

PR UPDATE

The newsletter for the Public Relations Division of AEJMC

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Fall Issue



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PR UPDATE

Vol. 51, No. 5; December 2016

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**Happy Thanksgiving;
Happy Holidays;
Happy New Year**

'Hard to believe we're already approaching the end of 2016. I hope everyone has a good holiday season, with a chance to reconnect with friends and family, and enjoy some much-needed down time. We have several exciting calls and announcements in this issue that look ahead to what promises to be a great 2017 for our Division. Take a look at the details in the following pages. Emily's note also includes the key dates and deadlines to remember as you wrap up this year and start planning for next year.

Accordingly, as we look ahead to 2017, we're always open to content ideas and submissions. If there's a topic that might be of interest to the PRD, please let us know!

And finally, since this is a season of thanks, let me send a quick thanks to everyone for reading PR Update and for the opportunity to work with this great Division. Have a great season.

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



PR Division: Ending 2016 strong. Beginning 2017 even stronger.

Happy fall, everyone! We hope you can take a break from grading papers, reviewing projects or writing exams to look through this edition of PR Update.

Last month we shared big news via the listserv about a new occasion for PRD research presentations. In order to address member requests for regional opportunities, we will pursue Midwinter this year and hope that you will consider submitting an abstract or panel proposal by noon on Dec. 10. Submissions are made with abstracts of 600-800 words. Check out [page 4](#) for the details, or visit the PRD website for more information!

This spring, PRD will launch a new initiative headed by our Professional Freedom & Responsibility committee. We encourage members to celebrate a Semester of Service between the bookends of the National Day of Service in January (Martin Luther King, Jr. Day) and National Volunteer Week in April. Read more about it on p. 9.

Another exciting new opportunity this year will be a PRD-focused GIFT competition. If you have a Great Idea For Teaching, check out Lucinda's explanation of

the submission process on p. 6. The top GIFT ideas will be invited to present at the conference in Chicago during a high-density session with the top teaching research papers.

As we near the end of the year, please keep our scholarships and grants in mind for your year-end giving. AEJMC allows you to specify your gifts when donating on <https://aejmc2.wufoo.com/forms/aejmc-contributions/>. Consider making a donation in honor of someone who made a difference in your career! There is a box to write in what the donation is for; you can type in "PRD – name of person being honored." It is very important that the PR division is clearly identified in the box in order for the funds to go to the right place. If you want to specify a particular award, add that in the box (e.g., PRD Roschwalb – in honor of Dr. Michael Parkinson).

Finally, as we head toward the holidays, I would like to wish you and your family the very best of holiday seasons. May all of you who are traveling have a safe journey. See you in 2017!

IMPORTANT DATES AND DEADLINES TO REMEMBER

Dec. 10, 2016: Submissions due by noon for AEJMC Midwinter Conference

Jan. 16, 2017: Kickoff to our PRD Semester of Service

Feb. 1, 2017: Submissions due for AEJMC Teaching GIFT competition

Feb. 9, 2017: Kick-off event for Black PR History month celebration

March 9, 2017: Kick-off event for Women's PR History month celebration

AEJMC Midwinter Conference: University of Oklahoma | March 3-4, 2017

CALL FOR SUBMISSIONS "Covering Your Community"

On March 3 & 4, 2017, the PRD will participate in AEJMC's Midwinter Conference, which will be hosted by the [Gaylord College](#) of the University of Oklahoma in [Norman, Okla.](#)

[Juan Meng](#) (University of Georgia) has agreed to serve as our PRD Midwinter Research Chair. She would be happy to answer any questions.

The due date for paper abstracts and panel proposals **is Dec. 10 at noon.** Full papers are due 2 weeks before the conference.

Remember: "Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention in August. Authors are encouraged to use the midwinter conference as an opportunity to get feedback on their research, to improve and finalize it for submission to the national conference."

In terms of panels, also remember: for the Midwinter conference, panel proposals do not require co-sponsorship with other groups. If you have a panel idea that is completely PR focused, this could be the perfect time to propose it!

Authors are invited to submit research paper abstracts of between 600 and 800 words (word count excludes author information and references) that either focus on the above theme or that form part of the general submission stream. Abstracts should give a clear sense of relevant literature, research objectives, methodological approach, stage of research project (conceptual, data gathering, data interpreting), findings and conclusions.

Submissions should be done online at:
<http://bit.do/midwinter17>





PRD Call for GIFT Submissions: Present Your Teaching Ideas at 2017 AEJMC Conference

By [Lucinda Austin](#), UNC Chapel Hill

The AEJMC Public Relations Division Leadership is pleased to announce a new call for teaching submissions at the 2017 AEJMC National Conference in Chicago: a short-form teaching ideas competition modeled after AEJMC's GIFT (Great Ideas for Teaching) format.

The PRD will also host, for the first time, a High Density session for the top full-length teaching papers. During the second half of this high density session, the top GIFT ideas will be showcased and highlighted via roundtable discussions.

GIFT submissions should be successful, class-tested assignments or activities tied to class learning objectives for public relations theory or practice. Submissions may stem from traditional and nontraditional classroom settings, including teaching outside of the classroom or online teaching.

GIFT submissions should include

- 1) a title page with title, author name(s), and contact information,
- 2) a one-page, single-spaced description of the teaching idea including the rationale for the assignment, student learning goals, the connection to public relations theory or practice, and, if available, any evidence of student learning outcomes or assessment of student learning, and
- 3) the assignment and any necessary instructions or examples.

The one-page description and corresponding assignment should have all identifying author information removed for a blind, peer-review process. As with other AEJMC PRD submissions, this GIFT submission must not be under consideration for presentation or publication elsewhere at

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PRD Call for GIFT Submissions: Present Your Teaching Ideas at 2017 AEJMC Conference

the time of submission. Incomplete or incorrect submissions or those submitted to other venues simultaneously will be disqualified from consideration.

Five top teaching ideas will be selected for presentation at the conference, and authors of winning submissions will be notified in early March. Winning submissions will also be featured in the Journal of Public Relations Education and on the AEJMC PRD website. Submissions earning honorable mention may also be featured at the AEJMC PRD Poster Session, on the AEJMC PRD website, in social media, or in the division newsletter, with the author's permission.

AEJMC PRD Teaching Committee Members

- Lucinda Austin, Chair
- Katie Place, Vice-Chair
- Brigitta Brunner
- Michele Ewing

LOGISTICS

***** Submissions due by February 1, 2017 to Seoyeon Kim:**

(seoyeon@live.unc.edu)

*** Questions can be directed to Lucinda Austin (lucinda.austin@unc.edu) or Katie Place (katie.place@quinnipiac.edu).

IMPORTANT DATES

February 1, 2017: GIFT submissions due by midnight Eastern Time

March 10, 2017: Acceptance notification

August 9-12, 2017: AEJMC Conference (High Density session to occur during conference, Date/Time TBA)



2017 Spring Semester of Service To Highlight Public Relations' Public Service Role

By [Brooke W. McKeever](#), University of South Carolina

Most of us who have worked in public relations know that the field is not just about publicity, addressing crises, and planning events. Books by some of our own PRD members, including "It's Not Just PR" and "The Moral Compass of Public Relations," highlight public relations' role in our society in terms of influencing organizational communication and ethics and doing public good.

Those of us who teach public relations courses also understand the intense interest from some of our students to do public service through their public relations careers. And many of us regularly teach service learning courses or otherwise work with student groups, such as PRSSA, on service-related projects that benefit the many communities our universities serve.

In recognition of these activities and in an effort to learn more about what our various PRD members do in the PF&R area of public service, the public relations division has designated Spring 2017 a "Spring Semester of Service."

Beginning on Martin Luther King, Jr. Day – Monday, January 16, 2017 – the PRD will highlight some of the activities that PRD members are doing throughout the semester related to public service. What does that mean for you? Well, we're hoping you will tell us what you're doing, so that we can share that information with our members via social media and through the PRD website.

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2017 Spring Semester of Service To Highlight Public Relations' Public Service Role, cont'd

Whether you're working with a great public service-oriented client through a service learning class or working with students to manage social media for a local nonprofit organization, we want to hear your success stories! Please send to Brooke McKeever (brookew@sc.edu), PF&R chair, or Chris Wilson (chriswilson@byu.edu), PF&R vice chair, and we will share them with the division.


If you have several faculty members within your school or department focusing on service in the spring, we would love to see a summary of these efforts to share with our division members. We would love to share these stories all semester long, so please keep them coming through April 30, 2017.

For those who may not know, Martin Luther King, Jr. Day has become a National Day of Service ([more information here](#)) and April 23-29, 2017 is [National Volunteer Week](#). We hope to use these two occasions to help celebrate public service efforts happening throughout our division, but we'll highlight public service throughout the semester as well. And who knows, there might be some awards given for service projects that really stand out! Please feel free to email Brooke and Chris

before January 16, 2017 to let us know about public service efforts happening with your public relations students, and please keep the information coming throughout the semester. Pay attention to PRD social media throughout the semester to see some of your fellow division members (and possibly you) highlighted as well. Thanks in advance for your time and help with these efforts. We look forward to celebrating our first ever Spring Semester of Service with you in 2017!

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 SPOTLIGHT: Ethics Curriculum to be Available Soon from the Arthur W. Page Center at Penn State University

By [Brigitta Brunner](#), Auburn University

The Arthur W. Page Center at Pennsylvania State University, with the help and work of faculty from across the nation, is developing an ethics curriculum you could use as a resource either in or outside your classroom.

The Page Center Ethics Curriculum comprises 11 content modules. A range of topics are covered: ethical decision-making; ethics in a global context; digital ethics; professional codes of ethics; transparency; public relations writing; an introduction to public relations ethics; media framing and ethics; core ethical principles; corporate social responsibility; and crisis management. Each module topic was selected based upon the feedback of public relations and communication faculty who teach ethics on a regular basis.

The modules will be available online and will include resources for both students and faculty. For example, there will be short video introductions to topic areas, written lessons, power points, testing components, and case studies in each module to make the lessons as interactive as possible. Case studies also

will be included with each lesson, in order to help students better understand ethics at work in a real-life situation and how to apply ethics to various situations. If a student completes all the modules with satisfactory results from the testing components, he/she will receive a certificate of completion. Having this certificate will be a way students can distinguish themselves from other applicants once they apply for internships and jobs.

The Page Center hopes to have the ethics curriculum available to the public by this time next fall, however, volunteers are needed to try out the modules during the spring and summer 2017 semesters. If anyone is interested in helping to test a module, please be in touch with Denise Bortree: dsb177@psu.edu.

In closing, the staff of the Page Center is very excited to be able to offer the ethics curriculum to public relations faculty as a resource. The staff welcomes your feedback and ideas, especially thoughts you might have for the next version of the ethics curriculum and your opinions on those areas that might be missing and still needed.



Tis the season for giving: Consider the PRD

By [Richard Waters](#), U. of San Francisco

As you consider your end-of-year giving, why not consider giving to our Division? Doing so helps strengthen our work and programming. It helps honor those who have paved the way to where we are now, and it helps provide support for those future leaders who will pave our way forward.

For many of us, we would not be where we are without the opportunities that PRD offers. Our division is the home of the leading public relations journal, and it is the home of the longstanding Teaching Public Relations monograph series that has evolved into the only journal focused exclusively on public relations education. These publishing outlets, in addition to the division's research competitions and service opportunities, have helped many of us achieve tenure and job stability. Your gift will help ensure that the general fund of the Division continues to grow to support all that we do and expanded offerings, such as the Midwinter Conference. Your gift can also be applied to our named awards, if you choose to designate the gift to be used in that manner.

Three specific awards honor emerging research and emerging scholars. The \$250 [Susanne A. Roschwalb Grant](#) helps fund students planning international study or research. The new [Doug Newsom Award](#) honors public relations research focused on the growing areas of Global Ethics and Diversity. The [Inez Kaiser Student of Color Award](#) fund currently awards three graduate students \$1,260 each. Inez Kaiser passed away just prior to the 2016 conference, and this initiative honors her path-breaking leadership in public relations by increasing our support for diversity in the academy.

You also are able to make a donation in someone's name. If you have a mentor, colleague, or friend who has made a difference in your life, consider honoring them by giving to the PRD. To donate, visit <https://aejmc2.wufoo.com/forms/aejmc-contributions/> . There, you will see a box to write in what the donation is for, but it is important to clearly note that it is for the PR Division and if you would like for it to go toward a specific fund or award.

So as you consider your end-of-year giving, please remember the PRD! Any questions? Please let [Emily](#) or [Richard](#) know.



Plowman, K. D. (2016). Meet the Citations. *PR Update*, 51(5). Pgs 12-13.

A faculty profile of Dr. Ken Plowman by [Stephanie Madden](#), U. of Memphis

(A version of this column was [originally published](#) on our PRD Website)

How has your scholarship influenced your teaching?

I consider scholarship integral to my teaching, to keep abreast of both the academic and professional trends in the field so I can prepare my students to hit the ground running when they graduate and be competitive in the marketplace. My mentor Dr. Jim Grunig pounded into me the phrase, "There is nothing so practical as a good theory," which I believe first came from the earlier writings of Kurt Lewin.

What research practices have you adopted to help you enhance your scholarship?

I employ all avenues to produce scholarship. Sometimes I team with faculty from other universities, for example undergraduate success in the workplace with scholars from American, Mississippi State, Arkansas State, and James Madison. I also team with graduate students to convert their theses to publishable papers and work with graduate students in classes to produce scholarship. I just sent a study to Corporate Communication International on prosocial relations and negotiation in a case study of a Catholic church in Arizona. I also rely on my own research interests, and just published a paper sole-authored on strategic communication planning, comparing big and little strategies from my experiences in Kuwait and Iraq from

a deployment with the U.S. Army Reserves. I also collaborate with faculty in PR from Brigham Young University. I presented a paper co-authored with Dr. Chris Wilson of our faculty at the recent AEJMC conference on strategic planning and social media.

I also author proceedings papers for a couple of academic conferences and just submitted an invited entry for the upcoming edition of the Encyclopedia of Strategic Communication. I am also co-authoring papers in my original line of research, on negotiation, from a student's dissertation from my alma mater, the University of Maryland. I also team with practitioners and recently published a book on how PR planning is affected by social media with Beki Winchel, a former student and now editor at PR Daily. I always try to have different research projects in various stages of research, editing and submission. I currently have three articles out for review, one revise and resubmit, and six other studies in various states of completion.

How have you developed a research path/stream over the course of your career? Have you ever left that path, and if so, why?

My main research has been in PR and negotiation, but am also now including strategy and PR. With other groups and graduate students I have published papers in such areas as social media, health care, alumni outreach, political communications, ethics, etc. My rationale is for advancement as a faculty member, recognition in the field, and the desire to work with colleagues across their spectrums of experience.

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Ken Plowman, faculty profile (cont'd)

There's lots of advice out there for pre-tenured faculty. What research-based advice do you have for associate professors looking to move to full professor? (But if you have great advice for the pre-tenured among us, feel free to offer that as well!)

Associate professors to full need to produce about 20 articles in refereed journals, or a book that is not a textbook. They should also have national recognition and service as editors and reviewers for the various journals and also service in leadership at one or more of the academic organizations of our field. These formulas are not exact, of course, and vary from university to university.

Pre-tenured folks, and this varies if you are at a research one university, a mid-major so to speak or a teaching university. But, you never know if you might want to move to another university. So, it is good to hedge your bets and have a goal of three refereed publications a year, community service at your university, and good teaching evaluations.

What are your thoughts on helping PR practitioners find and utilize PR research? How can academics help improve this?

Some journals, like the Public Relations Journal, the one produced now by the International Public Relations Research Conference, the International Journal of Strategic Communication Case Studies and others encourage the publication of hands-on case studies for use by practitioners and encourage the avoidance of academic jargon. In my view, these journals have had limited success with this tactic.

I think to really reach practitioners, universities should adopt standards that for every academic article produced, a practical version be written for publication in a trade journal like *PR Tactics* or the *PR Strategist*. Then more outreach should be conducted by PRSA, IABC, and IPR, etc. to alert practitioners that these articles are available to them.

What directions do you see or hope PR research takes over the next 5 years? 10 years?

The trends in research now seem to be social media, crisis and corporate social responsibility, but I was on a panel at AEJMC that Dr. Bey-Ling Sha (the editor of the Journal of Public Relations Research) put together where all the editors said they were open to any topic as long as the research was rigorous and well-documented. I am currently one of two associate editors at the Journal of Communication Management, and we turn many articles away that do not meet minimum standards of quality for method and application to the public relations field.

I would hope that now the brunt of impact from social media has hit us, that the field again broaden in research on diversity, ethics, negotiation, the competing paradigms of the excellence theory and persuasion, dialogic theory of public relations, etc.

What trends in public relations scholarship have you observed throughout your career?

I have seen feminist scholarship, ethics, the two-way models and the excellence theory, roles theory, dialogic theory – all at the forefront but now giving way in Europe to strategic management in PR as well as in the U.S. to crisis, corporate social responsibility and social media.

What is the most important thing to remember about doing PR research?

Remember quality and rigor. Quantitative methods are seeming to dominate right now, but qualitative can be equally rigorous. Quantitative generally answers the questions of what or how much, while qualitative explores and explains how or why certain phenomena occur.

What advice do you wish you followed earlier in your academic career?

Remember to stay equally strong in the three legs of advancement in academe: research, community service and teaching. Try to maintain a balance and excellence in all three so that when opportunities arise, you are well-positioned to pursue them.



Exploring the Role of African Americans and Women in PR History

Museum of Public Relations to host Black PR & Women's PR History Months in 2017

The Museum of PR will hold its first-ever Black PR History and Women's PR History months each featuring a series of panels, exhibits, and research to explore the under-represented pioneers of our past. The goal is to showcase a truer, more complete record of the field's history.

The first-ever Black PR History Month will be held during the month of February, with a kick-off event on the 9th.

Featured speakers include...

- **Dr. Rochelle Ford**, Syracuse
- **Dr. Denise Hill**, Elon
- **Donald Singletary**, Baruch
- as well as a number of PR professionals.

*****Rick Kaiser, son of Inez Kaiser**, will be the special guest.

The first-ever Women's PR History Month will be held during the month of March, with a kick-off panel March 9.

Featured speakers include...

- **Anne Bernays**, daughter of Edward Bernays
- **Muriel Fox**, co-founder and first public relations director of the National Organization of Women (NOW).

***A panel discussion will be led by noted historians **Dr. Karen Russell**, University of Georgia, and **Dr. Meg Lamme**, University of Alabama.

Both events will be 6-9 p.m. at Baruch College, New York City.

For reservations: www.prmuseum.org

For more information call 212-943-5858 or visit prmuseum.org. Those interested in becoming a sponsor or making a reservation, email info@prmuseum.org.