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Abstract:	The paper presents an approach for exploring the relations between documentary and law. It focuses on the Australian context, where these relations have not be The approach focuses on four considerations: the use of documentary techniques, the social relationships of filmmaking, understandings of legal processes, and t other forms of knowledge and social regulation. The paper illustrates the approach by looking at several documentaries that deal with relations between the comm Indigenous law and culture. The examples show that documentary law stories are a valuable means for understanding cultural, historical and political problems tha court.
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ANZCA 2008 Handbook

Conference Convenor's Statement

Kia ora koutou

On behalf of the ANZCA organising committee, a very big welcome to Wellington, Te Upoko o te Ika a Maui, for the 2008 Power and Place Conference. The following programme outlines an exceptional range of contributions from a diverse array of disciplines. Once again the ANZCA conference makes possible valuable cross-fertilisation of thinking and scholarship, and an opportunity for all of us to open ourselves to new ways of seeing, to further pursue that sometimes elusive aim of an enlarged collegial understanding, and to recharge our intellectual batteries for the next 12 months.

As in previous years, the double-blind peer-reviewed refereeing process has resulted in a comprehensive and solid array of papers in the proceedings, with many thanks due to our anonymous reviewers for generously providing their time and expertise. Thanks are also due to our stream coordinators for their diligence and energy in organising the refereeing promptly and efficiently -- never an easy job but performed in 2008 with graciousness and aplomb! All those who received refereeing feedback owe an enormous debt of gratitude to Donald Matheson, Scott Rickard, Clare Lloyd, Gerard Goggin, Slavka Antonova, Alison Henderson, Margaret Montgomerie, Karen Ross, Mary Power, Margie Comrie, Christopher Newell, Sean Phelan, Grant Hannis, Franco Vaccarino, Debashish Munshi, Mary Simpson, Patricia Thomas, Fiona Cassidy, Colleen Mills, Shirley Barnett, Annemarie Gillies, Ian Goodwin and Rebecca Bishop for their sterling efforts. We have of course been devastated to learn of the death of one of our stream co-coordinators, Christopher Newell, in recent weeks, and we thank Gerard Goggin for agreeing to continue to run the stream, and to incorporate into it a memorial session to remember the wonderful life and important contributions of Christopher to scholarship on the politics of disability in Australia and New Zealand. I urge those of you who knew Christopher to attend this session on Thursday afternoon and honour his remarkable life and work with your presence.

My most grateful thanks go to the organising committee: especially Elspeth, Marianne, Shaz, Joce, Margie, Mark, and Nicky, for the enthusiasm, energy, creativity, and sheer hard work that they put into planning and implementing this conference. These colleagues' vision of what an outstanding conference could be, set us a challenging goal; while their humour and tolerance when under pressure to complete the thousand and one things that needed doing, made the process a pleasure to be part of.

To all those attending, I request that you please:

- Wear your nametag at all times when in the Duxton's public spaces, so that the staff can identify you as belonging to ANZCA rather than one of the other conferences that may be on at the same time
- Cast a vote in the People's Choice Awards. There is a large voting box in the Exhibitions Area (Ballroom A). Please write the name of any presenters who inspire you or make you think onto a piece of paper and pop it into that box -- winners announced on Friday.
- Support the chair of the sessions in which you are presenting or participating by keeping to time in your presentations or questions
- Be collegial and friendly – if you see someone who appears to be new to the conference, please introduce yourself and ask about their research – this is a guaranteed conversation-starter!

Our best wishes for a great time in meeting old and new friends, and an excellent ANZCA conference.

Frank Sligo, Conference Convenor

Vice President's Statement

Kia ora koutou katoa

On behalf of the organising committee, welcome to the 2008 conference of the Australian and New Zealand Communication Association in Wellington, both "a place of power, and a powerful place" in Aotearoa New Zealand.

A decade on from the ANZCA conference at Waikato University in Hamilton, I have reason to reflect on the role the association conferences have played for me. The Waikato conference was the first one I attended; I have been to all but one since. As a postgraduate student returning to academic study at the time, the Waikato conference was a revelation and the beginning of a huge learning curve. The association with its annual conferences continues to be a critical component of my professional development. ANZCA conferences, networks and contacts have supported, encouraged and extended my research in ways that would not have been possible otherwise. This academic pathway aspect is one of the great benefits of ANZCA, and so it is good to see continued, visible involvement of postgraduate students this year, as well as the recognition of postgraduate scholarship through the Grant Noble Award. ANZCA conferences bring us scholarship of the highest international standards, and opportunities to build collegial networks; they open new doors, hint at the future, and bring us back to old friends.

So to other journeys: I turned onto the road to Wellington. Since the latter half of 2006 when Massey University's Department of Communication, Journalism, and Marketing agreed to host the 2008 event and invited me to nominate for the role of incoming president as part of their team, a ferment of ideas and energies has truly frothed and fizzed, and enormous hard work has gone into ensuring that the ingredients are good. A great vintage is the result. It's an exciting programme packed with papers, outstanding keynote speakers, panels, and book, journal and Media Centre launches – not to mention lunches, cocktails, exhibitions, awards, and more. My sincere thanks on behalf of the association go to the energetic band of committed and dedicated colleagues from Massey University who have made up the organising team with me. There are too many individuals to name here (you can see them all on the next page of this programme in the section "The ANZCA08 Conference Team"); yet special mention must be made of those who carried the true, and considerable, weight of the task. If not for Elspeth Tilley, Frank Sligo, Marianne Tremaine, Shaz Benson, Mark Smith, Nicky McInnes, Nicole Patterson, and Margie Comrie, this top quality event would not have been possible. Thank you all, and the many other people who helped in numerous ways.

For New Zealand attendees, the speakers, papers and panels reflecting on Power and Place will be of special interest at this time when the nation is gearing up for a general election. Distracted by rising fuel costs and a slowing economy, the arena of public opinion is ripe for influence by posturing, power games and political agenda-setting. Top of the agenda, according to mainstream media: a change of government. Yet Nicky Hager, one of our keynotes, writes that national Party leader John Key is "secretly using Australian political strategists … to manage his personal profile and political plans". Thus we look forward with great anticipation to reflections on the conference theme, as they relate to our societies, in addresses from Professor Maxwell McCombs on Challenging the Inertia Principle in Communication Research, from Professor Jennifer Craik on The Empresses' New Clothes: Dressing Women for Politics, and from Nicky Hager on 'Communication' that tries to limit communication and 'information' that does not inform: Understanding techniques of political manipulation.

I am proud to be associated with this wonderful event, and look forward to meeting many of you over the coming few days, at the AGM, the dinner, and any number of other moments in between, at a veritable feast of academic fellowship.

Savour and devour!

Jocelyn Williams, ANZCA Vice President 2007/2008

The ANZCA08 Conference Team

Many thanks to the following for their excellent work in preparing for the ANZCA08 conference . Thanks go also to the hard-working stream coordinators listed on the Streams page on this site, along with our many anonymous paper reviewers who have served their colleagues via double-blind refereeing.

Doug Ashwell: Promotion and sponsorship
Anne Austin, Editorial Team
Sharon Benson: Financial administrator, organising committee and stream co-organiser
Judith Bernanke: Promotion sponsorship, and editing team
A/Prof Margie Comrie: Organising committee and stream coordinator
Jeannie Fletcher: Promotion and sponsorship
Dr Elizabeth Gray: Promotion sponsorship, and editing team
Joany Grima: Stage manager
Ben Healey: Editing team
Dr Nikki Hessell: Promotion, sponsorship, and editing team
Dr Heather Kavan: Promotion and sponsorship
Faye Lougher, Writeability (www.writeability.co.nz), Editorial Team
Dr Mingsheng Li: Editing team
Nigel Lowe: Technical support
Nicky McInnes: Venue liaison, organising committee, supplier liaison
Niki Murray: Promotion and sponsorship
Nicole Patterson: registration manager, non-refereed papers
Jasmine Robins: Brochure, logo and website design - www.allthatjaz.co.nz
A/Prof Frank Sligo: Conference convenor, chair of organising committee, budget holder
Mark Antony Smith: Website updates and technical support, exhibition co-ordinator, logistics manager and handbook designer.
Dr Elspeth Tilley: Theme and CFP, keynote speaker liaison, organising committee, sponsorship and publicity manager, web content manager, proceedings editor
Dr Marianne Tremaine: Programme co-organiser, budget adviser, organising committee, venue liaison, speaker liaison
Jocelyn Williams: Programme co-organiser, organising committee, meeting chair, liaison with ANZCA executive, incoming ANZCA president.

ANZCA08 Website

The ANZCA08 website: **http://anzca08.massey.ac.nz** has a useful section about what is on in Wellington.This includes some interesting facts and history about Wellington and all it has to offer, what is on the Duxton's doorstep, culture and heritage, walks in and around Wellington and Wellington sightseeing tour options.

Internet Access in Wellington

There are many internet cafes as well as wireless hotspots around the central city and in the Duxton. The Duxton has a Cafenet and Telecom NZ hotspot. Both are accessible on the ground and mezzanine floors. There is also internet access in each of the suites for those staying.

Cafenet

Cafenet has wireless hotspots throughout Wellington and runs on prepaid credit. You can find details about how to purchase credit, how to set up your laptop and where the hotspots are on the Cafenet website, http://www.cafenet.co.nz

iSite Visitor Centre

The iSite Visitor centre internet cafe has both a wireless hotspot and desktop computers available for use. It is located on the Civic Square, corner Victoria and Wakefield Streets, 3 minutes walk from the Duxton. The internet cafe is run on the Global Gossip Network. The card initially costs NZ$5.00 giving you one hour and fifteen minutes online or 45 mins access to the wireless hotspot. The iSite Visitor centre is open 8:30am to 5pm Mon - Wed and Fri, 9:30am - 5pm Thurs and 9:30am - 4pm Sat and Sun.

ANZCA08 Sponsors:

Platinum · MediaPeople and Media Monitors

Gold
- New Zealand Science Media Centre
- Massey University Department of Communication, Journalism & Marketing

Silver
- Omaka Springs Estates Winery
- The Open Polytechnic of New Zealand
- Embassy of the United States of America

Bronze
- University of Waikato, Department of Management Communication
- Public Relations Institute of New Zealand
- Massey University Wellington Campus Office of the Deputy Vice Chancellor

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- Statistics New Zealand
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- Artikel
- Simply New Zealand
- HoneyCo
- WineSeeker
- Vessel

Please support all our sponsors – without them there would be no conference, and without the conference, there would be no ANZCA.
Make sure you check out the 'Duxton's Doorstep' section of the ANZCA08 website for maps that lead you to the nearby retail outlets for Artikel, Simply New Zealand, HoneyCo, WineSeeker, and Vessel. They are close by and worth a look.

Thank you to our sponsors

On behalf of the organising committee for the Australian and New Zealand Communication Association Conference 2008, I wish to express our gratitude for the generous sponsorship provided by the many organisations that have supported us.

In particular, thanks is due to MediaPeople and Media Monitors for their platinum sponsorship support. This sponsorship has enabled us to bring Professor Maxwell McCombs to New Zealand for the first time to share his insights into media and communication research and help build our Australasian research capabilities.

In return, we urge you all to please support our ANZCA08 platinum sponsors -- and indeed to make a special effort to support all our sponsors with your custom while you are in Wellington and once you return home. You can see Google maps giving directions from the Duxton to all our goody bag sponsors on the conference website -- none is more than a five minute walk away. And if you enjoyed the Omaka Springs wine, please tell your friends, as it will be available in Australia and the United States very soon.

We are particularly pleased that MediaPeople and Media Monitors have partnered with us, because we believe that they have services that are practical and valuable to academics and researchers, not only to communication professionals. MediaPeople is a useful service for such things as survey distribution, key informant identification, and finding contact details and descriptive information for a range of media either by region or keyword. It can also offer media reach and impact analysis, as well as media distribution and related services. Many of our New Zealand colleagues have used MediaPeople's services for research, and now that MediaPeople is expanding into Australia through its partnership with MediaMonitors, we ask you all to consider them a first choice for discussing your media research project and its needs.

While here at ANZCA08, if you have any upcoming media research, information, or distribution needs, make sure you visit David Reade at the MediaPeople stand in the exhibitions area during the conference for a chat and a hands-on demonstration of what MediaPeople can do. David will also give a presentation on July 10 about using the MediaPeople system to unlock the secrets of effective media relations practice. Please do attend if you conduct media research or perform media relations -- and likewise do attend the presentation by Jim Macnamara later that same day for an illustration of how his CARMA system, now part of Media Monitors' offerings, can be used for capturing detailed and precise media analysis.

After the conference, see the MediaPeople website at http://www.mediapeople.co.nz/ or the MediaMonitors websites at http://www.mediamonitors.co.nz/ or http://www.mediamonitors.com.au/ for more information, or contact David Reade on david@mediapeople.co.nz with any inquiries.

Frank Sligo, Conference Convenor

Media Monitors is Asia Pacific's leading media intelligence company.

With great people, innovative technology, extensive coverage and rigorous research, Media Monitors' suite of products allows communication with relevant journalists and editors, monitoring across all media, and detailed analysis of coverage.

Media Monitors provides a comprehensive suite of media services. Journalists can be targeted via media database products, monitoring is offered for all media including press clipping, radio, TV and social media monitoring and analysis is available using the world recognized CARMA methodology, developed by Professor Jim Macnamara.

Media Monitors is also used by media researchers, including several presenting at ANZCA08. Be sure to attend the presentation by Jim Macnamara, E-Electioneering: Use of new media in the 2007 Australian federal election, on July 10, for one illustration of how CARMA can support your research needs.

Media Monitors is the only comprehensive, fully integrated media intelligence company that enables effective communications.

http://www.mediamonitors.co.nz/

MediaPeople NZ is an editorially-oriented database including all New Zealand media with newsroom links to key journalists, NZ government media liaison personnel and a selection of support services. Its second-generation online version is continually updated and backed by a hard copy version put to use by the public relations industry and government media specialists.

The program — MediaNZonlineV2 — is interactive so users can assemble media target groups, enter their press releases and send them off with, if required, attachments in text only or as HTML documents. A 'target function' system automatically selects the appropriate journalist for each medium within a target group, drawing from current data so the list is always up to date.

In the top-of-range Multiuser program version users can share their groups, texts and contacts with other members of the same company, with many synergies and efficiencies.

The agency also acts as consultancy, sub-editing press releases, forming bespoke target groups, and despatching stories on demand. It links with database suppliers in Australia, UK/Europe and North America to procure media lists for most of the OECD countries.

Now, through the new relationship with Media Monitors, a 'full-cycle' service can be provided, integrating selection and despatch with monitoring and coverage analysis.

http://www.mediapeople.co.nz/

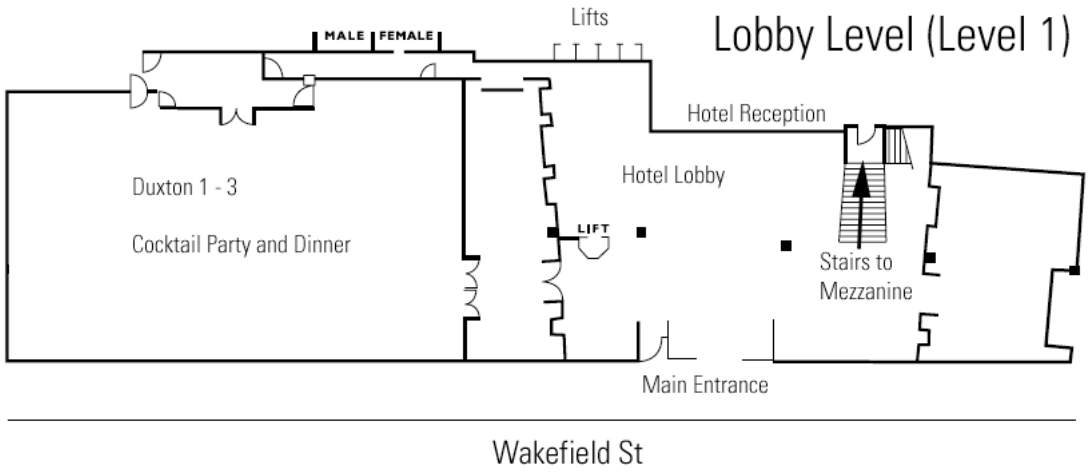
Map of the Duxton

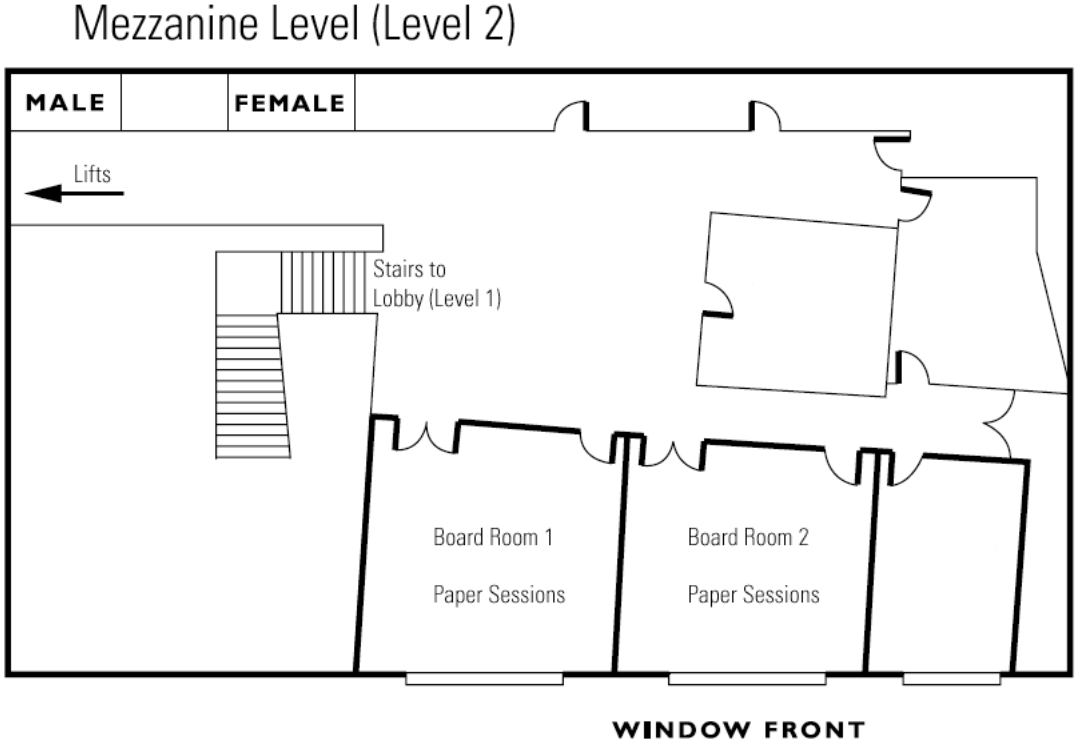
Refer to these maps to find your way around our venue, the Duxton. If you need any help please ask one of our organisational team.

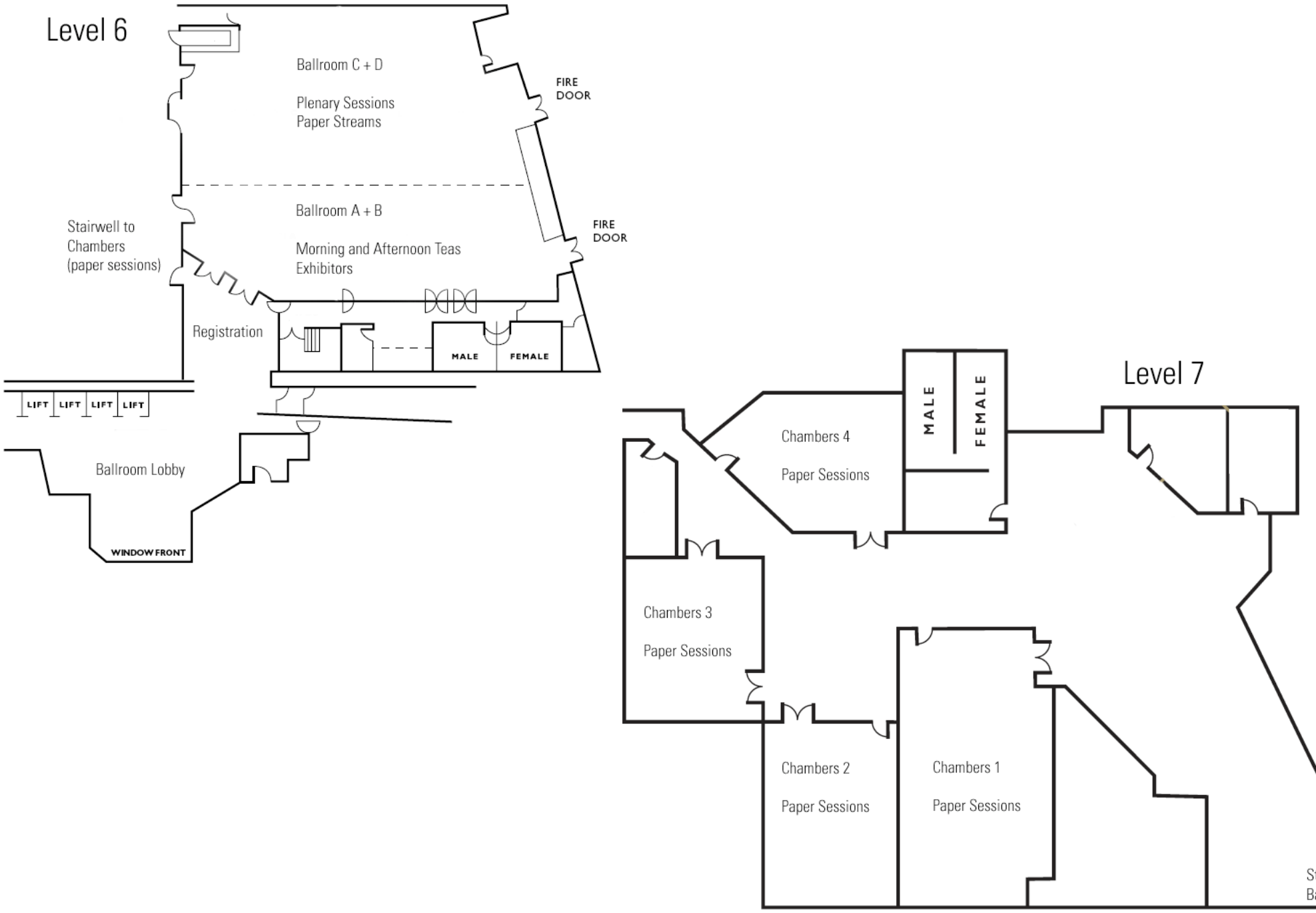
Paper Sessions will be in the Boardrooms on the Level 2 Mezzanine, in Level 6 Ballroom and in the Level 7 Chambers.

Plenary Sessions will be held in the back section of the Ballroom (C + D). Morning and afternoon tea, as well as the closing awards, will be held in the front section of the Ballroom (A + B) where you will also find the exhibitors.

The Cocktail Party on Wednesday evening and the Dinner on Thursday night are in Duxton 1, 2 and 3.






Level 6
Ballroom C + D
Plenary Sessions
Paper Streams
FIRE DOOR
Ballroom A + B
Morning and Afternoon Teas
Exhibitors
FIRE DOOR
Stairwell to Chambers (paper sessions)
Registration
MALE
FEMALE
LIFT
LIFT
LIFT
LIFT
Ballroom Lobby
WINDOW FRONT
Level 7
Chambers 4
Paper Sessions
MALE
FEMALE
Chambers 3
Paper Sessions
Chambers 2
Paper Sessions
Chambers 1
Paper Sessions
Stairs to Ballroom

Exhibitors' Area: Ballroom A

Be sure to visit our exhibitors in Ballroom A. At the large platinum sponsors' stand you'll find David Reade, of MediaPeople, who will be happy to demonstrate this online media database system to you and show you how you can use it for research or media relations. At the same stand you'll find information about Media Monitors, who also offer a system that's useful for a range of research, data analysis, and media distribution purposes. Have a flick through a brochure to see what the CARMA system offers.

On one of the small tables, you'll find Diana Bossio and/or Lucy Morieson, the ANZCA postgraduate representatives. If you're a postgrad, pop by to RSVP for the postgrad dinner, put your name down for the postgrad mailing list, or just say hi. If they are not there at the time you visit, leave them a note with your cell phone number so they can arrange to catch up with you during the conference.

Also at a small table you'll find display copies of The Hollow Men, the latest book by our Day 3 keynote Nicky Hager. This expose of behind-the-scenes manouevreing by the New Zealand National Party at the last election makes compelling reading as we head into another election, especially since Hager's recent media stories suggest little has changed in party politics. Please don't take away these books as they are for browsing and display only, but please do help yourself to an order form if you'd like to purchase your own copy or buy one for a friend at the special ANZCA08 rate.

Nearby is a table with copies displayed of a new Blackwell journal, Communication, Culture & Critique. Karen Ross, the journal's editor, writes that Communication, Culture, & Critique provides an international forum for research and commentary which examines the role of communication in today's world. It welcomes high quality research and analyses from diverse theoretical and methodological approaches, from all fields of communication, media and cultural studies, which is critically informed, methodologically imaginative and careful in its exposition and argument. Foci for enquiry can include all kinds of text- and print-based media, as well as broadcast, still and moving images and electronic modes of communication including the internet, games and mobile telephony. CC&C welcomes a range of materials including research-informed articles, theory-focused essays, commentaries on evolving and topical issues, research notes, media reviews (eg, books, TV, film, DVDs, websites) and other scholarly contributions. Any and all approaches, analyses and perspectives are welcome including, but not limited to: cultural criticism and analysis, media and communications critique, feminist approaches, queer theory, postcolonial theory, interpersonal and group communication analyses. In this instance, Karen has said that you may keep a copy if you are genuinely interested in the journal and actually plan to submit, but as there are limited numbers available we ask that you only do so at the end of the conference, so that everyone has a chance to look through it.

At another table you'll see some slips of blank paper and a large box marked 'People's Choice Awards'. This is the democratic part of ANZCA! We decided to introduce the People's Choice Awards this year so that those presenters who really enliven the conference with a good show can be recognised in some way. If you leave a session buzzing with interest at the stimulating presentation you've just witnessed, jot down the presenter's name (legibly please!) on a piece of paper and pop it into the People's Choice box. We'll tally the votes and announce the winners at the awards ceremony on Friday afternoon. Get voting! A name is all we need.

Last but not least you'll see the official ANZCA table, with membership forms and copies of our own wonderful ANZCA journals, Media International Australia and Australian Journal of Communication. Again, these copies are for display only, so don't take them away from the table, but please do take a moment to flick through a copy, see the wonderful diversity of scholarship on offer, and sign up to join ANZCA if you haven't already. The association's mission is to help people interested in communication share their knowledge and experience to the benefit of each individual member of the Association and for the advancement of communication as a significant area of study in contemporary society. To do this, though, we need YOU to join up. So sign on today!

Who's speaking at ANZCA 2008?

Professor Maxwell McCombs

Professor Maxwell McCombs is the Jesse H. Jones Centennial Chair in Communication and Professor of Government, University of Texas at Austin. He is author of, among numerous other texts on democracy, media, power, and communication research: Setting the Agenda: The Mass Media and Public Opinion (2004); co-author of The Two W's of Journalism: The Why and What of Public Affairs Reporting (2003), and co-author of Research in Mass Communication: A Practical Guide (2000). He is perhaps best known as the instigator of agenda-setting theory and co-author of the book nominated by Journalism & Mass Communication Quarterly as one of the most Significant Books of the 20th Century: The Emergence of American Political Issues: The Agenda Setting Function of the Press (1977). Professor McCombs is heavily involved in ongoing research that updates agenda setting for new media and globalising conditions, including the supervision of multiple PhD students. In addition to his keynote address he will join panel discussions on successful supervision of PhD projects, and media power in the 21st Century.

Professor Jennifer Craik

Jennifer Craik is Professor of Communication and Cultural Studies at the University of Canberra, and Adjunct Professor of Fashion and Textiles at RMIT University, Melbourne, Australia. Her extensive publications and research cover cultural studies, cultural and media policy, tourism and fashion, including the books, The Face of Fashion: Cultural Studies in Fashion (Routledge, 1994), Resorting to Tourism: Cultural Policies for Tourism Development in Australia (Allen and Unwin, 1991) and Public Voices, Private Interests: Australia's Media Policy (Allen and Unwin, 1995). As well as being recognised in media and cultural studies internationally, Professor Craik has an international reputation in fashion theory, tourism studies, and cultural and media policy. The Face of Fashion has been a major international success, with translation into Korean (2001), Chinese (2000), with Japanese and Italian editions in preparation.

Professor Craik's book, Uniforms Exposed: From Conformity to Transgression (Berg, 2005), is the first study of the development of uniforms in civil society and their contemporary proliferation into popular culture. Russian and Italian editions are in preparation. Recently, she published Re-Visioning Arts and Cultural Policy: Current Impasses and Future Directions (ANU e-Press, 2007) and has just completed another book, Fashion: The Key Concepts (Berg, 2008). Current projects include a book on the culture of fashion accessories, and comparative analysis of innovative approaches to the staging and consumption of cultural events. As a member of the International Scientific Committee for Cultural Policy Research, she coordinates bi-annual conferences on cultural policy research, the next being in Istanbul in 2008.

Professor Craik serves on numerous editorial and editorial advisory boards including: The Journal of Sustainable Tourism; Southern Review; Space and Culture; Tourism, Culture and Communication; Tourism Studies; Leisure Studies; Museum Online; and The Journal of Tourism and Cultural Change.

Nicky Hager

Nicky Hager is a researcher, author and, since 2002, New Zealand's representative on the International Consortium of Investigative Journalists. He has written four best-selling books. The first documented New Zealand's part in the US intelligence network, including exposing a world-wide intelligence system called Echelon. The second, Secrets and Lies: The Anatomy of an Anti-Environmental PR Campaign (co-authored with Bob Burton), exposed an anti-environmental public relations campaign run on behalf of a state logging company; and the third investigated the New Zealand

Labour Government's political management of the genetic engineering issue. The most recent is The Hollow Men, an in-depth look at the New Zealand National Party between 2003 and 2006. Hager's writings have been credited with influencing election outcomes and leading to more stringent ethical standards for public relations.

Professor Ngatata Love

Dr Ngatata Love (QSO, JP, BCom, BCA Hons, PhD Well., M.Inst.Dir.), has blended leadership roles in the private, public, academic, Maori and indigenous sectors. He currently holds a Chair as Professor of Business Development at Victoria University of Wellington. He has worked extensively on Maori social, economic and Waitangi Tribunal issues. He has held directorships of Air New Zealand and Huttons New Zealand, among others. Before he began his appointment at Victoria University, he was Chief Executive of Te Puni Kokiri (Ministry of Maori Development) for five years.

He is currently a Director of New Zealand Post Limited and Te Papa. Until recently Professor Love was a member of the Wellington Regional Strategy Committee.

Professor Love also has close links with Massey University. He was on the academic staff from 1973 to 1995, including serving as Dean of the Faculty of Business. He is a Massey Emeritus Professor, and member of the Massey University Council, appointed by the Minister of Education.

Professor Love's areas of interest and research are, in particular, entrepreneurship and small business, Maori business development, tourism development, national and international strategies, organisational structures for indigenous development, and judicature structures, community needs, and constitutional reform.

Panels

Practical Media and Communication Ethics (11am Thursday, Ballroom C & D)

As part of the PRINZ Professional Communication Stream, media law authority Ursula Cheer hosts a panel discussion on Practical Media & Communication Ethics. She will be joined by lawyer Steven Price, communication specialist Tracey Bridges, and other panellists. As with all the ANZCA08 panels, we encourage participation from the floor, with a particular emphasis in this panel on applied problem-solving and real-life insights. If you have a practical media or communication ethics conundrum, or you've seen something in the media lately that fires you up and you'd like a perspective from the panel, please share it for some discussion and thoughts from the ethics experts.

Media Power in an Election Year (1.15pm Thursday, Ballroom C & D)

This panel brings together our three keynote speakers from different countries, all experts on media power and politics, to discuss the role that the media play in an election year. Don't miss this unique (and unlikely ever to be repeated) opportunity to hear Maxwell McCombs, Jennifer Craik, and Nicky Hager's combined insights into the behind-the-scenes interactions that shape political fortunes. Each speaker will sum up their particular take on politics and power, then the floor will be opened for your questions. Please come prepared to seek answers to everything you've ever wanted to know about electioneering and the media, as this is a session where the emphasis is on audience involvement.

Power, Place and Politics (9.30am Friday, Ballroom C & D)

Members of this panel will consider the interactions of power, place and personalities in political communication. Panellists will include two academics and a politician. Kathy Stuart will discuss the place of emotion, of heart and mind in political communication. Richard Shaw who has carried out research into communication between politicians and public servants, will look at recent examples of communication from the Democratic primary elections in the USA. Metiria Turei Green party list MP will talk about her personal experiences of political communication. After 20-30 minutes, the floor will be open to questions from the audience about communication in politics.

Panel for Doctoral Students and Supervisors: Achieving Excellence in Supervision and Publication (11.30am Friday, Ballroom C & D)

In this panel discussion, all doctoral candidates and supervisors attending the conference (experienced and less-experienced) are invited to engage with some of the key issues in the doctoral journey, in a relaxed environment. Maxwell McCombs, Krishnamurthy Sriramesh, Warwick Blood, Margaret Peters and Kerry McCallum will share their 'secrets for success'. The panel will discuss such questions as how (and whether)
exemplary supervision practice can be achieved in ways that still meet the need for doctoral completion in a relatively compressed time-frame, now so often being sought by funders, supervisors and candidates themselves. The panellists will also offer insights into ways to negotiate what may be differing perspectives on publication during the doctorate. Bring your questions to the session or offer your own secrets for success to help others who are also on the doctoral journey.

Day Prior: Tuesday 8th July 2008

6.00pm To 8pm	**Registration At The Duxton Hotel, 170 Wakefield St, Wellington (Level 6)**

Day 1 - Wednesday 9th July 2008

08.00	**Coffee & Registration (Ballroom A & B, Level 6)**						
08.50 09.00	**Ballroom C&D:** Please Take Your Seats For Housekeeping Announcements & Official Welcome Conference Convenor's Welcome The Hon Steve Maharey: Introduction To Professor Love						
09.10	Welcome & Opening Address: Professor Ngatata Love						
09.40	Keynote: Professor Maxwell McCombs, *Assumptions, Myths & Traditions: Challenging The Inertia Principle In Communication Research* Brought To You By MediaPeople & Media Monitors						
10.30	**Morning Tea (Ballroom A & B, Level 6)** **Grand Opening Of Exhibitions Area**						
11.00 Paper Session (1)	**Ballroom C & D** **Journalisms: Focus On Framing** Nahid Kabir & Lelia Green, *What The British Papers Said On The Second Anniversary Of The London Bombing* Warwick Blood, Andrew Dare, Kerry McCallum, Kate Holland, & Jane Pirkis, *Enduring & Competing News Frames: Australian Newspaper Coverage Of The Deaths By Suicides Of Two Melbourne Girls* Doug Ashwell, *Who Defined The GM Debate? Source Use In New Zealand Newspaper Coverage Of The GM Debate* Chair: Grant Hannis	**Chambers 1** **Communication Pedagogies: Issues & Technologies Of Teaching & Learning** Mary Power, Marilyn Mitchell, & Wayne Murphy, *Expanding The Corporate Communication Curricula In Australia & New Zealand* Geoff Lealand, *Doing It All Over Again: The Relationship Between Tertiary Media Studies & Secondary Media Studies In New Zealand* Gary Mersham, *Evaluating The Effectiveness Of E-Learning From A Communication Perspective* Chair: Elizabeth Gray	**Chambers 2** **Placing Mobile Communication** Iain Sutherland, *Mobile Media And The Socio-Technical Protocols Of The Supermarket* Scott Rickard, *'Ageing In Place':The Mobile Phone As A Transitional Object For Older Adults* Susan Luckman & Julia De Roeper, *A Mobile Future For Commercial Film*? Chair: Gerard Goggin	**Chambers 3** **Performing Power & Place** Chika Anyanwu, *Empowerment Through Creativity In South Australia* Michèle Schoenberger-Orgad & Olivia Beattie, *Communicating Place: Creativity, Identity & Cultural Wellbeing* Ian Woodcock & Jan Smitheram, *No Contest: Reciprocities Of Power & Place In A Multicultural Street* Chair: Patricia Thomas	**Chambers 4** **Public Communication** Kevin Kepore, Robert Goddard & Colin Higgins, *The Rhetoric & Reality Of Corporate Social Responsibility: A Case Study In The Mining Industry In Papua New Guinea* Gregoria Arum Yudarwati, *Public Relations Functions In The Mining Industry: A Case Study In Indonesia, Post-Suharto Era* Elspeth Tilley & James Hollings, *Still Stuck In A Love-Hate Relationship: Understanding Journalists' Enduring & Impassioned Duality Towards Public Relations* Chair: Margie Comrie	**Mezzanine Brdrm 1** **Marketing Communication** Judith Holdershaw & Philip Gendall, *Understanding & Predicting Human Behaviour* Maureen Syn & Mike Brennan, *The Power Of The Program: TV Program Involvement & Ad Viewing Behaviour* Djavlonbek Kadirov & Richard Varey, *Exploring Luhmann's Social Systems Perspective: Communication & Exchange As The Struggle For Meanings* Chair: Ralph Bathurst	**Mezzanine Brdrm 2** **Cross-Cultural Communication** Tanja Dreher, *Media, Multiculturalism & The Politics Of Listening* Mingsheng Li, *Keeping Them Safe: A Review Of Chinese Students' Safety Issues In New Zealand* Aparna Hebbani, *Managing Cross-Cultural Encounters: Presenting A Rationale For Studying Communication Across Australian & Indian Business* Chair: Franco Vaccarino

Author(s)	Title	Abstract	Nominated Author Contact Details
		policy. Self-regulatory agency the Press Council ruled that the article breached the Council's codes with regard to accuracy and discrimination. The decision was widely reported and the magazine was obliged to publish the Council's ruling. This paper considers the issues surrounding the reporting on diversity in New Zealand and analyses in detail how "Asian Angst" breached the Press Council's codes. *North & South* was apparently determined to portray Chinese immigrants to New Zealand in a poor light and lacked the ability to correctly interpret the relevant statistics.	g.d.hannis@massey.ac.nz
Gregoria Arum Yudarwati Monash University	*Public relations functions in the Indonesian mining industry in the post-Suharto era [REFEREED PAPER]*	This article seeks to better understand public relations functions in Indonesia during the post-Suharto era by examining public relations functions in a privately-owned Indonesian mining company. The study found that the socio-political changes in the post-Suharto era have resulted in the need for the mining company studied to implement a new management approach when dealing with stakeholders. Factors which encouraged the company to establish an independent division designed to perform public relations functions include a multicultural environment, increasing number of social conflicts between management and communities, decentralised government policy, transparency, and freedom of the press. The existing public relations function, however, focuses more on relationships with communities, which include local governments, local media, and local ethnic groups. Because of the multicultural environment, management predominantly uses the cultural interpreter model of public relations. In this model the company assigns field officers with an understanding	email: gregoria.yudarwati@arts.monash.edu.au Address: 2/7 Atlantic Street Clayton Victoria, 3168 Australia Mobile phone: +61 0 434639931

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		of the cultural differences to approach and communicate with its members. The personal influence model is also found. Field officers build personal communications and relationships with key actors in the community to seek favours when the company needs them. In spite of this, the existing public relations function is a supporting tool rather than an integrated communication function, as it is integrated into the division responsible for corporate social responsibility functions. The company claims that this division has a section which carries out public relations functions formally. However, this section's main function is limited to media relations, guest relations and publications only. This section mainly performs the press agentry and publicity model and the public information model of public relations. Finally, this paper asserts that the public relations functions operating in this company aim to secure business and promote a good corporate image, for the purpose of attracting more investors.	
Heather Kavan Massey University	*Falun Gong in the media: What can we believe? [REFEREED PAPER]*	This paper explores the accuracy of Western and Chinese media reports about Falun Gong, a religious movement that has been locked in a propaganda war with the Chinese government since 1999. The study is based on a year's ethnographic research with Falun Gong, analysis of Falun Gong leader Li Hongzhi's speeches and writings, and a discussion of external sources. I discuss the competing versions of the facts about who Li Hongzhi is, why Falun Gong was banned, and human rights violations. I conclude that, although the Western media is more accurate than the Chinese media on the critical issue of human	Dr Heather Kavan Lecturer Massey University Turitea Campus Palmerston North 4442 New Zealand Email: H.Kavan@massey.ac.nz

Public relations functions in the Indonesian mining industry in the post-Suharto era

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Abstract

This article seeks to better understand public relations functions in Indonesia during the post-Suharto era by examining public relations functions in a privately-owned Indonesian mining company. The study found that the socio-political changes in the post-Suharto era have resulted in the need for the mining company studied to implement a new management approach when dealing with stakeholders. Factors which encouraged the company to establish an independent division designed to perform public relations functions include a multicultural environment, increasing number of social conflicts between management and communities, decentralised government policy, transparency, and freedom of the press. The existing public relations function, however, focuses more on relationships with communities, which include local governments, local media, and local ethnic groups. Because of the multicultural environment, management predominantly uses the cultural interpreter model of public relations. In this model the company assigns field officers with an understanding of the cultural differences to approach and communicate with its members. The personal influence model is also found. Field officers build personal communications and relationships with key actors in the community to seek favours when the company needs them. In spite of this, the existing public relations function is a supporting tool rather than an integrated communication function, as it is integrated into the division responsible for corporate social responsibility functions. The company claims that this division has a section which carries out public relations functions formally. However, this section's main function is limited to media relations, guest relations and publications only. This section mainly performs the press agentry and publicity model and the public information model of public relations. Finally, this paper asserts that the public relations functions operating in this company aim to secure business and promote a good corporate image, for the purpose of attracting more investors.

Introduction

During the Suharto era, public opinion in Indonesia was suppressed. As a consequence, public relations functions were limited to one-way communication from organisations to the public (Ananto, 2004a). Public relations practitioners were mainly assigned to providing the media with favourable publicity while ensuring that unfavourable publicity was kept out. (Ananto, 2004a; 2004b; Putra, 1996). The social and political changes after Suharto's resignation in May 1998, however, have had an influence on the way companies manage their relationships with the public. These conditions have resulted in opportunities and challenges for public relations functions. This article seeks to better understand the function of public relations in Indonesia today. Using the Indonesian mining industry as an example provides a 'window' into public relations functions in the post-Suharto era.

During the Suharto era, the government provided security around mining areas through the use of the military. The mining industry enjoyed a privileged position, being able to communicate directly with the government through official reports (Wiriosudarmo, 2001). This system meant that the mining industry could avoid communicating with the public and was able to ignore the public's demand for information about its operations (Wiriosudarmo, 2001).

In the post-Suharto era, however, Indonesia has moved towards a more democratic system. There have been more public demands on mining companies and the number of conflicts with the community has increased (Wiriosudarmo, 2001). In responding to these conflicts, the mining industry is no longer able to use a military, repressive approach. In addition, the government has been pressured to decentralise its authority to regional governments. In 1999, as a result of Law no. 22 which regulates regional autonomy, the government decentralised its authority, making the district level responsible for major needs, including the environment, health, land management, public works, and education. This decentralisation also affects the mining industry, as most aspects of this industry are under the jurisdiction of local government (Wahju, 2002; Wiriosudarmo, 2001). Furthermore, since freedom of expression became legal in 1999, the number of mass media outlets has increased. There have been more public movements demanding transparency.

Against this background, this article seeks to do three things:

1. to understand how changes in the external environment have contributed to the implementation of public relations functions within one mining company,
2. to better understand how senior management and public relations practitioners within the company perceive these public relations functions, and
3. to identify how these perceived public relations functions relate to the model of public relations.

Conceptualisation

As pointed out by public relations scholars (Cutlip, Center, & Broom, 2006; Grunig & Hunt, 1984), public relations is a relationship and communication management function between an organisation and its public. Its function is to support management to adapt and adjust to the public's needs. This is not only about the communication process, but also includes environmental scanning, issues management, programme monitoring and evaluation, the aim of which is to achieve goals which relate to the concern of organisations and their public (Dozier & Broom, 1995).

Additionally, The Excellence Study (Grunig, Grunig, & Dozier, 2002) outlines the general principles of public relations excellence that contribute to organisational effectiveness. Firstly, the public relations manager should be part of the dominant coalition, manage communication programmes strategically, and have a direct reporting relationship with top management. Secondly, a public relations unit should be chaired by a manager who understands the managerial role of public relations. Next, public relations functions should be organised as integrated functions and be separated from other functions. And finally, a public relations unit should be based on a two-way symmetrical model.

As well as the two-way symmetrical model, Grunig and Grunig (1992) have identified three other models in The Excellence Study. The first of these is the press agentry and publicity model which aims to get favourable publicity into the media and to keep unfavourable publicity out. The second model is the public information model, which assigns public relations practitioners 'as journalists in residence' who report information about the organisation to the public. Finally, the third model is a two-way asymmetrical model, in which practitioners conduct scientific research to determine how to influence the public for the company's benefit.

Among these models, The Excellence Study considered a two-way symmetrical model as the ideal model of excellence in public relations. A symmetrical model allows public relations functions to balance the organisation's interests with the public's interest (Grunig, 2000). This model is based on compromise and negotiation processes rather than on a struggle for power (Grunig & White, 1992). However, it has been criticised as overly idealistic (Cheney & Christensen, 2001; L'Etang, 2006; Pieczka, 2006). It is rare that an organisation performs this ideal model of public relations only, and Leichty & Springston (1993) argue that most organisations practise a combination of the four models.

Organisational, environmental, and personal variables influence the practice of public relations. Some scholars (Grunig, Grunig, Sriramesh, Huang, & Lyra, 1995; Vercic, Grunig, & Grunig, 1996) have proposed the concept of generic principles and specific applications of public relations. Generic principles refer to standardised world-wide principles, while specific applications mean that the generic principles are applied differently in different settings (Grunig, Grunig, & Dozier, 2006). Grunig et al. (2006) refer to the principles proposed by The Excellence Study as the generic principles. In addition, as pointed out by several scholars (Grunig et al., 2002; Sriramesh & Vercic, 2003), internal and external environments also have an effect on the application of public relations. Internal environmental influences include organisational culture, structure, and communication. External environmental factors include the political and economic system, the media system, the degree of activism, and the level of economic development.

Research has confirmed that variation in public relations models has been found in many cultures and political systems, illustrating the use of the personal influence model and the cultural interpreter model (Grunig et al., 1995; Huang, 2000; Jo & Kim, 2004; Park, 2002; Rhee, 2002; Sriramesh, 1992). In the personal influence model, practitioners try to establish personal relationships with key individuals among the stakeholders (Toth, 2000). The cultural interpreter model is found in an organisation that uses local professionals to add cultural sensitivity to their communication efforts (Grunig et al., 1995). In this model the organisation assigns public relations practitioners as consultants and interpreters whose role is to deal with

the community's daily issues. This model is suitable for an organisation that conducts business in another country as well as in local multicultural organisations (Grunig et al., 1995).

Method

Data was collected through semi-structured interviews. The interviews were conducted to explore how the company defines public relations and how it engages with the public. There were two groups or participants for this study: those who were members of top level management and those who were members of a public relations unit. Interviews with members of top level management aimed to explore how they views public relations functions. Meanwhile, interviews with public relations practitioners sought to find out the pattern of public relations practices.

The research was conducted in one Indonesian privately-owned mining company. Previously this company was owned by foreign investors, but since 2001, the company has sold all of its shares to an Indonesian Public Company. This company started its operation in 1991 and is planning to close down mining by 2021. According to data from the National Statistics Bureau, in 2004 to 2006, 85 percent of the Regional Gross Domestic Product of the area where this company resides is from the mining industry, which is the core business of this company (Badan Pusat Statistik Kabupaten Kutai Timur, 2007). In addition, this company operates in a multicultural environment. Apart from the original ethnic groups[1], there are migrants from different islands[2] who come and settle in around this area voluntarily or due to the transmigration[3] programme (Evers & Gerke, 1992). This environment has challenged the company's ability to manage good relationships with the community, and has accordingly, given appropriate importance to the examination of multicultural issues.

Seventeen participants were interviewed, including the CEO and 16 members of the External Affairs and Sustainable Development (ESD) Division, who are claimed to be

[1] There are two major ethnic groups, each group also consisting of different ethnic group categories.
[2] There are at least three prominent migrant ethnic groups.
[3] The transmigration programme was initiated by the Indonesian government to move landless people from densely populated areas of Indonesia to less populous areas of the country, which include the island, where this company operates. This programme aims to reduce poverty and over-population in

responsible for public relations functions. The interviews were conducted in Indonesian and tape-recorded. They were then transcribed and translated into English. The data gathered was analysed to construct a picture of public relations functions in this company. Using the NVIVO program, the patterns were identified and compared with what public relations theorists suggest about the generic principles of public relations functions. Additionally, secondary data were collected from relevant documents, such as organisational structure and job descriptions, annual reports containing the history and performance of the company, articles in the media about the company with regard to stakeholder relationships, mining industry regulations, and other research related to this topic. Document analysis was carried out to study the history and context of relevant public relations functions in the post-Suharto era.

Findings

During the Suharto era, mining investments were regulated through Contracts of Work (CoW). This was an exclusive contract between the government and mining investors. This transaction did not involve local government. Local government became the instrument of the central government in implementing the agreements. In the CoW system, the investor worked as contractor for the government to explore mineral resources, and was relieved of any social obligation. This exclusive position enabled mining companies to solve any investment problems, including social problems with local communities, since the government protected the mining operation by arranging settlement with local government and through the use of military force (Wiriosudarmo, 2001).

This is in line with what the General Manager of External Affairs and Sustainable Development (ESD) stated:

> In the New Order[4] the role of the military is very dominant. Mining, oil and gas explorations involve a huge investment. Therefore, investors who come to this always require security

densely populated areas, to provide opportunities for hard-working poor people, and to provide a workforce to better utilise the natural resources of the outer islands.(Adhiati & Bobsien, 2001)

[4] The new order era refers to the Suharto years: 1966-1998). This term was invented by Suharto to characterise his regime and to contrast it with his predecessor's era (the Sukarno era), which was called the old order.

> assurance. And during the New Order, this security assurance is usually gained through a repressive military approach.

This condition, somehow, makes the company feel secure. To quote the Local Business Development Superintendent, "for us, we feel secure during the New Order era, because the government provides security".

After Suharto's resignation in 1998, however, there have been social and political changes affecting the mining industry. The CEO of this company pointed out that:

> in the early 1980s, foreign companies assumed that… as long as they have fulfilled the agreement with the government… that is enough for them… However, in the reformation era, the mining area was raided by the illegal miners… communities were not interested in the corporate social responsibility (CSR) programmes of the company.

Regional autonomy in the reformation era has resulted in the loss of the absolute authority of the central government to control the use of natural resources. Law 22/1999, article 10, on regional administration, states that "regional government has full authority to promote and develop the national resources available in its region" (Wahju 2002, p.17). Accordingly, there is a need for the company to establish new relationships with local government. This relationship, however, is feared to have a similar pattern of operation to that practised in the past by the central government (Wiriosudarmo, 2001). The Local Government Relations Supervisor described some of the difficulties encountered in the new system:

> In our daily activities, we accept many proposals that according to our procedures are not appropriate. For instance, if the MUSPIDA[5] needs to go to Jakarta[6], they will ask for airfares, if there is an event they will ask for accommodation, catering, transportation… We cannot easily refuse their proposals… We need their authorisation for our mining operations.

[5] MUSPIDA (*Musyawarah Pimpinan Daerah*) is a group of local leaders which consists of leaders of the local government, police and military.
[6] Sometimes local leaders must attend at national meeting in Jakarta, the capital of Indonesia.

The Local Government Relations Supervisor added: "The reformation era led the company to transparently share their activities with the public… due to the public demand, since in the past (the Suharto era) the company limited its communication to key actors only." The CEO observed that "the local spirit has become stronger… The local people have become brave enough to express their feelings". In 2006, a survey which involved 2000 participants from the community was carried out by this company. This survey revealed that most participants thought that instead of the local government, the company should be responsible for infrastructure development, employment, education, health and regional development (Hifni, 2007). Moreover, the Superintendent of Local Business Development stated that "in the last five years, the most frequent problem that arose was not technical problems but social problems… relationships between the company and communities".

To handle these problems, the military approach is no longer appropriate. The government has been monitored by the public. If the government employs a repressive approach to support the company, the public is likely to increase their protests against the government. This condition led the company to build a strategy to handle any uncontrollable social pressures and conflicts. Accordingly, as asserted by the Local Government Relations Supervisor: "The president director of this company at that time realised the need to have a specialised independent division to handle external affairs relating to the community, the community's leaders, and the government."

In line with this, the ESD General Manager explained that in 2003 the company established an independent division called the External Affairs and Sustainable Development (ESD) Division[7]. The main responsibility of the ESD division is handling external issues and corporate social responsibility (CSR) programmes. This division is claimed to perform public relations functions. As the ESD General Manager commented: "It is impossible to assign public relations functions to all employees. Accordingly, these functions must be institutionalised into one division, which is the External Affairs and Sustainable Development Division."

Most participants from this division also agreed that they perform public relations functions:

> In my opinion, we are also responsible for public relations in the community… if the company has a problem (with the community), or if the company has a programme, for instance a CSR programme, sometimes we take on a public relations role. (The Field Officer B)

> We are part of community relations… I can be a public relations person, but the emphasis of this public relations job must focus on agriculture, farming… (The Field Officer A)

In spite of this, some of those interviewed argued that there is a section within this division that is specifically responsible for formal public relations functions. This section is the Public Communication Section. As asserted by the Community Support Superintendent, who is also a former Public Communication staff member: "In a practical context, we also perform public relations. However, in a formal context, Public Communication (section) plays this role."

Public relations functions in this company are perceived as relationship functions. The ESD General Manager pointed out that public relations is like an interface, which aims to manage relationships between the company and stakeholders. The Field Officer A added: "Public relations is about how they work together with society, interact directly with society, build relationships with society." This is also about the communication function, as remarked by the CEO: "Public relations is a function needed by the company to give accurate information about the company to the public and to avoid inaccurate information spreading out from the company." This is supported by the Public Infrastructure Supervisor: "It is about how to inform the public about our programmes… so they get clear and balanced information about our programmes."

These public relations functions mainly focus on relationships with the community. As the CEO commented: "Since this company is owned by a corporate group, only

[7] This division, which is run by a general manager, consists of five departments, i.e. Community Empowerment, Land Management, External Relations, Project Management and Evaluation, and

top officers from this corporation can give statements about the company to the public." In spite of this, the CEO stated that in relation to community issues, public relations functions are performed by the ESD Division. He stated that: "We realise that our friends in External Affairs and Sustainable Development are the public relations arm of the company… They respond to the external public… [and] give suggestions or input to management." The ESD General Manager added: "When we do CSR (corporate social responsibility), at the same time actually we carry out public relations functions… CSR is a tool to make an interaction."

The Community Support Superintendent commented that this function aims "…to get a good and positive image from society". The CEO remarked:

> As a public company, there is a need for the corporate group which owns this company to announce that this company has implemented good corporate governance principles. This is also an effort to promote its shares… A business entity is never free from this interest.

In line with this, the Local Business Development Superintendent added:

> Image building is important for shareholders. Before signing the contract, buyers always visit the mining site, not to examine product quality or technical aspects, but to get to know the company's concern for the environment, including community welfare.

As pointed out by the General Manager, CSR programmes are the result of dialogue between community, local government and the company. The company analyses the input from the community and, together with local government, decides on the programme in the *Musyawarah Rencana Pembangunan Desa* (Village Development Plan Meeting). The company also builds dialogue with the community through an informal meeting, such as *"buka puasa bersama*[8]*"* meeting. Field officers always attend this informal meeting, and sometimes members of the company management also attend in order to maintain relationships and share their programmes.

Government Relations.

Furthermore, participants pointed out that the company tries to understand the community's point of view through its field officers. As stated by the Community Support Superintendent: "We have field officers who live in the community. They become front doors who absorb the aspirations of communities." Field officers are staff under Agriculture Section and mainly assist the community to perform CSR programmes. They are also liaison officers who bridge relationships and facilitate communication between the company and the community by identifying key actors and developing informal and personal relationships with them. As commented by The Field Officer A:

> We preferably develop a personal communication… not positioning ourselves as a representative of the company. This is a community. We mix with them… With this kind of communication pattern, they seem to accept us more easily and perceive us as their family.

Most participants emphasise the importance of the cultural approach in maintaining relationships and solving problems. As asserted by some participants:

> I am a Bugis[9], they are also Bugis. We mostly communicate in Bugis language. We can communicate easily and closely. They treat me as their family.(The Field Officer A)

> I can speak several languages to communicate with several ethnic groups… These languages enable me to approach them closer. When Bugis people complain, I will slowly approach them using Bugis language. If the complain comes from Kutai[10] people, I will use Kutai language… By using this cultural language approach, we will explore what their problems are. Then we analyse the problems and take actions. (The Conflict Management Supervisor)

The company understands the need to inform internal and external stakeholders of their activities, as shown by their regular distribution of company publications. However, in practice the publications only partly inform the public as they omit bad

[8] "*Buka puasa bersama"* is a community gathering held by the Moslem community to pray and break their fast during the fasting month. The fasting month is celebrated by Moslems, but this meeting has become traditional.
[9] Bugis is the name of an ethnic group from Sulawesi.
[10] Kutai is the prominent ethnic group in the area where the company operates.

publicity and act in a privileged propaganda role. As pointed out by the Media Relations Supervisor:

> We cannot expose employees' demonstrations, since the orientation of company publications is to get good public relations on its CSR programmes… We cannot expose controversial issues.

Discussion and conclusion

Based on the responses from the participants, it can be identified that social and political changes in the post-Suharto era, which include the transformation toward democracy, the decentralised authority, and the freedom of speech and expression, have resulted in the need for this company to establish an independent division for managing relationships with stakeholders. Sriramesh and Vercic (2003) asserted that "in societies whose political systems do not value public opinion, the nature of public relations is not sophisticated" (p.3). However, as pointed out by Sharpe (1992), the freedom of the press, the transformation toward democracy, global economic growth, and cultural diversity have influenced public relations practices on a global scale.

Public relations functions in this mining company mainly focus on building relationships with the community in order to secure business and attract more buyers for company shares. The increasing number of social conflicts has forced the company to value the community as its main constituency. The company believes that relationships with communities are able to save money, since they prevent costly issues or bad publicity. The company's concern for community welfare aims to improve its image in order to attract more investors. Moreover, the community's approval is also needed for mining operations. This is in line with what The Excellence Study called the "strategic constituencies approach" (Grunig et al., 2002). This approach asserts that the company must identify key elements of the environment whose opposition or support can influence the company's goals. Furthermore, Post, Preston, and Sachs (2002) point out that a company's wealth and its licence to operate are influenced by its relationship with stakeholders. In this case, it is influenced by the company's relationship with communities.

A two-way symmetrical model of public relations is not found in this company. Nevertheless, a cultural interpreter model is predominantly adhered to due to the multicultural environment of the workplace. The company assigns field officers, who mostly have the same cultural background as members of the multicultural community, or who have a good understanding of their culture, to facilitate communication and problem-solving processes when there is conflict.

The personal influence model of public relations is also followed by this company. The field officers establish good personal relationships with key actors in the community. These relationships can be used to seek favours when the company needs them. However, this relationship is considered as an asymmetrical one, since interpersonal communication is used to dominate key actors and to persuade them to accept the company's position (Toth, 2000). There is a high dependency of the community on the company, which has led to this asymmetrical relationship. As shown by the National Statistics Bureau, this company has contributed significantly to the region's income. This is in line with the assertion made by scholars (Grunig et.al., 2006; Sriramesh and Vercic, 2003) that the level of economic development can influence public relations practices.

Despite the fact that this company claims to perform public relations functions, these functions are perceived as supporting tools for other areas, rather than as integrated communications functions. Public relations functions are a part of a division which is responsible for corporate social responsibility functions. This is in line with what Banks (2000) stated, that in the1990s and beyond companies have started to employ public relations to perform corporate social responsibility. However, as asserted by The Excellence Study, public relations functions should not be integrated into another department whose primary responsibility is not a communications management function. Furthermore, Grunig et.al. (2006) pointed out that the integration of the public relations function into other areas means that this function "cannot be managed strategically, because it cannot move communication resources from one strategic public to another - as an integrated public relations function can" (p.45).

In spite of this, the company claims that they have a section which carries out public relations functions formally. This section, however, is assigned to handle media

relations, guest relations and publications only, where it mainly performs the press agentry and publicity model and the public information model of public relations. This can be inferred from the fact that this section mainly publishes corporate social responsibility programmes to the community and is forbidden to expose controversial issues which lead to conflicts.

These findings are in line with a power-control theory (Grunig et al., 2006), which discusses "the way organisations behave in general, and practice public relations in particular, as they do because the dominant coalition chooses to organise and manage in that way" (p.53). Cutlip et.al. (2006) remark that the public relations function will be useful only if the management wants it. If the management perceives this function as not something crucial for the company, then this function will not have a strategic position in the company and its contribution will be small.

Finally, this article asserts that the findings in this case study cannot be generalised to give a definitive insight into public relations functions in the post-Suharto era, due to two reasons. Firstly, this case study only researched one mining company, which is a major contributor to the economy of the nation. This article recommends further research into a variety of industries with differing characteristics. This will enable us to gain a broader insight into the practice of public relations in Indonesia today. Secondly, this case study is based on interviews with participants from the company and did not involve stakeholders. Therefore, this article asserts the need for further research involving the participation of stakeholders and the practical ramifications of actual public relations practice.

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