



PRESS RELEASE

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PARCELL SPEAKS CHOCOLATE TO NATIONAL AUDIENCE

Nationally syndicated radio travel show host Rudy Maxa interviewed Lisa Parcell about her recent *Journalism History* article.

Parcell, associate professor in the Elliott School of Communication at Wichita State University, spoke with Maxa about “Promoting Hershey: The Chocolate Bar, The Chocolate Town, The Chocolate King,” co-authored by Margot (Meg) Opdycke Lamme, associate professor in public relations at the University of Alabama. Parcell was flattered by the opportunity.

“It’s unusual for the mainstream media to cover academic research,” Parcell said. “We were pleased that he first of all enjoyed reading the article, but also that he thought his audience would enjoy hearing about it.”

Rudy Maxa’s World reigns as the nation’s most widely syndicated radio travel show. Parcell expressed her excitement about this reach.

“So often we write for such a limited audience of academics that we don’t realize the broader interest our work can have,” she said. “It’s nice when scholarship can cross boundaries on many different levels. And it’s even nicer when a journalist can make it happen.”

Founded in 1981, the American Journalism Historians Association seeks to advance education and research in mass communication history. Members work to raise historical standards and ensure that all scholars and students recognize the vast importance of media history and apply this knowledge to the advancement of society. For more information on AJHA, visit ajhaonline.org.

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