

PR UPDATE

Volume 51, No.4
October 2016

The newsletter for the Public Relations Division of AEJMC



Special Issue
Conference Recap
& 2016-17 Preview

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PR UPDATE

Vol. 51, No. 4; October 2016

Division Leadership

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Ready to "Update" the PR Division

Welcome to a new year in the PRD, and a new year for our Division's newsletter, PR Update. I'm excited to take over from the amazing Dustin Supa as the newsletter editor, and we have a stellar team ready to go.

This year, we're adding some regular columns we hope you'll find interesting. Each issue will feature a column specifically addressing PF&R and teaching. We also will preview conferences, events, and CFPs from some of our supporters. Finally, we'll include regular journal updates and previews.

Of course, we will also continue to provide important information as we look ahead to the 2017 AEJMC conference in Chicago, including our panel lineup, research call, call for reviewers, and conference preview.

Along the way, please let me (and our PR Update team) know of any thoughts, suggestions, ideas, or feedback. And if you'd like to contribute or provide us with updates that might be of importance to PRD, but are not on our radar, please let us know. We're looking forward to serving you this year.

PR UPDATE is published quarterly, with a special post-conference edition. You can find past issues [here](#).

Please send all inquiries and contributions to dmundy@uoregon.edu

a message from the Division Head:

Emily Kinsky

ekinsky@mail.wtamu.edu



Looking back to Minneapolis and ahead to Chicago

Happy New Year! For PRD, the year starts and ends in August, so the new year is recently underway and our resolutions are still intact.

At the annual AEJMC conference each year, our leadership hands off the reins to the next crew. We have a tremendous group of chairs, vice chairs and committee members who have volunteered to serve PRD this year, and it is my honor to serve as the executive head.

Thank you, Tiffany Gallicano, for your leadership as our head last year! Thank you, Richard Waters, for going beyond the traditional vice head elect responsibilities last year and stepping in to help us raise funds for our awards. After the business meeting, each of us shifted roles; Tiffany is now our immediate past head, Richard is now the vice head/programming chair, and we welcomed Giselle Auger, who joined this year's team as vice head elect.

Another one of the areas where a handoff in leadership took place this year is on our newsletter. Thank you to Dustin Supa for editing *PR UPDATE* and leading the team for 2 years, and welcome to Dean Mundy in his new role as editor. In this issue, Dean and his staff have pulled together highlights from the conference as well as news of upcoming events and the introduction of some columns you will see in each issue.

In the following pages, you can read about some highlights of our conference in Minneapolis, including the pre-conference, Bill Adams/Edelman Luncheon and the off-site tour—each of which were fantastic. Who knew you could learn so much at a mall?



Please join me in thanking Nathan Gilkerson and his PF&R committee for planning the tour, Richard Waters for working with representatives at Edelman's Chicago office to plan the luncheon, and Dustin Supa and Karen Freberg for planning the pre-conference. Thank you to Weiwu Zhang and Lan Ni for organizing our open research competition and Giselle Auger and Lucinda Austin for organizing the teaching and student paper competitions for our 2016 conference.

We had such great panels and refereed paper presentations. I hope you enjoyed them as much as I did. And I hope you enjoyed Minneapolis, too. It's a beautiful city with lots to explore nearby. It was fun to go somewhere new this year.

Next year, we'll head back to our roots—to Chicago—where AEJMC was founded in 1912 (as the American Association of Teachers of Journalism). Within the last month, we have received submissions of panel proposals for Chicago, so we will update you in the coming issues of *PR Update* about what panels you will find on the program for 2017.

Before we get to the Windy City, though, you'll hear of other initiatives this year, such as AEJMC News Engagement Day, which PRD will once again join. Watch for news via our social media channels and be ready to encourage your students to share what is #News2Me on October 4.

Thank you for your support of PRD and your participation in our activities year-round.

PR Division Welcomes New **Executive Leadership**

The PR Division welcomes Dr. Emily S. Kinsky as our new division head. Dr. Kinsky is an associate professor in West Texas A&M University's Department of Communication, where she teaches Media Design, New Media and Qualitative Research Methods.



Head
Emily Kinsky

In addition to serving as this year's head of AEJMC's Public Relations Division, she is a member of the Public Relations Society of America, National Broadcasting Society, American Advertising Federation and the Commission on Public Relations Education. She is the associate editor for the *Journal of Public Relations Education* and is on the editorial board for the *Journal of Public Relations Research*. In August she was named to the Fulbright Specialist Program.

In the Department of Communication, she serves as a co-adviser for the WTAMU chapters of the Public Relations Student Society of America, American Advertising Federation and the National Broadcasting Society.

Dr. Kinsky's research interests include crisis communication, social media, the portrayal of public relations in the media, and the use of media by children.



Vice Head
Richard Waters

The PR Division welcomes Dr. Richard D. Waters as the 2016-17 vice head. Dr. Waters is an associate professor in the University of San Francisco's School of Management, where he teaches strategic communication courses in the business, nonprofit, and public administration graduate programs.

He is the author of more than 75 peer-reviewed journal articles and book chapters and serves as the associate editor of the online journal, *Case Studies in Strategic Communication*. He also is on the editorial review boards of the *Journal of Public Relations Research*, *Public Relations Review*, *PRism*, and the *Journal of Promotion Management*. As vice head, Waters looks forward to reinventing the AEJMC conference schedule with new activities, new approaches, and panel partnerships with divisions and interest groups that PRD has not typically reached out to. He also looks to continue to strengthen the Division's finances with a fall fundraising push.



Vice Head Elect
Giselle Auger

Dr. Giselle A. Auger, APR, is an assistant professor in Rhode Island College's Department of Communication with a teaching specialty in public relations. She received her Ph.D. in Mass Communication from the University of Florida, an M.A. in International Relations and Strategic Studies from the University of Lancaster in England, and a B.A. in Political Communication from the University of Massachusetts at Amherst.

Before pursuing the Ph.D., Dr. Auger held various communication roles. She was the executive director for a small nonprofit organization in Maine, a freelance journalist, assistant book editor, magazine editor, marketing assistant, communication manager for the Girl Scouts of Maine, and as an assistant in a political marketing company in London, England. She is also the co-author of *The Insiders' Guide to Maine's Southern Coast* (1998, 1999).

Her research interests include strategic communication of nonprofit organizations, the use of rhetoric and message structure in social media communication, and academic dishonesty. In addition to AEJMC, Dr. Auger is a member of PRSA, the Association of Researchers on Nonprofits and Voluntary Action (ARNOVA) and serves on the editorial board for the *Journal of Public Relations Research*. Dr. Auger has been an active member of the PRD for many years. Auger created the current PRD mentorship program. She looks forward to organizing the Edelman luncheon for the Chicago conference.



AEJMC in Minneapolis: The Highlights

Pre-Conference: Industry pros, researchers & academy leaders come together to address leadership in the field

By Dustin Supa, Boston University

With the generous support of the Arthur W. Page Center for Integrity in Public Communication, the 2016 PRD pre-conference drove home the importance of leadership in public relations, bringing together leaders from the profession and the academy, along with some of the top researchers in the field of leadership studies. The pre-conference, titled Leadership Across the Spectrum: Teaching, Research & Service, provided attendees with insight on leadership in public relations, and gave an opportunity for those interested in leadership to interact with the presenters.

“Our goal was to provide the membership with a top flight experience,” said pre-conference co-organizer Karen Freberg (Louisville), “I think with our speaker lineup and the opportunity for interacting with some of the key people in the field, attendees came away with a strong sense of the current state of leadership across the discipline.”



That speaker lineup included Bill Nielsen, former chief communications officer of Johnson & Johnson; Lynn Casey, CEO of PadillaCRT; Roger Bolton, president of the Arthur W. Page Society; and Ann Barkelew, founding general manager of FleishmanHillard Minneapolis. Each gave sound advice on assisting students to become more effective in their leadership roles. One clear take-away

continued next page

Minneapolis Highlights

Pre-Conference Cont'd

was the concept of having passion for the field and for information-sharing. "Oftentimes, the only person in the room who has the ability of seeing...the whole picture is the PR person," said Nielsen. "Organizations and CEOs often rely on the PR people."

The second panel, moderated by Bruce Berger (Alabama)—founding director of the Plank Center for Leadership in Public Relations—brought leadership researchers Shannon Bowen (South Carolina), Hua Jiang (Syracuse) and Matt Ragas (DePaul) to the stage to share the results of some of their research. Additionally, Berger shared the results of Plank-sponsored research conducted by David Remund (Drake) and Michele Ewing (Kent State). Together, their research reflected the possibilities for leadership research in public relations. Accordingly, attendees were provided with access to a file of professional and academic articles on leadership to encourage their own studies on the topic.

The afternoon concluded with roundtable presentations by faculty engaging in leadership in the academy. Those roundtables included short, interactive presentations by Tiffany Gallicano (UNC-Charlotte) as head of the PRD, Denise Bortree (Penn State) and Karla Gower (Alabama) on their respective positions as directors of the Page Center and Plank Center, Terry Flynn (McMaster) speaking about his role on the Board of Trustees for the Arthur W.

Page Society, and Tina McCorkindale (IPR) speaking about her transition from faculty member to Institute for Public Relations CEO.

The snacks were plentiful, the discussions focused and relevant, and those in attendance were able to kick off their 2016 conference with insights they could bring back to their students. Overall a very successful pre-conference. Many thanks go out to the organizing committee of Karen Freberg (Louisville), Laura Lemon (Tennessee), Arunima Krishna (Boston) and your humble article author.



Minneapolis Highlights

Mall of America Tour

By Nathan Gilkerson, Marquette University

On Friday, August 5, more than 50 AEJMC conference attendees took part in the Public Relations Division sponsored off-site tour and visit to the **Mall of America**. Transported in style on two bright-yellow chartered school buses, attendees travelled to the huge shopping complex in Bloomington, Minnesota, where the group was welcomed by Mall of America Vice President of Communications Dan Jasper and the mall's Senior Social Media Strategist Erin Vande Steeg.

Attendees toured a portion of the newest expansion to the massive facility, which is large enough to fit nine Yankee Stadiums inside and annually welcomes more than 40 million visitors, making it the number-one tourist destination in the United States. Convening the group in a meeting space overlooking Nickelodeon Universe, the mall's seven-acre indoor amusement park, Jasper provided attendees with an overview of the history of the Mall of America and the evolution of its local, national and international marketing and public relations strategies.

Leading communications for such a well-known and high-profile venue, Jasper recounted stories of public relations successes and failures, and described how the organization has learned to deal with semi-regular crisis

communication scenarios, including potential threats of terrorism and political protests, and the daily challenge of balancing both security and communication-focused priorities. Attendees also had the unique opportunity to go behind the scenes to visit and learn about the Mall of America's underground Enhanced Service Portal (ESP), a state-of-the-art facility where staff use technology to monitor and coordinate social media, security and logistical activities (**shown below**). Outlining how the Mall of America has worked to refine its online presence, Vande Steeg showed visitors how the mall uses a variety of tools and online services to monitor and respond in real-time to shoppers' social media messages, and described how their team has learned to nimbly and creatively capitalize on social media trends, such as the summer's hugely popular Pokémon GO phenomenon.





Minneapolis Highlights

Bill Adams/Edelman Lunch

More than 85 conference-goers attended the annual **Bill Adams/Edelman lunch** on Friday, August 5 at **Fogo de Chao Brazilian steakhouse**, where they heard Jay Porter, president of the Chicago Edelman office, speak on, "Collaborative Journalism: The New Dynamics of Storytelling and Implications for Brands and Journalists." Among the key takeaways, Porter emphasized that today content discovery starts on social, search and curator hubs, and that content creators come from three overlapping groups: influencers, media and brands.

After the presentation, in keeping with one of this summer's hottest trends, attendees were able to select a miniature Pokémon to take home (Thanks, Richard!). In other highlights, Terry Flynn and Hilary Fussell-Sisco taught Dean Mundy how a Brazilian Steakhouse works. (Apparently you have to turnover your disk from green to red for them to stop serving you food. Who knew?)

Take note, though, **we had more than 30 folks on the waitlist this year, so make sure to RSVP early in 2017.**

For attendees interested in sending a "Thank You" for Edelman's support of the PRD and John Edelman's sponsorship of this signature event, please send to this address:

John Edelman
Edelman Public Relations
200 E. Randolph, 63rd Floor
Chicago, IL 60601



Minneapolis Highlights

AEJMC's Public Relations Division Hosts the Second Annual Graduate Student Luncheon

By Yuan Wang & Tiffany Schweickart

The AEJMC's Public Relations Division hosted the second annual Graduate Student Luncheon in Minneapolis, Minn. on August 6, 2016. This annual event was sponsored by the School of Media and Journalism at the University of North Carolina at Chapel Hill. Thirty eight graduate students attended the luncheon, which was organized by the Graduate Student Liaison Committee (GLC) of the Public Relations Division.

Members of the GLC led a walking group to The News Room restaurant near the conference hotel. The graduate students had a wonderful time during the luncheon, enjoying great food, swapping stories and research interests, and taking some group photos. The luncheon had a wide variety of students that come from 18 different universities (e.g., University of North Carolina at Chapel Hill, University of South Carolina, University of Florida, and University of Maryland).

Holly Ott, past chair of the GLC and organizer of this event, said, "The luncheon was a huge success. I am thrilled that we were able to continue this networking tradition for graduate students. This year's event included nearly 40 graduate students (almost twice the number we were able to

accommodate last year) who were able to connect and engage with peers/colleagues from all over the world. I am especially grateful for UNC-Chapel Hill's School of Media & Journalism for the generous sponsorship of the event. Furthermore, I owe a lot of gratitude to the hard-working GLC committee for making this event possible. I am excited to see the GLC take this continuing tradition to new heights next year in Chicago!"

Yuan Wang, the 2016-2017 co-chair of the GLC, added, "We appreciate the great contributions of the past chair, Holly Ott, and other GLC members in successfully organizing the Graduate Student Luncheon. We will conduct a survey of the luncheon participants to gain some feedback on how to improve the luncheon for AEJMC 2017. I sincerely look forward to working with current GLC members to organize the annual luncheon in Chicago in August 2017."



Minneapolis Highlights

PRD Social: Thank you sponsors

- **Houston**, Jack J. Valenti School of Communication
- **Central Florida**, Nicholson School of Communication
- **West Virginia**, Reed College of Media
- **Minnesota**, School of Journalism and Mass Communication
- **Baylor**, Department of Journalism, Public Relations and New Media
- **Oklahoma**, Gaylord College of Journalism and Mass Communication
- **My News Wizard**
- **UT Knoxville**, School of Advertising & public relations
- **Elizabeth L. Toth**
- **Denise Bortree** and **Richard Waters**
- **Julia Daisy Fraustino**
- **Lois Boynton**

Special thanks to
our title sponsor:



- **UNC Chapel Hill PR Faculty**
- **Tiffany Gallicano (x2)**
- **U. Maryland PR Ph.D.s**
- **Maryland PR Graduate Students**

Many thanks to our members who so graciously donated copies of their books to our social:

[Public Relations for the Public Good: How PR has shaped America's social movements](#)
Shelley Spector

[Public Relations and Participatory Culture: Fandom, Social Media and Community Engagement](#)
Editors Amber L. Hutchins & Natalie T.J. Tindall

[Public Relations Ethics: How to Practice PR Without Losing Your Soul](#)
Dick Martin & Donald K. Wright

[Corporate Social Responsibility, Sustainability and Public Relations: Negotiating Multiple Complex Challenges](#)
Donnalyn Pompper

[Social media rules of engagement: Why your online narrative is the best weapon during a crisis](#)
Nicole Matejic

Minneapolis = Many Thanks

From the pre-conference to the awards, from the off-site tour to the luncheons, thank you to everyone who helped make the PRD in Minneapolis a time to remember



To Dennis Wilcox for our top open research and teaching research awards



To the Mall of America for hosting our offsite tour



To IPR for our travel to the Mall of America tour

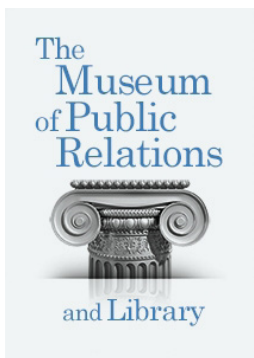


To the Page Center for our pre-conference



THE PLANK CENTER
FOR LEADERSHIP IN PUBLIC RELATIONS

To the Plank Center for our graduate student paper awards



To the Museum of PR for our new history award



To PRSA Foundation for the Inez Kaiser awards



Edelman

To John Edelman for the Bill Adams / Edelman Luncheon



Grady College of Journalism and Mass Communication
UNIVERSITY OF GEORGIA

To UGA for the Most Downloaded JPRR Article award

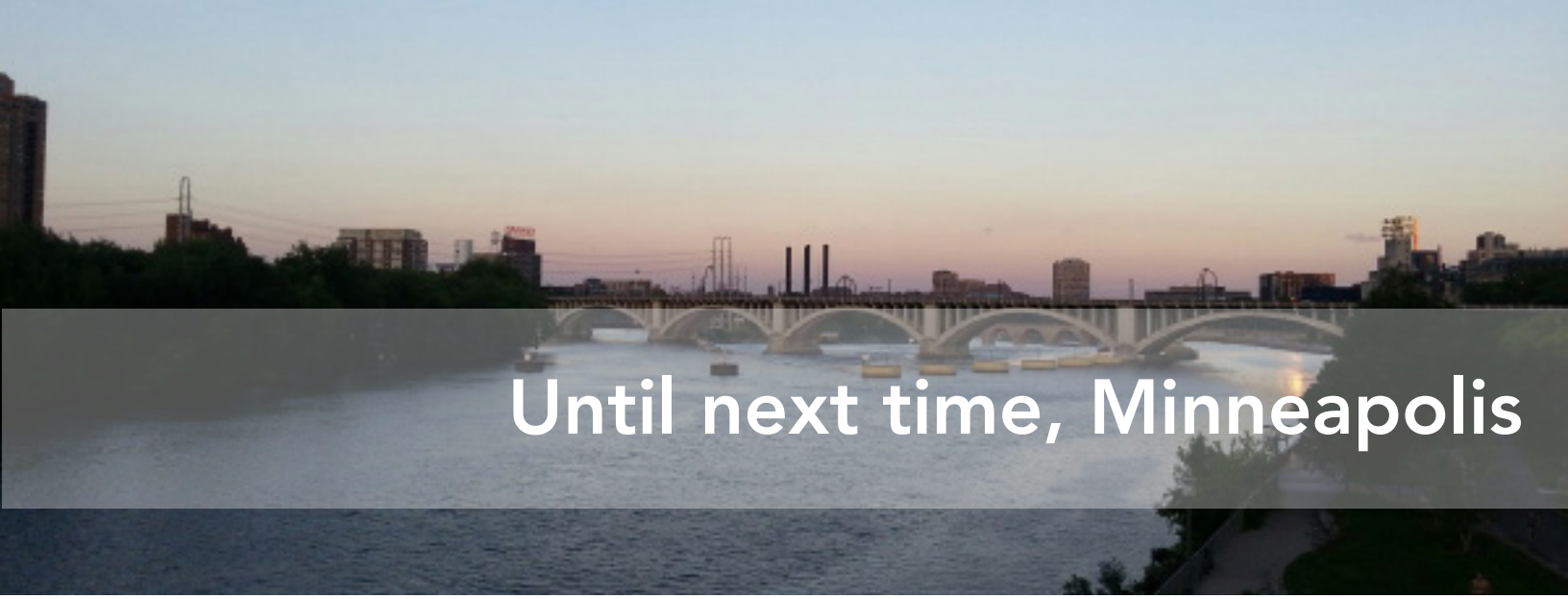


UNC
SCHOOL OF MEDIA AND JOURNALISM

To UNC Chapel Hill for our Graduate Student Luncheon

And a very special shout out and thank you to our **top paper reviewers**:

- **Heidi Hatfield Edwards** - Best reviewer for teaching category
 - **Bey-Ling Sha** - Best reviewer for open category
 - **Chris Wilson** - Best reviewer for student category



Until next time, Minneapolis



PROFESSIONAL FREEDOM & RESPONSIBILITY

PF&R

Trickle down ethics? Leadership's role in setting a tone

By Lois A. Boynton, UNC Chapel Hill

As we wrap up Public Relations Ethics Month, I can't help but think about all the times we don't get to watch public relations practitioners as they wisely advise their leaders about the value of communicating ethically.

Yes, some have called me a Pollyanna for assuming the lion's share of professionals have strong moral fiber and good intentions. They also probably have extensive heartburn and migraines as they watch the occasional leader tip-toe, prance, or trounce boldly through unethical poo with the misguided or foolhardy goal of protecting their own and their organization's reputation.

Public relations professionals' duty as the conscience of their organizations is tested by an invasive do-whatever-it-takes-for-us-to-win culture. It's so powerful that executives at major corporations like Wells Fargo and Volkswagen don't see – or choose not to see – how leadership example more often than policy can affect their employees' behavior. Last week, [Wells Fargo CEO John Stumpf](#)

wisely told the Senate Committee on Banking, Housing and Urban Affairs that the buck stops with him. But, he added, "We never directed nor wanted our employees, whom we refer to as team members, to provide products and services to customers they did not want or need."

So, where did those 5,300 employees get the wild idea that creating more than 2 million fake accounts and bullying customers were acceptable practices? Some team members told CNN Money that the "[cut-throat environment](#)" filled with management threats led them to cut corners out of fear of reprimand or getting fired.

[Props go to Wells Fargo's spokesperson](#), whose statement to CNN Money reflects her understanding of how an inherent power

imbalance can drive well-intentioned employees toward ill-advised actions. In addition to eliminating untenable sales goals, she said Wells Fargo plans cultural changes "to help ensure our team members are not being pressured to sell products."

Perhaps that's the invitation that all of us in public relations need to guide organization leaders toward strategies that more effectively balance capitalistic goals and corporate integrity.

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PROFESSIONAL FREEDOM & RESPONSIBILITY

PF&R

Trickle down ethics? Leadership's role in setting a tone (cont'd)

Changing entrenched institutional foundations won't come easy or quickly. It requires soul searching, compromise, and change. "Worst" of all, it requires leaders to admit, "Maybe we've been doing this wrong."

The academy also can step up and share our skills in theory building, research, and measurement. For example, [research shows that organizational norms and perceptions of leadership expectations can have a substantial impact on how employees behave](#). Although there's still a tendency to blame "rogue engineers" for egregious company behaviors, more often, [argues MIT digital business scholar Michael Schrage](#), it's the "'tone at the top' [that] let[s] roguery take root."

In short, whether you cite Gospel writer Luke, Voltaire, or Spiderman's Uncle Ben, "with great power comes great responsibility."

Further, we can collaborate with our professional counterparts to explore more deeply the role of mutual trust in ethical stakeholder engagement and relationship management. We can work together and search for solutions to the latest [Edelman Trust Barometer's](#) unsettling findings that show the general population continues to hold a strong distrust of government, corporations, NGOs, and news media. Perhaps co-orientation theory can help us understand how deeply organizations' and stakeholders' (mis)perceptions of each other affect their abilities to engage ethically.

Although the challenge is enormous, this public relations Pollyanna believes the possibilities are endless.

So what exactly is "PF&R"?

A focus on "**Professional Freedom and Responsibility**" (PF&R) helps ensure that our work addresses and reflects five key dimensions of responsible communication: Free Expression; Ethics; Media Criticism and Accountability; Diversity and Inclusion; and Public Service.

Teaching

From Social Media Lessons Learned to a Dam(n) Failure: Highlights of the Public Relations Division 2016 Top Teaching Papers Session

By Katie Place, Quinnipiac University

Ranging in topics from social media best practices, to STEM translation in crisis communication and media relationships, the papers presented during the Public Relations Division's Top Teaching Papers session at AEJMC illustrated the considerable breadth and complexity of today's public relations curriculum. The session demonstrated how pedagogical research can help public relations educators best engage students using a variety of methods and grow in their own understanding of teaching best practices.

The first place top teaching paper by Jenny Tatone and Alec Tefertiller of University of Oregon and Tiffany Gallicano of University of North Carolina-Charlotte explored how Twitter affected students' learning experiences in large lecture classrooms and attitudes toward the professor. The authors found that students felt that being asked to tweet during class lectures interfered with their ability to focus on the lectures; however, students approved of Twitter intervals, which involved pausing the lecture, giving students time to reflect, and encouraging them to tweet about the lecture's implications or applications to their own lives. Ultimately, Gallicano shared, "Adopting Twitter in a large lecture class is time consuming if you want to do it effectively, and the results might not be as strong as you would expect." Tatone, Tefertiller and Gallicano shared the following tips for integrating Twitter into large lectures:

- Require participation (while allowing for an alternative assignment).
- Strictly enforce that participation points are only granted to tweets that advance the class conversation.
- Correct students when they don't understand a concept or example.
- Participate actively on the hashtag by favoriting tweets, commenting on quoted tweets, and sometimes emailing students privately about their tweets.

The second place teaching paper by Laura Willis of Quinnipiac University examined how interdisciplinary, cross-course learning opportunities affected public relations students' ability to communicate technical information regarding a crisis situation to the media and various publics. The specific project under study focused on a crisis related to an engineering failure of the Teton Dam, and the students in the experimental condition worked closely with undergraduate engineering students to gain insight and feedback regarding the failure and possible management strategies. Interestingly, Willis found that the inclusion of an engineering student as a technical "expert" negatively affected project grades and increased public relations students' frustration.

Through student feedback, Willis found that the in-class time allotted for cross-course interactions and the amount of the overall course grade the project is worth are two

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Teaching

Highlights of the Public Relations Division 2016 Top Teaching Papers Session (cont'd)

critical concerns for future interdisciplinary, cross-course project endeavors. Willis stressed the need for continued interdisciplinary teaching and pedagogical research. "With the current growth in science communication in the field, working with students on these skills is becoming increasingly important," she explained.

When conducting cross-course, interdisciplinary learning opportunities, Willis offered the following tips:

- Allow for adequate class time for students from different academic background/classes to work together
- Remain conscientious in working with the other faculty members to ensure that while learning outcomes for various students may differ, the weight of the project toward students' overall grade should be comparable. This will ensure that no one group is left feeling as though the project matters significantly more for them than their peers in the other course(s).

In their third place teaching paper, Carolyn Kim of Biola University and Karen Freberg of University of Louisville shared insights from interviews they conducted with 20 social media experts regarding social media education. Given the increasing demand for public relations professionals' social media expertise, it is important for educators and students alike to remain knowledgeable of social media trends and best practices. Regarding the experience working on this paper, Freberg shared, "It was an

honor to work with Carolyn Kim on this project to explore what needs to be taught and emphasized in social media classes. This was a great learning experience for me to not only expand this research line, but also discover insights we can directly apply in our own classes."

To conclude the top teaching papers session, Justin Pettigrew and Kristen Heflin of Kennesaw State University presented their fourth place teaching paper that assessed media relations content in public relations textbooks. Their study examined six introductory texts and six PR writing texts from a media relations standpoint. The study found that while textbooks provide basic information for reaching the media through tactical means, few go beyond that to discuss how to initiate and maintain long-lasting relationships with media professionals, which are necessary for long-term success in navigating the changing nature of both fields.

Ultimately, paper presentations stressed the tremendous amount of in-class time, out-of-class planning, and student engagement that is required of effectively integrating social media, media relations, and cross-course interdisciplinary learning opportunities. Kudos to all of our 2016 PRD top teaching paper recipients!



Checking out the new issue, coming soon!

by Brandi Watkins, Virginia Tech

Volume 2, Number 2

The *Journal of Public Relations Education*, formerly known as Teaching Public Relations Monograph, expands on the initial mission to provide useful pedagogical research and classroom suggestions to include more full-length, theoretically grounded research articles and reviews of books, textbooks, and teaching software to enhance the teaching and learning experience. As such, the journal welcomes submissions that fit into one of the following categories: (1) research articles, (2) teaching briefs, or (3) book and software reviews. The new issue, which will be released soon, showcases the following four articles:

The State of Social Media Curriculum: Exploring Professional Expectations of Pedagogy and Practice to Equip the Next Generation of Professionals

Carolyn Kim (Biola University)

Karen Freberg (University of Louisville)

Exploring Diversity and Client Work in Public Relations Education

Katie R. Place (Quinnipiac University)

Antoaneta Vanc (Quinnipiac University)

Improving Grease Disposal Behavior: Combining Classroom, Real-world Experience and Service Learning in a Public Relations Practicum

Robin Rothberg (University of North Carolina at Charlotte)

Sayde J. Braise (University of North Carolina at Charlotte)

Alan R. Freitag (University of North Carolina at Charlotte)

Who Teaches Public Relations Writing? An Analysis of Faculty Status of Public Relations Writing Instructors

Douglas F. Cannon, Virginia Tech

Damion Waymer, University of Cincinnati

Research Calls

The [Museum of Public Relations](#) is awarding \$250 for the best paper about the role of public relations in history. The paper can be in the teaching, open, or graduate-student only competitions. The historical figures do not need to self-identify as public relations people and can include social and political movement leaders. People who are not typically cited in public relations textbooks are of particular interest. Papers must follow the rules of the AEJMC Public Relations Division call for papers.

The [Journal of Public Relations Research](#) has issued two calls for special issues:

- A [special issue addressing Public Relations History](#) (manuscripts due Oct. 15, 2016), welcomes submissions of papers presented at the International History of Public Relations Conference.
- An special issue addressing Political Public Relations (manuscripts due Feb. 15, 2017), seeks manuscripts that advance the theoretical conceptualization and/or methodological operationalization of political public relations and its related constructs.

Remembering

Inez Kaiser



By Richard Waters,
University of San Francisco

Shortly before the start of the AEJMC conference in Minneapolis, Inez Kaiser passed away in Kansas City, Missouri, with her son Rick by her side. For those unfamiliar with her work, Inez Kaiser was the first African-American woman to join PRSA and the first to head a public relations agency with national clients. You can listen to an [interview with her at the Museum of Public Relations](#).

Her passing triggered many in Minneapolis to share stories of interacting with Inez Kaiser and to reflect on her impact to the discipline. Rick Kaiser said that his mother appreciated the increased communication she received from the Public Relations Division in recent years and that she hoped the industry would continue to diversify its management and practitioner base. To help meet this goal, Rick Kaiser encouraged those attending the wake and funeral services to consider contributing to the **Inez Kaiser Graduate Student of Color Award**. The Inez Kaiser Award was created by the Public Relations Division to honor Inez Kaiser's work and accomplishments but also to ensure greater diversity of the academy.

At the Minneapolis conference, PRD awarded three Inez Kaiser Awards to graduate students. The awards provide free membership in AEJMC and the Public Relations Division for one year, as well as travel and lodging to the AEJMC conference. The award has a value of \$1,260.

Following Rick Kaiser's suggestion, **the PRD Executive Committee decided to raise funds to help boost the Inez Kaiser Award fund** after her death. **We are still collecting donations for that fund, and you can honor Inez Kaiser by making a small donation. Every donation—from \$5 to \$500—helps.** You can use the [AEJMC fundraising link](#) to make a donation of any size. When completing the form, please select "Other" from the "Contribution Choice" pull down menu. Then, write "PRD Kaiser Award" in the "Write-in Contribution Choice" box. If you do not write in your choice, the donation will NOT go to the Kaiser Award but will go to the overall AEJMC general fund instead. So please make sure you write in the PRD Kaiser Award!

The PRD Executive Committee would like to thank the following individuals who contributed so far to our fundraising efforts for the Inez Kaiser Award:

Adedayo Abah, Washington and Lee U

Linda Aldoory, U of Maryland

Anonymous

Glen Broom, San Diego State U

Hyunji Doh, Temple U

Tiffany Gallicano, UNC-Charlotte

Emily Kinsky, West Texas A&M

Nance McCowan, Messiah College

Lan Ni, U of Houston

Matt Ragas, DePaul U

Theresa Russell-Loretz, Millersville U

Elizabeth Toth, U of Maryland

Nur Uysal, Marquette U

Richard Waters, U of San Francisco

Brenda Wrigley, Emerson College

Please consider adding your name to this list today, and help us remember one of our field's true pioneers.

PRSA Educators Academy

Super Saturday (October 22) in Indianapolis

at Indiana University–Purdue University Indianapolis and the JW Marriott Indianapolis

Michele E. Ewing, APR, Fellow PRSA | Kent State University
PRSA Educators Academy Director at Large | AEJMC PRD Teaching Committee

Program Overview

Here are some highlights of the program; [Check out the full program here.](#)

8 a.m. - 1:30 p.m.: Panel and Research Presentations. @ IUPUI (Breakfast will be provided.)

3:30 p.m. - 5 p.m.: Pedagogical Poster Session @ JW Marriott

5 p.m. - 6:30 p.m.: Educators Academy Awards Ceremony & Reception @ JW Marriott

Panel Presentations

Academia at the Crossroads: Integrating Public Relations Teaching Practices to Scholarship and Service

Moderator: Rowena L. Briones, Ph.D.

Panelists: Abbey Blake Levenshus, Ph.D., Lucinda L. Austin, Ph.D.

Taking a risk: Edgy Student Projects

Moderator: Bonita D. Neff, Ph.D.

Panelists: Terry L. Rentner, Ph.D., & Margaret Ritsch, APR

Bateman Best Practices: Using the Competition to Enhance Your Students' Learning

Moderator: Kelly Bruhn, Ph.D., APR

Panelists: Cathy Rogers, Ph.D., Dr. Betsy Emmons, Ph.D., Michele Ewing, APR, Fellow PRSA

The Unconfined Classroom: Using Snapchat, Slack and Livestreaming Apps to Enhance Professional Relationships with Students and Practitioners

Moderator: Kirk Hazlett, APR, Fellow PRSA

Panelists: Ai Zhang, Ph.D., Matt Kushin, Ph.D., Karen Freberg, Ph.D.

Becoming Our Own Best Client: Public Relations Educators and Self-Promotion

Moderator: Amber L. Hutchins, Ph.D.

Panelists: Kelli S. Burns, Ph.D., APR, Lin Humphrey Ph.D.,

Gauging the effectiveness of courses taught through the PRSA MBA/Business School

Moderator: Matt Tidwell, MS, APR

Panelists: Donohue Rennie, Ph.D., APR, Fellow PRSA, Kristie Byrum, Ph.D., APR, Angela Chitkara, MA, MIA

Research Presentations

Managing Public Relations Work in the 21st Century

Shirley A. Serini, APR, Ph.D., PRSA Fellow, Joseph Mitchell, Ph.D., APR

The Potential "Negative" Impact of Twitter in Crisis Communication: An Examination of Three Cases

Bora Yook, M.A.

Corporate Ability or Social Conscience?: The Impact of Strategic Emphasis and Issue-Framing Type in Corporate Social Responsibility Messages

Frank E. Dardis, Ph.D., Michel Haigh, Ph.D., Holly Ott, Ph.D., & Erica Bailey, M.A.

The Impact of Emerging Media on Advertising and Public Relations Agencies: A Cross-Cultural Comparison between the U.S. and China

Quan Xie, Ph.D. & Marlene S. Neill, Ph.D., & Erin Schauster, Ph.D.

Redefining Fit: Examining CSR Company-Issue Fit in Stigmatized Industries

Lucinda L. Austin, Ph.D. & Barbara Miller Gaither, Ph.D.

Predicting Online Social Issue Campaign Participation Intentions: The Effect of Motivation and Message Type

Jungyun Won & Linda Childers Hon, Ph.D.

Tracking the Use of Social and Digital Media in Public Relations Practice in North America, South America, Middle East

Don Wright, Ph.D., Michelle Hinson, & Paulo Nassar, Ph.D.

Registration

The Super Saturday fee is \$50 for speakers and \$75 for attendees.
For more information and registration, visit prsa.org