CONTENTS

Vol. 84, No. 3 © 2007 AEJMC



An Editorial Comment DANIEL RIFFE, editor

414

THE STREET, ST	THE RESERVE	THE RESERVE AND ADDRESS.		
Improv	ina N	10261	120.00	1010
HILLIAN CAN	11 154 18	1000	18-711	-181

EYUN-JUNG KI and LINDA CHILDERS HON, Reliability and Validity of Organization-Public Relationship Measurement and Linkages among Relationship Indicators in a Membership Organization

419

BARBARA DESANTO, DANNY MOSS, and ANDREW NEWMAN, Building an Understanding of the Main Elements of Management in the Communication/Public Relations Context: A Study of U.S. Practitioners' Practices

439

HYEONJIN SOH, LEONARD N. REID, and KAREN WHITEHILL KING, Trust in Different Advertising Media

455

Media Effects

SEI-HILL KIM, Media Use, Social Capital, and Civic Participation in South Korea

477

RENITA COLEMAN and MAXWELL MCCOMBS, The Young and Agendaless? Exploring Age-related Differences in Agenda Setting on the Youngest Generation, Baby Boomers, and the Civic Generation 495

XIAOLI NAN, The Relative Persuasive Effect of Gain- versus Loss-Framed Messages: Exploring the Moderating Role of the Desirability of End-States

509

Exploring Images

DONNALYN POMPPER, JORGE SOTO, and LAUREN PIEL, Male Body Image and Magazine Standards: Considering Dimensions of Age and Ethnicity

525

SHAHIRA FAHMY, JAMES D. KELLY, and YUNG SOO KIM, What Katrina Revealed: A Visual Analysis of the Hurricane Coverage by News Wires and U.S. Newspapers

546

Audience Choices	
GEORGE SYLVIE and HSIANG IRIS CHYI, One Product, Two Markets: How Geography Differentiates Online Newspaper Audiences	562
History	
KAREN MILLER RUSSELL, JANICE HUME, and KAREN SICHLER, Libbie Custer's "Last Stand": Image Restoration, the Press, and Public Memory	582
GRADUATE PROGRAMS IN JOURNALISM/MASS COMMUNICA- TION EDUCATION Special Advertising Section	601
BOOK REVIEWS Edited by Patricia A. Curtin and Lisa Romero	625

668

LETTERS