

**Public Relations Interest Group Panels  
Central States Communication Association  
2006 Annual Meeting**

**Thursday, April 6, 2006**

**1214                    9:30 AM-10:45 AM                    Conrail Station  
ORGANIZATIONAL RESPONSIBILITY IN COMPLEX INFORMATION  
SYSTEMS**

Sponsor: Public Relations

Chair: Kyle Leathers, Wayne State University

Participants:

*"Diversity parity in employment in newspaper newsrooms: Effects on discourse, dialogue, and debate in the Public Sphere."* John Arnold, Wayne State University

*"Bio-terrorism and local community needs."* Patric R. Spence, Western Kentucky University, Ken Lachlan, Boston College

*"Applying chaos theory to organizational crisis Blackout 2003."* Kyle Leathers, Wayne State University of Nevada, Reno/Sierra Pacific Resources

Respondent: Matthew W. Seeger, Wayne State University

**1310                    11:00 AM-12:15 PM                    Pennsylvania Station B  
PUBLIC RELATIONS IN TRYING TIMES:  
COMPETITIVE PAPERS IN PUBLIC RELATIONS**

Sponsor: Public Relations

Chair: Eva Szalvai, Bowling Green State University

Participants:

*"Out of the rubble: Corporate disaster response (CDR) and the 9/11 tragedy."* Kristin Whitver, Wichita State University

*"From kitchen table to museum: The image transformation of CANDLES, Inc."* Gerald Slaughter, Indiana State University, Jeffrey L. Courtright, Illinois State University

*"Political apologia: Bush, WMD, and the media."* Kasie Mitchell Roberson, Miami University of Ohio

*"Encephalitis outbreaks and public communications exigencies: A metaphoric analysis."* Keith Hearit, Western Michigan University

Respondent: Jeffrey Brand, Millikin University

**Friday, April 7, 2006**

**2107                    8:00 AM–9:15 AM                    Victoria Station C**  
**UNDERGRADUATE RESEARCH IN PUBLIC RELATIONS**

Sponsor: Public Relations

Chair: Debra A. Worley, Indiana State University

**2212                    9:30 AM–10:45 AM                    Haymarket Station B**  
**UNDERGRADUATE RESEARCH IN PUBLIC RELATIONS**

Sponsor: Public Relations

Chair: Debra A. Worley, Indiana State University

Participants:

*Michelle De Boer, Danielle Hincey, Kristina Corey, Allison Wilson, Chadron State University*

*Kaleena Dale, Rachel Lewis, Melissa Trackwell, Rebecca Pittman, Kristin Weaver, Deborah McKee, Jaclyn Sparks, Indiana State University*

**2301                    11:00 AM–12:15 PM                    Grand Central A**  
**CURRENT ISSUES IN PUBLIC RELATIONS:**  
**SHAPING THE FUTURE OF THE PROFESSION**

Sponsor: Public Relations

Chair: Debra A. Worley, Indiana State University

Participants:

*Ingrid Cummings, President Rubicon Communications, LLC, Indianapolis*  
*Richard Nelson, Manager Public Affairs, National Association of Mutual Insurance Companies, Indianapolis*

*Anthony Scott, Communications Coordinator, Eiteljorg Museum of American Indians and Western Art, Indianapolis*

*Leah Chandler, Account Manager, Hirons & Company Communications, Indianapolis*

*Myra S. Cocca, Vice President, Borshoff Johnson Matthews, Indianapolis*

*Tracy McVey, Marketing Communications Manager, Indiana State Museum, Indianapolis*

This roundtable brings together professionals working in the field to highlight critical and current issues shaping public relations today and tomorrow.

**Friday, April 7, 2006**

**2501                    2:30 PM-3:45 PM                    Grand Central A**  
**SPOTLIGHT PANEL:**  
**CELEBRATING THE LIFE AND WORK OF DAN P. MILLAR**

Co-Sponsors: Public Relations, CSCA First Vice President, Deanna Sellnow  
Chair: Debra A. Worley, Indiana State University

Participants:

*Dan P. Millar*, President, Millar Communications Strategies; Past President, Central States Communication Association; Professor Emeritus, Indiana State University

*Fredrick Bagg*, Director of Community Relations & Marketing Communication, Saint Francis Hospitals & Health Centers, Indianapolis, Indiana

*Bonita Dostal Neff*, Associate Professor, Valparaiso University, Valparaiso, Indiana

*Dean Kruckeberg*, Professor, University of Northern Iowa, Cedar Falls, Iowa

*Myra S. Cocca*, Vice President, Borshoff Johnson Matthews, Indianapolis, Indiana

*Rich Nelson*, Manager Public Affairs, National Association of Mutual Insurance Companies, Indianapolis, Indiana

Please join us in paying tribute to the man, his life and work. We remember all that Dan has given to us in the academic and professional public relations communities, and in the Central States Communication Association.

**2610                    4:00 PM-5:15 PM                    Pennsylvania Station B**  
**TOP PAPERS IN PUBLIC RELATIONS**

Sponsor: Public Relations

Chair: Shari Veil, North Dakota State University

Participants:

*"Analysis of a student organization: Improving recruitment, motivation and responsibility."* Keesha Dhaene, Southern Illinois University\* **Top Paper**

*"Diffusion of innovations by PR practitioners."* Carol A. Savery, The University of Akron

*"Examining the influence of organization-public relationships and organizational identification with a psychological group on institutional affiliation, behavioral intent, and evaluations of satisfaction."* Stephen D. Bruning, Capital University, Emily Sidle, Capital University, Jennifer Sradeja, Capital University

*"International media transparency experiences."* Katerina Tsetsura, University of Oklahoma

Respondent: Dan Millar, Indiana State University

**Saturday, April 8, 2006**

**3110            8:00 AM-9:15 AM            Pennsylvania Station B  
PUBLIC RELATIONS PRINCIPLES: COMPETITIVE PAPERS IN PUBLIC  
RELATIONS**

Sponsor: Public Relations

Chair: Patricia Traynor, University of North Dakota

Participants:

*"Managing culture through public relations: A case study of website testimonials at one of the best companies to work for in America."* Scott Dickmeyer, University of Wisconsin-LaCrosse

*"Corporate social responsibility among ten most reputed firms."* Mahuya Pal, Purdue University

*"Using ten Sun Tzu principles to teach foundation concepts to public relations students."* Morris Brown Jr., California State University, Chico

*"Promoting employee training programs: The promises and the pitfalls."* Brian C. Sowa, Eastern Illinois University

Respondent: Dan Millar, Indiana State University

**3210            9:30 AM-10:45 AM            Pennsylvania Station B  
LEARNING FROM THE PAST, PREPARING FOR THE FUTURE:  
IDENTIFYING THE BEST PRACTICES FOR RISK AND CRISIS  
COMMUNICATION**

Sponsor: Public Relations

Chair: Matthew W. Seeger, Wayne State University

Participants:

*"Charting the course: Establishing ten best practices for risk and crisis communication."* Timothy Sellnow, North Dakota State University, Robert Ulmer, University of Arkansas-Little Rock, Shari Veil, North Dakota State University, Kathleen Vidoloff, North Dakota State University

*"Ten best practices for risk and crisis communication: Confirming messages effectiveness with the general population."* Steven Venette, North Dakota State University, Sucheta Bhattacharya, North Dakota State University

*"Ten best practices for risk and crises communication: Reaching out to new Americans and underrepresented populations in the United States."* Robert Littlefield, North Dakota State University, Farhiya M. Farah, University of Minnesota, Kim Cowden, North Dakota State University

Respondent: Matthew W. Seeger, Wayne State University

**Saturday, April 8, 2006**

**3308                    11:00 AM-12:15 PM                    Victoria Station D**  
**BURKEAN ROUNDTABLE: APPROACHES TO ORGANIZATIONAL**  
**RHETORIC**

Co-Sponsors: Kenneth Burke Society, Public Relations  
Chair: Lee Krähenbühl, Manchester College

Participants:

*"The mis-identification of Dr. David P. Wendell: Burkean identification as organizational crisis strategy."* Phil Chidester, Illinois State University

*"A motive of mindfulness: Learning through the rhetoric of risk."* Shari R. Veil, North Dakota State University

*"The Red Cross and response to criticism of its handling of the 9/11 'Liberty Fund.'"* Jeffrey L. Courtright, Illinois State University, Joseph P. Zompetti, Illinois State University

Respondent: Charles Stewart, Purdue University

**Saturday Business Meeting**  
**4:00-5:15**

**3705                    Public Relations Interest Group                    Victoria Station A**

**Thank you for joining us at the CSCA Convention.**  
**We look forward to seeing you in Minneapolis in 2007!**