

PR UPDATE

THE NEWS JOURNAL
of the Public Relations Division
of the Association for Education in
Journalism & Mass Communication

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pre-conference sponsors

**Arthur W. Page Center for
Integrity in Public Communication**
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from the convention hotel)

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**Edelman Worldwide
Public Relations**
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from the convention hotel, too)



AUG 4 TUE *see p. 2*

2:00- 5:00 p.m. **PRE-CONFERENCE** – CSR (\$10 advance registration)

AUG 5 WED *see pp. 2-3*

7:00- 8:00 a.m. **COUNCIL OF DIVISIONS** – Outgoing heads and vice heads

8:15- 9:45 a.m. **PAST PRD HEADS** – R.S.V.P. requested: Chuck.Lubbers@usd.edu

10:00-11:30 a.m. **PANEL** – Working Social Media Before It Works You

11:45- 1:15 p.m. **HIGH DENSITY-1** – Crisis (10 papers)

1:30- 3:00 p.m. **HIGH DENSITY-2** – Web and Social Media (10 papers)

6:45- 7:45 p.m. **AEJMC KEYNOTE**

8:00- 9:30 p.m. **AEJMC OPENING RECEPTION**

AUG 6 THU *see pp. 3-4*

7:00- 8:00 a.m. **OUTGOING PRD BOARD**

10:00-11:30 a.m. **AEJMC PLENARY** – Paper Review Process

3:15- 4:45 p.m. **PANEL** – Strategies to Attract and Keep Diverse Students and Faculty

5:00- 6:30 p.m. **TOP PRD TEACHING PAPERS** (3 papers)

6:45- 8:15 p.m. **PRD MEMBERS MEETING** – Elections and Top Paper Awards

8:30-10:00 p.m. **PRD SOCIAL** – R.S.V.P. requested: lfall@utk.edu

AUG 7 FRI *see pp. 4-7*

7:00- 8:00 a.m. **INCOMING PRD BOARD** – volunteer for a leadership appointment

8:15- 9:45 a.m. **POSTERS** – Theory Studies (6 papers)

8:15- 9:45 a.m. **POSTERS** – Global Studies (7 papers)

8:15- 9:45 a.m. **POSTERS** – Corporate Studies (14 papers)

8:15- 9:45 a.m. **POSTERS** – Best Practices (21 papers)

10:00-12:00 p.m. **AEJMC BUSINESS MEETING**

12:15- 1:30 p.m. **PRD LUNCHEON** – Reservations required: cuc15@psu.edu

3:30- 5:00 p.m. **POSTERS** – Relationships and Political Communication (15 papers)

5:15- 6:45 p.m. **PANEL** – Teaching Leadership in the Classroom

AUG 8 SAT *see pp. 7-8*

7:00- 8:00 a.m. **COUNCIL OF DIVISIONS** – Incoming heads and vice heads

8:15- 9:45 a.m. **TRAINING** – Incoming heads, vice heads, research, teaching, PF&R

8:15- 9:45 a.m. **PANEL** – USA's Image Overseas

10:00-11:30 a.m. **PANEL** – Tips on Starting Your Scholarly Research Agenda

11:45- 1:15 p.m. **TOP PRD RESEARCH PAPERS** (4 papers)

1:30- 3:00 p.m. **PANEL** – Beyond Greenwashing

INDEX OF PARTICIPANTS *see pp. 9-10*

convention programming chair

Patricia Swann

Utica College

thanks to pre-conference sponsors

Arthur W. Page Center for Integrity in Public Communication
Pennsylvania State University

Marketwire

Wainwright Bank

special thanks to

Kirk Hazlett

Curry College

for assistance with

pre-conference program development

pre-conference speaker

Roger Bolton

APCO Worldwide and
The Arthur W. Page Society

Educators at the PRD pre-conference will be among the first public audiences to learn about the results of a major study released in June by the Business Round Table Institute for Corporate Ethics and the Arthur W. Page Society. The report, "The Dynamics of Public Trust in Business: Emerging Opportunities for Leaders," offers business leaders actionable recommendations, including opportunities to build trust in their companies, their industries, and the institutions of business at a time trust in business is in crisis. The Institute and the Page Society are committed to the long-term Project on Public Trust in Business.

Roger Bolton, senior counselor at APCO Worldwide and a member of APCO's International Advisory Council, has broad experience in government and business. He is also the immediate past president of the Arthur W. Page Society, an organization for chief communication officers of major corporations, and he currently co-chairs the Page Society's Authentic Enterprise Task Force, which is working to help global companies understand how to protect their brands and reputations in a rapidly changing global operating environment.

Bolton was previously an executive with Aetna and IBM. Prior to his business career, he served as assistant secretary for public affairs of the Treasury under George H.W. Bush, trade representative for public affairs in the Executive Office under Ronald Reagan, and special assistant to President Reagan in the White House with responsibility for the president's relations with business and labor.

APCO is an independent, majority women-owned, global public affairs and corporate communications consultancy.

AUG 4 TUE

2:00-5:00 p.m.

PRE-CONFERENCE REGISTRATION REQUIRED (\$10)

Lessons in Corporate Social Responsibility from Practitioners and Educators

Sponsors: **Arthur W. Page Center for Integrity in Public Communication at Pennsylvania State University, Marketwire and Wainwright Bank**

Moderator: **Patricia Swann**, Utica College

2:00-3:00 Keynote: "Restoring Public Trust in Business," **Roger Bolton**, Arthur W. Page Society and APCO Worldwide

3:00-5:00 Panelists: **C.B. Bhattacharya**, Boston University; **Mark Feldman**, principal and managing director for Cause Consulting, faculty of the Boston College Center for Corporate Citizenship; **Susan Nickbarg**, principal, SVN Marketing LLC; **Steve Young**, senior vice president, Wainwright

AUG 5 WED

8:15-9:45 a.m.

Past PRD Heads Council Meeting

Presiding: **Chuck Lubbers**, University of South Dakota

RSVP requested: <Chuck.Lubbers@usd.edu>

10:00-11:30 a.m.

Panel: Working Social Media Before It Works You: Best Practices for Advertising and Public Relations

Moderators: **Tricia Farwell**, Middle Tennessee State University; **Scott Hamula**, Ithaca College

Panelists: **Benjamin Bryant**, strategic communications project manager, CorpComm, Inc.; **C.C. Chapman**, founder and president, The Advanced Guard; **Kim Gregson**, coordinator of Game Design and Immersive Media Program, Ithaca College; **John Moore**, executive vice president, director of ideas and innovation, Mullen Advertising & Public Relations; **Kevin Rettig**, digital director, MediaVest Worldwide

11:45 a.m.-1:15 p.m.

High-Density Research-1: Crisis Past and Crisis Future

Moderator: **Pamela Bourland-Davis**, Georgia Southern University

Discussants: **Teresa Mastin**, DePaul University; **Chuck Lubbers**, University of South Dakota; **Elizabeth Toth**, University of Maryland

Crisis Managers in Crisis: Are PR professionals losing control of the message? Shelley Wigley, University of Texas-Arlington; Maria Fontenot, Texas Tech University

Strategic Response to Influential External Blogs: A model for managing blog-mediated crisis communication. **Yan Jin**, Virginia Commonwealth University; **Brooke Liu**, University of Maryland

Product Categories Matter? The effects of crisis type and involvement on emotions. **Jeesun Kim**, University of Missouri

A Quantitative Review of Crisis Communication Research in Public Relations. **Elizabeth Avery**, University of Tennessee; **Ruthann Weaver Lariscy**, University of Georgia; **Sora Kim**, DePaul University; **Tatjana Hocke**, University of Tennessee

An Experimental Investigation of the Crisis Response Strategies in Nonprofit Public Relations.

Hilary Fussell Sisco, Quinnipiac University; **Erik Collins**, University of South Carolina

Effects of Interactive Online Media Type and Crisis Type on Public Trust During Organizational Crisis. **Seth Oyer**, Bowling Green State University; **Michael Mitrook**, University of Florida

PRD CONVENTION PAPERS

160 SUBMISSIONS

including 57 student papers

90 PAPERS ACCEPTED

including 32 student papers

56% ACCEPTANCE RATE

140 authors and co-authors
representing 66 universities and
Australia, China, Hong Kong,
Indonesia, Japan, Korea, Russia,
Singapore, United Arab Emirates and
the United States

Journal of Public Relations Research

editor

Karen Miller Russell

University of Georgia

82 SUBMISSIONS

since the Manuscript Central site
opened in mid-December 2008

64 DAYS

average decision time

16% ACCEPTANCE RATE

28 manuscripts currently pending

NOW IN THE THOMSON REUTERS
SOCIAL SCIENCES INDEXES

Susanne A. Roschwalb

Grant for the Study of
International Public Relations

chairs

Heidi Hatfield Edwards

Florida Institute of Technology

Robert Wakefield

Brigham Young University

recipient

Erica Keppler Yamauchi

University of North Carolina-Chapel Hill

An evaluation of the use of the world's first
mobile phone-based social networking site
dedicated to HIV/AIDS prevention
among South African youth

Advisor: Elizabeth Dougall

Korean Newspapers' Framing Oil Spill News. **Hyunmee Kang**, Louisiana State University

Good for Samsung is Good for Korea: Image restoration strategies used by Samsung after a whistle-blowing corruption scandal. **Taejin Jung**, State University of New York-Oswego; **Ron Graeff**, State University of New York-Oswego; **Woomi Shim**, Florida State University

"Media Can Anger People" vs. "Organizations Can Reduce Anger" in a Crisis: Based on the morality news frame and the organizational crisis response strategy. **Seon-Kyoung An**, University of Alabama

A Crisis Changes News Release? A content analysis of news release and online press rooms of bailout companies. **Daejoong Kim**, **Heasun Chun**, and **Hyunjung Kim**, State University of New York-Buffalo

1:30-3:00 p.m.

High-Density Research-2: Negotiating Web and Social Media Applications in Public Relations

Moderator: **Barbara DeSanto**, Washburn University

Discussants: **Elizabeth Avery**, University of Tennessee; **Meta Carstarphen**, University of Oklahoma; **Andi Stein**, California State University-Fullerton

Spreading News or Let It Die: A comparative study of news diffusion in online and offline settings. **Xiaoyan Pan**, University of Maryland; **Jong Hyuk Lee**, Kyung Hee University (Korea)

International Corporations' Interactive, Dialogic Relationship Building on the Web: A four-dimensional approach to mapping Web utilization state and pattern. **Hyung Min Lee**, **Kevin Wang**, **Soyoen Cho** and **Soyoon Kim**, University of Minnesota-Twin Cities

Using Dialogic Website Design to Build Effective Grantor-Grantee Relationships. **Giselle A. Auger**, University of Florida

The Age Paradox: New media and public participation among Millennials, Generation X, Baby Boomers and Matures. **David Dozier**, San Diego State University; **Bey-Ling Sha**, San Diego State University; **Sandra Wellhausen**, Katz & Associates; **Kristina Bentson Ray**, City of Carlsbad

Wary of the Web: The underutilization of Web sites for public outreach by state emergency management agencies. **David Guth**, University of Kansas; **Gordon Alloway**, University of Kansas Center for Telemedicine and Telehealth

Anticipatory Socialization in the Use of Social Media in Public Relations: A content analysis of PRSA's PR Tactics. **Maureen Taylor** and **Michael L. Kent**, University of Oklahoma

Enhancing Social Capital Between Journalists and Public Relations Practitioners? The social media release uncovered. **Sara Portoghese** and **Barbara Miller**, Elon University

A Blog-Mediated Crisis Communication Model: Effects of engagement on post-crisis outcomes. **Sun-Un Yang**, **Minjeong Kang**, **Philip Johnson** and **Eric Duncan**, Syracuse

Seeing is Believing: Assessment of motion media on audience judgments of believability and source credibility. **Hyunmin Lee**, **Sun-A Park** and **Youngah Lee**, University of Missouri

Maximizing the Internet's Relationship-Building Potential: Obama campaign's strategic management of its Internet-integrated grassroots strategy. **Abbey Levenshus**, University of Maryland

AUG6THU

7:00-8:00 a.m.

PRD Outgoing Board Meeting

Presiding: **Susan Gonders**, Southeast Missouri State University

10:00-11:30 a.m. **AEJMC Plenary** on the paper review process

Presiding: **Don Stacks**, University of Miami

3:15-4:45 p.m.

Panel: Strategies to Attract and Keep Diverse Students and Faculty

Moderator: **Judy VanSlyke Turk**, Virginia Commonwealth University

Panelists: **Lauri Grunig**, University of Maryland; **Thomas R. Martin**, University of Charleston; **Hayg Oshagan**, Wayne State University; **Elizabeth L. Toth**, University of Maryland; **Brenda Wrigley**, Syracuse University

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social chairs

Lisa Fall

University of Tennessee

Cary Greenwood

University of Oregon

thanks to the student papers sponsor

Plank Center for Leadership in Public Relations

University of Alabama

Paper Awards 6:45 p.m. Thursday

research chairs

Pamela Bourland-Davis

Georgia Southern University

Barbara DeSanto

Washburn University

TOP RESEARCH PAPERS

#1 Governments' Use of Interactive Media

Ji Young Kim and

Juan-Carlos Molleda

University of Florida

#2 Gender and Nonprofit Volunteers

Denise Bortree

Pennsylvania State University

and **Richard Waters**

North Carolina State University

#3 Emergency Text Message Notifications

Joseph Giordano and **Kirk Hallahan**

Colorado State University

TOP STUDENT PAPERS

#1 Corporate Social Responsibility

Hyojung Park

University of Missouri

and **See-Yeon Kim**

University of Florida

#2 Yahoo-Icahn Proxy Contest

Matthew Ragas, Jinsoo Kim

and **Kyun Ji Lim**

University of Florida

#3 Corporate Donors

Moonchee Cho

University of Florida

#4 Public Relations in Japan

Koichi Yamamura

University of Miami

TOP TEACHING PAPERS

#1 Service-Learning Capstone

Kelly Werder and **Karen Strand**

University of South Florida

#2 U.S. Undergraduate Pedagogy

Karen Freburg and

Michael Palenchar

University of Tennessee

#3 U.S. Integrating Teaching and Research

Sun Young Lee

University of North Carolina

5:00-6:30 p.m.

Top Teaching Papers

Moderator: **Tricia Farwell**, Middle Tennessee State University

Discussant: **Linda Aldoory**, University of Maryland

First-place teaching paper

Measuring Student Outcomes: An assessment of service-learning in the public relations capstone course.

Kelly Werder and **Karen Strand**, University of South Florida

Second-place teaching paper

Current Directions of U.S./Undergraduate Public Relations Programs: A pedagogical struggle. **Karen Freberg** and **Michael Palenchar**, University of Tennessee

Third-place teaching paper

Integrating Teaching and Research on Public Relations. **Sun Young Lee**, University of North Carolina-Chapel Hill

6:45-8:15 p.m.

PRD Members Business Meeting

Presiding: **Susan Gonders**, Southeast Missouri State University

TOP PAPER AWARDS (Research, Student, Teaching)

8:30-10:00 p.m.

PRD Social

Sponsor: **Pearson Publishers**

Location: “**Kings**” – directly across the street from the Sheraton at 50 Dalton St.

Seating limited to 90 – RSVP requested: **Lisa Fall** <lfall@utk.edu>,

University of Tennessee-Knoxville (865/974.8155, cell 216.2507)

AUG 7 FRI

7:00-8:00 a.m.

PRD Incoming Board Meeting

Presiding: **Patricia Swann**, Utica College

All members interested in appointed leadership positions are urged to attend.

8:15-9:45 a.m.

Poster Session-1

PUBLIC RELATIONS THEORY STUDIES

Discussants: **Linda Hon**, University of Florida; **Lynn Zoch**, Radford University

Second-place student paper (\$200 Plank Center Award)

Agenda-Building and Agenda-Setting in the Corporate Sphere: Analyzing Influence in the 2008 Yahoo-Icahn Proxy Contest. **Matthew Ragas, Jinsoo Kim** and **Hyun Ji Lim**, University of Florida

Pretending to Care Regardless of Results: A critical examination of relationship types and a revised framework. **Tiffany Derville Gallicano**, University of Oregon

Extension of Symbolic Convergence Theory: “About us” Web page analysis of Fortune Top 100 Corporations. **Jongmin Park**, Kyung Hee University (Korea); **Hyunmin Lee**, University of Missouri

Organizational Image Construction in a Fragmented Media Environment. **Dawn Gilpin**, Arizona State University

Toward a Publics-Driven, Emotion-Based System in Crisis Communication: Unearthing dominant emotions in multi-staged testing on the Integrated Crisis Mapping (ICM) model. **Yan Jin**, Virginia Commonwealth University; **Augustine Pang**, Nanyang Technological University (Singapore); **Glen Cameron**, University of Missouri

More Words, Less Action: A framing analysis of FEMA public relations communications during Hurricanes Katrina and Gustav. **Seth Oyer**, Bowling Green State University; **J. Keith Saliba**, Jacksonville University; **Franklin Yartey**, Bowling Green State University

Inez Kaiser

Graduate Student of Color Awards
chairs

Natalie Tindall

University of Oklahoma

Maria Elena Villar

Florida International University

recipients

BALL STATE UNIVERSITY

Keeyana Hall

FLORIDA INTERNATIONAL UNIVERSITY

Hayvia Laidley

Natalie Mitchell

GEORGIA STATE UNIVERSITY

Monica Lindsey

HOWARD UNIVERSITY

Vankita Y. Brown

Kerry-Ann Hamilton

Janice E. Smith

Desrene L. Vernon

PURDUE UNIVERSITY

Zhou Ban

SYRACUSE UNIVERSITY

Hyun-jin Seo

TEMPLE UNIVERSITY

Suman Mishra

UNIVERSITY OF HOUSTON

Jiajie Dai

UNIVERSITY OF MARYLAND

Rowena Briones

UNIVERSITY OF MIAMI

Lin-juan Rita Men

UNIVERSITY OF OKLAHOMA

Christal Johnson

UNIVERSITY OF TENNESSEE
and UNIVERSITY OF ALABAMA

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Lois Boynton

UNIVERSITY OF MARYLAND

Linda Aldoory

Elizabeth Toth

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Don Stacks

UNIVERSITY OF MISSOURI

Maria Len-Rios

UNIVERSITY OF OKLAHOMA

Natalie Tindall

UNIVERSITY OF OREGON

Pat Curtin

UNIVERSITY OF WASHINGTON

Kathleen Fearn-Banks

UNIVERSITY OF TENNESSEE
Department of Communication

GLOBAL STUDIES

Discussants: **Dean Kruckeberg**, University of North Carolina-Charlotte;

Brooke Fisher Liu, University of Maryland

Fourth-place student paper

Public Relations in Japan: A case study of historical significance and current problems. **Koichi Yamamura**, University of Miami

Exploring Cultural Influences on Public Relations Practices in Indonesia. **Ming-Yi Wu**, Western Illinois University; **Michael Putrawenas**, Public Relations Society of Indonesia

Media Practices in the Urals Federal District of Russia: Examination of the non-transparent practices at three levels. **Anna Klyueva** and **Katerina Tsetsura**, University of Oklahoma

Beijing Olympics: Public relations under an international spotlight. **Jacqueline Alvarez**, Pepperdine University

Audiences' Perceptions of Product, Corporate, and Country Image in a Product-Harm Crisis: A case study of Sanlu Milk Powder Event in Mainland China. **Guanxiong Huang**, Chinese University of Hong Kong

Associations Among Relationship Maintenance Strategies, Organization-Public Relationships, and Support for Organizations: An exploratory study of the Korean non-profit sector. **Hanna Park**, University of Florida; **Yunna Rhee**, Hankuk University of Foreign Studies (Korea)

Antagonistic Symbiosis or Interactive Symbiosis: An analytical study of the relationship between public relations practitioners and journalists in the United Arab Emirates. **Mai Alkhaja**, United Arab Emirates

CORPORATE COMMUNICATION AND RESPONSIBILITIES STUDIES

Discussants: **Susan Grantham**, University of Hartford; **Michael Palenchar**, University of Tennessee; **Deborah Silverman**, Buffalo State College

Third-place student paper (\$100 Plank Center Award)

Unveiling Types of Relationships Between Corporate Donors and Charitable Organizations Based on the Coorientation Model. **Moonhee Cho**, University of Florida

Bridging the Gap: An exploratory study of corporate social responsibility among SMEs in Singapore. **Mui Hean Lee**, **Xiu Wen Lien**, **Yan Zhao Poh**, **Ai Ling Soh**, **Angela Mak** and **Augustine Pang**, Nanyang Technological University (Singapore)

How Corporate Social Responsibility Contributes to the Relationship Management Across Countries: The U.S. and South Korea. **Daewook Kim** and **Myungil Choi**, University of Florida

The Mediating Roles of Perceived Importance of and Attitude toward Corporate Social Responsibility in Consumer Response to Corporate Social Responsibility Communicators. **Alex Wang**, University of Connecticut-Stamford; **Ron Anderson**, University of Texas-Austin

The Emergence, Variation, and Evolution of CSR on the Media and Public Agenda, 1980-2004: The exposure of publicly-traded firms to public debate. **Sun Young Lee** and **Craig Carroll**, University of North Carolina-Chapel Hill

The Influence of Corporate Social Responsibility and Customer-Company Identification on Publics' Dialogic Communication Intentions. **Soo Yeon Hong**, Virginia Commonwealth University; **Hyejoon Rim**, Syracuse University

Finding (and Defining) Corporate Social Responsibility in Sin City. **Jessalynn Strauss**, University of Oregon

The View from Within: Internal publics and corporate social responsibility. **Ganga Sasidharan**, National University of Singapore

Annual Earnings Releases: Intermediate agenda-setters and corporate reputation influencers. **Marcia DiStaso**, Pennsylvania State University

Applied Ethics and Stakeholder Management on Corporate Websites. **Shannon Bowen**, Syracuse University

Expectation Gaps between Stakeholders and Web-based Corporate Public Relations Efforts: Focusing on Fortune 500 corporate Web sites. **Sora Kim**, DePaul University; **Jae-Hee Park**, University of Tennessee; **Emma Wright**, East Carolina University

The Impact of Environmental Disclosure on Environmental Legitimacy and the Organization-Public Relationship. **Denise Bortree**, Pennsylvania State University

Corporate Compassion in a Time of Downsizing: The role of public relations in cultivating and maintaining corporate alumni social networks. **Kevin Stoker**, Texas Tech University; **Susan Walton**, Brigham Young University

Corporate Communication Competencies and Expectations at Multiple Levels of Professional Maturity (preliminary report of a work in progress). **Tamara Gillis**, Elizabethtown College

thanks to the luncheon sponsor

Edelman Worldwide Public Relations

luncheon chair

Colleen Connolly-Ahern
Pennsylvania State University

luncheon speaker

Henk Campher
Edelman Vice President

Campher is South African and has worked with major industries and with some of the leading multi-national companies, including Starbucks, Tiffany's, Nestle, Reebok, Timberland, Unilever, Anglo American, Shell and Microsoft.

He was a policy adviser at Oxfam in Oxford, and he led the Oxfam International Coffee Campaign. He was a key leader in the trade and industry field after the 1994 elections in South Africa, and he led the Nelson Mandela-initiated Proudly South African campaign. He was a member of the South African WTO and EU-SA trade negotiating teams.

He spent two years as director of Corporate Policy and Practices at the International Business Leaders Forum in London. He also acted as special adviser to Prime Minister Tony Blair and was a founding member of Business Action for Africa.

He joined Cone Inc. as a VP specializing in corporate responsibility strategy and communications, linking it to both corporate and brand development and identity. Specific expertise includes CR strategy review and design, leadership positioning, stakeholder mapping and engagement strategies, and integration of CR strategies with innovative communication tactics that target key influencers and consumers. He has a deep passion and understanding for "new media."

Campher has more than 15 years of global experience in corporate responsibility and is now an Edelman VP.

in memoriam

Bill Adams

1998 PRD Head
Florida International University

BEST PRACTICES STUDIES

Discussants: **Holly Hall Byars**, Arkansas State University; **Heidi Hatfield Edwards**, Florida Institute of Technology; **David Guth**, University of Kansas; **Kirk Hallahan**, Colorado State University

PR Goes to the Movies: Public relations in selected films 1996 to 2008. **Carol Ames**, California State University-Fullerton

Perceptions of Journalists and Sources Regarding Time, Accuracy and Panic Potential. **Christopher Swindell**, Marshall University; **James Hertog**, University of Kentucky

Increasing Publicity and Thematic News Coverage: The impact of localizing news releases in a statewide experimental field study. **Bonnie Bressers** and **Joye Gordon**, Kansas State University

Can Public Relations Professionals Help Span the Boundaries Between Scientists and Journalists, and Does this Function Help Increase Accuracy of News Articles About Public Health? **Emily Gresham Wherle**, University of Missouri

No Sickness, No Need: College student perspectives on health messages. **Cheryl Ann Lambert**, Boston University

The Right Words to Say: Implications of regulation FD on corporate spokespersons. **David Remund**, University of North Carolina-Chapel Hill

Talking about Our Reputation: An analysis of how public relations firms communicate their reputation attributes. **Maria De Moya** and **Jooyun Hwang**, University of Florida

Issues Management and University Alcohol Prevention: Improving parental perceptions of organizational legitimacy. **John Brummette**, Radford University

Public Relations Best Practices in Sports Marketing: A case study of Aston Villa Football Club. **Danielle Coombs**, Kent State University; **Anne Osborne**, Louisiana State University

Measuring Information Source Usefulness to Differentiate America's Traveling Public. **Lisa Fall**, University of Tennessee; **Chuck Lubbers**, University of South Dakota

Leading Up: Public relations beyond managerial roles. **Marianne Sison**, Royal Melbourne Institute of Technology (RMIT)

In Search of a Standard Scale: Exploring the dimensions of perceived source credibility. **Karen Hilyard**, University of Tennessee

Either You Got It or You Don't: Internship availability at public relations agencies. **Christal Johnson**, University of Oklahoma

Whistleblowing in Public Relations: Call for a research agenda. **Cary Greenwood**, University of Oregon

Effective Emergency Preparedness: Applying agenda-building and framing to the American Red Cross' communication practice. **Rowena Briones**, University of Maryland

How Publicly Traded Companies are Using the World Wide Web: Building dialogic relationships. **Amy Reitz** and **Jamie Switzer**, Colorado State University

Asymmetric Communication Is Not Always a Sin. **Vanessa Bravo**, University of Florida

The Influence of Organizational Conditions on Public Relations Practitioners' Dissent. **Jin-Ae Kang** and **Bruce Berger**, University of Alabama

Examination of Scholarly Networks in Public Relations Research (2004-2008). **Sungwook Hwang**, Myonji University (Korea); **Chang Dae Ham**, University of Missouri

Extent to Which the Federalist Papers Can be Viewed as an American Public Relations Campaign. **Sara Hall**, University of Florida

High School Guidance Counselor Preferences of College Web Sites. **Sheila McAllister-Spooner**, Monmouth University

12:15-1:30 p.m.

RESERVATIONS REQUIRED (no fee)

Bill Adams/Edelman Luncheon

Sponsor: **Edelman Worldwide Public Relations**

Presiding: **Susan Gonders**, Southeast Missouri State University;
Patricia Swann, Utica College

Speaker: **Henk Campher**, VP of Corporate Responsibility, originally from South Africa

Location: **Summer Shack** – directly across the street from the Sheraton at 50 Dalton St.

Seating limited to 90 – RSVP required: **Colleen Connolly-Ahern** <cuc15@psu.edu>, Pennsylvania State University (814/865.3073, cell 441.2028)

angel wings to the 90 paper judges

Linda Aldoory	Ric Jensen
Susan Allen	Terri Johnson
Betsy Anderson	Karyn Jones
Peggy Beck	Dean Kazoleas
Bruce Berger	Nancy Kerr
Bojinka Bishop	Emily Kinsky
Denise Bortree	Christie Kleinmann
Pam Bourland-Davis	Thomas Klipstine
Lois Boynton	Dean Kruckeberg
Janet Bridges	Gail Lavielle
Abby Brooks	Trayce Leak
Brigitta Brunner	Brooke Liu
Coy Callison	Gail Love
Ovril Cambridge	Chuck Lubbers
Meta Carstarphen	Charles Marsh
Ginger Carter	Diana Martinelli
Kay Colley	Teresa Mastin
Colleen Connolly-Ahern	Lisa Muller
Zoraida Cozier	Cynthia Nichols
Hugh Culbertson	Carol Oukrop
Pat Curtin	Janis Page
Nicholas De Bonis	Michael Palenchar
Susan De Bonis	Ken Payne
Barbara DeSanto	Jane Peterson
John DeSanto	Ivan Pinnell
Marcia DiStaso	Kenneth Plowman
Jeanette Drake	Robert Pritchard
Gee Ekachai	Katrina Quinn
Beth Eschenfelder	Bryan Reber
Louis Falk	Maria Russell
Lisa Fall	Bey-Ling Sha
Tricia Farwell	Peter Simmons
Margaret Fitch-Hauser	Jenni Simon
Hilary Fussell Sisco	Andi Stein
Susan Grantham	Steve Stepanek
Holly Hall Byars	Dulcie Straughan
Kirk Hallahan	Doug Swanson
Heidi Hatfield Edwards	William Thompson
Julie Henderson	Michael Thurwanger
Derina Holtzhausen	Natalie Tindall
Linda Hon	Leah Tuite
Michelle Honald	Robert Wakefield
Amber Hutchins	Judith White
Susan Huxman	Kurt Wise
	Don Wright
	Weiwu Zhang

3:30-5:00 p.m.

Poster Session-2

RELATIONSHIPS AND POLITICAL COMMUNICATION

Discussants: **Coy Callison**, Texas Tech University; **Derina Holtzhausen**, Oklahoma State University; **Don Stacks**, University of Miami

Can You Break Up Your Utility Company? Effects of the relational gap between experiential and expected outcomes on company attitudes and switch intention. **Minjeong Kang** and **Sung-Un Yang**, Syracuse University

Messages of the People, by the People, and for the People. **Nam Young Kim**, Louisiana State University; **Kiwon Seo**, Pennsylvania State University

Expanding the Government Communication Decision Wheel with Four Levels of Government. **Suzanne Horsley**, University of Alabama; **Brooke Liu**, University of Maryland; **Abbey Levenshus**, University of Maryland

Political Information Source Influence on Perceptions of Organization-Public Relationships with Political Parties. **Trent Seltzer** and **Weiwu Zhang**, Texas Tech University

Agenda Building Effects of Presidential Candidate Public Relations on Global Media Coverage and Public Opinion. **Ji Young Kim**, **Zheng Xiang** and **Spiro Kiouis**, University of Florida

Not Ready to Play Nice: An analysis of negativity in the news releases of 2007 presidential primary. **Mia Moody** and **Joseph Brown**, Baylor University

An Extension of the Situational Theory of Publics in Political Context. **DooHee Lee**, University of Maryland; **HyeHyun Hong**, University of Missouri; **Jongmin Park**, Kyung Hee University (Korea); **Youngah Lee**, University of Missouri

Beyond Activist Publics: Toward a public relations typology of activist organizations. **Erich Sommerfeldt**, University of Oklahoma

I Love What I Do, But . . . A relationship management survey of millennial PR agency employees. **Tiffany Derville Gallicano**, **Patricia Curtin** and **Kelli Matthews**, University of Oregon

Causal Linkages Among Relationship Quality Perception, Attitude, and Behavior Intention in a Membership Organization. **Eyun-Jung Ki**, University of Alabama

Perceptions vs. Practice: Testing the "adversarial" practitioner-journalist relationship. **Christopher McCollough**, Louisiana State University

From a Journalist's Perspective: The opinion and attitudes toward dialogic components of corporate Websites. **Justin Pettigrew** and **Bryan Reber**, University of Georgia

Images of the U.S. and Consumer Politics in the Chinese Marketplace. **Jay Wang**, University of Southern California; **Lifeng Deng**, Tsinghua University (China)

Anger as a Predictor of Active Public Protest: Extended application of the situational theory of publics to a health crisis. **Jin-Ae Kang**, University of Alabama; **Seon-Kyoung An**, University of Alabama; **Kyung Yoon Kwak**, Sogang University (Korea)

Exploring the Value of Organization-Public Relationships in Strategic Management: A resource-based view. **Lin-juan Rita Men** and **Flora Hung**, Hong Kong Baptist University

5:15-6:45 p.m.

Panel: Leadership in Journalism and Mass Communication: Are We Teaching Students What They Need to Know?

Moderator: **Kurt Wise**, Quinnipiac University

Panelists: **Yoonhyeung Choi**, Hanyang (Korea) University, Plank Center grant recipient; **Barbara DeSanto**, Washburn University; **Kelly Page Werder**, University of South Florida, Plank Center grant recipient

AUG8SAT

8:15-9:45 a.m.

Leadership Training for Incoming Officers

Division heads, vice heads, research chairs, teaching chairs and PF&R chairs.

kudos to PRD members
in top AEJMC leadership positions

AEJMC PRESIDENT

Barbara Hines
Howard University

AEJMC VICE PRESIDENT

Carol Pardun
University of South Carolina

AEJMC TEACHING CHAIR

Diana Rios
University of Connecticut

AEJMC TEACHING COMMITTEE

Linda Aldoor
University of Maryland

kudos to past heads in service

ASJMC PRESIDENT
and 1987 PRD HEAD

Judy VanSlyke Turk
Virginia Commonwealth University

AEJMC RESEARCH CHAIR
and 1997 PRD HEAD

Don Stacks
University of Miami

AEJMC FINANCE COMMITTEE
PRD RESEARCH CO-CHAIR
and 2001 PRD HEAD

Pamela Bourland-Davis
Georgia Southern University

PRD RESEARCH CO-CHAIR
and 2000 PRD HEAD

Barbara DeSanto
Washburn University

PRD PAST HEADS COUNCIL CHAIR
TPR EDITOR and 2006 PRD HEAD

Chuck Lubbers
University of South Dakota

NOMINATIONS COMMITTEE CHAIR
and 2008 PRD HEAD

Michael Parkinson
Texas Tech University

NOMINATIONS COMMITTEE
and 1993 PRD HEAD

Dean Kruckeberg
University of North Carolina-Charlotte

NOMINATIONS COMMITTEE
and 2005 PRD HEAD

Teresa Mastin
DePaul University

NOMINATIONS COMMITTEE
and 1994 PRD HEAD

Maria Russell
Syracuse University

8:15-9:45 a.m.

Panel: USA's Image Overseas: Contributing Factors, Image Effects and Public Diplomacy Implications

Moderator: **Joseph Straubhaar**, University of Texas-Austin

Panelists: **Michael G. Elasmr**, Boston University; **Shahira Fahmy**, University of Arizona; **Lisa T. Fall**, University of Tennessee-Knoxville; **Kathy R. Fitzpatrick**, Quinnipiac University; **Erik C. Nisbet**, Ohio State University; **Heather Epkins**, University of Maryland; **Candace White**, University of Tennessee-Knoxville

10:00-11:30 a.m.

Panel: Publish or Perish: Tips on Starting Your Scholarly Research Agenda

Moderator: **Deborah A. Silverman**, Buffalo State College

Panelists: **Barbara DeSanto**, Washburn University; **Vincent Filak**, University of Wisconsin-Oshkosh; **Robert S. Pritchard**, Ball State University; **Donald K. Wright**, Boston University
Panelists: **Barbara DeSanto**, Washburn University; **Vincent Filak**, University of Wisconsin-Oshkosh; **Robert S. Pritchard**, Ball State University; **Donald K. Wright**, Boston University

11:45 a.m.-1:15 p.m.

Top Research Papers

Moderator: **Colleen Connolly-Ahern**, Pennsylvania State University

Discussant: **Barbara DeSanto**, Washburn University

First-place research paper

A Quantitative Analysis of Governments' Use of Interactive Media in International Public Relations. **Ji Young Kim** and **Juan-Carlos Molleda**, University of Florida

Second-place research paper

New Dimensions in Relationship Management Exploring Gender and Inclusion in the Nonprofit Organization-Volunteer Relationship. **Denise Bortree**, Pennsylvania State University; **Richard Waters**, North Carolina State University

Third-place research paper

Crisis Communications in 160 Characters and Spaces: Student responses, perceptions and preferences for emergency text message notifications. **Joseph Giordano** and **Kirk Hallahan**, Colorado State University

First-place student paper (\$300 Plank Center Award)

Exploring How Corporate Social Responsibility Can Enhance Publics' Attitudes, Purchase Intentions, and Supportive Behaviors. **Hyojung Park**, University of Missouri; **Soo-Yeon Kim**, University of Florida

1:30-3:00 p.m.

Panel: Beyond Greenwashing: Improving Our Understanding of Ethical Environmental Communication

Moderating: **Lee Ahern**, Pennsylvania State University

Panelists: **Joe Brewer**, director, Cognitive Policy Works; **Sharon Dunwoody**, University of Wisconsin-Madison; **Nick Guroff**, communications director, Corporate Accountability International; **Emily Stone**, Shareholder Advocate, Green Century Funds; **Steve Tripoli**, communications manager, Ceres

Convention Technology

LCD projectors for PowerPoint will be available for traditional paper and panel presentations – not in poster, high-density or scholar-to-scholar rooms. Presenters must bring their own laptops. No conventional overhead projectors, microphones or Internet access will be

Advanced Guard–10:00 a.m. Wed.
Ahern, Lee–1:30 p.m. Sat.
Aikhaja, Mai–8:15 a.m. Fri.
Aldoory, Linda–5:00 p.m. Thu.
Alloway, Gordon–1:30 p.m. Wed.
Alvarez, Jacqueline–8:15 a.m. Fri.
Ames, Carol–8:15 a.m. Fri.
An, Seon-Kyoung–11:45 a.m. Wed., 3:30 p.m. Fri.
Anderson, Ron–8:15 a.m. Fri.
APCO Worldwide–2:00 p.m. Tue.
Arizona State University–8:15 a.m. Fri.
Arkansas State University–8:15 a.m. Fri.
Auger, Giselle–1:30 p.m. Wed.
Avery, Elizabeth–11:45 a.m. Wed., 1:30 p.m. Wed.
Ball State University–10:00 a.m. Sat.
Baylor University–3:30 p.m. Fri.
Berger, Bruce–8:15 a.m. Fri.
Bhattacharya, C.B.–2:00 p.m. Tue.
Bolton, Roger–2:00 p.m. Tue.
Bortree, Denise–6:45 p.m. Thu., 8:15 a.m. Fri., 11:45 a.m. Sat.
Boston College–2:00 p.m. Tue.
Boston University–2:00 p.m. Tue., 8:15 a.m. Fri., 8:15 a.m. Sat., 10:00 a.m. Sat.
Bourland-Davis, Pamela–11:45 a.m. Wed.
Bowen, Shannon–8:15 a.m. Fri.
Bowling Green State University–11:45 a.m. Wed., 8:15 a.m. Fri.
Bravo, Vanessa–8:15 a.m. Fri.
Bressers, Bonnie–8:15 a.m. Fri.
Brewer, Joe–1:30 p.m. Sat.
Brigham Young University–8:15 a.m. Fri.
Briones, Rowena–8:15 a.m. Fri.
Brown, Joseph–3:30 p.m. Fri.
Bryant, Benjamin–10:00 a.m. Wed.
Brummette, John–8:15 a.m. Fri.
Buffalo State College–8:15 a.m. Fri., 10:00 a.m. Sat.
Byars, Holly Hall–8:15 a.m. Fri.
California State University-Fullerton–1:30 p.m. Wed., 8:15 a.m. Fri.
Callison, Coy–3:30 p.m. Fri.
Cameron, Glen–8:15 a.m. Fri.
Campher, Henk–12:15 p.m. Fri.
Carroll, Craig–8:15 a.m. Fri.
Carstarphen, Meta–1:30 p.m. Wed.
Cause Consulting–2:00 p.m. Tue.
Ceres–1:30 p.m. Sat.
Chapman, C.C.–10:00 a.m. Wed.
Chinese University of Hong Kong–8:15 a.m. Fri.
Cho, Moonhee–6:45 p.m. Thu., 8:15 a.m. Fri.
Cho, Soyoen–1:30 p.m. Wed.
Choi, Myungil–8:15 a.m. Fri.
Choi, Yoonhyeung–5:15 p.m. Fri.
Chun, Heasun–11:45 a.m. Wed.
City of Carlsbad–1:30 p.m. Wed.
Cognitive Policy Works–1:30 p.m. Sat.
Collins, Erik–11:45 a.m. Wed.
Colorado State University–6:45 p.m. Thu., 8:15 a.m. Fri., 11:45 a.m. Sat.
Connolly-Ahern, Colleen–12:15 p.m. Fri., 11:45 a.m. Sat.
Coombs, Danielle–8:15 a.m. Fri.
CorpComm–10:00 a.m. Wed.
Corporate Accountability International–1:30 p.m. Sat.
Curtin, Patricia–3:30 p.m. Fri.
De Moya, Maria–8:15 a.m. Fri.
Deng, Lifeng–3:30 p.m. Fri.
DePaul University–11:45 a.m. Wed., 8:15 a.m. Fri.
DeSanto, Barbara–1:30 p.m. Wed., 5:15 p.m. Fri., 10:00 a.m. Sat., 11:45 a.m. Sat.
DiStaso, Marcia–8:15 a.m. Fri.
Dozier, David–1:30 p.m. Wed.
Duncan, Eric–1:30 p.m. Wed.
Dunwoody, Sharon–1:30 p.m. Sat.
East Carolina University–8:15 a.m. Fri.
Edelman Worldwide Public Relations–12:15 p.m. Fri.
Edwards, Heidi Hatfield–8:15 a.m. Fri.
Elasmar, Michael–8:15 a.m. Sat.
Elizabethtown College–8:15 a.m. Fri.
Elon University–1:30 p.m. Wed.
Epkins, Heather–8:15 a.m. Sat.
Fahmy, Shahira–8:15 a.m. Sat.
Fall, Lisa–8:30 p.m. Thu., 8:15 a.m. Fri., 8:15 a.m. Sat.
Farwell, Tricia–10:00 a.m. Wed., 5:00 p.m. Thu.
Feldman, Mark–2:00 p.m. Tue.
Filak, Vincent–10:00 a.m. Sat.
Fitzpatrick, Kathy–8:15 a.m. Sat.
Florida Institute of Technology–8:15 a.m. Fri.
Florida State University–11:45 a.m. Wed.
Fontenot, Maria–11:45 a.m. Wed.
Freberg, Karen–5:00 p.m. Thu., 6:45 p.m. Thu.
Gallicano, Tiffany Derville–8:15 a.m. Fri., 3:30 p.m. Fri.
Game Design–10:00 a.m. Wed.
Georgia Southern University–11:45 a.m. Wed.
Gillis, Tamara–8:15 a.m. Fri.
Gilpin, Dawn–8:15 a.m. Fri.
Giordano, Joseph–6:45 p.m. Thu., 11:45 a.m. Sat.
Gonders, Susan–7:00 a.m. Thu., 6:45 p.m. Thu., 12:15 p.m. Fri.
Gordon, Joye–8:15 a.m. Fri.
Graeff, Ron–11:45 a.m. Wed.
Grantham, Susan–8:15 a.m. Fri.
Green Century Funds–1:30 p.m. Sat.
Greenwood, Cary–8:15 a.m. Fri.
Gregson, Kim–10:00 a.m. Wed.
Grunig, Lauri–3:15 p.m. Thu.
Guroff, Nick–1:30 p.m. Sat.
Guth, David–1:30 p.m. Wed., 8:15 a.m. Fri.
Hall, Sara–8:15 a.m. Fri.
Hallahan, Kirk–6:45 p.m. Thu., 8:15 a.m. Fri., 11:45 a.m. Sat.
Ham, Chang Dae–8:15 a.m. Fri.
Hamula, Scott–10:00 a.m. Wed.
Hangyang University–5:15 p.m. Fri.
Hankuk University of Foreign Studies–8:15 a.m. Fri.
Hertog, James–8:15 a.m. Fri.
Hilyard, Karen–8:15 a.m. Fri.
Hocke, Tatjana–11:45 a.m. Wed.
Holtzhausen, Derina–3:30 p.m. Fri.
Hon, Linda–8:15 a.m. Fri.
Hong, Hyehyun–3:30 p.m. Fri.
Hong Kong Baptist University–3:30 p.m. Fri.
Hong, Soo Yeon–8:15 a.m. Fri.
Horsley, Suzanne–3:30 p.m. Fri.
Huang, Guanxiong–8:15 a.m. Fri.
Hung, Flora–3:30 p.m. Fri.
Hwang, Jooyun–8:15 a.m. Fri.
Hwang, Sungwook–8:15 a.m. Fri.
Immersive Media Program–10:00 a.m. Wed.
Ithaca College–10:00 a.m. Wed.
Jin, Yan–11:45 a.m. Wed., 8:15 a.m. Fri.
Johnson, Christal–8:15 a.m. Fri.
Johnson, Philip–1:30 p.m. Wed.
Jung, Taejin–11:45 a.m. Wed.
Kang, Jin-Ae–8:15 a.m. Fri., 3:30 p.m. Fri.
Kang, Hyunmee–11:45 a.m. Wed.
Kang, Minjeong–1:30 p.m. Wed., 3:30 p.m. Fri.
Kansas State University–8:15 a.m. Fri.
Katz & Associates–1:30 p.m. Wed.
Kent, Michael–1:30 p.m. Wed.
Kent State University–8:15 a.m. Fri.
Ki, Eyun-Jung–3:30 p.m. Fri.
Kim, Daejoong–11:45 a.m. Wed.
Kim, Daewook–8:15 a.m. Fri.
Kim, Hyunjung–11:45 a.m. Wed.
Kim, Jeesun–11:45 a.m. Wed.
Kim, Jinsoo–6:45 p.m. Thu., 8:15 a.m. Fri.
Kim, Ji Young–6:45 p.m. Thu., 11:45 a.m. Sat.
Kim, Nam Young–3:30 p.m. Fri.
Kim, Soo-Yeon–6:45 p.m. Thu., 11:45 a.m. Sat.
Kim, Sora–11:45 a.m. Wed., 8:15 a.m. Fri.
Kim, Soyoon–1:30 p.m. Wed.
Kiousis, Spiro–3:30 p.m. Fri.
Klyueva, Anna–8:15 a.m. Fri.
Kruckeberg, Dean–8:15 a.m. Fri.
Kwak, Kyung Yoon–3:30 p.m. Fri.
Kyung Hee University–1:30 p.m. Wed., 8:15 a.m. Fri., 3:30 p.m. Fri.
Lambert, Cheryl Ann–8:15 a.m. Fri.
Lariscy, Ruthann Weaver–11:45 a.m. Wed.
Lee, DooHee–3:30 p.m. Fri.
Lee, Hyung Min–1:30 p.m. Wed.
Lee, Hyunmin–1:30 p.m. Wed., 8:15 a.m. Fri.
Lee, Jong Hyuk–1:30 p.m. Wed.
Lee, Mui Hean–8:15 a.m. Fri.
Lee, Sun Young–5:00 p.m. Thu., 8:15 a.m. Fri.
Lee, Youngah–1:30 p.m. Wed., 3:30 p.m. Fri.
Levenshus, Abbey–1:30 p.m. Wed., 3:30 p.m. Fri.
Lim, Hyun Ji–6:45 p.m. Thu., 8:15 a.m. Fri.
Liu, Brooke Fisher–11:45 a.m. Wed., 8:15 a.m. Fri., 3:30 p.m. Fri.
Louisiana State University–11:45 a.m. Wed., 8:15 a.m. Fri., 3:30 p.m. Fri.
Lubbers, Chuck–8:15 a.m. Wed., 11:45 a.m. Wed., 8:15 a.m. Fri.
Mak, Angela–8:15 a.m. Fri.
Marketwire–2:00 p.m. Tue.
Marshall University–8:15 a.m. Fri.
Martin, Thomas–3:15 p.m. Thu.
Mastin, Teresa–11:45 a.m. Wed.
Matthews, Kelli–3:30 p.m. Fri.
McAllister-Spooner, Sheila–8:15 a.m. Fri.

McCullough, Christopher—3:30 p.m. Fri.

MediaVest Worldwide—10:00 a.m. Wed.

Men, Lin-juan Rita—3:30 p.m. Fri.

Middle Tennessee State University—10:00 a.m. Wed., 5:00 p.m. Thu.

Miller, Barbara—1:30 p.m. Wed.

Mitrook, Michael—11:45 a.m. Wed.

Molleda, Juan-Carlos—6:45 p.m. Thu., 11:45 a.m. Sat.

Monmouth University—1:30 p.m. Wed.

Moody, Mia—3:30 p.m. Fri.

Moore, John—10:00 a.m. Wed.

Mullen Advertising & Public Relations—10:00 a.m. Wed.

Nanyang Technological University—8:15 a.m. Fri.

National University of Singapore—8:15 a.m. Fri.

Nickbarg, Susan—2:00 p.m. Tue.

Nisbet, Erik—8:15 a.m. Sat.

North Carolina State University—6:45 p.m. Thu., 11:45 a.m. Sat.

Oklahoma State University—3:30 p.m. Fri.

Osborne, Anne—8:15 a.m. Fri.

Oshagan, Hayg—3:15 p.m. Thu.

Oyer, Seth—11:45 a.m. Wed., 8:15 a.m. Friday

Arthur W. Page Center—2:00 p.m. Tue.

Arthur W. Page Society—2:00 p.m. Tue.

Palenchar, Michael—5:00 p.m. Thu., 6:45 p.m. Thu.

Pan, Xiaoyan—1:30 p.m. Wed.

Pang, Augustine—8:15 a.m. Fri.

Park, Hanna—8:15 a.m. Fri.

Park, Hyojung—6:45 p.m. Thu., 11:45 a.m. Sat.

Park, Jae-Hee—8:15 a.m. Fri.

Park, Jongmin—8:15 a.m. Fri., 3:30 p.m. Fri.

Park, Sun-A—1:30 p.m. Wed.

Pearson Publishers—8:30 p.m. Thu.

Pennsylvania State University—2:00 p.m. Tue., 6:45 p.m. Thu., 8:15 a.m. Fri., 12:15 p.m. Fri., 3:30 p.m. Fri., 11:45 a.m. Sat., 1:30 p.m. Sat.

Pepperdine University—8:15 a.m. Fri.

Pettigrew, Justin—3:30 p.m. Fri.

Plank Center for Leadership in Public Relations—6:45 p.m. Thu., 8:15 a.m. Fri., 5:15 p.m. Fri.

Poh, Yan Zhao—8:15 a.m. Fri.

Portoghese, Sara—1:30 p.m. Wed.

Pritchard, Robert—10:00 a.m. Sat.

Public Relations Society of Indonesia—8:15 a.m. Fri.

Putrawenas, Michael—8:15 a.m. Fri.

Quinnipiac University—11:45 a.m. Wed., 5:15 p.m. Fri., 8:15 a.m. Sat.

Radford University—8:15 a.m. Fri.

Ragas, Matthew—6:45 p.m. Thu., 8:15 a.m. Fri.

Ray, Kristina Bentson—1:30 p.m. Wed.

Reber, Bryan—3:30 p.m. Fri.

Reitz, Amy—8:15 a.m. Fri.

Remund, David—8:15 a.m. Fri.

Rettig, Kevin—10:00 a.m. Wed.

Rhee, Yunna—8:15 a.m. Fri.

Rim, Hyejoon—8:15 a.m. Fri.

Royal Melbourne Institute of Technology (RMIT)—8:15 a.m. Fri.

Saliba, J. Keith—8:15 a.m. Fri.

San Diego State University—1:30 p.m. Wed.

Sasidharan, Ganga—8:15 a.m. Fri.

Seltzer, Trent—3:30 p.m. Fri.

Seo, Kiwon—3:30 p.m. Fri.

Sha, Bey-Ling—1:30 p.m. Wed.

Shim, Woomi—11:45 a.m. Wed.

Silverman, Deborah—8:15 a.m. Fri., 10:00 a.m. Sat.

Sisco, Hilary Fussell—11:45 a.m. Wed.

Sison, Marianne—8:15 a.m. Fri.

Sogang University—3:30 p.m. Fri.

Soh, Ai Ling—8:15 a.m. Fri.

Sommerfeldt, Erich—3:30 p.m. Fri.

Southeast Missouri State University—7:00 a.m. Thu., 6:45 p.m. Thu., 12:15 p.m. Fri.

Stacks, Don—10:00 a.m. Thu., 3:30 p.m. Fri.

State University of New York-Buffalo—11:45 a.m. Wed.

State University of New York Oswego—11:45 a.m. Wed.

Stein, Andi—1:30 p.m. Wed.

Stoker, Kevin—8:15 a.m. Fri.

Stone, Emily—1:30 p.m. Sat.

Strand, Karen—5:00 p.m. Thu., 6:45 p.m. Thu.

Straubhaar, Joseph—8:15 a.m. Sat.

Strauss, Jessalynn—8:15 a.m. Fri.

SVN Marketing—2:00 p.m. Tue.

Swann, Patricia—2:00 p.m. Tue., 7:00 a.m. Fri., 12:15 p.m. Fri.

Swindell, Christopher—8:15 a.m. Fri.

Switzer, Jamie—8:15 a.m. Fri.

Syracuse University—1:30 p.m. Wed., 3:15 p.m. Thu., 8:15 a.m. Fri., 3:30 p.m. Fri.

Taylor, Maureen—1:30 p.m. Wed.

Texas Tech University—11:45 a.m. Wed., 8:15 a.m. Fri., 3:30 p.m. Fri.

Toth, Elizabeth—11:45 a.m. Wed., 3:15 p.m. Thu.

Tripoli, Steve—1:30 p.m. Sat.

Tsetsura, Katerina—8:15 a.m. Fri.

Tsinghua University—3:30 p.m. Fri.

Turk, Judy VanSlyke—3:15 p.m. Thu.

University of Alabama—11:45 a.m. Wed., 8:15 a.m. Fri., 3:30 p.m. Fri.

University of Arizona—8:15 a.m. Sat.

University of Charleston—3:15 p.m. Thu.

University of Connecticut-Stamford—8:15 a.m. Fri.

University of Florida—11:45 a.m. Wed., 1:30 p.m. Wed., 6:45 p.m. Thu., 8:15 a.m. Fri., 3:30 p.m. Fri., 11:45 a.m. Sat.

University of Georgia—3:30 p.m. Fri.

University of Hartford—8:15 a.m. Fri.

University of Kansas—1:30 p.m. Wed.

University of Kentucky—8:15 a.m. Fri.

University of Maryland—11:45 a.m. Wed., 1:30 p.m. Wed., 3:15 p.m. Thu., 5:00 p.m. Thu., 8:15 a.m. Fri., 3:30 p.m. Fri., 8:15 a.m. Sat.

University of Miami—6:45 p.m. Thu., 8:15 a.m. Fri., 3:30 p.m. Fri.

University of Minnesota-Twin Cities—1:30 p.m. Wed.

University of Missouri—11:45 a.m. Wed., 1:30 p.m. Wed., 8:15 a.m. Fri., 3:30 p.m. Fri., 11:45 a.m. Sat.

University of North Carolina-Chapel Hill—11:45 a.m. Wed., 5:00 p.m. Thu., 8:15 a.m. Fri.

University of North Carolina-Charlotte—8:15 a.m. Fri.

University of Oklahoma—1:30 p.m. Wed., 8:15 a.m. Fri., 3:30 p.m. Fri.

University of Oregon—8:15 a.m. Fri., 3:30 p.m. Fri.

University of South Carolina—11:45 a.m. Wed.

University of Southern California—3:30 p.m. Fri.

University of South Dakota—8:15 a.m. Wed., 11:45 a.m. Wed., 8:15 a.m. Fri.

University of South Florida—5:00 p.m. Thu., 6:45 p.m. Thu., 5:15 p.m. Fri.

University of Tennessee—11:45 a.m. Wed., 1:30 p.m. Wed., 5:00 p.m. Thu., 6:45 p.m. Thu., 8:15 a.m. Fri., 8:15 a.m. Sat.

University of Texas-Arlington—11:45 a.m. Wed.

University of Texas-Austin—8:15 a.m. Fri., 8:15 a.m. Sat.

University of Wisconsin-Madison—1:30 p.m. Sat.

University of Wisconsin-Oshkosh—10:00 a.m. Sat.

Utica College—2:00 p.m. Tue., 7:00 a.m. Fri., 12:15 p.m. Fri.

Virginia Commonwealth University—11:45 a.m. Wed., 3:15 p.m. Thu., 8:15 a.m. Fri.

Wainright—2:00 p.m. Tue.

Walter, Susan—8:15 a.m. Fri.

Wang, Alex—8:15 a.m. Fri.

Wang, Jay—3:30 p.m. Fri.

Wang, Kevin—1:30 p.m. Wed.

Washburn University—1:30 p.m. Wed., 5:15 p.m. Fri., 10:00 a.m. Sat., 11:45 a.m. Sat.

Waters, Richard—6:45 p.m. Thu., 11:45 a.m. Sat.

Wayne State University—3:15 p.m. Thu.

Wellhausen, Sandra—1:30 p.m. Wed.

Werder, Kelly—5:00 p.m. Thu., 6:45 p.m. Thu., 5:15 p.m. Fri.

Western Illinois University—8:15 a.m. Fri.

Wherle, Emily Gresham—8:15 a.m. Fri.

White, Candace—8:15 a.m. Sat.

Wigley, Shelley—11:45 a.m. Wed.

Wise, Kurt—5:15 p.m. Fri.

Wright, Donald K.—10:00 a.m. Sat.

Wrigley, Brenda—3:15 p.m. Thu.

Wu, Ming-Yi—8:15 a.m. Fri.

Wright, Emma—8:15 a.m. Fri.

Xiang, Zheng—3:30 p.m. Fri.

Yamamura, Koichi—6:45 p.m. Thu., 8:15 a.m. Fri.

Yang, Sung-Un—3:30 p.m. Fri.

Yang, Sun-An—1:30 p.m. Wed.

Yarley, Franklin—8:15 a.m. Fri.

Young, Steve—2:00 p.m. Tue.

Zoch, Lynn—8:15 a.m. Fri.