

The Relay

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Issue 3

Focus on PR worldwide

This issue offers a description of various insights and opportunities for students interested in learning more about public relations as a profession.

Cash for editorial common in some cultures

By Steve Cook

Here in the United States, citizens take for granted that news reporting is clear and bias-free. Although moral breakdowns have surfaced, creating blemishes on public relations and journalism, for the most part, U.S. citizens have good reason to believe that their local news or nationally circulating daily is presenting them with unbiased information.

Not so worldwide.

Dr. Dean Kruckeberg, APR, Fellow PRSA, professor in the Department of Communication Studies at the University of Northern Iowa, outlined a rising international concern among public relations practitioners: cash for editorial practices that find journalists accepting cash from public relations practitioners for editorial coverage. He spoke at the PRSA regional dinner at the Chateau in Bloomington, Thursday, March 31.

The lack of a uniform international public relations code of ethics means that nothing is set in stone. Some do and some do not engage in "cash for editorial." And while Americans can usually assume that the articles in their newspaper are objective and straight forward, others areas of the globe struggle with credible media. Bribery is a major concern in international journalism and public relations practice.

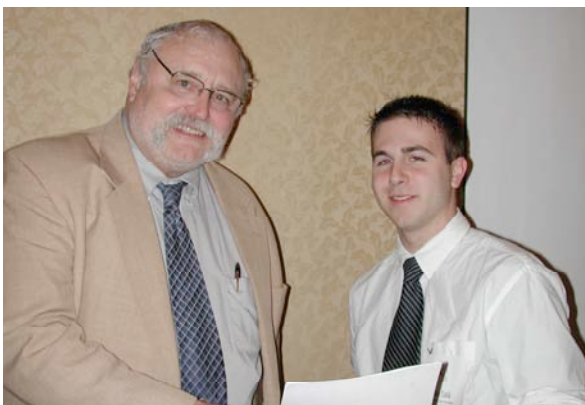


Photo by Terri Johnson

Dr. Dean Kruckeberg shows bribery statistics to Stephen Cook, senior journalism major, at the Central Illinois PRSA meeting in Bloomington.

IPRA & IPA principles for government, media and education

- ✦ long time tradition of self-determination of citizens
- ✦ comprehensive corruption laws with effective enforcement
- ✦ accountability of government to citizens at all levels
- ✦ high adult literacy
- ✦ high liberal and professional education of practicing journalists
- ✦ well-established, publicized and enforceable journalism codes of professional ethics
- ✦ free press/speech/flow of communication
- ✦ high competition

The International Public Relations Association and the International Press Agency were asked what variables could be correlated with cash for editorial, if any. Both agreed on the same eight principles surrounding three main components: government, media and education. The eight principles were 1) long time tradition of self-determination of citizens, 2) comprehensive corruption laws with effective enforcement, 3) accountability of government to citizens at all levels, 4) high adult literacy, 5) high liberal and professional education of practicing journalists, 6) well-established, publicized and enforceable journalism codes of professional ethics, 7) free press/speech/flow of communication and 8) high competition.

The study now had the principles with which to measure different countries, now all they had to do was measure it. Countries were measured on a scale of one to five, five

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Crawling for pizza to beat cancer

by **Katie Benjamin**

PRSSA Presidential Report

As the semester begins to wind down, PRSSA really put their work into high gear. On April 10 they held their first Pizza Crawl in Charleston. Forty-five to 50 participants signed up for the event.

The pizza crawl began in Buzzard Hall, where we had Monical's pizza and the people dispersed themselves among Jerry's, Domino's, Papa John's and Pizza Hut. Each participant paid \$12 for the pizza at all participating venues and a T-shirt. The American Cancer Society received 75 percent of the profits and 25 percent of the proceeds will go towards chapter improvement.

The idea for the donation to the American Cancer

Society began with a personal involvement with me. My mother was diagnosed with thyroid cancer in January and helping her out any way I could spawned my efforts to support the American Cancer Society. Once members of PRSSA discussed who we wanted to donate to, we all promoted the ACS due to the fact that cancer is a disease that affects so many of our lives.

We have marked the first Pizza Crawl a success and hope to make this an annual event.

As if that were not enough for PRSSA to tackle at the end of the year, PRSSA had one last fundraiser April 25 at Monical's Pizza in Charleston. We had our community night and Monical's was willing to donate 20 percent of the sales that our organization brought in.

PR class 'Reaches' out to help the community

by **Sara Wagoner**

Terri Johnson's PR Techniques class has been using what they have learned during the semester to help benefit Charleston Teen REACH. The class has tried to come up with new ways to help build support throughout the Charleston community for the after-school program. Recently, the class got the Charleston City Council to proclaim April Teen REACH Month.

"The entire class has really worked well together and the effort I've seen put into the project has really been outstanding. I think we all believe that Teen REACH is really a worthwhile cause to promote," said Stephen Larrick, the account coordinator for the class project.

The eight-member class selected Teen REACH after voting on several not-for-profit organizations. The class then decided they wanted to build a coalition of support for Mary Gienko, director of Teen REACH, that would allow her to use the community contacts, built during the campaign, down the road when she needs help with donations and supplies.

"I always enjoy working with students from Eastern Illinois University. They bring a great deal of enthusiasm and diversity to the youth who attend the Teen REACH program and this PR class is doing an exceptional job!" Gienko said.

Teen REACH, which stands for Responsibility, Education, Achievement, Caring and Hope, offers an after school program for at-risk junior high and high school students in Charleston. Because of an increasing number of families with both parents working, or families with only one parent, kids often find themselves at home alone. Teen REACH offers an alternative during those unsupervised hours.

One part of the project was to contact companies through letters and ask for donations. Courtney Stanley led this effort and had quick success with Fleischman Hilliard Public Relations, St. Louis office donating computers and Lender's Bagels donating bagels for the kids to snack on

while they do homework.

Classmates, Yvette Cozad and Lacey Everett, have been working with two churches, The Campus House and Newman Catholic Center, to gain donations that will provide arts and crafts supplies for the kids at Teen REACH to use. Donations for this part of the project will be collected throughout the month of April.

The class has also arranged, through the efforts of Kim Byers and Megan Neubauer, to have the kids from Teen REACH attend an Eastern baseball game. Following the game a picnic sponsored by sororities and fraternities will be held at the campus pond pavilion. Local pizza restaurants, including Jerry's Pizza, Pizza Hut and Domino's, have agreed to donate pizza for the kids to eat at the picnic.

Marie Findley, another student in Johnson's class, has been petitioning different departments at Eastern to donate magazine subscriptions. Tiffany Kochanski has been working with the Residence Hall Association to coordinate a fundraising effort with students living in the residence halls. The money donated would be used for the operations cost associated with running Teen REACH.

Many Eastern students already volunteer at Teen REACH, but state cutbacks in funding have meant many programs, including Teen REACH, are looking for new ways to get what they need to function effectively.

"It is really helpful to realize how much planning is needed for events and fundraisers," said Everett.



New public relations scholarship ready to be awarded

by **Sara Wagoner**

A second Public Relations scholarship will be awarded for the first time at this year's journalism and student media awards banquet. The Roy K. Wilson Excellence in Public Relations and Journalism Scholarship has been endowed just in time for the banquet April 30. The new scholarship will become the second ever PR scholarship awarded to EIU students.

The recipient must be a full-time student in good academic standing and show an interest in pursuing a career in public relations. The recipient will be chosen by the department chair and scholarship committee and announced at the banquet.

The scholarship was named after Roy Wilson, who is a retired education association executive who graduated

from Eastern in 1936 with a Bachelor degree in education. Wilson obtained his Master of Arts from the University of Illinois in 1943.

Wilson served as associate editor of The National Printer Journalist before serving as director of public relations at Eastern from 1935-37.

"The Roy K. Wilson scholarship was started as a way to honor Mr. Wilson by his family and friends and we at Eastern are honored to be the recipients of that support," said Terri Johnson, PR professor in the journalism department. "The students who are interested in the field of public relations will now have support specified for their efforts and area of study, supporting the growth and expansion of this area within journalism."

Students travel to learn more about public relations

by **Jessica Caudle**

Five PRSSA students took the opportunity to learn more about public relations on an April 19 trip open to Eastern public relations students only. Angie Faller, junior journalism major; Kate Bohnenstiehl, senior; Melissa Kelley, Justine Schavocky and Kathryn Malis all junior communication studies majors, traveled to Indianapolis to visit the Shank Public Relations Counselors, International Association of Business Communicators luncheon and the Indianapolis Zoo.

Faller said she learned about many different types of public relations that she had not considered. "I also did not realize how much work goes into making a small video for a client," she said. "Clients expect public relations professionals to be a wizard with graphics."

Bohnenstiehl said David Shank, APR, showed them what the setting of a public relations firm was truly like. She said it was a first hand look on how important it is to multitask.

"When watching Marilyn Shank, APR, for the morning I was impressed to see how fast and busy she was," said

Bohnenstiehl. "We went over three major projects in a 30-minute time span."

Malis said her favorite part of the trip was with Candice Geyer at Shank Public Relations Counselors, who gave her a lot of information about special events planning.

"I also received many good ideas for fundraising events that we could possibly use next year for our PRSSA chapter," Malis said.

Malis said it was Jennifer McKinney-Seet, special events manager for the Indianapolis Zoo, who made her realize event planning is what she wants to do. Terri Johnson said McKinney-Seet did a workshop on a special event, Zoobilation, sharing what the zoo does to organize this event, copies of all the printed tools, and talking about the work involved in special events management.

"It seems like she has a lot of fun doing what she does, and one can learn a ton working at a zoo."

Each of these students had this opportunity to spend a day learning more about public relations for \$20. To find out about more events contact Johnson at 581-2326.



Photo by Terri Johnson

From left, Rebecca Ruby, Zoo intern (Butler U. student), Melissa Kelley, junior, communication studies, Kathryn Malis, junior, communication studies, Jennifer McKinney-Seet, Special Events Manager, Indianapolis Zoo, Katie Bohnenstiehl, senior, communication studies, Angie Faller, junior, journalism, and Justine Schavocky, junior, communication studies, stand in front of the seahorse exhibit at the Indianapolis Zoo, April 19. The group attended a workshop on special events management.

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being the highest in each of these areas.

Finland recorded the highest score (4.88) which meant that cash for editorial was least likely to occur in that country, followed by Denmark and New Zealand and Switzerland, each with scores of 4.75. Germany, Iceland and the United Kingdom tied for third place, followed by Norway. China hit the very bottom with a score of 0.75. And the U.S.? We came in tied for fifth with Austria, Canada, Netherlands, Sweden, and Belgium with a score of 4.5.

Journalism professor Terri Johnson said, "I was surprised and disappointed that the United States was not first on the list, given the principles used in evaluation, but the audience debated this very question and noted several problems here. One was the lack of enforcement of the journalistic codes of ethics; another, the problem with several different professional journalism organizations all having different codes and, probably most telling, that no journalist has to join any professional organization to

work. He or she may not belong to one nor even keep up with the Codes."

She and Professor Brian Sowa were among the PRSA and PRSSA members attending the presentation.

Bribery of the media, according to the study, is most likely to occur in China, Saudi Arabia, Vietnam, Bangladesh and Pakistan. In all, 66 nations were ranked on this scale.

With cash for editorial and other practices that are unethical by PRSA standards occurring globally, a public relations practitioner, a journalist or anyone else involved in any form of international communications should realize that the standard for ethics is not set in stone. Individual ethics and professional standards and codes are important to understand and apply in any public relations practice. Anyone wanting copies of the study can e-mail Terri Johnson at cftlj@eiu.edu.

Guest speakers advise PRSSA on grad school, job choices

By **Stephen Larrick**

Job hunting tips and graduate school choices were topics discussed by professionals at PRSSA meetings this semester.

Ben Lincoln, Account Executive with GolinHarris in Chicago, spoke to PRSSA members March 28, sharing stories about what working for a public relations agency is like and giving them tips and ideas for securing jobs and internships in the field.

Lincoln, a graduate of Indiana University two years ago, gave insights into the job hunt for the students including tips on interviewing, writing résumés, networking and much more. His recent experiences in landing the job in Chicago were fun to hear as well as informative, according to Katie Benjamin, PRSSA president.

"Thanks to the tips Ben Lincoln shared with us, many of us have a better idea of what the professional world is like and what getting a job will be like," said Benjamin, who invited Lincoln to speak to the students.

Gary Craig, Edward Jones, & Zach Schaffer, St. Louis U. grad student, discussed when to go to grad school at the April 11 PRSSA meeting. Both noted the importance of continuing education.

Craig, who worked and then went back to grad school, told about the importance of continuing education to prepare for working and how important it is to check out all financial help, grants and scholarships to keep grad school from being too expensive. Zach, who has decided to pursue a Ph.D., talked about the importance of life-time education. Graduate school, for a career in public relations, should be in the picture, whether right after graduation or later.



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