

# 11th Annual International Public Relations Research Conference

Holiday Inn University of Miami  
March 6–9, 2008

## Program

### Thursday, March 6

Dress: Business Casual

**Noon – 3:00**                      **Commission on Measurement and Evaluation**  
(Closed meeting)

**5:00 – 7:00**                      **Conference Registration**  
*Holiday Inn Hotel Lobby*

**7:00 – 9:00**                      **Opening Social**  
*Poolside*  
*Sponsored by Cephalon*

### Friday, March 7

Dress: Business Casual

**7:00 – 7:45**                      **Buffet Breakfast**  
*Toucan's Restaurant*

**Conference Registration**  
*Holiday Inn Hotel Lobby*

**7:45 – 8:00**                      **Ballroom**  
**Conference Opening Session**

*Welcome:*                      **Don W. Stacks**, Conference Chair, University of Miami  
**Frank Ovaitt**, Institute for Public Relations

**NOTE:** All sessions will be in the Ballroom. Tables (1-5) will be by seated by place in the program (first paper is at table 1, second at table 2, etc.)

**8:00 – 9:00                      Research Discussions Session I**

*Presiding:* **Don W. Stacks**, University of Miami

*Two factor theory and diversity perceptions among HR recruiters in advertising and public relations*

**Patrice Benoit** and **Rochelle Ford**, Howard University

*How is responsibility attributed? The interaction effect of the injured party on the relationship between damage severity during a crisis and perceptions of corporate responsibility*

**Sun-A Park** and **Maria E. Len-Rios**, University of Missouri-Columbia

*Recall communications: Message genre, symbolic charging, and theory-based message design*

**Jeffrey L. Courtright**, Illinois State University, and **Peter M. Smudde**, University of Wisconsin-Whitewater

*Measuring transparency of environmental sustainability reporting through websites of Fortune 50 corporations*

**Brad Rawlins**, Brigham Young University, **Katie Delahaye Paine** and **Peter Kowalski**, KD Paine and Partners

**9:15 – 10:15                      Research Discussions Session II**

*Presiding:* **Doug Newsom**, Texas Christian University

*What research tells us? An analysis of research and evaluative research of the entries of “Golden Compass Awards” organized by the Turkish Public Relations Association*

**Serra Görpe**, Istanbul University, Turkey

*Reviewing the need for crisis training: Saving small nonprofits from themselves*

**Lynn Zoch** and **Hilary Fussel Sisco**, University of South Carolina

*A content analysis of media coverage of the Crandall Canyon mine disaster in the Salt Lake Tribune, the Desert Morning News and the New York Times*

**Becky McDonald**, Ball State University

*Can public relations put the trust back in organizations?*

**Ben-Piet Venter**, Solbridge International School of Business, South Korea, and **Johann van der Merwe**, Cape Peninsula University of Technology, South Africa

*Coorientation of the public relations role within the public sector*

**Dionne C. Clemons**, Howard University

**10:30 – 11:30            Research Discussions Session III**

*Presiding:* **Koichi Yamamura**, University of Miami

*Smoking does not cause cancer! A content analysis of Tobacco Industry Research Committee (TIRC) press releases published in eight nationally-based newspapers*

**Don W. Stacks**, University of Miami, and **Tina Carroll McCorkindale**, University of California-Pomona Beach

*Local leaders: Without legitimacy, power nor urgency*

**Carolina Villamizar** and **Jenny Peña**, Universidad del Norte, Colombia

*Taking the table top drill one step further: A learning fest for industry, corporate communications, the community, and journalism students*

**Ann Jabro**, Robert Morris University

*Cause-related public relations: A case study of “charge against hunger” by American Express Corporation*

**Richard Alan Nelson**, Louisiana State University, **Ali M. Kanso**, and **Steven R. Levitt**, University of Texas at San Antonio

**11:30 – 12:45            Practitioner Spotlight Luncheon**

Toucan’s Restaurant

Speaker: **Robert W. Grupp**, President, International Public Relations Association  
*Public Diplomacy*

**1:00 – 2:00            Research Discussions Session IV**

*Presiding:* **Donald K. Wright**, Boston University

*Consumer responses to Mattel product recalls: Exploring the concept of involvement*

**Yoonhyeung Choi** and **Ying-Hsuan Lin**, Michigan State University

*Do corporate public relations and citizenship contribute to community-building?*

**Bumsub “Gabriel” Jin**, University of Florida

*Provocations in public relations: A study of gendered ideologies of power-influence in practice*

**Linda Aldoory**, University of Maryland, **Bryan H. Reber**, University of Georgia, **Bruce K. Berger**, University of Alabama, and **Elizabeth Toth**, University of Maryland

*Measuring influencers: The IQ mapping tool*

**Jennifer Scott** and **Jessica Broome**, Ogilvy Public Relations Worldwide

**2:15 – 3:15                      Research Discussions Session V**

*Presiding:* **Lynn Zoch**, University of South Carolina

*“Click and Win,” the converse case study: A new methodological approach to connect theory to PR campaigns*

**Maureen Schriener**, University of Minnesota

*For the sake of our children: Corporate social responsibility, public relations, and the crisis of British children’s television*

**Rachel Kovacs**, College of Staten Island, CUNY, and **Carole Tongue**, Sovereign Strategy, London, UK

*Defining the functions of public relations in the field: The marketing-PR conundrum in community relations*

**Bonita Dostal Neff**, Valparaiso University

*A new paradigm: Media cost weighting*

**Angela Jeffrey**, VMS, **Bruce Jeffries-Fox**, Jeffries-Fox Associates, **Brad Rawlins**, Brigham Young University

*Crisis and risk approaches to emergency management planning and communication: The role of similarity and sensitivity*

**Robert L. Heath**, **Jaesub Lee**, and **Lan Ni**, University of Houston

**3:30 – 4:30                      Research Discussions Session VI**

*Presiding:* **Fraser Likely**, Likely Communication Strategies, Ltd., Canada

*Public relations industry in Brazil: Challenges and perspectives*

**Tiago Mainieri de Oliveira**, University of Florida and University of São Paulo and University of Ijuí, Brazil.

*Are we engaged yet? A proposed framework for measuring engagement in social networks*

**Katie Delahaye Paine**, KD Paine & Partners

*Measuring activism and resistance in the Millennials: Comparing traditional and hi-tech information-seeking behaviors in the situational theory of publics*

**Bey-Ling Sha**, **Anna Jost**, and **Rey Monzon**, San Diego State University

*Ethical dilemmas: The social media release and its implications for the PR-journalist relationship*

**Frances Ward-Johnson** and **John Guiniven**, Elon University

*South Korean and US multinational corporations*

**Eunkyung Chung**

**Seongjung Jeong**, Dong-Ah Institute of Media and Arts, South Korea

**4:45 – 5:45                      Research Discussions Session VII**

*Presiding:* **Brad L. Rawlins**, Brigham Young University

*Defining social responsibility in sport: Sports practitioners' perception of their role in social responsibility*

**Christie Kleinmann**, Lee University

*Public relations in Japan: Its current and future status and problems*

**Koichi Yamamura**, University of Miami

*Wikipedia: Closing the knowledge gap of corporate public opinion*

**Marcia Watson DiStaso**, Pennsylvania State University, and **Marcus Messner**, Virginia Commonwealth University

*Factors affecting e-mail rumor belief and activity: The effects of type of rumor and organization-public relationships*

**Hyunjin Kang**, Pennsylvania State University, and **Karina Judith Garciaruano** and **Ying-Hsuan Lin**, Michigan State University

*Managing from the middle: The role of mid-level gatekeepers in mobilizing grassroots activism and encouraging facilitative relationships*

**Bryan H. Reber**, **Baiba Pētersone**, University of Georgia, and **Bruce K. Berger**, University of Alabama

**6:00 – till?                      Dinner and night on your own**

## Saturday, March 8

**Dress: Business Casual**

**7:00 – 7:45**                    **Buffet Breakfast**  
*Toucan's Restaurant*

**Conference Registration**  
*Holiday Inn Hotel Lobby*

**8:00 – 9:00**                    **Research Discussions Session VIII**

*Presiding: Frank Ovaitt, Institute for Public Relations*

*ANT, the challenger of stakeholder thinking*  
**Vilma Luoma-aho**, University of Jyväskylä, Finland

*Priorities in public relations research: An international Delphi study*  
**Tom Watson**, Bournemouth University, UK

*A comparative study of social responsibility activities by oil and petroleum companies: Regional culture, customs and traditions*  
**Mary Ann Ferguson** and **Cristina Popescu**, University of Florida

*The use of social media sources in the news gathering process and its implications for public relations practitioners A UK perspective*  
**Liz Bridgen**, De Montfort University, UK

*West meets East: Cross-cultural look at American and Russian public relations students' perceptions of leadership style and ethics.*  
**Elina Erzikova** and **Bruce K. Berger**, University of Alabama

**9:15 – 10:15**                    **Research Discussions Session IX**

*Presiding: Michelle Hinson, Institute for Public Relations*

*Second stage development of the Integrated Crisis Mapping (ICM) model in crisis communication: EMO-action language versus emotional language for crises that require high and low organizational engagements*  
**Augustine Pang**, Nanyang Technological University, Singapore, **Yan Jin**, Virginia Commonwealth University, and **Glen T. Cameron**, University of Missouri-Columbia

*Wegmans Food Markets, Inc.: A case study in visual identity and image*  
**Sue Westcott Alessandri**, Syracuse University

*Restoring reputation beyond a racial crisis: The effects of CSR and crisis response on organizational responsibility, reputation, and word-of-mouth intention*

**\*\*\*TOP STUDENT PAPER\*\*\***

**Hye Kyung Kim**, Syracuse University

*Correlation between trust and retention of messages in the corporate environment*

**Suzel Figueiredo**, IdeaFix – Brazil

*Public relations and the path to innovation: Are complex environments good for business?*

**Sandra C. Duhé**, University of Louisiana at Lafayette

**10:30 – 11:30            Research Discussions Session X**

*Presiding:* **Katie Delahaye Paine**, KDPaine & Partners

*Triangular communication: Treating management as a public*

**Lou C. Williams**, L.C. Williams & Associates, and **David M. Dozier**, San Diego State University

*How women understand, perceive and evaluate credibility of messages about human papillomavirus (HPV)*

**Prisca S. Ngondo**, University of Oklahoma

*Segmenting users of online healthcare information*

**Marianne Eisenmann**, Chandler Chicco Agency

*Pluralism on public relations: Critical correlates in the assessment of international public relations*

**John D. Stone**, James Madison University, and **Candan Celik**, Istanbul University, Turkey

*Optimal response: A quantitative study in the effectiveness of accommodative versus advocacy communication strategies.*

**William Marks**, San Diego State University

**11:30 – 12:45            Awards & Recognition Luncheon**

Toucan's Restaurant

*Top Student Paper* – **Hye Kyung Kim**, Syracuse University

*Sponsored by the University of Miami*

*Top 3 Competition Papers*

**Shannon A. Bowen**, University of Maryland

**Emily S. Kinsky** and **Coy Callison**, Texas Tech University

**Kelly Page Werder and Derina Holtzhausen**, University of South Florida

*Sponsored by the Institute for Public Relations*

*Jackson/Sharpe Award* – **Julie O’Neil**, Texas Christian University, and **Sean Williams**, National City Corporation

*Sponsored by Jackson, Jackson & Wagner and Likely Communications Strategies*

**1:00 – 2:00                      Research Discussions Session XI**

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

*Stretching the edifice of the Excellence Study: An examination of the aircraft carrier Public Affairs Officers’ role in the dominant coalition*

**William M. Kafka**, San Diego State University

*Recruiting Mom and Dad: Integrated messages to mobilize parents as an active public to support youth enlistment decisions*

**Robert D. Jackson**, San Diego State University

*Public relations, public diplomacy, and soft power: Conceptual convergence or credibility crisis?*

**Mark A. Van Dyke**, Marist College, and **Dejan Verčič**, Pristop & University of Ljubljana, Slovenia

*Extending situational theory to internal publics: Q Methodology within a strategic planning process*

**Justin Guild**, Ball State University

*CEOs’ perception of media importance and its consequences*

**Ana Tkalac Verčič**, University of Zagreb, Croatia, and **Dejan Verčič**, Pristop & University of Ljubljana, Slovenia

**2:15 – 3:15                      Research Discussion Session XII**

*Presiding:* **Jack Felton**, Institute for Public Relations

*Local news coverage of disability: Current themes and the role of nonprofit organizations as sources*

**Julie C. Lellis**, Emerson College

*Institutionalizing public relations: Progress or pipe dream?*

**Robert I. Wakefield**, Brigham Young University

*The potential for organizational justice as a conceptual framework for understanding symmetry and dialogic processes in public relations*

**Leah Simone Tuite**, Marist College

*Crisis management communication strategies: Which one works best?*

**Sufyan Mohammed-Baksh** and **Michael Parkinson**, Texas Tech University

**3:30 – 4:30                      Research Discussions Session XIII**

*Presiding:* **Tina Carroll McCorkindale**, California State Polytechnic University, Pomona

*Achieving strategic alignment in public relations through the development of an action research based software programme*

**Gerhard Butschi**, Digital Management AG Switzerland, and **Benita Steyn**, Cape Peninsula University of Technology, South Africa

*Are your corporate crisis responses effective?: The effects of crisis types and corporate responses on the public's perceptions of organizational responsibility for crisis*

**Jeesun Kim**, **Hyo Jung Kim**, and **Glen T. Cameron**, University of Missouri-Columbia

*The reflexive emotion of shame and its role in communication strategy*

**John E. Guiniven**, Elon University

*Online instructive churn: One recipe for turning lemons into lemonade*

**W. Timothy Coombs** and **Sherry J. Holladay**, Eastern Illinois University

*Kuwait News Agency: An image problem and awareness deficit*

**Manaf Bashir**, Indiana University

**4:45 – 4:45                      Research Discussions Session XIV**

*Presiding:* **David Michaelson**, Echo Research USA

*Organizational image, identity and reputation: Disentangling their meaning for application*

**Tomasz A. Fediuk**, **Ryan W. Buddenhagen**, **Travis L. Mason**, and **Isabel C. Botero**, Illinois State University

*The value of "authenticity" in glocal public relations: The new Juan Valdez campaign*

**Juan-Carlos Molleda** and **Marilyn Roberts**, University of Florida

*An exploratory study of media practices in Urals Federal District of Russia*

**Anna Klyueva**, University of Oklahoma

*Does level of public relations and journalism professionalism influence media bribery? An exploratory study of global media relations practice*

**Katerina Tsetsura**, University of Oklahoma

*PR in the news How a sample of network newscasts framed public relation*

\*\*\***TOP 3 PAPER**\*\*\*

**Emily S. Kinsky** and **Coy Callison**, Texas Tech University

**7:00 – 9:00**                    **“A Night in the Caribbean” Social**  
*Poolside*  
Sponsored by the Institute for Public Relations

**9:00 – Till?**                *Evening on your own*

## **Sunday, March 9**

Dress: Business Casual

**7:00 – 7:45**                    **Buffet Breakfast**  
*Toucan’s Restaurant*

**8:00 – 9:00**                    **Research Discussions Session XV**

*Presiding:* **Michelle Hinson**, Institute for Public Relations

*21<sup>st</sup> Century challenges for public relations in a global, multicultural society*

**Dean Kruckeberg**, University of Northern Iowa, and **Marina Vujnovic**, University of Iowa

*Public relations and the use of crisis news profiles*

**Finn Frandsen** and **Winni Johansen**, University of Aarhus, Denmark

*Toward the theory of relationship management: An examination of quality, conflict and support in organizational relationships*

**Denise Sevick Bortree**, Pennsylvania State University, and **Richard D. Waters**, North Carolina State University

*Examining cognitive communication competence in the public relations curriculum*

**Margaret Algren**, Towson University, and **Kristen Campbell Eichhorn**, State University of New York at Oswego

*Measuring the impact of employee communication on employee comprehension and action: A case study of a major international firm* \*\*\***JACKSON/SHARPE AWARD**\*\*\*

**Julie O’Neil**, Texas Christian University, and **Sean Williams**, National City Corporation

**9:15 – 10:15                      Research Discussions Session XVI**

*Presiding:* **Lou Williams**, L.C. Williams & Associates

*What public relations practitioners tell us regarding dominant coalition access and gaining membership \*\*\*TOP 3 PAPER\*\*\**

**Shannon A. Bowen**, University of Maryland

*An analysis of the influence of public relations department leadership style on public relations strategy use and effectiveness \*\*\*TOP 3 PAPER\*\*\**

**Kelly Page Werder** and **Derina Holtzhausen**, University of South Florida

*Black and white in America: Perceptions of a crisis when racial issues are prominent*

**Lori Boyer**, Texas Tech University, and **Stephynie C. Perkins**, University of North Florida

*Applying the extended parallel process model to stroke communication: Comparing the effectiveness of two educational posters.*

**Diana Knott Martinelli**, West Virginia University

**10:30 – 11:30                      Research Discussions Session XVII**

*Presiding:* **Koichi Yamamura**, University of Miami

*Perception of sport celebrities among college students: Are high-risk sport celebrity endorsers more negatively perceived than low-risk sport celebrity endorsers?*

**Karen J. Freberg**, University of Tennessee

*Who are the power bloggers as potential target public of PR?: Public issue involvement-production of messages model*

**Nohil Park**, Yonsei University, South Korea, **Ji Yeon Jeong**, University Missouri-Columbia, and **Jung Ho Han**, Yonsei University, South Korea

*Mind the Gap: Examining the newsworthiness standards for public relations materials.*

**Dustin W. Supa**, Ball State University

*Predicting excellence among Air Force Public Affairs Officers*

**Jeffrey Bishop**, San Diego State University

*Confronting Media Nihilism: How transparency builds meaning during crises*

**Robert S. Pritchard** and **Filak**, Ball State University

**11:45 – 12:45                      Research Discussions Session XVIII**

*Presiding:* **Don W. Stacks**, University of Miami

*Examining the increasing impact of social media on public relations practice*

**Donald K. Wright**, Boston University, and **Michelle Hinson**, Institute for Public Relations

*How misleading communication about sustainable tourism is conveyed by the media*

**Maud Tixier**, ESSEC Business School, Paris-Singapore

*Public relations practices in Western and Eastern Europe: A comparison between French and Romanian public relations companies on the web*

**Sorin Nastasia**, University of North Dakota

*Imagining the victim: Interpretive communities, PR, and the rhetoric of mediated grief*

**Meta G. Carstarphen**, University of Oklahoma

*Covenant relationships and communication: How leadership covenants transformed Bechtel Corporation*

**Kevin Stoker**, Brigham Young University

**Adjournment Until 2009**

## Research Discussion Paper Abstracts

(Alphabetical by Title)

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**“Click and Win,” the converse case study: A new methodological approach to connect theory to PR campaigns**

Completed Research

*Maureen Schriner*, University of Minnesota

To encourage theory use in PR practices, the proposed converse case study method deconstructs “theory-lacking” PR campaigns and explores which social science theories would have enhanced the campaign’s effectiveness. The method is applied to the “Click and Win” campaign, which intended to increase college students’ awareness of campus-based mental health services.

**“Taking the table top drill one step further: A learning fest for industry, corporate communications, and the community”**

Completed Research

*Ann Jabro*, Robert Morris University

A systems analysis of the communication practices of corporate communications, corporate environmental, health and safety, plant management, and off-site responders during five chemical manufacturing operations’ simulated emergency drills necessitating off-site response efforts was conducted. The findings from the analyses are used to generate an Emergency Response Best Practices for companies contemplating scaling up a table-top drill.

**21<sup>st</sup> Century challenges for public relations in a global, multicultural society**

Completed Research

*Dean Kruckeberg*, University of Northern Iowa

*Marina Vujnovic*, University of Iowa

A normative model of PR is needed to recognize the importance of “nonpublics” and the “general public,” who traditionally are dismissed as insignificant. The perceived most powerless and benign can become threatening through global social media. This paper will make normative recommendations to reconcile traditional practice with challenges that exist today.

**A comparative study of social responsibility activities by oil and petroleum companies: Regional culture, customs and traditions**

Completed Research

*Mary Ann Ferguson*

*Cristina Popescu*, University of Florida

The paper analyzes social responsibility programs of some of the largest petroleum companies from 14 world regions—Africa, South Africa, Asia, China, India, Middle East, Pacific, Central and South America, Canada, Eastern, Western, and Northern Europe, UK, and US. Corporate foci include education, community development, sports and arts sponsorship.

**A content analysis of media coverage of the Crandall Canyon mine disaster in the *Salt Lake Tribune*, the *Desert Morning News* and the *New York Times***

Research in Progress

*Becky McDonald*, Ball State University

On Monday August 6, 2007, the Crandall Canyon mine in Utah collapsed trapping six miners. Rescue efforts to find the miners continued for 14 days. Three more miners were killed ten days after the incident when a rescue tunnel collapsed. On August 20, rescue efforts at the mine were suspended by owner Robert Murray. For this content analysis the researcher conducted a Lexis-Nexis search for newspaper articles published in *The Salt Lake Tribune*, the *Deseret Morning News* and the *New York Times*. Only articles with sentences (direct quotes and paraphrases) attributable to Murray and his spokespeople and Utah Governor Jon Huntsman and his spokespeople were included. Coders categorized responses as traditional public relations, traditional legal, diversionary, mixed, or other.

**A new paradigm: Media cost weighting**

Research in Progress

*Angela Jeffrey*, VMS

*Bruce Jeffries-Fox*, Jeffries-Fox Associates

*Brad Rawlins*, Brigham Young University

AVE is a fool's way to measure coverage, since there is nothing 'equivalent' about the *impact* of a story versus an ad. But, new research yields compelling evidence that media costs do clarify links between non-paid media and outcomes. This work provides insights for using this valuable cost data wisely.

**How misleading communication about sustainable tourism is conveyed by the media**

Completed Research

*Maud Tixier*, ESSEC Business School, Paris-Singapore

How misleading communication about sustainable tourism is conveyed by the media. The survey was carried out among 18 French traditional and 10 (in fact more because of regrouping) specialized tour operators on the internet sites and their catalogue perusals. Results shows that various actions have been undertaken, relayed by communication, to promote an environment-friendly sustainable tourism in the broad sense of the term. Awareness is therefore genuine; it remains nonetheless all too often symbolic. The lack of transparency displayed by tour operators makes it hard to fathom for the ill-informed traveler.

### **Achieving strategic alignment in public relations through the development of an action research based software programme**

Completed Research

*Gerhard Bütschi*, Managing Director, Digital Management AG Switzerland

*Benita Steyn*, Cape Peninsula University of Technology, South Africa

The objective achieved in this paper by means of completed action research was to use technology (in the form of a comprehensive software solution) as a tool to facilitate the development of a process for vertical strategic alignment between the PR function's activities at the implementation level, and the organisation's reputation risks and strategic issues/goals/priorities at the strategic organisational level.

### **An analysis of the influence of public relations department leadership style on public relations strategy use and effectiveness**

Completed Research

*Kelly Page Werder*

*Derina Holtzhausen*, University of South Florida

A survey of PRSA members (N=885) indicates the presence of two leadership styles in public relations environments, transformational and inclusive. Transformational leadership style influences use of facilitative and power strategies, and effectiveness of persuasive and cooperative strategies. Inclusive leadership style influences use of facilitative, cooperative, and power strategies, and effectiveness of informative and facilitative strategies.

### **An exploratory study of media practices in Urals Federal District of Russia**

Research in Progress

*Anna Klyueva*, University of Oklahoma

This study suggests that the media practices in Russia will differ from region to region. To support this claim, an exploratory study of media practices in Urals Federal District of Russia is to be conducted in February-March, 2008 by surveying PR-practitioners and journalists. The paper will report results and implications of the study.

### **ANT, the challenger of stakeholder thinking**

Research in Progress

*Vilma Luoma-aho*, University of Jyväskylä, Jyväskylä, Finland

Stakeholder theories often overemphasize the point of view of the organization and simplify the complex corporate environment. The paper applies ideas from the holistic Actor-Network theory (ANT) to study complex situations where interaction takes place on not only the social level, but also on the technological, spatial/temporal and political levels.

**Applying the extended parallel process model to stroke communication: Comparing the effectiveness of two educational posters**

Research in Progress

*Diana Knott Martinelli*, West Virginia University

Strokes are the leading cause of long-term disability and number three killer in the U.S., yet many people still don't recognize its symptoms or know to call 9-1-1 immediately. This study uses an experimental design to test the Extended Parallel Process Model's effectiveness at educating people about this health risk.

**Are we engaged yet? A proposed framework for measuring engagement in social media**

Research in Progress

*Katie Delahaye Paine*, KDPaine & Partners

Social media has turned the entire communications paradigm upside down. What matters today is no longer "messages" and reaching eyeballs, but engaging with our audience. It doesn't matter what media he or she consumers, it matters what they do with the information once they've gotten it. This session will review our research and experience designing an engagement metric that includes both quantitative metrics such as Web analytic data as well as qualitative metrics such as intimacy, sentiment, trust, and satisfaction.

**Are your corporate crisis responses effective?: The effects of crisis types and corporate responses on the public's perceptions of organizational responsibility for crisis**

Completed Research

*Jeesun Kim*

*Hyo Jung Kim*

*Glen T. Cameron*, University of Missouri

This study used a 2 (crisis type: accident vs. transgression) x 2 (response type: CA vs. CSR) x 2 (crisis issue: food poisoning vs. laptop battery explosion) mixed design. The results showed main effects of crisis type and response type, as well as interaction effects. Interestingly, however, such effects functioned differently depending on crisis issue.

**Black and White in America: Perceptions of a crisis when racial issues are prominent**

Completed Research

*Lori Boyer*, Texas Tech University

*Stephynie C. Perkins*, University of North Florida

Where will Caucasian individuals stand in a debate about the status of Black America? This study was based on comedian/actor Bill Cosby's criticism of some members of the African American community. Findings suggest most Caucasians thought the comments hurt African Americans but generally did not consider them newsworthy.

### **Can public relations put the trust back into organizations?**

Research in Progress

*Ben-Piet Venter*, Solbridge International School of Business, South Korea

*Johann van der Merwe*, Cape Peninsula University of Technology, South Africa

The survival of PR as management function depends on successful realignment in the organizational structure. This will impact on PR education. Avoiding spin doctoring, and acting as public conscience for the organization are the challenges facing PR today. Porter's value chain analysis may contribute to achieving these goals.

### **Cause-related public relations: A case study of “charge against hunger” by American Express Corporation**

Completed Research

*Richard Alan Nelson*, Louisiana State University

*Ali M. Kanso*

*Steven R. Levitt*, University of Texas at San Antonio

In the mid-1990s, American Express Corporation and the nonprofit Share Our Strength organization formed a strategic alliance to create “Charge Against Hunger”. The authors provide an analysis of the highly touted cause-related public relations and marketing campaign which raised more than US\$21 million for SOS projects.

### **CEOs' perception of media importance and its consequences**

Completed Study

*Ana Tkalac Verčič*, University of Zagreb, Croatia

*Dejan Verčič*, Pristop & University of Ljubljana, Slovenia

Authors test a hypothesis that media representations of CEOs is a function of their perceptions of importance of the media for corporate and personal professional success. They test this by analyzing media coverage of mentioned CEOs and pair it with a survey of their perception of importance of media representations.

### **Confronting Media Nihilism: How transparency builds meaning during crises**

Completed Research

**Robert S. Pritchard**

**Vincent Filak**, Ball State University

We examine an emerging trend we call Media Nihilism, the rhetoric of crisis and failure and argue that transparency is the public relations strategy that confronts this phenomenon during crisis. Realizing that being transparent demands trust and courage from leadership, we submit that public relations has the functional responsibility for gaining that trust and inculcating in leadership the courage to be transparent.

### **Consumer responses to Mattel product recalls: Exploring the concept of involvement**

Completed Research

*Yoonhyeung Choi*

*Ying-Hsuan Lin*, Michigan State University

This study content analyzed highly involved consumers' (i.e., parents' of young children) reaction to the 2007 Mattel product recalls posted online bulletin boards. The result was then compared with the way four major daily newspapers covered the same issue in order to explore the role of involvement in information processing.

### **Coorientation of the public relations role within the public sector**

Research in Progress

*Dionne C. Clemons*, Howard University

This research is concerned with public administrators and public affairs officers' mutual orientation toward the public sector public relations role. Coorientational measurements of agreement, accuracy, and congruency are situated within the excellence, power control and systems theories. Politics, lack of managerial support for public relations practitioners and lagging professional development are studied to understand the public administrator and the public affairs officer's cognitions in relation to the public relations role within the public sector environment.

### **Correlation between trust and retention of messages in the corporate environment**

Completed Research

*Suzel Figueiredo*, IdeaFix – Brazil

Surveys conducted with employees from the biggest companies in Brazil show that the retention of corporate key messages is related to their trust in the company, independently from the communication channels. In order to discuss said hypothesis study shows data from three large companies: a Brazilian one, an American one and a European one.

### **Covenant relationships and communication: How leadership covenants transformed Bechtel Corporation**

Completed Research

*Kevin Stoker*, Brigham Young University

Covenantal leadership is an ancient concept describing an agreement between God and man. Ten years ago, the international engineering firm Bechtel introduced Covenantal leadership to improve communication and ethical behavior. The results have been transformational, leading to relationships valued by management and employees.

### **Crisis and risk approaches to emergency management planning and communication: The role of similarity and sensitivity**

Completed Research

*Robert L. Heath*

*Jaesub Lee*

*Lan Ni, University of Houston*

The basic question addressed was whether a diverse community becomes more fully functioning by having community emergency management planning and communication (law of requisite variety) reflect that diversity. Results indicate that approximately half of the persons surveyed do not feel adequately prepared to respond during these emergencies. Of those who do, a variety of voices (source similarity and message sensitivity) increases residents' sense of self, expert, and community preparedness.

### **Crisis management communications strategies: Which one works best?**

Research in Progress

*Sufyan Mohammed-Baksh*

*Michael Parkinson, Texas Tech University*

In the experiment reported here the independent variable is crisis response strategy and the dependent variable is intent to purchase. The study explores effectiveness of specific response strategies used in response to consumer product crises. Subjects, who were randomly assigned college students, read newspaper articles which operationalized the crisis strategies.

### **Defining social responsibility in sport: Sports practitioners' perception of their role in social responsibility**

Completed Research

*Christie Kleinmann, Lee University*

What does social responsibility mean to sports practitioners: professionalism and the ability to balance organizational and societal interests? This analysis found that sports practitioners perceive social responsibility necessary to fulfill their job duties. However, they have different motivational approaches in applying social responsibility to daily activities.

### **Defining the functions of public relations in the field: The marketing-PR conundrum in community relations**

Completed Research

*Bonita Dostal Neff, Valparaiso University*

This longitudinal case study researched the role of public relations in a nonprofit media organization. This nearly nine-year case study of "complete research" illustrates marketing dominating the public relation community relations function. Fortuitously, a well-respected media consultant transformed the public relations organizational role into a more balanced integrated model.

**Do corporate public relations and citizenship contribute to community-building?  
Enhancing trust as a resource of social capital**

Completed Research

*Bumsub “Gabriel” Jin*, University of Florida

This study aimed to examine whether corporations’ sincere public relations activities and citizenship for community-building can enhance trust as a resource of social capital and further heighten positive attitude toward the corporations. Experimental results showed that individuals tend to perceive that the corporations result in trust in the community.

**Does level of public relations and journalism professionalism influence media bribery? An exploratory study of global media relations practice**

Completed Research

*Katerina Tssetsura*, University of Oklahoma

This paper extends media transparency research. Building on the Kruckeberg and Tssetsura’s theoretical framework, it reports results of surveying members of two international journalists organizations (N= 93) and two international public relations associations (N=310). The study found a correlation between levels of media bribery and professionalism. Discussion and implications are offered.

**Ethical dilemmas: The social media release and its implications for the PR-journalist relationship**

Completed Research

*Frances Ward-Johnson*

*John Guiniven*, Elon University

Public relations programs aimed at bloggers have been well documented. Less thoroughly discussed, however, has been the rise of the Social Media Press Release, which is changing the PR-journalist relationship and raising serious ethical questions. PR practitioners must balance using their influence in exploitive, manipulative ways against their larger, civic obligations to foster truly open discourse.

**Examining cognitive communication competence in the public relations curriculum**

Completed Research

*Margaret Algren*, Towson University

*Kristen Campbell Eichhorn*, State University of New York at Oswego

The purpose of this study was to examine the cognitive communication competence of public relations and non-public relations majors. A quantitative survey was distributed to a cross-section of the undergraduate population at two northeastern, public universities. Results suggest public relations majors have significantly higher cognitive communication competence ( $t(197) = 2.295, p < .044$ ), compared to non-majors.

### **Examining the increasing impact of social media on public relations practice**

Completed Research

*Donald K. Wright*, Boston University

*Michelle Hinson*, Institute for Public Relations

Our third annual, international empirical examination of public relations practitioners (n=328) on the impact blogs and other social media are having on public relations practice finds about two-thirds believe blogs and social media have enhanced public relations practice and that social media and traditional mainstream media complement each other. Many (89%) believe social media influence traditional news media. Findings also indicate more organizations are measuring the impact social media are having on a variety of strategic audiences. Most (84%) believe social media have motivated organizations to respond more promptly to criticism.

### **Extending situational theory to internal publics: Q Methodology within a strategic planning process**

Research in Progress

*Justin Guild*, Ball State University

This study will extend Grunig's situational theory to internal publics of an Indianapolis, Indiana non-profit organization to better understand active and passive communication behaviors within a strategic management process. In this context, the research plans to address how dominant coalition members approach and interpret issues.

### **Factors affecting e-mail rumor belief and activity: The effects of type of rumor and organization-public relationships**

Completed Research

*Hyunjin Kang*, Pennsylvania State University

*Karina Judith Garciaruano*

*Ying-Hsuan Lin*, Michigan State University

A 2 (rumor type: dread vs. wish) × 2 (OPR: good vs. bad) between-subject design experiment was conducted to examine the effects of rumor type and OPR on rumor belief and activities. The result showed the significant main effects of rumor type and the interaction effects of rumor type by OPR on rumor beliefs and activity intentions

### **For the sake of our children: Corporate social responsibility, public relations, and the crisis of British children's television**

Completed Research

*Rachel Kovacs*, College of Staten Island, CUNY

*Carole Tongue*, Sovereign Strategy, London

This study examines activism on behalf of quality, indigenous British children's TV, which is under threat. Across Britain, individuals and NGOs have pushed to reevaluate children's TV needs and secure the funding to meet them. The public relations strategies used to effect policy change have immense social consequences for cultural identity, engaging U.K. children and youth, and the future of that society itself.

**How is responsibility attributed? The interaction effect of the injured party on the relationship between damage severity during a crisis and perceptions of corporate responsibility**

Completed Research

*Sun-A Park*

*María E. Len-Ríos*, University of Missouri

Using a 2 (Crisis Severity) x 2 (Injured Parties) between subjects factorial experimental design, this study examined main effects and interaction effects of crisis severity and injured parties on crisis responsibility. The data produced the main effects for injured parties but no main effects for crisis severity. Also there were no interaction effects between crisis severity and injured parties.

**How women understand, perceive and evaluate credibility of messages about human papillomavirus (HPV)**

Research in Progress

*Prisca S. Ngondo*, University of Oklahoma

The purpose of the study is to examine women's perceptions and beliefs about HPV and to understand if women have become more aware of the risks and prevention of HPV since Merck introduced Gardasil, the vaccination. This study integrates the situational theory of publics with the concepts from credibility.

**Imagining the victim: Interpretive communities, PR, and the rhetoric of mediated grief**

Research in Progress

*Meta G. Carstarphen*, University of Oklahoma

In 1978, a bereaved couple founded a national organization, Parents of Murdered Children Inc. [POMC], to cope with the devastating murder of their daughter. Twenty-four years later, a Houston POMC chapter shifted its grassroots campaign's focus, prompted by local media, reflecting a shifting perspective about murder and mediated grief. How?

**Institutionalizing public relations: Progress or pipe dream?**

Completed Research

*Robert I. Wakefield*, Brigham Young University

This paper explores organizations where there was a turnover of public relations executives, in response to a Grunig (2007) claim that strategic public relations should be institutionalized. The study determines whether changes occurred after each turnover—and, if so, why and they occurred and whether they were positive. The attempt is to provide insight into future institutionalization.

### **Kuwait News Agency: An image problem and awareness deficit**

Completed Research

*Manaf Bashir*, Indiana University – Bloomington

Kuwait News Agency is a media institution with an annual budget of \$45 million. The expected outcome of an agency with this budget would be an international recognition and strong presence among competitors. However, media and people rarely use its news. The research indicated lack of appropriate PR efforts and demonstrated a need for profound PR researching and planning.

### **Local leaders: without legitimacy, power nor urgency: Measuring the effectiveness of a citizen participation program promoted by a local government, based on the stakeholder theory**

Completed Research

*Carolina Villamizar*

*Jenny Peña*, Universidad del Norte, Colombia

Drawing upon the concept of stakeholder identification, along the lines of power, legitimacy, and urgency, the study developed a criterion for measuring the effectiveness of local community participation processes, through the analyzes of the Local Administrative Councils promoted by Barranquilla's City Hall, during the executive period of 2004 – 2007.

### **Local news coverage of disability: Current themes and the role of nonprofit organizations as sources**

Completed Research

*Julie C. Lellis*, Emerson College

This research explored the concept of disability as a social issue presented through local newspaper coverage. A quantitative content analysis revealed that, when nonprofit organizations are consulted as sources, the local paper was not used as a forum to promote public awareness of disability as more than a personal issue.

### **Managing from the middle: The role of mid-level gatekeepers in mobilizing grassroots activism and encouraging facilitative relationships**

Completed Research

*Bryan H.*

*Baiba Pētersone*, University of Georgia

*Bruce K. Berger*, University of Alabama

Interviews with 14 activist editors examined issues related to newsletter content choice, issue frames, sources, and mission. Findings suggest that national issues with frames that are symbolic or localized are most salient. Editors saw their role as facilitating relationship building and activism among members, leading to theoretical implications in PR.

**Measuring activism and resistance in the Millennials: Comparing traditional and hi-tech information-seeking behaviors in the situational theory of publics**

Completed Research

*Bey-Ling Sha*

*Anna Jost*

*Rey Monzon*, San Diego State University

In this survey on campus issues (response rate=51%; n=738), traditional analysis yielded millennial publics active on minority issues, sexual assault, and illegal drugs. New-tech analysis yielded publics active on sexual assault, illegal drugs, and academic dishonesty. Canonical correlation revealed a new type of public, called a “resistant public.”

**Measuring Influencers: The IQ Mapping Tool**

Completed Research

*Jennifer Scott*

*Jessica Broome*, Ogilvy Public Relations Worldwide

Ogilvy PR’s “Influencer Quotient” or IQ Mapping tool is an innovative tool for assessing the influence and opinion of key individuals in relation to a specific client issue. It is an expert analytical approach that combines qualitative analysis by trained researchers in combination with quantitative scoring against a standardized framework of investigative questions. Its goal is to locate each target stakeholder on a map that charts both their influence (in terms of driving the attitudes and behaviors of others) and their public opinion of the issue of interest to our client. We hypothesized that scoring these two dimensions based on a battery of standardized questions would generate an “Influencer Quotient” or “IQ Score,” which, combined with qualitative data, could offer a true assessment of influencers’ opinions and influence level in regards to a specific organization or issue.

**Measuring the impact of employee communication on employee comprehension and action: A case study of a major international firm**

Completed Research

*Julie O’Neil*, Texas Christian University

*Sean Williams*, National City Corporation

This study describes the employee communication strategy of a global firm and the research that compares communication output and outcome data from 2004 and 2007. The paper also examines the impact of various employee communication tactics and channels in engendering employee comprehension and action in support of the firm’s objectives.

## **Measuring transparency of environmental sustainability reporting through websites of Fortune 50 companies**

Completed Research

*Brad Rawlins*, Brigham Young University

*Katie Delahaye Paine*

*Peter Kowalski*, KD Paine & Partners

Analysis of Fortune 50 corporate Websites to evaluate environmental transparency efforts shows that, while several companies are making strides, most companies are not meeting all of the standards of the Global Reporting Initiative, which have been broken down into four primary areas: stakeholder involvement, substantial information, accountability, and openness.

## **Mind the Gap: Examining newsworthiness standards for public relations materials**

Completed Research

*Dustin W. Supa*, Ball State University

This study utilizes survey research, and finds that while both journalists and public relations practitioners agree on what constitutes news, there may be a gap between what public relations practitioners know to be newsworthy, and what their information subsidies actually contain. This study explores reasons for that discrepancy.

## **Online instructive churn: One recipe for turning lemons into lemonade**

Research in Progress

*W. Timothy Coombs*

*Sherry J. Holladay*, Eastern Illinois University

Stakeholder churn is when stakeholders mobilize against an organization. Online stakeholder churn is receiving increasing attention with a focus on buffering churn. We use the phrase “instructive churn” to designate what is valued by and the values of the stakeholders. This paper explores elements of online churn that make it instructive and facilitates organizational change.

## **Optimal response: A quantitative study in the effectiveness of accommodative versus advocacy communication strategies.**

Completed Research

*William J. Marks*, San Diego State University

This quantitative study presents three fictional yet plausible scenarios, each with two disparate responses to unfounded accusations made without any supporting evidence; the only frames of reference respondents had to determine guilt or innocence were based on preexisting positive or negative perceptions. Respondents received and rated one of two responses. Results reveal situations where either advocacy or accommodative communication strategies are most effective.

**Organizational image, identity and reputation: Disentangling their meaning for application**

Completed Research

*Tomasz A. Fediuk*

*Ryan W. Buddenhagen*

*Travis L. Mason*

*Isabel C. Botero*, Illinois State University

The main purpose of this paper is to disentangle image, identity, and reputation. The paper examines the different conceptualizations of these three constructs and the implications of the lack of clear conceptualization. Clear demarcation of key ideas assists managers and researchers in developing strategic communication plans and better theory testing.

**Perception of sport celebrities among college students: Are high-risk sport celebrity endorsers more negatively perceived than low-risk sport celebrity endorsers?**

Research in Progress

*Karen J. Freberg*, University of Tennessee

Organizations using celebrity endorsers take huge financial and reputation risks. How can corporations and public relations professionals choose celebrity endorsers who will not reflect poorly on an organization's reputation? This research attempts to distinguish between high and low risk endorsers using measurements of college students' explicit and implicit attitudes.

**Pluralism in public relations: Critical correlates in the assessment of international public relations**

Research in Progress

*John D. Stone*, James Madison University

*Candan Celik*, Istanbul University

There are literally dozens of criteria by which public relations can be "assessed or evaluated" in efforts to determine "levels of success" or the degree to which a particular program "fits" an accepted set of predetermined criteria. On the international level, a number of various types of works have been offered toward the better understanding of this complex arena. This paper analyzes 27 major countries on dimensions of pluralism and its relationship to the potential for public relation "success" in that country.

**PR in the news: How a sample of network newscasts framed public relations**

Completed Research

*Emily S. Kinsky*

*Coy Callison*, Texas Tech University

A completed content analysis was conducted on a random sample of network news stories that used PR-related terms. Out of a list of 12 terms, the most common was "public relations." The terms were used properly more often than improperly, but the most common type of reference was a cliché.

### **Predicting excellence among Air Force Public Affairs Officers**

Completed Research

*Jeffrey M. Bishop*, San Diego State University

The excellence theory of public relations focuses on excellent public relations *practices*, versus the traits of excellent public relations *practitioners*. The current study identifies specific traits of United States Air Force public affairs officers that lead to recognized excellence.

### **Priorities in public relations research: An international Delphi study**

Completed Research

*Tom Watson*, Bournemouth University, Poole, Dorset, UK

This international Delphi study identifies and ranks the priorities for public relations research. The top two were: The role of public relations in the strategic operation of organisations; and the creation of value by public relations through social capital and relationships. Some outcomes compare with earlier studies; e.g. programme evaluation ranked third and was a leader in earlier studies. Only ‘management of relationships’ was wholly new.

### **Provocations in public relations: A study of gendered ideologies of power-influence in practice**

Completed Research

*Linda Aldoory*, University of Maryland

*Bryan H. Reber*, University of Georgia

*Bruce K. Berger*, University of Alabama

*Elizabeth Toth*, University of Maryland

This research project draws from three extensive data sets to explore how female and male public relations practitioners define, perceive and enact power-influence. Findings suggest that perceptions of power are articulated as gendered identities, which constrain practitioners’ perceptions about doing the right things that the practice is called to produce.

### **Public relations and the path to innovation: Are complex environments good for business?**

Completed Research

*Sandra C. Duhé*, University of Louisiana at Lafayette

This exploratory study of 622 small-to-medium sized firms examines the potential role of public relations in helping firms to leverage environmental complexity and gain competitive advantage through innovation. Findings suggest that practitioners can make a significant contribution to product/service development and commercialization by effectively gathering and processing information from publics.

### **Public relations and the use of crisis news profiles**

Completed Research

*Finn Frandsen*

*Winni Johansen*, Aarhus School of Business, University of Aarhus

The aim of this study is to present a research-based method for establishing the *Crisis News Profile* (CNP) of a newspaper. The outcome of the study can be used within the crisis management or crisis communication of an organization.

### **Public relations in Japan: Its current and future status and problems**

Research in Progress

*Koichi Yamamura*, University of Miami

Despite its prominent presence in the world economy, because of its unique culture and language, Japan still remains a mystery to many westerners. This study identifies the type of public relations activities practiced in Japan today and in the near future. These findings were obtained through Delphi method, seeking opinions of senior practitioners and academics in Japan. The results are compared with industry data in other countries.

### **Public relations industry in Brazil: Challenges and perspectives**

Research in progress

*Tiago Mainieri de Oliveira*, University of Florida, USA, University of São Paulo and University of Ijuí, Brazil

The investigation explores the public relations industry in Brazil, and it includes an overview of entrepreneurial activity in this context. The results of this study suggest that we need to collect data and build indicators that allow us understand the public relations industry, especially in emerging markets, such as Brazil.

### **Public relations practices in Western and Eastern Europe: A comparison between French and Romanian public relations companies on the web**

Research in Progress

*Sorin Nastasia*, University of North Dakota

This study proposes an innovative framework for the comparative analysis of public relations in different countries. This study examines similarities and differences between websites of public relations companies in a Western and an Eastern European country, France and Romania, and their compliance with or departure from U.S.-based public relations models.

### **Public relations, public diplomacy, and soft power: Conceptual convergence or credibility crisis?**

Research in Progress

*Mark A. Van Dyke*, Marist College

*Dejan Verčič*, Pristop & University of Ljubljana, Slovenia

Recent integration of public relations and public diplomacy with other elements of soft and hard power like psychological operations in international relations suggests a practical convergence that has moved beyond a theoretical explanation. The authors examine this phenomenon from historical and theoretical perspectives before concluding with a call for research.

### **Recall communications: Message genre, symbolic charging, and message design**

Research in Progress

*Jeffrey L. Courtright*, Illinois State University

*Peter M. Smudde*, University of Wisconsin – Whitewater

This paper explores the genre of product recall messages: how it works, how it developed and has stabilized, and how its elements may be used to adjust media attention. The paper features identification of the genre's core characteristics of style, substance, and situation and concludes with recommendations for message design.

### **Recruiting Mom and Dad: Integrated messages to mobilize parents as an active public to support youth enlistment decisions**

Research in Progress

*Robert D. Jackson*, San Diego State University

The paper examines Air Force recruiting tactics, behavior theory, and the situational theory of publics. It highlights the need for strategically crafted messages that are integrated across the spectrum of Air Force public relations and marketing channels to mobilize parents as an active public in support of their child's military enlistment.

### **Restoring reputation beyond a racial crisis: The effects of CSR and crisis response on organizational responsibility, reputation, and word-of-mouth intention**

Completed Research

*Hye Kyung Kim*, Syracuse University

This study investigates how CSR practices and crisis-response affect stakeholders' attributions of organizational responsibility, reputation and positive word-of-mouth (WOM) intention. The significant findings include direct effects of CSR history and crisis-response on organizational reputation, which are mediated to WOM intention, and interaction between CSR history and crisis-response on organizational responsibility.

### **Reviewing the need for crisis training: Saving small nonprofits from themselves**

Completed Research

*Lynn Zoch*

*Hilary Fussell Sisco*, University of South Carolina

This study is a textual analysis of the investigative newspaper coverage of a nonprofit organization responding to a crisis. As researchers we saw this as a worst-case scenario of a crisis caused by the lack of any knowledge of public relations. The study contains recommendations from practitioners about how nonprofit organizations can develop a successful crisis response.

### **Second stage development of the Integrated Crisis Mapping (ICM) model in crisis communication: EMO-action language versus emotional language for crises that require high and low organizational engagements**

Completed Research

*Augustine Pang*, Nanyang Technological University, Singapore

*Yan Jin*, Virginia, Commonwealth University

*Glen T. Cameron*, University of Missouri-Columbia

This study continues to test the authors' Integrated Crisis Mapping (ICM) model. Crises involving hostile takeovers, accidents, natural disasters, CEO retirement, rumor, and psychopathic acts were examined. Findings showed that the organizations tended to respond by using qualified rhetoric-mix stance. Increasingly, they should utilize action-based stance that use "emo-action language."

### **Segmenting users of online healthcare information**

Research in Progress

*Marianne Eisenmann*, Chandler Chicco Agency

This research investigates consumer use of online healthcare information and attempts to identify audience segmentation based on disease diagnosis, pre/post chronic illness, age, gender, etc. and the impact of such segments on type of information sought and evaluation of trustworthiness of the source. Such differences have implications for the way health information is, or should be, conveyed and the channels used.

### **Smoking does not cause cancer! A content analysis of Tobacco Industry Research Committee (TIRC) press releases published in eight nationally-based newspapers**

Completed Research

*Don W. Stacks*, University of Miami,

*Tina Carroll McCorkindale*, California State Polytechnic University, Pomona

From 1954 to 1988, the Tobacco Industry Research Committee (TIRC), with the help of John Hill of Hill & Knowlton, was charged with protecting cigarettes from attacks from the American Cancer Society and the U.S. Surgeon General. This study utilized a content analysis to investigate how 28 press releases were published and presented in eight nationally-based newspapers, including the New York Times, Wall Street Journal, and Atlanta Journal-Constitution.

### **South Korean and US multinational corporations**

Completed Research

*Eunkyung Chung*

*Seongjung Jeong*, Dong-Ah Institute of Media and Arts, South Korea

This research examined the comparison and analysis of crisis management system between multinational corporations having headquarters in South Korea and United States based on one cultural dimension, power distance. The result indicates that the degree of power distance in the corporations is related to crisis management system of corporations.

### **Stretching the edifice of the *Excellence Study*: An examination of the aircraft carrier Public Affairs Officers' role in the dominant coalition**

Research in Progress

*William M. Kafka*, San Diego State University

The Excellence Study a \$400,000, three-nation study of public relations and communication management, provides unique insight into how public relations can be an integral part of an organization. This study extends the methods in the Excellence study to examine the dominant coalition relation in a unique military organization, the U.S. naval aircraft carrier.

### **The potential for organizational justice as a conceptual framework for understanding symmetry and dialogic processes in public relations**

Research in Progress

*Leah Simone Tuite*, Marist College

This conceptual paper explores a particularly noteworthy and epiphanic finding from Tuite (2006), a qualitative study that examined government relations, an academically underexplored specialized form of public relations, by exploring the individual lived experiences of boundary-spanning government relations professionals in Maryland.

### **The reflexive emotion of shame and its role in communication strategy**

Completed Research

*John E. Guiniven*, Elon University

Shame is an emotion separated from others by its involuntary nature (Gilbert and Andrews) and inherently important in image restoration and impression management strategies (Benoit, and Caillouet and Allen). This paper examines the theoretical but focuses on the possibility that exploiting shame in public issue opponents could evoke another reflexive emotion, anger.

**The use of social media sources in the news gathering process and its implications for public relations practitioners: A UK perspective**

Completed Research

*Liz Bridgen*, De Montfort University, Leicester, UK

This paper seeks to examine the impact of these technologies on the news gathering processes of the UK's regional media and assesses the implications of this for the public relations industry. In particular, this paper considers these factors in light of the technological limitations, organizational structure and staffing issues of the UK's regional media. Drawing on both quantitative research and in-depth interviews with journalists working for regional media channels in the UK, this paper examines the extent to which social media sources are used by journalists in the news gathering process and addresses the issues relating to their use. It also considers the implications of any change in the news gathering processes on current public relations practice.

**The value of “authenticity” in glocal public relations: The new Juan Valdez campaign**

Completed Research

*Juan-Carlos Molleda*

*Marilyn Roberts*, University of Florida

This study describes the use of a “glocal” strategy to unveil a new Colombian coffee ambassador. It is based on nation building and global branding, utilizing the influence of authenticity as a novel communication model. The campaign aims to boost morale among growers domestically and revitalize Colombia's leading brand globally.

**Toward the theory of relationship management: An examination of quality, conflict and support in organization relationships**

Completed Research

*Denise Sevick Bortree*, Pennsylvania State University

*Richard D. Waters*, North Carolina State University

Building on relationship management literature, this study explores the characteristics of the organization-public relationship for three organization types – political, consumer and volunteer – which were mapped to Grunig's continuum of relationships, ranging from exploitative to communal. Results indicate a strong relationship between organization type and strength of quality, conflict and support.

**Triangular communication: Treating management as a public**

Completed Research

*Lou C. Williams*, L. C. Williams & Associates, Chicago, IL, United States

*David M. Dozier*, San Diego State University

This study delineates a model of triangular communication wherein the communicator treats management as a public. This model posits that the communicator serves as one corner of a communication triangle, conducts formative research on management as well as publics, and treats management and publics as targets of program planning/communication.

## **Two factor theory and diversity perceptions among HR recruiters in advertising and public relations**

Completed Research

*Patrice Benoit*

*Dr. Rochelle Ford*, Howard University

Applying Herzberg's Two Factor Theory, this research attempts to extend current knowledge of diversity recruitment and retention in advertising firms by examining advertising and public relations recruiters' experiences and perceptions regarding diversity in the advertising and public relations industry, thus providing necessary insight in assessing concerns and perceptions of recruiters to discover effective diversity strategies and recommend new tactics to motivate, satisfy, retain and promote people of color in the advertising and public relations industry.

## **Wegmans Food Markets, Inc.: A case study in visual identity and image**

Completed Research

*Sue Westcott Alessandri*, Syracuse University

This case focuses on the visual identity of Wegmans Food Markets Inc., and how it is disconnected from its image. Unlike most issues of disconnect between identity and image, however, Wegmans offers a positive example. Its identity is somewhat unsophisticated, while its image in the market is quite sophisticated and positive.

## **West meets East: Cross-cultural look at American and Russian public relations students' perceptions of leadership style and ethics.**

Completed Research

*Elina Erzikova*

*Bruce Berger*, University of Alabama.

This study explored perceptions of 377 American and Russian PR students regarding professional ethics and leadership styles. Russian participants appeared to be less likely to follow ethical codes than were American respondents. Also, the more respondents believed in the effectiveness of a transformational leadership style, the more likely they appeared to follow professional ethics, or vice versa.

## **What public relations practitioners tell us regarding dominant coalition access and gaining membership**

Completed Research

*Shannon A. Bowen*, University of Maryland

Scholarly and professional literature in public relations emphasizes gaining membership in the dominant coalition, and research concludes that public relations must hold a direct reporting line to the CEO in order to be considered excellent. By combining 32 interviews with public relations executives, four focus groups, and open ended responses from a larger survey of communicators, this study determined the main routes to the dominant coalition, in the order of apparent effectiveness found in these data: organizational crisis, ethical dilemma, credibility gained over time, issue high on the media agenda, and leadership.

**What research tells us? An analysis of research and evaluative research of the entries of ‘Golden Compass Awards’ organized by the turkish public relations association**

Completed Research

*Serra Görp*, Istanbul University

The study analyzes the research and evaluative research methods of public relations campaigns submitted to the Turkish Public Relations Awards called ‘Golden Compass Awards.’ ‘Golden Compass Awards’ has been established in 2001 and organized annually by the Turkish Public Relations Association. The entries of the 6<sup>th</sup> one -a total of 93 submissions in 9 categories- are analyzed and information on methods used by Turkish practitioners in public relations campaigns is obtained.

**Who are the power bloggers as potential target public of PR?: Public issue involvement-production of messages model.**

Completed Research

*Nohil Park*, Yonsei University of South Korea

*Ji Yeon Jeong*, Missouri School of Journalism

*Jung Ho Han*, Yonsei University of South Korea

This study seeks to identify bloggers as an important target public in public relations and identify influential bloggers – “power bloggers” – defined by the level of issue involvement and communication activities in terms of message production and consumption. It is the first study to suggest and verify a useful model “PIIPM” to explore power bloggers based on an online survey of 807 South Korean power bloggers who are influential within the media.

**Wikipedia: Closing the knowledge gap of corporate public opinion**

Completed Research

*Marcia W. DiStaso*, Pennsylvania State University

*Marcus Messner*, Virginia Commonwealth University

This study analyzed the framing of content about Fortune 500 companies in Wikipedia and compared it to the content of [Encyclopedia Britannica](#)’s online version. The findings indicate that the positive content in Wikipedia has increased significantly between 2006 and 2008, while Encyclopedia Britannica remained unchanged and predominantly neutral.