ABSTRACT

RESEARCH PAPER: Using Coorientation to Investigate the Views and Perceptions of Communications Held by the Public Relations Director and Superintendent in Two Indiana School Districts

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This study used a coorientation model to study the views and perceptions of communications held by the superintendent and public relations director in two central Indiana school districts. The purpose of the study was to determine whether the public relations director and superintendent in each district shared similar or dissimilar views of communications. The study utilized an online survey that asked each superintendent and each director to rank order twenty-five characteristics of a public relations program. The survey also asked each person to rank the characteristics in the order that he thought the other person in his district would rank them. The information collected was used to determine whether coorientation existed between the superintendent and public relations director.