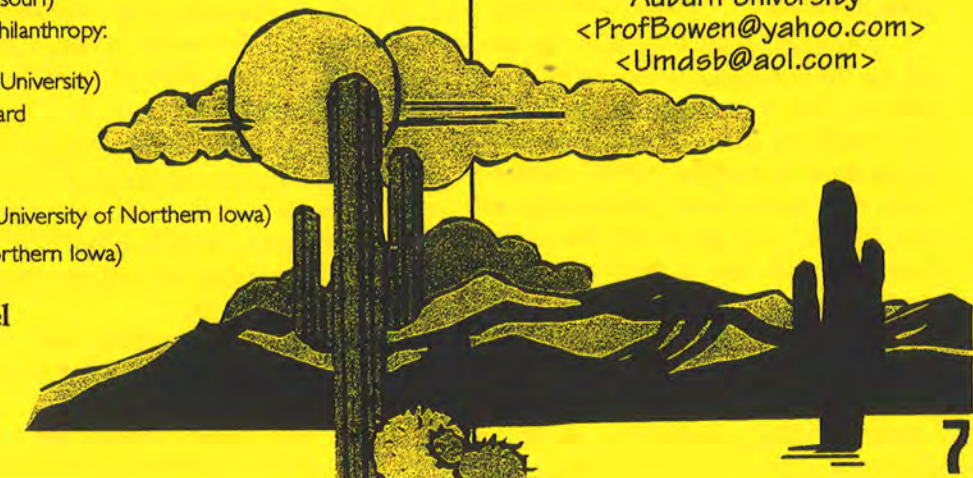
The AEJMC Standing Committee on Research has selected James E. Grunig to receive the Deutschmann Award, the association's highest honor. Jim Grunig, University of Maryland, was the head researcher for the IABC Excellence study, has authored hundreds of articles, and wrote the popular textbook, *Managing Public Relations*, with Todd Hunt. In that text, Grunig and Hunt presented the four models of public relations, and Grunig began his landmark contribution of symmetrical theory. The *Journal of Public Relations Research* was also the brainchild of Jim Grunig, along with his wife, Lauri Grunig, and the team co-edited the journal for a number of years.

The Deutschmann Award is not presented every year, but only as earned by nominees of the most outstanding merit. John Pavlik, chair of the Standing Committee on Research, will present the award to Jim Grunig at the National Convention on Saturday, and a distinguished panel of speakers will relate their thoughts. Those speakers will include Judy VanSlyke Turk, Mel Sharpe, Dean Kruckeberg, Don Stacks, Kathleen Kelly, Glen Broom, and Grunig's nominator, Shannon Bowen.

Grunig was nominated by then Ph.D. candidate Bowen in 1999 because of what she saw as his "unparalleled contribution to public relations theory."

Grunig is only the second public relations scholar, after his mentor, Scott Cutlip, to be selected for the Deutschmann Award, and the division should be proud of this prestigious honor. Plan on attending the celebration!

SHANNON BOWEN
Auburn University
<ProfBowen@yahoo.com>
<Umdsb@aol.com>



the budget travelers convention guide

LocusMedia@aol.com • WILLIAM THOMPSON • University of Louisville

While many are employed by universities that pay huge salaries, some less fortunate faculty may have made a wrong choice somewhere in life. Now you may find yourself being punished for a childhood infraction involving the family cat and your mother's carpet shampooer by being employed by a university that is not so generous. To those faculty, I dedicate this budget travelers guide to the AEJMC National Conference.

CONVENTION REGISTRATION: Registering for the convention prior to July 7 will save you \$40. If you have colleagues who are considering coming to the conference, advise them to become AEJMC members when they register. Their memberships will cost \$85, and they'll get an \$85 discount on their registration fees. So they'll get into the conference for the same price, plus get the association's five publications and directory for a whole year.

AIRLINE TRAVEL: The association's two convention airline partners, Continental and Delta, will provide a 10-percent discount off

their lowest unrestricted coach fares. Buy your ticket 60 days prior to your flight date (or about June 8), and you'll get an extra 5 percent off your fare.

HOTEL ACCOMMODATION: While convention sessions will be held at both the Hyatt Regency and the Crowne Plaza, you'll come out ahead staying at the Crowne Plaza. The daily single room is \$15 cheaper at the Crowne Plaza than if you stay at the Hyatt, and it is \$25 cheaper per day if you are booking a double, triple or quad occupancy. Deadline is July 6.

FOOD: I've never gone through the entire conference without paying for a meal. I'm not saying it can't be done. I just haven't done it. But there's a lot of free food waiting for the convention-goer who has decided to discard his or her dignity.

Breakfast? Every morning that the exhibitors are displaying, you'll find pastry and coffee in the exhibit hall.

Lunch? It's a bigger challenge. The best bet: The PR Division's Friday luncheon. If it is

like past years,

you'll hear a nationally prominent speaker and enjoy an elegant sit-down meal in one of the city's poshest settings. And it's free, courtesy of Edelman.

Dinner? Plan now to meet the right people, specifically people who graduated from the universities that sponsor receptions. If you've got to know people anyway, isn't it best to know people from Michigan State or Wisconsin, Minnesota, Ohio, Illinois or Missouri? They generally seem like nice people, and they've gone to universities that sponsor receptions. Is there any better recommendation for a friend? And by wearing loose-fitting, multi-pocketed clothes, it's usually possible to take enough food to solve those troublesome lunch menus, too.

YOUR EARLY BUDGET STRATEGY? Visit the AEJMC website, <www.aejmc.org>, to get discount codes, telephone numbers and registration information. Then I'll see you at the convention. Just don't stand between me and the cheese plate.

