

# PRUPDATE

THE NEWS JOURNAL  
of the Public Relations Division  
of the Association for Education in  
Journalism & Mass Communication

Vol. 37 • No. 3 • Summer 2002

Graduate students and PRD faculty are invited to participate in the division's national Buddy Program, which pairs public relations faculty with graduate students at the 2002 conference. Program participants will be recognized at the conference in Miami Beach.

As a graduate student, you may wish you knew the faces of the people whose books and articles you've been reading for your classes. You may want to get some insight into the job market for public relations professors or practitioners. You may want to find out more about a particular program, either for its Ph.D. program or its vacant faculty positions. The Buddy Program will give you these opportunities by pairing you with a public relations professor in your areas of interest.

The program is informal. All you need to do is meet informally with your faculty "buddy" – perhaps over coffee or just between program sessions. Your faculty "buddy" could become a valuable mentor as you continue your graduate education in public relations.

## BE A BUDDY!

If you would like to participate, send the following information to Dr. Carolina Acosta-Alzuru ([cacosta@arches.uga.edu](mailto:cacosta@arches.uga.edu)), Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA 30602, fax 706-542-2183.

\_\_\_\_ Yes! I want to be a conference buddy at the 2002 conference in Miami Beach.

\_\_\_\_ I am interested but not planning to attend the 2002 conference. Keep me posted on future Buddy Program activities.

Are you a \_\_\_\_ graduate student or \_\_\_\_ faculty?

Provide your name and school affiliation; summer address, phone and e-mail; and a list of three areas of academic interest in the field of public relations, three areas of academic interest outside PR, and three areas of non-academic interest (hobbies or leisure activities).

## Division's Action Plan Features Innovation and Engagement

PRD HEAD WILLIAM THOMPSON submitted the division's annual report to the association's standing committees with high praise for the innovation and engagement that the division's officers and members displayed in implementing this year's action plan.

In research, he noted that the division's researchers and research chair Kirk Hallahan and teaching chair Gee Ekachai continued the division's prestigious heritage of stimulating new ideas about the field, filling five programming slots of refereed research covering a wide variety of topics.

Thompson highlighted the division's pre-conference research forum, "The Intersection of Research and the Profession in Public Relations," which will be devoted to exploring a wide variety of research methodologies; the supporting mechanisms of research, including funding, legal issues and time management; and the interlocking relationships between practitioners and academicians in sustaining the research function. Pre-conference coordinator Lou Falk, assisted by Carolina Acosta-Alzuru and graduate student Cassandra Imfeld Gajkowski, developed programming that will involve professors, professionals looking to connect with academic research, and graduate students who are designing their dissertation research.

Thompson also drew attention to the division's innovation in developing the in situ research articles in the newsletters, suggesting that the research in progress the articles spotlighted filled an important gap in our publishing framework. He commented that "I feel the in situ column has helped to speed the flow of important ideas into the conversations, lectures and research of our colleagues."

In teaching activities, Thompson's report focused on the capstone teaching sessions for important conference programming initiatives the division has undertaken during the past few years. He noted that the division had during the past three years devoted new attention to theory and to ethics, what he felt were neglected areas within our field. This year's programming, with a session on teaching theory within the discipline and another on teaching ethics, will provide "practical steps for integrating those subjects into classroom, and innovative teaching tactics for making them come alive for our students," he wrote.

In the report's section on professional freedom and responsibilities, Thompson noted the division's exploring each of the PF&R areas – free expression; ethics; media criticism and responsibility; racial, gender and cultural inclusiveness; and public service. Derina Holtzhausen, PF&R chair, supervised the programming of six PF&R conference panels, and *Journal of Public Relations* research editor Linda Hon coordinated the publication of journal articles covering important PF&R topics.

Thompson's report noted the significant resources the division had devoted to continuing discussions of racial, gender and cultural inclusiveness, extending the PRD's past attention to cultural issues important to the conference's location. He particularly noted the division's sponsorship of "Segmenting the Spanish-Language Media Market," originated by division head-elect Patricia Curtin.

Thompson selected the division's public service component as its most important PF&R achievement. The division made a major commitment this year to provide more value and service to graduate students, and extended that contribution to the association's other divisions. North Carolina graduate student Cassandra Imfeld Gajkowski headed a task force examining how graduate students could perceive higher rewards from joining AEJMC and attending the conference. Gajkowski and Carolina Acosta-Alzuru, the division's graduate student liaison chair, assembled a pre-conference program called "The ABCs of AEJMC," which will inform graduate students how they can maximize their AEJMC membership at the conference, in their graduate education and in their eventual job search. The division has extended the invitation to the "ABCs" session to all the other divisions' graduate students through the Graduate Student Interest Group and personal communication to division and interest group heads. He also noted the help from national student membership chair Michael Palenchar, who studied student attendance patterns for the AEJMC conference and designed a communication plan to stimulate membership recruiting and student involvement.

The report concluded by listing incoming head Ken Plowman's three goals for the coming year. Plowman indicated he wants to continue the division's focus on graduate student liaison, to improve interaction between the division's senior and junior members, to develop a competitive papers panel that concentrates on theory, and to gain outside organizational sponsors for research panels lacking sponsorship.

The PRD annual report can be found in its entirety on the division's website:  
<http://lamar.colostate.edu/~aejmcpr/>

# TUESDAY

## 1:00-6:30 p.m. PRE-CONFERENCE

### "The Intersection of Research and the Profession in Public Relations"

There is a pressing need between the academic and professional fields of public relations to integrate research between the two and maximize its usefulness. As the saying goes, "There is nothing so practical as a good theory," meaning that, if an academic theory has stood the test of time, critique and evaluation, then it is practical. This pre-conference workshop is an attempt to ensure that this integration of practice and theory in research happens.

#### Presiding:

Louis K. Falk, Youngstown State University

#### Panel #1

### "Mentoring Graduate Students into a Research Agenda"

#### Moderator:

Louis K. Falk, Youngstown State University

#### Panelists:

Pamela Bourland-Davis, Georgia Southern University  
Dean Kruckeberg, University of Northern Iowa  
Richard Alan Nelson, Louisiana State University  
Doug Newsom, Texas Christian University

#### Panel #2

### "They Should Know What We Know, and We Should Know What They Know: Bridging the Gap Between the Outside Professional World and Our Classrooms"

#### Moderator:

Bill Adams, Florida International University

#### Panelists:

Rob Doughty, Vice President of Public Relations, Burger King  
Janet Maizner, Manager, Miami Office, Edelman Worldwide  
Judy VanSlyke Turk, Virginia Commonwealth University  
Don Wright, University of South Alabama

#### Roundtable Discussion Group #1

### "Types of Research and Assessment"

Charles Lubbers  
Kansas State University

#### Roundtable Discussion Group #2

### "Research Funding/ How to Get Involved/ Augmenting Summer Pay/ Obtaining Data Sets"

Fritz Cropp  
University of Missouri

#### Roundtable Discussion Group #3

### "Communication Audits"

Bonnie Riechert  
University of Tennessee

#### Roundtable Discussion Group #4

### "How to Write for Professional Trade Publications and How They Are Used by the Professional"

John Elsasser  
PRSA

#### Roundtable Discussion Group #5

### "Statistical Issues/ Human Subjects Legalities"

Don Stacks  
University of Miami

#### Roundtable Discussion Group #6

### "Post-modernism Research Tactics"

Derina Holtzhausen  
University of South Florida

#### Roundtable Discussion Group #7

### "Getting Published"

Richard Alan Nelson  
Louisiana State University

#### Roundtable Discussion Group #8

### "Teaching and Publishing: Getting Them Both Done"

Daradirek "Gee"  
Ekachai Marquette University

#### Roundtable Discussion Group #9

### "Consumer Behavior Research"

Lisa Fall  
University of Tennessee-Knoxville

**ABC**  
Panel #3  
**"The ABCs of AEJMC"**  
Do you want to learn how to showcase yourself and capitalize on all of the wonderful networking opportunities offered by AEJMC's national conference? Do you want to get the most out of the conference? This panel provides the ABC's of maximizing your AEJMC experience. And don't forget to participate in the PRD Buddy Program. Experienced faculty and first-time convention attendees should contact Carolina Acosta-Alzuru ([cacosta@arches.uga.edu](mailto:cacosta@arches.uga.edu)) to be paired so that newcomers can get introductions and answers to their questions.

#### Moderator:

Carolina Acosta-Alzuru, University of Georgia

#### Faculty Panelists:

Juan Carlos Mollada, University of Florida  
Pamela Bourland-Davis, Georgia Southern University  
Patricia Curtin, University of North Carolina-Chapel Hill

#### Student Panelists:

Cassandra Imfeld Gajkowski, University of North Carolina-Chapel Hill  
Maria E. Len-Rios, University of Missouri

# AUG 6

# AUG 7

# WEDNESDAY

## 8:15-9:45 a.m. RESEARCH

Refereed Paper Session: Top Student Papers

#### Presiding:

Brigitta Brunner, University of Northern Iowa

#### Presentors:

"A Content Analysis of the Journal of Public Relations Research and Public Relations Review, 1989-2001"  
Tina Carroll, University of Miami

"Crisis Public Relations: A Study of Leadership, Culture, Demand and Delivery"  
Terence Flynn, Syracuse University

"Corporate Reputation as a New Media Agenda Item: Attribute Agenda-Setting and Business News Coverage"  
Craig E. Carroll, University of Texas-Austin

"Distilling Grunig's Situational Theory: A Case Study"  
Hsiang-Hui Wang, Syracuse University

#### Discussant:

Teresa Mastin, Middle Tennessee State University

## 10:00-11:30 a.m. PF&R

(PR/Magazine Divisions)

### "Media Relations and Tourism"

In this panel, professionals in tourism will talk about media relations in a multicultural universe. The Miami market, as a gateway to the Americas, provides a useful observation point as we discover how public relations will be practiced in a language where the only thing that can be assumed is that language, cultural and audience location can't be assumed.

#### Moderator:

Lisa Fall, University of Tennessee-Knoxville

#### Panelists:

Ginny Gutierrez, Kresell Maria Travel  
Jean Kelly, former Ohio magazine editor  
Jeanne Sullivan, Greater Miami Visitor and Convention Bureau

## 11:45 a.m.-1:15 p.m. RESEARCH

Refereed Paper Session: Top Faculty Papers

#### Moderator:

Kenneth Plowman, San Jose State University

#### Presentors:

"Reconciling Multiple Roles: Toward a Model of the Female African-American Public Relations Practitioner"  
Donnilyn Pompper, Florida State University

"An Analysis of Relationships Among Structure, Influence and Gender: Helping to Build a Feminist Theory of Public Relations"  
Julie O'Neil, Texas Christian University

"Leadership and Gender in Public Relations: Perceived Effectiveness of Transformational and Transactional Leadership Styles"  
Linda Aldoory, University of Maryland, and Elizabeth Toth, Syracuse University

"Media Relations: Corporate PR Practitioners' Use of the Internet to Assist Journalists in News Gathering"  
Coy Callison, Texas Tech University

#### Discussant:

Patricia A. Curtin,  
University of North Carolina-Chapel Hill



## 1:30-3:00 p.m. TEACHING

(PR/Advertising Divisions)

### "Theory Across the Curriculum: Integrating Communication Theory Into Practitioner Courses"

Courses in public relations and advertising, already filled with essential skills and tactics, have too often been left bereft of a theoretical base. That knowledge would help our students develop more creative persuasive campaigns and cope with unpredicted future developments in the field. This panel discussion will highlight theories from inside and outside PR and advertising that are useful tools for our students. It will also highlight teaching tactics for fitting theory into an already bulging class syllabus.

#### Moderator:

Jan Slater, Ohio University

#### Panelists:

Derina Holtzhausen, University of South Florida  
Michael Maynard, Temple University  
William Thompson, University of Louisville  
Esther Thorson, University of Missouri

## 3:15-4:45 p.m. MINI-PLenary

(ICIG/CJIG/PR, VISC Divisions)

### "Things Your Teachers Never Told You: War, Terrorism and Trauma"

This session focuses on the impact on media professionals of covering and responding to traumatic events. What are the emotional and professional costs of deep involvement with and exposure to tragic events, and how can we prepare students for such experiences?

## 5:00-6:30 p.m. RESEARCH

Refereed Paper Session  
Focus: Communication Strategies

#### Presiding:

Michael Mitrook, University of Florida

#### Presentors:

"Journalists' Hostility Toward Public Relations: An Historical Analysis"  
Fred Fedler and Denise E. DeLorme,  
University of Central Florida

"Corrective Action After a Crisis: Should Public Relations Require or Request Implementation?"  
Lori Boyer, Louisiana State University

"In Face of Change: A Case Study of the Worldwide Web as a Public Relations Tool for Art Museums"  
Nicole Elise Smith, Louisiana State University

"Building Business Relationships Online: Relationship Management in Business-to-Business E-Commerce"  
Bryan H. Reber, University of Alabama, and Scott Fosdick, University of Missouri

#### Discussant:

Derina Holtzhausen, University of South Florida

## 6:45-8:00 p.m. AEJMC KEYNOTE ADDRESS

Columnist Dave Barry will humor and humble us with his satirical sharp wit. The 1988 Pulitzer Prize winner in commentary has been with the *Miami Herald* since 1983. His column is syndicated to some 500 newspapers in the U.S. and overseas. Barry has published 24 books, some of which have appeared on the New York Times best-seller list. Two of his books were used as the basis for a CBS-TV sitcom, "Dave's World," which ran on television from 1993 to 1997. His most recent book, *Dave Barry Hits Below the Beltway*, was published in October 2001.

## 8:00-11:00 p.m. AEJMC OPENING RECEPTION "Catch the Wave Gala"

An outdoor reception at the Fontainebleau features Latin American music and food, as well as a cash bar.

# THURSDAY

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

## 10:00-11:30 a.m. AEJMC PLENARY SESSION

"Ways of Knowing: Inside and Outside the Classroom" explores various ways that groups of people learn because of different experiences in their lives. Panelists will discuss how cultural, gender, technological, psychological and physical experiences affect how people view the world, and what that means for journalism and mass communication faculty.

## 11:45 a.m.-1:15 p.m. PF&R (PR Division/Science Interest Group)

### "When People and Science Meet: Communicating About Physical Hazards"

*Moderator:*

Carol L. Rogers, University of Maryland

*Panelists:*

"Communicating About Radiation with the Public"  
Sharon L. Friedman, Lehigh University

"The Environment Reporter in the 21st Century"  
David B. Sachsman, University of Tennessee-Chattanooga

"Three Conceptions of the Public in Risk Communication Situations"

Joye C. Gordon, Kansas State University

"Philosophies and Feelings About Sharing Risk News with the Public: Perspectives of University Science Writers and Administrators"

Katherine E. Rowan, George Mason University

## 1:30-3:00 p.m. SCHOLAR TO SCHOLAR

*Welcome:*

Kenneth D. Plowman, San Jose State University

*Faculty Papers:*

"PR Educators - The Second Generation: Measuring and Achieving Consensus"

Erik L. Collins and Lynn M. Zoch, University of South Carolina

"An Integrated Model of Public Relations Effectiveness"  
Yi-Hui Huang, National Cheng-Chi University, Taiwan, R.O.C.

*Faculty/Student Papers:*

"A Cross Cultural Review of Conflict in Media Relations: The Conflict Management Typology of Media Relations in Korea and in the U.S."

Jae-Hwa Shin (Student) and Glen T. Cameron, University of Missouri

"Third-Party Organization Endorsements and Consumer Evaluation of a Web Store: Do Seal, Customer Testimonials and News Clip Affect Consumers Differently?"

Alex Wang (Student) and Ron B. Anderson, University of Texas-Austin

*Student Papers:*

"Toward an Inclusive Trajectory of Public Relations History: The Contributions of W.E.B. De Bois to Nonprofit Public Relations Before the Crisis and Beyond"

Kimberly Williams Moore, University of North Carolina-Chapel Hill

*Teaching Papers:*

"Investigating Effects of Tolerance-Intolerance of Ambiguity and the Teaching of Public Relations Writing: A Quasi Experiment"

Lynne M. Sallot, University of Georgia, and Lisa J. Lyon, Kennesaw State

"The Dire Need for Multiculturalism in Public Relations Education: An Asian Perspective"

Krishnamurthy Sriramesh, Nanyang Technological University, Singapore.

*Discussants:*

Charles Lubbers, Kansas State University, and Rob Pritchard, Ball State University

## 3:15-4:45 p.m. PF&R (PR/Media Management and Economics Divisions)

### "Segmenting the Spanish-Language Media Market"

This panel will examine the difficulties inherent in segmenting the Spanish-speaking market. When are they Hispanics, Latinos, Chicanos, etc.? When do they constitute a unified demographic? What distinctions do they make among themselves? What is the role of demographics, psychographics and situational theory? When are those differences crucial? What are the different appeals and media that should be used to effectively reach these groups?

*Moderator:*

Patricia A. Curtin, University of North Carolina-Chapel Hill

*Panelists:*

Juanita Darling, Park Doctoral Fellow, University of North Carolina-Chapel Hill, and former Central American Bureau Chief for the *Los Angeles Times*

Adriana Grillet, Vice President of Promotions, Affiliate Relations and Community Affairs, Radio Unica

Daniel Shoer-Roth, business reporter covering the Spanish-language media and market, *El Nuevo Herald*

Gonzalo R. Soruco, Associate Professor of Advertising and Public Relations, University of Miami

## 5:00-6:30 p.m. RESEARCH

Refereed Paper Session: Top Faculty/Student Papers

*Presiding:*

Susan Gonders, Southeast Missouri State University

*Presentors:*

"Asking What Matters Most: A National Survey of PR Professionals' Response to the Contingency Model"

Jae-Hwa Shin, Glen T. Cameron and Fritz Cropp, University of Missouri

"The Effects of Relationships on Satisfaction, Loyalty, and Future Behavior: A Case Study of a Community Bank"

Yungwood Kim, Ewha Woman's University, Seoul, Korea, and Samsup Jo, University of Florida

"Cross-National Conflict Shifting: A Conceptualization and Expansion in an International Public Relations Context"

Juan-Carlos Molleda and Colleen Connolly-Ahern, University of Florida

"New Partnerships for the Poor: A Case Study Advancing Relationship Theory"

Catherine Quoyeser and Elizabeth Toth, Syracuse University

*Discussant:*

Shannon Bowen, University of Houston

6:45-8:15 p.m. A social at Coconut Willies at the Fontainebleau.



**yearbook SIGNING PARTY**

## 8:30-10:00 p.m. PRD BUSINESS MEETING

# FRIDAY

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

## 8:15-9:45 a.m. PF&R (PR Division/Science Interest Group)

### "Marketing Medicine to the Masses: When Healthcare Promotions Become Medical Advisers"

A distinguished panel examines the ethical, policy and risk assessment issues surrounding the pharmaceutical promotions in advertising, marketing and public relations materials directed toward consumers rather than healthcare professionals.

*Moderator:*

William Thompson, University of Louisville

*Panelists:*

Julie L. Andsager, Washington State University  
Ginette Archinal, Cary Family Healthcare, North Carolina

Barbara J. Gastel, Texas A&M University  
James K. Hertog, University of Kentucky

## 10:00-11:30 a.m. AEJMC BUSINESS MEETING

## 11:45 a.m.-1:15 p.m. EDELMAN PRD LUNCHEON

Harry's Cafe, Eden Roc Hotel (next door to the Fontainebleau) is the site for this year's Edelman PRD Luncheon. Seating is limited to the first 80 reservations made through Pat Curtin ([pcurtin@email.unc.edu](mailto:pcurtin@email.unc.edu)).

*Speaker:*

Vivian Pinto Hirsch  
General Manager, Edelman São Paulo  
Regional President, Latin America  
Edelman Brazil

Hirsch has degrees in history from the University of Buenos Aires and in languages from the University of Cambridge, United Kingdom. Born in Chile and raised in Argentina and Brazil, she possesses a vast knowledge of Latin American challenges and opportunities. She is fluent in English, Spanish, Portuguese, French and German.

Her work experience since 1975 has been as director of Public Affairs & Communications at Monsanto (1975-1989) and American Express (1989-1994). In those 20 years, she also served as a member of the board and/or active participant of several organizations, such as the Chemical Manufacturers Association, the Federation of Industries of the State of São Paulo, the Brazilian Federation of Financial Institutions, the Brazilian Federation of Credit Card Issuers, the World Travel & Tourism Council (WTTC) and the Brazilian Travel & Tourism Bureau, among others.

At Edelman, she designs and implements diverse public relations and crisis communications plans. Project work has ranged from lobbying and communications activities to promoting constitutional reforms (1988); educating authorities and obtaining public support to enforce safety regulatory changes in the manufacture of automobile windshields (1989); introducing the tourism dollars and consequent use of Brazilian-issued credit cards internationally (1990); inhibiting access by the Brazilian internal revenue service to expenditures of credit card customers (1993); implementing a media and government relations program to stimulate introduction of an agricultural no-till law (1994-95); and changing legislation restrictions on health and nutrition products (1997-98). In addition, her years of PR experience have positioned Hirsch with experience in global promotions and sports marketing activities, such as the summer and winter Olympics, Formula I and Indy racing, World Soccer Cup and the New York Marathon, among others.

In July 1994, Hirsch decided to open her own public relations agency, VK & Asociados - Communication Dynamics, which quickly became one of the most suc-

cessful and trustworthy communications companies in Brazil. In early 1997, Hirsch sold her agency to Edelman Public Relations Worldwide, which grew 1000% in its first four years of existence (1997-2000), is ranked as the #1 multinational PR firm in Brazil and for the last two fiscal years (2000 and 2001) has received the Office of the Year Award.

During her time with Edelman, Hirsch has been involved in the strategic planning and implementation of PR and communications programs for clients such as Boeing, Duke Energy, Ericsson, MasterCard, Petrobras, Repsol, Sun Microsystems and the World Petroleum Congress, among others. In April 2001, Hirsch was promoted to president of Edelman for Latin America, a role she carries out jointly with that of CEO of Edelman in Brazil.

## 3:15-4:45 p.m. RESEARCH

Refereed Paper Session: Top Teaching Papers

*Presiding:*

Daradirek "Gee" Ekachai, Marquette University

*Presentors:*

"Virtual Issues in Traditional Texts: How Introductory Public Relations Textbooks Address Internet Technology Issues"

Lois Boynton and  
Cassandra Imfeld Gajkowski,  
University of North Carolina-Chapel Hill

"Servicing Learning Integration in a Public Relations Program: A Pedagogy for Skill Development and an Opportunity for Need Fulfillment"

Emma Daugherty, California State University Long Beach

*"Public Relations Graduates:*

*A Survey Across Three Institutions"*  
Diane Atkinson Gorcycya,  
Missouri Western State College,  
Charles Lubbers, Kansas State University;  
Marilyn D. Hunt,  
Missouri Western State College; and  
Pamela Bourland-Davis,  
Georgia Southern University

"Bright Lights, Big Problem: An Active Learning Approach to Crisis Communication"

Shirley A. Serini, Morehead State University

*Discussant:*

Dean Kruckeberg, University of Northern Iowa

## 5:00-8:00 p.m. PF&R (PR/Mass Comm and Society Divisions)

### "Bridging the Gulf from Cuba to Afghanistan: U.S. Public Affairs and Its Media Coverage"

This panel will examine the role of U.S. public affairs in military actions ranging from Cuba to Afghanistan, as well as its media coverage. It will review the ideology propagated both in the U.S. and abroad. Also to be addressed is the role of public affairs in government and foreign policy, agenda-setting of the media in policy formation, and the role of ideology in the formation of media content.

*Moderator:*

Ronald Addington, Henderson State University

*Panelists:*

Alan Freitag, University of North Carolina-Charlotte

Brian Hoey, U.S. Air Force, MacDill AFB, Florida  
Christine Ogan, Indiana University

Kenneth Plowman, San Jose State University  
Robert Pritchard, Ball State University

## 8:30-11:00 p.m. AEJMC WOLFSONIAN GALA

# AUG 8

# AUG 9

**8:15-9:45 a.m. RESEARCH**  
 Refereed Paper Session  
 Focus: Multicultural and Community Perspectives

**Presiding:**  
 Sandy Rao, Southwest Texas State University

**Presentors:**  
 "Marching in Lockstep:  
 Public Relations Roles in the New South Africa"  
 Barbara K. Petersen, Derina Holtzhausen and  
 Natalie T.J. Tindall, University of South Florida

"International Paradigms: The Social Role of  
 Brazilian Public Relations Practitioners"  
 Juan Carlos Molleda, University of Florida

"Five Decades of Mexican Public Relations in the  
 United States: From Propaganda to Strategic Counsel"  
 Melissa A. Johnson,  
 North Carolina State University

"Measuring Public Relations Outcomes: Community  
 Relations and Corporate Philanthropy Programs"  
 Margarete R. Hall, University of Florida

**Discussant:**  
 Lynn N. Zoch, University of South Carolina

**10:00-11:30 a.m.**  
 PF&R (PR/Advertising Divisions)  
**"Is Integrated Communication Dead  
 – an Either/Or Proposition?"**

This panel will evaluate the present state of integrated communications. Does it have to be an either/or situation between advertising and public relations? Can it be used on a case-by-case basis? Don Shultz, one of its first proponents from Northwestern University, says it is dead, and a recent survey showed that corporations would rather use separate agencies in public relations and advertising. Yet, given the recent downturn in the economy and organizations' eagerness to reduce spending, is there still a place for a one-stop shop for communications? Can advertising benefit from components of public relations that cost little? Or can public relations use another resource like advertising to fund its programs? Panelists will explore issues of professional responsibility involved in creating, marketing and selling images to the public.

**Moderator:**  
 Kenneth Plowman, San Jose State University

**Panelists:**  
 Thomas Duncan, University of Colorado  
 Roseanne Fiske, Communique Group,  
 Miami, Florida

Alan Fried, San Jose State University  
 Brad Rawlins, Brigham Young University

**1:30-3:30 p.m. TEACHING**  
 (Ethics/PR Divisions)  
**"Beyond Codes and Cases:  
 Teaching Public Relations Ethics"**

Much of PR ethics pedagogy has centered on the case study method and/or codes of conduct or professional standards. While such an approach has merits, alone it is too minimalistic to adequately equip future PR professionals to make moral decisions in the complex social world they will face. This teaching panel focuses on integrating intellectual tools and perspectives that enrich and supplement traditional instructional methods in PR ethics.

The first segment is an in-depth discussion of ethical frameworks that lay the intellectual foundation for moral decision-making and for evaluating the moral con-

duct of PR professionals. Without such a basis, ethics discussions potentially degenerate into casuistry or situationalism.

The panel then moves to an examination of the sense in which PR professionals have obligations to both their clients/employers and the publics those entities serve. This approach to teaching PR ethics prepares students to understand both the societal and institutional role of PR practitioners.

Third, the panel will explore methods for incorporating practical solutions to everyday dilemmas by addressing scenarios and standards, viewed in an appropriate context.

Finally, one measure of exemplary training in PR ethics may be the students' ability to face crises. Thus, the panel will also discuss the complexities and unique features of teaching crisis management in order to enable students to face their most difficult professional situations.

**Moderator:**  
 Peggy J. Bowers, Saint Louis University

**Panelists:**  
 "Problem-Based Learning"  
 Karen Slattery, Marquette University

"The Socratic Method"  
 Michael G. Parkinson, Texas Tech University,  
 and Daradirek "Gee" Ekachai,  
 Marquette University

"Practitioners' Relationships"  
 Tom Bivins, University of Oregon

"Philosophical Frameworks"  
 Peggy J. Bowers, Saint Louis University

**Discussant:**  
 Dean Kruckeberg, University of Northern Iowa

**3:15-4:45 p.m. TEACHING**  
 (Public Relations Division and  
 Community College Journalism Association)  
**"Writing Isn't Everything:  
 Broad Skills Needed in Public Relations"**

When asked what preparation is most important for a successful career in public relations, practitioners almost always advise: "Learn to write well and get at least one internship." Yet what these professionals themselves offer to clients – internal or external – is strategic thinking and problem solving. This panel will describe the mental gear that new graduates will need to apply their good writing effectively in the workplace. It will fast-forward past the writing-and-internships bromide to discuss other skills and talents that people entering the profession should develop to make a mark, win the confidence of others, and gain mastery of their careers.

**Moderator:**  
 Larry Lamb, University of North Carolina-  
 Chapel Hill

**Panelists:**  
 Spero Canton, director of media relations,  
 BellSouth Inc.

Eileen Dunn, vice president of investor relations  
 and public relations, Office Depot Inc.

Jonathan A. Mayer, vice president of corporate  
 communications, Perry Ellis International Inc.

Isobel Parke, senior counsel,  
 Jackson Jackson Wagner

Joanna D. Wragg, executive vice president and  
 principal, Wragg & Casas Public Relations Inc.

PRD HEAD  
**William Thompson**  
 University of Louisville  
 Department of Communication  
 310 Strickler Hall  
 Louisville, KY 40292  
 502/852-8169 (off.) • 588-8166 (fax)  
 LocusMedia@aol.com

IMMEDIATE PAST HEAD  
**Pamela Bourland-Davis**  
 Georgia Southern University  
 Department of Communication Arts  
 P.O. Box 8091  
 Statesboro, GA 30460  
 912/681-0027 (off.) • 681-0822 (fax)  
 pamelagb@gsums2.cc.gasou.edu

VICE HEAD and  
 PROGRAMS CHAIR  
**Ken Plowman**  
 San Jose State University  
 School of Journalism & Mass Communication  
 San Jose, CA 95192-0055  
 408/924-3247 (off.) • 924-3229 (fax)  
 plowman@jmc.sjsu.edu

VICE HEAD-ELECT  
**Patricia A. Curtin**  
 University of North Carolina  
 School of Journalism & Mass Communication  
 3212 Carriage Trail  
 Hillsborough, NC 27278  
 919/962-4091 (off.)  
 pcurtin@email.unc.edu

SECRETARY  
**Shannon Bowen**  
 University of Houston  
 School of Communication  
 621 Agnes Arnold Hall  
 Houston, TX 77204-3002  
 713/743-3728 (off.) • 743-2876 (fax)  
 713/741-8287 (home)  
 Umdsb@aol.com

RESEARCH CHAIR  
 and WEBMASTER  
**Kirk Hallahan**  
 Colorado State University  
 Journalism & Technical Communication  
 C-225 Clark  
 Ft. Collins, CO 80523-1785  
 970/491-3963 (off.) • 491-2908 (fax)  
 970/206-9025 (home)  
 kirk.hallahan@colostate.edu

TEACHING CHAIR  
**Daradirek "Gee" Ekachai**  
 Marquette University  
 Department of Advertising & Public Relations  
 1131 W. Wisconsin Ave. • Johnston Hall 304  
 Milwaukee, WI 53233  
 414/288-3450  
 gee.ekachai@mu.edu

PF&R CHAIR  
**Derina Holtzhausen**  
 University of South Florida  
 School of Mass Communication  
 4202 E. Fowler Ave., CIS 140  
 Tampa, FL 33620-7800  
 813/974-6800 (off.)  
 dholtzha@luna.cas.usf.edu

EDITOR  
 Journal of Public Relations Research  
**Linda Hon**  
 University of Florida  
 6011 N.W. 37th Terrace  
 Gainesville, FL 32606  
 352/392-6522 (off.) • 336-6934 (home)  
 lhon@jou.ufl.edu

EDITOR  
 TPR Monographs  
**Linda Morton**  
 University of Oklahoma  
 Gaylord College of Journalism  
 & Mass Communication  
 Norman, OK 73019  
 405/325-5221 (off.) • 364-4643 (home)  
 lmorton@ou.edu

EDITOR  
 PR Update News Journal  
**Susan Gonders**  
 Southeast Missouri State University  
 Department of Communication  
 Cape Girardeau, MO 63701-2750  
 573/651-2486 (off.) • 651-5967 (fax)  
 573/339-0774 (home)  
 SGonders@hotmail.com

APPOINTED DELEGATE  
**Teresa Mastin**  
 Middle Tennessee State University  
 School of Journalism  
 P.O. Box 64  
 Murfreesboro, TN 37132  
 tmastin@mtsu.edu

ELECTED DELEGATE and  
 FLORIDA MEMBERSHIP CHAIR  
**Kathy Fitzpatrick**  
 University of Florida  
 College of Journalism & Communications  
 P.O. Box 118400 • 2024 Weimer Hall  
 Gainesville, FL 32608  
 352/392-8730 (off.) • 392-3952 (fax)  
 kfitz@jou.ufl.edu

NATIONAL MEMBERSHIP CHAIR  
**Laurie Wilson**  
 Brigham Young University  
 Department of Communications  
 F-543 HEAC  
 Provo, UT 84602  
 801/378-3321 (off.) • 378-6016 (fax)  
 Laurie\_Wilson@byu.edu

STUDENT MEMBERSHIP CHAIR  
**Michael Palenchar**  
 University of Florida  
 College of Journalism & Communications  
 P.O. Box 118400 • G0404 Weimer Hall  
 Gainesville, FL 32611-8400  
 352/379-5551 • 392-3919 (fax)  
 mpalenchar@jou.ufl.edu

PROFESSIONAL LIAISON  
 and CONFERENCE CHAIR  
**Lisa Fall**  
 University of Tennessee  
 School of Journalism & Public Relations  
 330 Communications Bldg.  
 Knoxville, TN 37996-0330  
 865/974-8155 (off.) • 974-3896 (fax)  
 lfall@utk.edu

CONFERENCE LIAISON  
**Janas Sinclair**  
 Florida International University  
 College of Journalism & Communications  
 320 S.E. 3rd St., Apt. A16  
 Gainesville, FL 32601  
 352/335-8147  
 sinclair@fiu.edu

GRADUATE STUDENT LIAISONS  
**Carolina Acosta-Alzuru**  
 University of Georgia  
 Henry W. Grady College of Journalism  
 & Mass Communication  
 Athens, GA 30602  
 706/542-5680  
 cacosta@arches.uga.edu

**Karyn Ogata Jones**  
 University of Georgia  
 Henry W. Grady College of Journalism  
 & Mass Communication  
 Advertising & PR • Journalism Bldg.  
 Athens, GA 30602  
 706/542-4791 • 542-2183 (fax)  
 kojones@uga.edu

STUDENT AWARDS  
**Brigitta Brunner**  
 University of Northern Iowa  
 Department of Communication Studies  
 1801 W. 31st St. • 359 LANG 0139  
 Cedar Falls, IA 50614-0139  
 319/273-6309 (off.) • 273-7356 (fax)  
 Brigitta.Brunner@uni.edu

**Sandy Rao**  
 Southwest Texas State University  
 Department of Mass Communication  
 118 Old Main  
 San Marcos, TX 78666  
 512/245-3790 (off.)  
 sr02@swt.edu

NOMINATING COMMITTEE  
**Pamela Bourland-Davis**  
 Georgia Southern University  
 Department of Communication Arts  
 P.O. Box 8091  
 Statesboro, GA 30460  
 912/681-0027 (off.) • 681-0822 (fax)  
 pamelagb@gsums2.cc.gasou.edu

**Meta Carstarphen**  
 North Texas State University  
 Department of Journalism  
 & Mayborn Graduate Institute  
 P.O. Box 311460  
 Denton, TX 76203-1460  
 940/565-4858 • 565-2870 (fax)  
 940/566-8073 (home)  
 meta@unt.edu

**Chuck Lubbers**  
 Kansas State University  
 A.Q. Miller School of Journalism  
 & Mass Communication  
 105 Kedzie  
 Manhattan, KS 66506-1501  
 785/532-6890 (off.) • 532-5484 (fax)  
 lubbers@ksu.edu

**WEBSITE**  
<http://flamar.colostate.edu/~aejmcpr>

**LISTSERV**  
[listserv@email.uncc.edu](mailto:listserv@email.uncc.edu)

## ELECTIONS

Congratulations go to two new officers elected for the 2002-03 year by a vote of the Public Relations Division membership. Teresa Mastin, East Tennessee State, will serve as vice head-elect; Lou Falk, Youngstown State, will serve as secretary/treasurer.

A runoff between Daradirek "Gee" Ekachai, Marquette, and Laurie Wilson, Brigham Young, for the position of elected delegate will be held during the division's business meeting at the convention in Miami Beach.

## GRAD STUDENT KUDOS

Craig Carroll, a Ph.D. candidate at the University of Texas, received an \$18,000 research grant from Lexis-Nexis to help the corporation upgrade their search terms to include corporate reputation indicators. In his dissertation, he is examining how media coverage affects change in corporate reputation, using two years of respondent data from the Harris Poll's annual corporate reputation survey. His dissertation committee is chaired by Maxwell McCombs and includes AEJMC members Steve Reese and Chuck Whitney.

Samsup Jo, a doctoral student at the University of Florida, is the winner of the 2002 Dr. Walter K. Lindenmann Award, a scholarship sponsored by Ketchum PR to promote academic research in public relations. The \$15,000 award consists of a study grant for the winning student, a grant for the student's faculty adviser, and an eight-week internship with Ketchum.

Andrew M. Ragsdale, a master's student at the University of Florida, is the recipient of the 2002 public relations scholarship/internship sponsored by Allstate Insurance Company. Ragsdale is spending the summer working for Allstate in Chicago.

---

**"The ABCs of AEJMC" – Tuesday Pre-Conference**

Do you want to learn how to showcase yourself and capitalize on all of the wonderful networking opportunities offered by AEJMC's national conference? In sum, do you want to get the most out of the conference? This pre-conference panel provides the ABC's of maximizing your AEJMC experience.

---

**MAKE RESERVATIONS EARLY FOR FRIDAY'S EDELMAN PRD LUNCHEON**

Contact Pat Curtin ([pcurtin@email.unc.edu](mailto:pcurtin@email.unc.edu)).

---



---

**YEARBOOK SIGNING PARTY – 6:45-8:15 p.m. Thursday**

From the same division that brought you the "I'm So Cited!" social honoring the most prolific researchers in our field, comes this summer's Yearbook Signing Party, complete with fun and prizes!

Here's the game. All through the conference, we encourage PRD members to ask the division's presenters, moderators and respondents, as well as colleagues and friends, to autograph their conference programs. We've recruited photos from many of our presentors for this purpose.

There will be more opportunities to get signatures during our Yearbook Signing Party on the evening of Thursday, August 8. We'll have a few drinks and snacks and enjoy the balmy evening breezes at Coconut Willies at the Fontainebleau Hilton, an event organized by the division's professional liaison, Lisa Fall, in cooperation with the Miami Chapter of PRSA.

Then the moment of truth will arrive. Before the conference starts, Division Head William Thompson will have chosen a secret signature, a presenter, moderator or respondent whose autograph will be the key to the prize. Many of the potential secret signature presentors will be identified with "I'm With the Program" stickers on their nametags. Each member who has had that presenter sign his or her conference program, and who has presented the program to the contest judges, will be eligible for the prize drawing during the Yearbook Signing Party.

The lucky winner will get a prize package assembled by the Kansas City Convention and Tourism Bureau to make the winner's 2003 conference less expensive and more fun. Depending on scheduling and availability, there will be Kansas City Royals baseball tickets, tickets to Kansas City attractions, vouchers for restaurants, and perhaps even free hotel accommodations during the conference.

The point of all this? We hope it will serve as an icebreaker that will encourage more contact among division members, which Alan Freitag, our former membership chair, often advocated as he was leading our big jump in membership. Plus the signatures of your colleagues will transform your conference program into a keepsake of your time in Miami.

So join us in (1) getting the most autographs from our division's prestigious and emerging scholars during the conference; 2) joining the festivities at the PRD Yearbook Signing Party on Thursday, August 8, at Coconut Willies; and (3) being at the 2003 Kansas City conference to envy the lucky winner of this year's prize.

