

PR UPDATE

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What to expect in D.C.

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FREE in D.C.

THE PUBLIC RELATIONS DIVISION'S line-up for the upcoming AEJMC convention is certainly a strong one. William Thompson and many others have put together a program that balances research, teaching, and professional freedom and responsibility concerns. The Division will also offer opportunities to get out with colleagues to visit some of the most remarkable sites in the nation's capital.

The Division's pre-convention workshop Saturday afternoon brings together some of the best teaching talent in public relations with career guidance for those early in their faculty careers and teaching hints for everyone. After two sessions that explore the path that practitioners and graduate students take to enter the academy, a wide-ranging set of roundtables explore the best tips from the field's top teachers (see p. 2).

Three refereed research sessions and three panel presentations precede AEJMC's Capitol Odyssey opening gala on Sunday night. Following an AEJMC orientation for new members and first-time convention attendees early morning, the AEJMC plenary session features U.S. Rep. Barney Frank. At noon on Monday, the Division will offer a choice of three exciting off-site tours. Barbara DeSanto will host a tour of BBC America; the tour guide will be Jo Petherbridge, BBC America vice president of communications. Alan Freitag will host a tour of the Pentagon; the tour guide will be Lt. Col. Anne Morris, Office of Public Affairs, Secretary of the Air Force. And Ken Plowman will host "A Press Secretary's Tour of the U.S. Capitol," with Jim Hock, press secretary to Senator Dianne Feinstein. The tours will conclude in time for two afternoon panel presentations and PRSA's popular "Meet Your Citations" social. On Monday night, ASJMC will recognize the achievements of Brian Lamb, founder and chairman of C-Span (see p. 4).

Tuesday's highlight will be the noon Edelman lunch with Michael Deaver. In addition to one refereed research session and three panel presentations, three more off-site opportunities are scheduled for Tuesday – the Library of Congress, Voice of America and the fabulous Newseum (see p. 6). Wednesday will conclude with two panel presentations and one last refereed research session.

This conference owes much to many – to Lou Falk and Andi Stein for chairing the research and teaching paper competitions; to Bill Adams and Linda Aldoory for serving as liaisons for the Edelman lunch; and to Katherine Kinnick, Lisa Lyons and Teresa Mastin for organizing the Inez Kaiser and Roschwalb student awards. All the officers have been involved in some way or another, so please offer your thanks to all of these folks when you see them at the convention.

While you're sitting in the sessions or discussing issues with colleagues, you will likely generate some topics for panels for 2002. Ken Plowman will no doubt welcome your ideas, so check in with him at the convention. If you would like to get more involved with the Division, all you have to do is show up for the incoming board meeting early Wednesday morning. I'm sure William Thompson will find a place at the table for you.

If you're new to the Division, I hope that you will get involved. When I was a newcomer, I wasn't exactly sure where I fit in. What I've come to realize since those first couple of years is that these conferences are often the only times that we get to visit with colleagues we've worked with in the past, or are working with for other associations. Pretty soon you'll find yourself reconnecting with others in the same way. Watch for Alan Freitag, membership chair, and he'll be glad to answer questions you may have.

I look forward to announcing the Division's new Executive Board at the Monday night business session. If you have agenda items, I will need those by the first of July. Until August 4th. . .

2 Pre-conference
TPR workshop

4 Tour of
BBC America

4 Tour of
the Pentagon

4 Press Secretary's
Capitol Tour

5 Meet Your
Citations Social

6 Edelman Lunch
Michael Deaver

6 Tour of Voice
of America

6 Tour of the
Library of
Congress

6 Newseum Gala

7 In Memoriam:
Dawn Falk and
Stephen Chaffee



1:00-5:00 p.m. PRD PRE-CONVENTION WORKSHOP

Teaching Public Relations and Always Learning

Since adjuncts and recent practitioners are such a significant portion of our public relations colleagues, we need to make special efforts to integrate them into the teaching ranks. This pre-conference seminar, which will include panel discussions, sample teaching plans and roundtable discussions on PR pedagogy, will provide a very useful service to novice instructors and to department chairs wanting to boost their new hires' teaching performance.

CHAIR: Pamela G. Bourland-Davis, Georgia Southern

PANEL 1: "Adjusting to the Academy: Making the Transition from Boardroom to Classroom"

Panelists: Bill Adams, Florida International
Bojinka Bishop, Ohio
Barbara J. DeSanto, Oklahoma State
Lynne M. Sallot, Georgia

PANEL 2: "Gearing Down While Gearing Up: Making the Transition from Graduate Student to Professor"

Panelists: Linda Aldoory, Maryland
Patricia A. Curtin, North Carolina-Chapel Hill
Teresa Mastin, Middle Tennessee State
Shannon A. Bowen, Houston
Lisa T. Fall, Tennessee

PRD WEBSITE
<http://lamar.colostate.edu/~aejmcpr>

ROUNDTABLE SESSIONS

"When the Web Is Your Classroom"
Louis K. Falk, Youngstown State

"Managing the Grading (without a TA) in PR Writing"
William Thompson, Louisville

"Securing Paying Clients for the Campaigns Course"
Vince Benigni, College of Charleston

"Integrating Class Content: Race and Ethnicity in the PR Curriculum"
Meta Carstarphen, North Texas

"New Technology in the PR Curriculum"
Kirk Hallahan, Colorado State

ROUNDTABLE SESSIONS

"From Boardroom to Classroom"
Lynne M. Sallot, Georgia

"Building Critical Thinking Skills"
Katherine Kinnick, Kennesaw State

"Teaching PR Research with a PR Research Primer"
Don W. Stacks and Shara Pavlow, Miami

"Teaching the LARGE Introduction to PR Class"
Charles A. Lubbers and Michelle O'Malley, Kansas State

"Tips for Managing and Grading Group Work"
Pamela G. Bourland-Davis, Georgia Southern

"From Graduate Student to Professor"
Lisa T. Fall, Tennessee

8:15-9:30 a.m. PRD REFEREED RESEARCH SESSION
Top Faculty and Student Collaboration Research Papers

MODERATOR: Kathleen A. Fearn-Banks, Washington

"From Aardvark to Zebra: A New Millennium Analysis of Theory Development in Public Relations Academic Journals"

Lynne M. Sallot, Carolina Acosta-Alzuru and Karyn Ogata Jones, Georgia
Lisa J. Lyon, Kennesaw State

"How Prepared Are Companies in Singapore and Hong Kong for Crises? A Comparative Study"

Shiyan Dai and Wei Wu, National University of Singapore

"The Effect of the World Wide Web on Relationship Building"

Samsup Jo and Jaemin Jung, Florida
Yungwook Kim, Ewha Woman's University

"Student Preferences for University Recruiting Brochure Designs"

Ann Befort and Roger C. Saathoff, Texas Tech

DISCUSSANT: Dean Kruckeberg, Northern Iowa

EXHIBITS
Sunday 12:00-5:00 p.m.

9:45-11:15 a.m.
PF&R: Council of Affiliates and Public Relations Division

A Study of Public Relations Models in Emerging Democracies

A panel discussion of public relations in emerging democracies addresses specific case studies as well as the basic issues of moving from a culture of propaganda (Grunig's press agency model) to a more modern public relations practice (or Grunig's two-way symmetrical model).

MODERATOR: Osabuohien P. Amienyi, Arkansas State

"PR in Emerging Democracies: From Romania"

Silvia Ilies, Romanian Media and Communication Centre for Democracy

"PR in Emerging Democracies: A Global Perspective"

Dean Kruckeberg, Northern Iowa

"PR in Emerging Democracies: Latvia, A Case Study"

Virginia L. Sullivan, Arkansas State

1:00-2:30 p.m. PRD REFEREED RESEARCH SESSION
Top Faculty Research Papers

MODERATOR: Louis K. Falk, Youngstown State

"Company Affiliation and Communicative Ability: How Perceived Organizational Ties Influence Source Persuasiveness in a Company-Negative News Environment"

Coy Callison, Texas Tech
Dolf Zillmann, Alabama

"Gender Discrepancies in a Gendered Profession: A Developing Theory for Public Relations"

Linda Aldoory, Maryland
Elizabeth Toth, Syracuse

"If We Build It, Will They Come? Testing the Theory of Planned Behavior as a Predictive Model for Use in Determining How Career Counseling Centers Can Better Promote Their Facilities and Services"

Carolyn Ringer Lepre, California State-Chico

"Hong Bo and PR in the Korean Newspapers"

Jongmin Park, Pusan National University-Korea

DISCUSSANT: Charles A. Lubbers, Kansas State

2:45-4:15 p.m. PRD REFEREED RESEARCH SESSION
Scholar-to-Scholar Research Papers

"Co-Acculturation in a Korean Manufacturing Plant in Mexico"

Glen M. Broom and Suman Lee, San Diego State
Woo-Hyun Won, Korea University

"Framing Effects of Genetically Engineered Food Labels on the Public's Attitudes Toward Genetically Engineered Foods: Implications to Public Relations Campaigns"

Hyun Soon-Park and Sunyoung-Lee, Michigan State

"Public Relations Excellence in Alliances and Coalitions: An International Perspective"

Mark A. Van Dyke, Maryland

"Investigating Corporate Social Responsibility: A Content Analysis of Top Chinese Corporate Web Pages"

Shu Peng, Louisiana-Lafayette

"Institutional Advertising as Contemporary Public Relations: Philip Morris, A Case Study in Rhetorical Framing"

Valerie Terry, Oklahoma State

"Public Relations Education and Professional Training: The Need for Continuing Education Research"

Patrick W. O'Neil, North Carolina

"Interactive Computer Approaches to a Crisis Communication Case Problem"

Jane W. Brown and Mark L. Shifflet, Evansville

As part of AEJMC's Southeast Regional Colloquium held in Columbia, S.C., the Public Relations Division hosted a special PF&R session addressing "Voice and Representation in Public Relations."

Topics covered included research on African-American public relations majors' views on their future prospects. Preliminary analysis of the data, according to Pam Bourland-Davis, Georgia Southern University, suggests that students could be described as cautiously optimistic. They think their prospects are good, but they recognize they will still likely face racism on the job.

Pat Curtin, North Carolina-Chapel Hill, discussed research on how minority and disenfranchised groups get a voice on the public agenda. She said, "Unfortunately, it often takes a Matthew Sheppard to get a media voice." Among the lessons learned from past cases include incorporating media training, coalition building and grass-roots organizing.

The variables which influence the ethical voice in public relations decision-making were addressed by Lois Boynton, South Carolina. Her research identified a strong intent to be ethical on the part of public relations practitioners, but sometimes intentions and behaviors are in conflict. Hurdles affecting intent include feelings of malaise, job security, management approval and having a good cause.

Moving to voices of employees in general, John Guinivin, South Carolina, addressed the difficulties public relations practitioners face in reaching diverse employees in changing times. He argued that many companies make the mistake of using a mass media communication model to send messages that reflect earlier eras rather than contemporary employee relations issues. Typical messages, for example, include downsizing focus on "productivity" issues, which may lead to survivor guilt, and "global competition," which may actually foster racism.

BARNEY FRANK

Exploring diversity as it relates to ethnicity, gender, sexual orientation and related issues, the AEJMC Convention Plenary will feature opening remarks by U.S. Congressman Barney Frank (D-MA). Through his work in Congress, Frank has gained a unique perspective on the role of the media in increasing public tolerance and facilitating a more inclusive society.

Prior to his election to the U.S. House of Representatives in 1980, Frank served for eight years in the Massachusetts State Legislature. He has published many articles on politics and public affairs, including "Speaking Frankly," an essay on the role of the Democratic Party.

The session is sponsored by the AEJMC elected standing committees on Professional Freedom and Responsibility, Teaching Standards and Research.

BRIAN LAMB

Brian Lamb, founder and chairman of C-Span, will be recognized with ASJMC's highest honor during a 7-9 p.m. dinner on Monday, August 6. The Gerald M. Suss Distinguished Service to Journalism and Mass Communication Award recognizes outstanding achievement and service to the field.

Lamb originated the idea of a national public affairs network funded by cable companies in the mid-1970s. C-Span has since grown from a relay service of congressional debate to a network of record on a wide range of public affairs issues. There are now three 24-hour C-Span channels, a complete archive, an educational outreach component, a radio service and a website. The C-Span in the Classroom project has trained many university professors on how to use C-Span in coursework.

Dinner tickets are \$65 per person. Contact Kyshia Brown, Kyshia@aejmc.org.

EXHIBITS
Monday 10 a.m. - 5 p.m.

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4:15-5:45 p.m.
PF&R: Public Relations Division and Media Ethics Division

The "Phoenix" of Public Relations Ethics: How Can a Function Originating from an Unethical Base of Puffery Now Claim to Be the Ethical Conscience of the Organization?

The panel will argue that, although the public relations function has less than credible historical origins, the profession has matured into the organizational function best able to include the interests of publics, the community and society in organizational decision-making. Public relations is also best able to communicate the information it generates in its boundary-spanning role back to leaders of the organization, and best able to understand how publics will view the organization's actions. The panel will explore such challenging questions as: How are ethical decisions made - by seat-of-the-pants approach or by methodical analysis of the ethical implications? Are modern public relations practitioners ready for the role of ethical conscience of the organization? What training would better prepare public relations practitioners for this role? Are the historical origins of the function and the stereotypes of publicity limiting the contributions of public relations to ethical and socially responsible organizational behavior?

MODERATOR: James E. Grunig, Maryland

PANELISTS: Shannon A. Bowen, Houston
John Ferre', Louisville
Derina Holtzhausen, South Florida
Dean Kruckeberg, Northern Iowa
Judy VanSlyke Turk, Zayed University-United Arab Emirates

6:00-7:30 p.m.
TEACHING: Public Relations Division and Newspaper Division

Exploring the Dark Side: Can Journalists and PR Work Together?

This panel will examine various ways journalism and PR educators can teach students how to work cooperatively in order to get their jobs done and provide information to the public. Panelists will discuss teaching techniques that can be used to facilitate the building of good working relationships between journalists and PR practitioners. These will include writing and editing exercises that involve both PR and journalism classes, in-class presentations by representatives of each profession, and other activities designed to enhance student awareness of and appreciation for the roles played by both groups.

MODERATOR: Frank E. Fee, North Carolina-Chapel Hill

PANELISTS: Clyde H. Bentley, Missouri
Bojinka Bishop, Ohio
Patricia A. Curtin, North Carolina-Chapel Hill
Mark H. Masse, Ball State
Andi Stein, California State-Fullerton

7:45-9:15 p.m. AEJMC KEYNOTE ADDRESS

9:30-11:00 p.m. AEJMC CAPITOL ODYSSEY GALA

7:00-8:00 a.m. AEJMC ORIENTATION
New Members and First-Time AEJMC Convention Attendees

7:00-8:00 a.m. OUTGOING PRD EXECUTIVE COMMITTEE MEETING

10:00-11:45 a.m. AEJMC PLENARY SESSION - U.S. Rep. Barney Frank

12:00-2:30 p.m. OFF-SITE PRD TOURS

"BBC America: Retaking the Colonies"

Jo Petherbridge, BBC America vice president of communications
MODERATOR: Barbara J. DeSanto, Oklahoma State

"The Pentagon: Defense at the Crossroads, Information in the Crossfire"

Lt. Col. Anne Morris, Office of Public Affairs, Secretary of the Air Force
MODERATOR: Alan R. Freitag, North Carolina-Charlotte

"A Press Secretary's Tour of the U.S. Capitol"

Jim Hock, press secretary to Senator Dianne Feinstein
MODERATOR: Kenneth D. Plowman, San Jose State

2:45-4:15 p.m.
TEACHING: Public Relations Division and Magazine Division

The Art of Writing Short: Teaching Students to Write and Place Tight Stories

Teaching writing is one of the most important and most demanding instructional tasks in public relations and advertising programs. The elemental but complicated task of teaching students to write precise, structurally correct and persuasive prose has been made even more difficult by new media, like web pages, and new formats in old media that often demand even more succinct writing than ever before. This panel will review best practices in teaching writing, examine new ways to incorporate technology into writing instruction, and explore new media outlets and the demands they place on writing pedagogy and media placement tactics.

MODERATOR: William Thompson, Louisville

PANELISTS: Eric Freedman, Michigan State
Carol E. Holstead, Kansas
Peter P. Jacobi, Indiana
Doug Newsom, Texas Christian

4:30-6:00 p.m.
PF&R: Media Ethics Division and Public Relations Division

Beyond Monicagate: Covering the Ethics of Government

Journalists spent much time covering Clinton's real ethical lapses. But, in fact, many ethical problems confront people who are involved in government outside the White House. Furthermore, those ethical issues - everything from conflict of interest to the revolving door of government service/corporate service - raise important questions about how government officials, tossed by political and economic realities, frame their actions in moral and ethical terms.

MODERATOR: Lee Wilkins, Missouri

PANELISTS: Stuart Gilman, Federal Ethics Office deputy director - Washington, D.C.
Susan Gonders, Southeast Missouri State
Richard Alan Nelson, Louisiana State

6:15-7:45 p.m. PRSA MEET YOUR CITATIONS SOCIAL (tentative)

An academic all-star event featuring the leading scholars in public relations so graduate students and young professors have a chance to meet the top names in the field.

7:00-9:00 p.m. ASJMC DISTINGUISHED SERVICE AWARD DINNER - Brian Lamb

9:45-11:00 p.m. PR DIVISION BUSINESS MEETING

8:30-10:00 a.m.
RESEARCH: Advertising Division and Public Relations Division

Cooperative Research Projects Between Practitioners and Scholars: Opportunities for Applied and Basic Research

The perceived barrier between applied and basic research is one of the major impediments to practitioners and scholars collaborating on research projects. Building a bridge between these two worlds means more than just consulting opportunities for professors (although that is certainly an important benefit to consider). It also allows the possibility of obtaining "real world" observations to generate, test and refine theory-driven questions. Academicians can proactively seek these opportunities. These speakers will share "how-to" advice, tips and pitfalls of conducting research for various industries.

MODERATOR: Lisa T. Fall, Tennessee

PANELISTS: Walter K. Lindenmann, Public Relations Research and Measurement
Glen Nowak, Centers for Disease Control
Glen T. Cameron, Missouri
Bonnie Knutson, Michigan State
Debbie M. Treise, Florida

10:15-11:45 a.m. AEJMC BUSINESS MEETING

CALL FOR PAPERS

SSCA Deadline: September 15
The Public Relations Division of SSCA invites papers and panel suggestions for the April 3-7, 2001, annual conference in Winston-Salem. Special attention will be given to papers and panels which fit the theme, "Scholarship: Making a Difference in Our Communities." Graduate student papers are also invited for a graduate student paper panel.

Submissions are due by September 15 to Suzannah Patterson, spatters@valdosta.edu, Valdosta State University, Department of Communication Arts, 1500 N. Patterson St., Valdosta, GA 31698.

PR Review Deadline: October 1
A *Public Relations Review* special issue, "Innovative public relations pedagogy: Trends and technologies," will focus on how innovative teaching is used in the public relations classroom. Submissions are invited from academicians using such instructional methods as problem-based learning, case study methods, applied and/or experiential approaches, interactive media, the Internet, and other new communication technologies. Courses using innovative pedagogy include but are not limited to PR principles, writing, campaigns, publicity and copyright law, communication ethics, international and intercultural PR, and issues management.

Guest editors Claire Badaracco, Daradirek Ekachai and Karen Slattery seek manuscripts that address rationale, strategies, assessment, critiques, student response, evaluation by industry, resources and other related topics. Abstracts should be submitted by October 1 to Dr. Daradirek Ekachai, ekachaid@mu.edu, College of Communication, Marquette University, 1131 W. Wisconsin Ave., Milwaukee, WI 53233.

EXHIBITS
Tuesday 10 a.m. - 5 p.m.

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EDELMAN LUNCH

Michael Deaver, former White House deputy chief of staff in the Reagan administration, will keynote the Public Relations Division noon luncheon on Tuesday, courtesy of Edelman Worldwide.

Deaver provides strategic communications advice across the international political spectrum. As international vice chair for Edelman Worldwide, he manages global public affairs programs, handles high-profile accounts, and oversees U.S.-based image programs for the governments of Portugal, India and Chile.

Seating is limited to 80. Contact Linda Aldoory, laldoory@wam.umd.edu, for free reservations.

VOA TOUR

Funded by the U.S. government, Voice of America has presented news and information to audiences outside the U.S. since 1942. VOA headquarters includes 40 radio and three TV studios.

A special tour hosted by the Mass Communication & Society Division will depart from the Grand Hyatt lobby at 1 p.m. Tuesday. Limited to 20. Contact Lois Boynton, lboynton@mind-spring.com, 803/865-9157, for free reservations.

LIBRARY TOUR

A special 90-minute tour of the Library of Congress will begin at 3 p.m. Tuesday. AEJMC members will meet inside the main entrance of the Library of Congress Madison Building at 1st St. and Independence Ave. SE, near the Capital South exit for the Metro's blue and orange lines.

Contact David Shedden, dbs@poynter.org, 727/821-9400, ext. 252, for free reservations.

NEWSEUM GALA

Explore the world's first interactive museum of news at a reception and tour Tuesday evening, courtesy of the Freedom Forum.

Buses leave the Grand Hyatt 7:45-8:30 p.m., and they return from the Newseum 10:00-11:00 p.m. Tickets are required; they are free with convention registration.

12:00-2:00 p.m. EDELMAN/PUBLIC RELATIONS DIVISION LUNCHEON
Michael K. Deaver, Edelman Worldwide international vice chairman

1:00 p.m. VOICE OF AMERICA TOUR

2:45-4:15 p.m.
PF&R: Media & Disability Division and Public Relations Division

Using the Spiral of Silence to Bring "In the Outs"

With over 25 years of research exploring the Spiral of Silence, this panel offers both retrospection and introspection on this important theory. While the theory focuses on media forwarding one or two dominant societal perspectives, the theory also can be used to describe how voices that otherwise might be quashed can gain a foothold in the media's "voice."

MODERATOR: Kevin K. Keenan, American University-Cairo, Egypt

"Empowering the Silenced in the Spiral of Silence: Applications for Public Relations Theory"

Ann Marie Major, Pennsylvania State

"The Practitioner's Perspective: How Disenfranchised Groups Use PR to Break into Public Awareness"

Mercy Coogan, Gallaudet director of public relations

"Eye on the Prize: Getting on the Media Agenda to Achieve a Policy Agenda"

Patricia A. Curtin, North Carolina-Chapel Hill

3:00-4:30 p.m. LIBRARY OF CONGRESS TOUR

4:30-6:00 p.m.
PF&R: Cultural & Critical Studies Division and Public Relations Division

The Relevance of Critical Research to the Future of Public Relations Scholarship

It has been close to 10 years since the relevance of critical scholarship to public relations has last been under scrutiny. Unfortunately, with overwhelming emphasis on public relations as a corporate function, the impact of public relations on society has taken a back seat to this corporate orientation of public relations. The question might well be asked what relevance these critical approaches have at a time when capitalism seems to be firmly in the saddle, everybody prospers, and the role of public relations is perceived as a necessary evil. The aim of this panel is to argue the relevance of critical theory and research in public relations and to debate the validity of the different perspectives to social values at the beginning of the 21st century.

MODERATOR: Carolina Acosta-Alzuru, Georgia

PANELISTS: Frank Durham, Iowa
Heidi Edwards, Georgia
Derina Holtzhausen, South Florida
Elizabeth Toth, Syracuse

DISCUSSANT: William Thompson, Louisville

6:15-7:45 p.m. REFEREED RESEARCH SESSION
Top Teaching Research Papers

MODERATOR: Andi Stein, California State-Fullerton

"Student Evaluation of Experiential Learning: Comparing Public Relations Internships and Service Learning Placements"

Patricia A. Curtin and Robert Kerr, North Carolina-Chapel Hill

"How We Teach Graphic Design to Public Relations Students"

Linda P. Morton, Oklahoma

"Two Schools, Two Time Zones, One Set of PR Class Objectives: On Asynchronous Learning Networks and In-class Discussions"

Tom Kelleher, Hawaii
Michelle O'Malley, Kansas State

"How Public Relations Is Perceived and Taught in MBA Programs: A Survey of Business School Professors"

Tina Bobe Carroll, Miami

DISCUSSANT: Jim Van Leuwen, Oregon

7:45-11:00 p.m. NEWSEUM GALA

WED AUG 8

7:00-8:00 a.m. INCOMING PRD EXECUTIVE COMMITTEE MEETING

8:45-10:15 a.m.
TEACHING: Public Relations Division and Community College Journalism Assn.

Incorporating Electronic Journalism into Public Relations Classes

Today's public relations student has been raised as part of the visual generation. The use of electronic (radio, TV, Internet) resources for public relations instruction is necessary. Several problems prevent the easy implementation of this material. First, there are legal and ethical concerns. Second, they must be used so that they enhance student learning, not detract from it. Finally, there is no readily available list or archive of public relations related materials. This panel is designed to deal with each of these three problems to help public relations educators effectively incorporate electronic resources.

MODERATOR: Michelle O'Malley, Kansas State

PANELISTS: Beverly Bailey, Tulsa Community College
Louis K. Falk, Youngstown State
Charles A. Lubbers, Kansas State
John Lynch, Vanderbilt Television News Archive

10:00 a.m.-12:00 noon MINI-PLENARY
Public Relations, Advertising, Cultural & Critical Studies, Media & Disability

Interactive Media Rule: The New Rules of Interactive Media

Interactive media like the Internet and data-driven marketing are already changing the ways in which persuasive communication is constructed, and our teaching and research must recognize the new rules of interactivity. This mini-plenary studies how persuasive communication is being transformed by technology. Does the data-driven potentiality of one-to-one marketing change the respective roles of marketer and consumer? Do the same rules of graphic design apply to web pages that are increasingly designed to be more interactive? When genetic algorithms give consumers the capacity to shape their own personalized sales messages, how does that change the balance between creativity and technological competency? And does that vast power to track consumer behavior through interactive media introduce new legal and ethical issues?

MODERATOR: Kenneth D. Plowman, San Jose State

PANELISTS: Jennifer Consalvo, America Online senior program manager
Tracy North, National Library of Congress Hispanic Division
Mike Paciello, Webable CEO
Jeff Scott, Slick Rock Communications president

2:45-4:15 p.m. PRD REFEREED RESEARCH SESSION
Top Student Research Papers

MODERATOR: Donald Avery, East Connecticut State

"Public Relations Worldview and Conflict Levels in the Client-Agency Relationship"

Youngmin Yoon, Syracuse

"Intangible Outcomes of Corporate Strategic Philanthropy: A Public Relations Perspective"

Joon-Soo Lim, Florida

"Classifications of Corporate Web Pages by Relationship Contents and Functions"

Joon-Soo Lim, Florida
Jae-Hwa Shin, Missouri-Columbia

"Media Coverage of Risk Events: A Framing Comparison of Two Fatal Manufacturing Accidents"

Michael J. Palenchar, Florida

DISCUSSANT: Linda Aldoory, Maryland



In Memoriam

Condolences go to Louis Falk, Youngstown State University, on the May 9 death of his wife, Dawn.

Condolences also go to the family of Stephen H. Chaffee, 65, who died May 15.

After 16 years in mass communication at the University of Wisconsin, Chaffee was affiliated with both communication and political science at Stanford University for 18 years. Since 1999, he had been at the University of California-Santa Barbara.

The prolific author of 13 books and monographs, as well as more than 100 journal articles and book chapters, was an internationally recognized authority on mass communication and its effects on society. His research covered a wide range of issues dealing with the effects of media, with particular emphasis on political communication and the impact of the news. Chaffee was for many years an editor of *Communication Research*, a leading scholarly journal, and he served as president of the International Communication Association.

Chaffee earned a bachelor's degree in history at the University of Redlands, a master's degree in journalism at UCLA, and a Ph.D. in communication at Stanford.

Chaffee's wife, Debra Lieberman, is a researcher at the UCSB Institute for Social, Behavioral and Economic Research.

Memorial contributions may be made to the Yosemite Association, P.O. Box 230, El Portal, CA 95318.

PRD PROGRAMS PRESENTORS

Acosta-Alzuru, C.2, 6	Falk, L.2, 3, 7	Lee, S.3	Plowman, K.4, 7
Adams, B.2	Fall, L.2, 5	Lepre, C. Ringer3	Saathoff, R.2
Aldoory, L.2, 3, 6, 7	Fearn-Banks, K.2	Lim, J-S7	Sallot, L.2
Amienyi, O.3	Fee, F.4	Lindenmann, W.5	Scott, J.7
Bailey, B.7	Ferre', J.4	Lubbers, C.2, 3, 7	Shifflet, M.3
Befort, A.2	Freedman, E.5	Lynch, J.7	Shin, J-H7
Benigni, V.2	Freitag, A.4	Lyon, L.2	Soon-Park, H.3
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Bishop, B.2, 4	Gonders, S.5	Masse, M.4	Stein, A.4, 6
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