



The College and University Public Relations Association of Pennsylvania

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CUPRAP NEWSLETTER

Fall 1998

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MEMBERSHIP RENEWAL DEADLINE IS SEPT. 30

Deadline for 1998-99 CUPRAP membership renewals is Sept. 30. You should have already received your membership information and forms. So that the membership directory can be published in a timely manner, fax your renewal form right away to Barb Meeker at (814)863-3428 with a note that your check will follow separately.

FALL WORKSHOP SLATED FOR OCT. 16 AT SWARTHMORE

CUPRAP's annual one-day fall workshop will be held on Friday, Oct. 16 on the Swarthmore College campus. Program chair Marsha Nishi Mullan, associate director of Swarthmore's Office of News and Information, has lined up interesting and useful sessions for PR and publications professionals.

General sessions on "Creativity in the Communications Environment" and "Feng Shui: Creating Harmony and Success in the Workplace" will be complemented by track sessions on integrated marketing communications, Web site design and maintenance, media relations and scripting for radio, TV and video.

The registration fee is \$55 for CUPRAP members, \$75 for non-members. You'll receive a registration form and additional information in a separate mailing. Questions? Call (814)863-1030 or e-mail Barb Meeker (bxm7@psu.edu).

SEEKING CANDIDATES FOR STUDENTS OF COLOR AWARD

Students of color on your campus who are planning to do an internship in communications in the next 12 months should be encouraged to contact your office about CUPRAP's annual internship award. Complete information on this award will be sent to you in September. The deadline for applications is March 1, 1999.

This stipend was established to encourage students of color to consider careers in communications by providing financial support while they gain valuable experience through a paid or unpaid internship.

If you have questions about the program, contact Awards Committee chair Pam Sheridan of Haverford College at (610)896-1333 or by e-mail, psherida@haverford.edu.

For profiles on the 1997 and '98 recipients, Andrea Johnson of Swarthmore College and Sean Baylor of Cheyney University, visit the CUPRAP Web site at www.cuprap.org and look under "Services," then "Scholarships."

CHAIRS NAMED TO HEAD CUPRAP COMMITTEES

Committee chairs have been named for the seven 1998-99 CUPRAP committees. They are:

Executive: Joe Donovan, Thomas Jefferson University

Awards: Pam Sheridan, Haverford College

Conference: Marie Moughan, Immaculata College

Membership: Jerry Lazzaro, Temple University

Membership Services: Joe Biscontini, Penn State Philadelphia Region

Nominating: Joe Reasy, Penn State Altoona
Public Relations: Christy Rambeau, Penn State University Park

GETTING THE WORD OUT ALWAYS ONE OF NEW PRESIDENT'S PRIORITIES

Whenever a new president is named at a college or university you can bet the house that among his or her first promises will be a pledge to raise the profile of an institution that for too long has been among higher education's "best-kept secrets."

So we knew Brian Mitchell, former president of the Association of Independent Colleges and Universities of Pennsylvania, wouldn't let us down when he was appointed president of Washington and Jefferson College.

"This (W&J) is a hidden jewel in Western Pennsylvania," Mitchell was quoted as saying in the June 3 Pittsburgh Post-Gazette, "and I think one of the things clearly we want to focus on is how we can begin to get the word out in a more consistent and dramatic way."

JOURNALISM AND ACADEME CAN TAKE STEPS TOWARD BETTER UNDERSTANDING

C. Peter Magrath, president of the National Association of State Universities and Land-Grant Colleges, examined the tension between the press and higher education in a May 29 Chronicle of Higher Education column headlined, "Can News Organizations and Universities Ever Hope to Understand Each Other?" Magrath contended "journalists and members of academe see each other, if not as enemies, certainly not as allies. They often snipe at each other, publicly and privately, and are suspicious of each other's motives." In the following excerpt, Magrath suggests some remedies that might lead to detente:

"Can anything be done to promote, if not harmony, at least better mutual understanding? To curb the exaggerated mistrust of each other's legitimate interests, members of both sectors should re-examine their modes of operation and thinking, recognizing their different roles but also developing more mutual understanding and respect. Editors of mainstream newspapers, for example, should re-examine why they typically do not bother to have well-paid, outstanding reporters cover higher education.

"Too often the higher education beat, if there even is one, goes to cub reporters. And when these rookies start to learn the issues and the personalities and demonstrate superior reporting and writing ability, they are promoted to more prestigious assignments. Aside from public broadcasting, television and radio stations rarely pay any attention to campuses at all, except for sports coverage and the occasional story about student misbehavior.

"The media are overlooking the economic and social significance of higher education (a multibillion-dollar enterprise) in today's knowledge-driven world. Higher education, directly and indirectly, touches tens of millions of Americans. If news outlets spent even half of what they spend covering sports on reporting on research results, innovations in teaching and cost-cutting improvements in efficiency, it would be stunning progress.

"For universities' part. I suggest this: Visit editors and their staffs at their places of business, and talk to them on the record. When you have concerns about coverage or editorial policies, raise them directly with top editors. Moreover, get the word out that your campuses, beyond being legally open to the press, truly welcome reporters interested in factual, balanced stories. By officially encouraging faculty and staff members and students to talk with the news media, campus officials may find themselves rewarded by better-informed coverage, even if the ensuing 'story' will not always be as favorable as one written by the the public-information office would be. In the long run, I believe, the stories and reporting will be balanced and help the public understand the often-wrenching complexities of American higher education...."

BUZZWORD BINGO THE NEW PARADIGM IN CORPORATE MEETING ROOMS

It was only a matter of time until the doubletalk, cliches and jargon spilling out of corporate executive offices became fodder for the inventive minds in the workplace. Get ready for "buzzword bingo," a new game sweeping corporate America, according to the June 8 Wall Street Journal.

Here's how it works, Journal writers Elizabeth MacDonald and Asra Q. Nomani reported.

"Buzzwords--'incent,' 'proactive,' 'impactfulness,' for example--are pre-selected and placed on a bingo-like card in random boxes. Players sit in

meetings and conferences and silently check off buzzwords as their bosses spout them. The first to fill in a complete line wins.

"In deference to the setting," the reporters noted, "the winner typically coughs instead of shouting out 'bingo.'"

The Journal credited Tom Davis, one of the founders of Silicon Graphics in Mountain View, Calif., with creating buzzword bingo five years ago. Spurred on by a friend's blackboard filled with corporate jargon, David wrote a computer program to generate buzzword playing cards

"Buzzword bingo arose as a reaction against half-truth and responsibility dodging" in the workplace, Chris Pirazzi, a Silicon Graphics software engineer, told the Journal.

While the game is played at the expense of managers caught up in corporate-speak, it can also work to the advantage of the astute participant.

One saleswoman told the Journal you can excel at the game "while appearing to hang on the boss's every word."

According to the Journal, more than a dozen World Wide Web sites now contain bingo cards you can download, many free of charge.

Any suggestions for a higher education buzzword bingo card?

MORE FOLKS GET NEWS OFF THE 'NET, SAYS LATEST PEW NEWS USE SURVEY

The Internet continues to grow as a news source while national television network new programs attract fewer and fewer viewers, according to the latest news consumption survey by the Pew Research Center for the People and the Press.

In its biennial report issued last summer, Pew said "the number of Americans obtaining news on the Internet is growing at an astonishing rate." The percentage of Americans getting news from the 'net at least once a week more than tripled in the past two years, from 11 million to 36 million news users. Almost as many people (29 percent of those surveyed) use the Internet on a typical weekday as spend time reading a magazine.

Pew's findings are based on a phone survey of more than 3,000 adults.

Six in 10 Americans watched nightly television network news regularly in 1993, Pew said. Today, only 38 percent said they are regular viewers. Only 22 percent of men under age 30 watch the nightly news regularly, compared to 55 percent of women over age 50.

Local television news programs and local daily newspapers remain Americans' preferred news sources, Pew found. About 64 percent of respondents said they watch local news regularly and 68 percent said they read a daily newspaper regularly. The subjects of most interest? Crime, health and community. Respondents said they are less interested in political news and events in Washington and around the world.

"While the television news landscape has been transformed in recent years," Pew said in its report, "the audience for print media is remarkably stable. Americans continue to rely heavily on their daily paper as the primary source of news.

"While an overwhelming majority of Americans continue to get their daily news from television," the report added, "the burgeoning number of outlets is giving rise to varied patterns of news consumption. Viewership of the traditional local and nightly network news as well as CNN has declined significantly since the early 1990s. The public now displays a wide-ranging taste for television news, tuning in to everything from news magazines and the newer cable news networks to specialized cable outlets such as ESPN and the Weather Channel."

You can find the complete report at Pew's Web site, <http://www.people-press.org>.

DRESSED-DOWN CEOS ARE TREND IN THIS YEAR'S ANNUAL REPORTS

The trend is casual in this year's corporate annual reports, according to the Wall Street Journal.

In an April 30 story by Tim Schellhardt, the Journal said most chief executive officers are going for an informal look in their companies' latest reports to stakeholders.

John Welch and his senior management team appear in shirtsleeves in

General Electric's report. Bill Gates goes without a coat and tie in Microsoft's publication. Amoco CEO Larry Fuller and Monsanto CEO Robert Shapiro don sweaters for their portraits.

"It's a rub-off of dress-casual Fridays," said Sid Cato, well known annual report analyst. "A lot of CEOs who rake in millions are trying to say 'we're just as down to earth as the next guy.'"

Howard Witt, chief executive of Littlefuse Inc., said he wore a plaid shirt and sweater this year to promote teamwork at his fuse-making company.

"A suit-and-tie culture gets in the way of good communications and teamwork," he said. Witt's 2,850 employees wear casual attire every day, the Journal said.

In the past three years, Witt has gone from the traditional suit and tie, to shirt and tie and this year to the shirt and sweater.

"Next year, it's going to be bathing suits," he joked.

TAKING A MACHIAVELLIAN APPROACH TO PROFESSIONAL ADVANCEMENT

Former CUPRAP member and public relations professional Tamara Gillis, now assistant professor of communications at Elizabethtown College, thinks we can learn a lot from Niccolo Machiavelli if we can just get past his image as a "scheming, crafty, hypocritical, immoral, unprincipled, unscrupulous politician." That's why she wrote a paper entitled "Machiavelli for Modern Times: An Interpretation of Machiavelli's 'The Prince' for the College President and Public Relations Officer."

"Today," she writes, "'The Prince' may be viewed as a guidebook for leaders--and for their staff. It provides instructions in how to gain and maintain power. Power is not simply for the sake of the leader, but for the good of the organization, to provide stable management that is secure in turbulent times."

Here is an excerpt from Dr. Gillis' paper, focusing on Machiavellian lessons college and university public relations professionals may use in times of presidential transition. (You can find Dr. Gillis' complete paper on the Web at gillistl@acd.etown.edu.)

Consider the position of the public relations officer as an example of a few of the guidelines developed by Machiavelli.

The president will need reliable advisers/counselors. Thus, to be successful the public relations director must position herself as a trustworthy adviser to the president. She must convince the president that her objective is to protect him/her from negative attention and provide sound advice for advancing the image of the the college and his/her administration.

This is a constant battle in the field of public relations. Public relations practitioners are always struggling to be accepted in the ranks of key management and administration. They are often relegated to the line function of publicity, instead of advising the president and his cabinet on strategic planning issues to avoid negative public opinion and media attention.

To avoid losing position when a new president takes control of the college, the public relations director should take every opportunity to get to know the new president's policy platforms and submit loyalty to them. The public relations director may also take this opportunity to advise the new president on ways to be seen in the community and on the college campus, so that the new president can immediately begin blending into the community.

Identifying and offering to facilitate meetings may put the old public relations director in good standing with the new president and ward off a firing due to the "clean house of old administration" syndrome. In reverse, the public relations director may consider the change in presidents as the appropriate opportunity for searching out new employment before the new administration takes seat and flushes out the old guard or remnants of the last presidency.

To extend the scenario once more, a public relations director who applies for a vacancy in an administration position above her current position (hierarchical line promotion) and is not selected for that vacancy should consider finding employment elsewhere, post haste. Such a determination must be viewed as a sign that the current leadership is not interested in advancing her career and that might infringe on her future duties and assignments.

The public relations director who finds her department annexed to another department due to a shift in leadership, such as merging public relations with admissions, may find that she is one of the dominant employees who

will soon be flattened in the power shift. Through Machiavelli's advice, she knows that by giving up power she will never realize the power level she gave up unless she finds employment with another institution. Also, becoming part of another department further diminishes the public relations director's contact with the president, thus thwarting any efforts to advise the leadership.

Since it is the public relations director's job to develop positive relationships within campus sectors and between the campus and the community, the public relations director can identify those administrators who appear to be "on the move" within the college hierarchy. Keeping positive relationships with these upwardly mobile administrators could lead to advancement for the public relations director, too, if a hierarchical line move is in store for the administrator. This strategy also pays off if the administrator leaves the college for a promotion at another institution. As a new leader in a new college, the administrator may be in the position to hire his/her own new cabinet or staff. The public relations director may find better employment opportunities in such an invited position.

Just as a president needs to know the history of his/her institution and the trends and current innovations that might be happening in the industry as a whole, so too must the public relations director keep abreast of changes in the field of academia and higher education promotion. Understanding the concerns of the president will make the public relations director a better adviser to the president. Understanding current trends in public relations will allow the public relations director to keep on top of the changes in image promotion.

Just as a new president from outside the community must create a presence in the community so must the new public relations director from outside of the community also create a presence in the college and local community. Using similar strategies as the new president, the new public relations director may develop a "first 30 days plan" in which she plans meetings with local media and community leaders along with campus leaders--students, faculty and administration.

Understanding that the ruthless behavior of the president or director may be in the best interest of the institution may help the public relations director to better respond to requests for services or to predict what services may be needed before the president or director requests these services. Knowing that the president is considering a large-scale layoff, the public relations director may research the effects of such a layoff on the college with the local community and develop a communication plan to keep the president

and the college out of the limelight with the local news media. The public relations director may offer to serve as the public spokesperson in such a crisis, thus showing loyalty to the institution and the president.

Above all, the public relations director should not take the actions of the president personally, understanding that a Machiavellian president may be taking the steps necessary to keep all staff and administration in line by providing strict, regimented leadership. Appreciating the president's position and responsibilities will allow the public relations director the opportunity to provide strategic advice in tough times. The attacks of a leader under pressure may seem irrational. The public relations professional must perform tasks well, implement plans as requested and leave all personal elements at the door.

From these brief examples it is apparent that Machiavelli's guidelines can be used both by the leader and the staff members. The key is to be cognizant of the operations at hand, identify the appropriate application of the guidelines and not take the actions of the president personally.

Overall, the support staff members can take solace in the fact that change will occur whether they like it or not and that the institution will survive, because that is the objective of leadership. How they survive in the course of new leadership depends on how well they read the signs and guidelines of "The Prince."

WHO'S WHERE

Don Ernakovich, former executive director for university relations at Shippensburg University, has retired from the university and is now a public relations consultant.

Linda Hopkins, former director of alumni development at the University of Pennsylvania School of Medicine, has been named executive director of development and college relations at Immaculata College.

Michelle Deveney, former assistant director of public relations at Valley Forge Military Academy and College, has been named media relations assistant for Broughton International Inc., in Wilmington, Del.

WILL NATIONAL AD BLITZ KEEP KIDS OFF DRUGS?

The federal government is spending big once again in the belief that communication can stimulate behavior. This year the feds will plunk down \$195 million on ads aimed at keeping young people off drugs. It's the 15th largest single-brand ad campaign, topping the media buys of biggies such as Nike, American Express and Sprint, Tom Hedrick, co-chairman of the Partnership for a Drug-Free America, said in the July 10 issue of USA Today.

The goal is to reduce teen drug use within two years. Hedrick said several studies show the ad campaign can work. Others aren't so sure.

"For the past 10 years, our nation's kids have been bombarded with anti-drug messages, and it is these same kids who are experimenting with more drugs," said Ethan Nadelmann of the Lindesmith Center, a drug policy group that supports the decriminalization of some drugs.

Jack Levin, a criminologist at Northeastern University, also questioned the efficacy of a media campaign targeted at young people.

"The anti-smoking campaign effectively lowered smoking among adults," he said. "But 4,000 teenagers take up smoking daily in this country. If the anti-smoking campaign hasn't worked for teenagers, why do we think the anti-drug campaign is going to be any more effective?"

Sue Rusche of National Families in Action, a drug prevention organization, said studies have proven that anti-drug ads work.

"There is awfully good research that they are effective," she said, "They do influence kids and they do change attitudes."

Jane Rinzler Buckingham, president of Youth Intelligence market researchers, said it will take years for the campaign--supported by other efforts--to have an impact.

"A mass media campaign helps determine what is and what isn't cool," she said, "but too often it can come off as the establishment saying, 'No, no! Don't do that because we say so.'"

**THESE EDITORIAL GUIDELINES
COMPRISE A WELL CRAFTED LIST**

Our thanks to free-lance writer Harriet Schwartz and Carnegie Mellon Magazine Editor Ann Curran for sharing the following list of editorial guidelines:

1. Verbs HAS to agree with their subjects.
2. Prepositions are not words to end sentences with.
3. And don't start a sentence with a conjunction.
4. It is wrong to ever split an infinitive.
5. Avoid cliches like the plague. (They're old hat.)
6. Also, always avoid annoying alliteration.
7. Be more or less specific.
8. Parenthetical remarks (however relevant) are (usually) unnecessary.
9. Also, too, never, ever use repetitive redundancies.
10. No sentence fragments.
11. Contractions aren't necessary and shouldn't be used.
12. Foreign words and phrases are not apropos.
13. Do not be redundant; do not use more words than necessary; it's highly superfluous.
14. One should NEVER generalize.
15. Comparisons are as bad as cliches.
16. Don't use no double negatives.
17. Eschew ampersands & abbreviations, etc.
18. One-word sentences? Eliminate.
19. Analogies in writing are like feathers on a snake.
20. The passive voice is to be ignored.
21. Eliminate commas, that are, not necessary. Parenthetical words however should be enclosed in commas.
22. Never use a big word when a diminutive one would suffice.
23. Kill all exclamation points!!!
24. Use words correctly, irregardless of how others use them.
25. Understatement is always the absolute best way to put forth earth shaking ideas.
26. Use the apostrophe in it's proper place and omit it when its not needed.
27. Eliminate quotations. As Ralph Waldo Emerson said, "I hate quotations. Tell me what you know."
28. If you've heard it once, you've heard it a thousand times: Resist hyperbole; not one writer in a million can use it correctly.
29. Puns are for children, not groan readers.
30. Go around the barn at high noon to avoid colloquialisms.
31. Even IF a mixed metaphor sings, it should be derailed.
32. Who needs rhetorical questions?
33. Exaggeration is a billion times worse than understatement.

NEWS MEDIA UPDATES

Mark Berryhill, former news director at KDKA-TV in Pittsburgh, has been named news director at WHDH-TV in Boston. Assistant News Director **Jeff Weissbart** has been promoted to news director at KDKA.

Patrice Jordan, former executive producer/news at KDKA-TV, has joined KCBS-TV in Los Angeles as a senior producer.

Jennifer Rigby, former news director at the CBS affiliate in Dayton, Ohio, has been named news director at WPXI-TV in Pittsburgh.

BANANA SLUGS TOP LIST OF COLLEGE NICKNAMES

In a July 19 column in the New York Times, Baseball America magazine columnist Alan Schwarz took a look at the proliferation of quirky nicknames given to professional and college sports teams. Minor league baseball's renaissance, he claimed, has been fueled by this nickname phenomenon.

"Remember Corporal Klinger's Toledo Mud Hens, M*A*S*H fans?" he asked. "They've been joined by the Jupiter (Florida) Hammerheads, the Hickory (North Carolina) Crawdads, the Thunder Bay (Ontario) Whiskey Jacks, the Charleston (West Virginia) Alley Cats, the New Britain (Connecticut) Rock Cats, the Keizer (Oregon) Volcanoes, the Lansing (Michigan) Lugnuts and the West Tenn (Tennessee) Diamond Jaxx."

Colleges, of course, have their share of bizarre nicknames, Schwarz noted, including the "oxymoronic" Wabash College Little Giants and the Heidelberg College Student Princes. (Heidelberg recently changed its nickname to "the Berg.") The "clear winners in the Collegiate Naming Bowl," he said, are the University of California-Santa Cruz Banana Slugs.

Most colleges and universities have more traditional nicknames, Schwarz reminded us. Thirty-seven have athletic teams called Lions, 56 are Tigers and 26 are Bears.

MAKE IT A WIN-WIN BY SENDING SOMETHING IN

We don't know about you, but most of the teams we played for had the

same nickname--Losers. So help us break our losing streak by sending us some info for this newsletter. It'll put us in the proverbial "win-win" situation. Mail: Don Hale, Carnegie Mellon University, Warner Hall, Room 606, 5000 Forbes Avenue, Pittsburgh, PA 15213. E-mail: dh0c@andrew.cmu.edu. Fax: (412)268-6929. Phone: (412)268-2900.

"I took my stereo out already. I don't want to be hassled no more."

What classics have Mascarenas and others mellowing out? Included on the song list are "Tie a Yellow Ribbon Round the Ole Oak Tree" by Tony Orlando and Dawn, "Danke Schoen" by Wayne Newton, "Sunshine on My Shoulders" by John Denver, "Volare" by Jerry Vale and "Happy Trails to You" by Roy Rogers and Dale Evans.

Policeman Joe Morales said "there's something annoying for everyone, and it works." Morales said he had problems "with one kid three or four times. He came here once and he hasn't been back."