

A Note from Natalie



*Natalie Tindall,
Public Relations Division Head*

What a great conference! The Public Relations Division had a packed schedule at the 2013 AEJMC conference. From a pre-conference that sparked great discussion on the PR graduate programs to a tour of the Pentagon and talk about military public affairs with a high-ranking officer to the Sunday's last panel that created a rich dialogue on gender and pay issues, we did a lot in D.C. In between all those things, we had panels, high density sessions, and poster sessions with new research that pushes our understanding of the field's past, present, and future.

Thank you to everyone who participated in (small and big) ways with the conference. This includes the audience participants who asked great questions and gave great feedback to the presenters and panelists. I left DC feeling so inspired by the dialogue, the research, and the networking. I'm looking forward to Montreal. Again, thanks, especially to the Social Media Team that made the conference accessible to those who could not be there or could not be everywhere at once. Good luck with your semester and new academic year!

Connect with the Division

Website

<http://aejmc.net/PR>

Twitter

http://twitter.com/aejmc_prd

LinkedIn

<http://www.linkedin.com/groups/AEJMC-Public-Relations-Division-4067864>

Facebook

<https://www.facebook.com/AEJMCPRD>

Storify

http://storify.com/AEJMC_PRD

Pinterest

<http://pinterest.com/AEJMCPRD/>

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Plank Center Student Research Paper Awards

1st Place Student Paper

Melanie Formentin, Penn State

Crisis Communication and the NBA Lockout: Exploring Reactions to Response Strategies in Sports Crisis

2nd Place Student Paper

Jonathan Borden, University of Florida

A Preliminary Study on the Impact of Social Identity on Crisis Attribution

3rd Place Student Paper

Melissa Graham, University of Tennessee

Social Media's Effect on Local Government Public Relations

Dennis Wilcox Public Relations Teaching Paper Award

1st Place Teaching Research Paper

Tiffany Gallicano, Oregon; Gee Ekachai, Marquette; and Karen Freberg, Louisville

The Infographics Assignment: A Qualitative Study of Students' and Professionals' Perspectives

2nd Place Teaching Research Paper

Julia Daisy Fraustino, Stephanie Madden, and Brooke Fisher Liu, Maryland

A Complexity Approach to Teaching Crisis Management: Crisis Event Simulation in the Public Relations Classroom

3rd Place Teaching Research Paper

Lori McKinnon and Jami Fullerton, Oklahoma State

Public Relations Students' Ethics: An Examination of Attitude and Intended Behaviors

Dennis Wilcox Public Relations Research Paper Award

1st Place Research Paper

Zongchao Li and Cong Li, Miami

Tweet or "Re-Tweet"? An Experiment of Message Type and Interactivity on Twitter

2nd Place Research Paper

Elizabeth Avery and Melissa Graham, Tennessee

Crisis Communication and Organizational-entered Situational Considerations for Management

3rd Place Research Paper

Linjuan Rita Men, Southern Methodist, and Wanhsiu Sunny Tsai, Miami

Public Engagement with Companies on Social Network Sites: A Cross-Cultural Comparison of China and the United States

SuPRstar Awards

Lucinda Austin, Elon
Brigitta Bruner, Auburn
Felicia Greenlee Brown, AEJMC

Susane A. Roschwalb for International Student Research Award

Applications are vetted annually by the Roschwalb chairs. In addition to an annual contribution from the publisher of JPRR, members also support the Roschwalb program.

Sarab Kochhar, Florida

Inez Kaiser Graduate Student of Color Award

Named in honor of the first black woman to own a public relations agency, the Inez Kaiser Graduate Student of Color Award is designed to enhance the membership and diversity of PRD. By providing graduate students of color with one-year memberships in AEJMC and PRD, the awards encourage the academic career aspirations of these students. In turn, the students' involvement broadens the diversity of voices within PRD.

Arunima Krishna, Purdue
Dana Hatfield, Oklahoma

Top Visual Display

Scholar-to-Scholar Session 1

1st Place
Lucinda Austin, Elon; Brooke Fisher Liu, Maryland; Yan Jin, VCU

Examining Signs of Recovery: How Senior Crisis Communicators Define Organizational Crisis Recovery

2nd Place
Weiting Tao and Mary Ann Ferguson, Florida

The Overarching Effects of Ethical Reputation Regardless of CSR Cause Fit and Information Source

3rd Place
Jin Hong Ha, UNC; Jun Heo, Southern Mississippi

Comparing the Two Sides of Perception of Crisis Management Strategies: Applying the Co-orientation Model to Crisis Management-Related Beliefs of Public Relations Agencies and Clients

Scholar-to-Scholar Session 2
1st Place
Kathleen Stansberry, Akron

Tracking Influence Through the Social Web: A Network of Analysis of Information Flow in Interest-Based Publics

2nd Place
Jieun Lee, KPR & Associates; Sora Kim, Florida; Emma Wertz, Kennesaw State

How Spokesperson Rank and Selected Media Channels Impact Perceptions in Crisis Communication

3rd Place
Sung-Un Yang, Indiana, Minjeong Kang, Ball State, and Heewon Cha, Ewha Womans' University

Dialogic Communication Trust and Distrust in Organization-Public Relationships



Denise Bortree, Weiting Tao & Natalie Tindall



Felicia Greenlee Brown & Susan Grantham



Elizabeth Avery, Melissa Graham, Bey-Ling Sha & Suman Lee

Photos courtesy of Bonita Neff

Call for Panel Proposals

Call for Panel Proposals
Deadline: September 30, 2013
 Programming Chair: Denise Bortree, dsb177@psu.edu

It is time to propose your ideas for the 2014 AEJMC National Convention in Montreal. New topics are welcome, especially those relevant to current events and happenings in the industry. Co-sponsoring with other groups is vital.

A few AEJMC divisions and interest groups have already expressed an interest in working with PRD on panels for next year. Below you will find these ideas. If you would like to submit a proposal for one of these panels, please feel free to contact the programming chairs of the divisions/interest groups. We are open to panels on other relevant topics as well, provided you are able to secure a co-sponsor.

Panel topic idea:

1. Open access journals – Communication Theory & Methods Division and Community Journalism Division expressed an interest in working with PRD to develop a panel on this topic (email Denise Bortree if you want additional information)
2. Visual storytelling – The VisCom Division is interested in partnering with PRD on this topic.
3. Corporate Social Responsibility – Media Ethics Division is interested in partnering with PRD.
4. Writing and publishing in academia – Grad Interest Group

and Cultural & Critical Studies are interested in partnering with PRD. 5. Social media ethics – Media Ethics Division would like to partner with PRD.

If you had a great idea last year that just didn't make it, try again. Consider revising and updating the proposal, follow the steps listed below and submit your panel proposal to the programming chair.

FIRST – GET AN IDEA

The wider the appeal of the proposed panel topic, the better its chances. Teaching and PF&R chairs will help develop teaching and PF&R topics.

SECOND – GET A CO-SPONSOR

Each division or interest group has a limited number of slots for the conference. To increase the number of programs PRD can offer, it is important that we work with other groups to jointly sponsor panels of interest to members of both groups. Thus, your proposal has a greater chance of making it into the final program if you identify a co-sponsor. Further, the co-sponsor should agree to be listed and to cooperate in the production of the panel.

To find the programming chairs for different divisions, go to www.aejmc.org. Pull down "About" to "Groups" and then to "Divisions" or "Interest Groups." For each division or interest group, click on "current officers" and look for the programming chair. The proposal MUST be submitted to both PRD and the co-sponsor.

THIRD – BE FLEXIBLE
 Given the importance of co-sponsors, don't pack the panel proposal with PRD members. The co-sponsor will likely want to have some of their members on the panel. Remember that it is often necessary to modify and merge proposals.

FOURTH – SUBMIT ELECTRONICALLY

A proposal should be submitted to dsb177@psu.edu by September 30 and MUST include the following:

1. Panel Type (Research, Teaching or PF&R)
2. Potential Co-Sponsors (contact information for the proposed co-sponsoring division or interest group)
3. Proposed Panel Title (don't make it so limited to public relations that no other group will want to co-sponsor)
4. Panel Description/Summary (500 - 1000 words)
5. Proposed Moderator
6. Possible Panelists (should be about five – don't overload with PRD members--Need the name, affiliation and contact information for the possible panelists)
7. Panel Contact (name, affiliation and contact info of the person proposing the panel)

Members who propose panels will be notified in December about panels that have been programmed.



Bill Adams/Edelman Luncheon

Tyler Suiters, VP for international affairs with Edelman, addressed the group at the Bill Adams/Edelman Lunch at Clyde's on Friday, August 9.



Karen Russell @KarenRussell 9 Aug
 Attempting to live tweet Edelman PR lunch speaker Tyler Siuters
 Expand

AEJMC PRD @AEJMC_PRD 9 Aug
 Full house at @EdelmanPR luncheon for #prprofs at #aejmc13
 pic.twitter.com/KvZ1h8oju4
 Hide photo

Karen Freberg, Ph.D. @kfreberg 9 Aug
 Cool meeting room at Clyde's in DC - #prprofs here for the edelmanpr #pr luncheon at #aejmc2013. @...
[instagram.com/p/czDajyxKoj/](https://www.instagram.com/p/czDajyxKoj/)

Karen Russell @KarenRussell 9 Aug
 Suiters credits Edelman's independence with helping them be able to respond quickly and well to changing media environment
 #aejmc2013



Emily Kinsky, Ph.D. @ekinsky 9 Aug
 Oneseccond.designly.com "Great visual demonstration of what the heck is going on" -- Tyler Suiters #aejmc2013 @AEJMC_PRD
 View summary

Karen Russell @KarenRussell 9 Aug
 Union of social and traditional (earned) media; he spent 20 years on the air when everyone focused on on-air

AEJMC PRD @AEJMC_PRD 9 Aug
 Entrepreneurialism, creativity, & communication key to future of #PR - Tyler Suiters. #aejmc2013 #prprofs
 Retweeted by Karen Freberg, Ph.D.



Karen Russell @KarenRussell 9 Aug
 Story structure from tv news: Present, past, controversy, future
 Expand

Emily Kinsky, Ph.D. @ekinsky 9 Aug
 Suiters showed graph of top US newspapers; one has more digital subscribers than print: NYT #aejmc2013 @AEJMC_PRD
 Retweeted by Karen Russell

AEJMC PRD @AEJMC_PRD
 @EdelmanPR's Media Cloverleaf featured at luncheon => edelman.com/who-we-are/abo... #prprofs #aejmc2013 ^KF pic.twitter.com/L4ndmFyai
 11:54 AM - 9 Aug 2013

1 RETWEET 1 FAVORITE

Karen Russell @KarenRussell 9 Aug
 95% of content never aired; by 2012 other comments, interviews, soundbytes could be used online



Clyde's @Clydes 10 Aug
 Thanks for joining us! @kfreberg @EdelmanPR from Washington, DC
 Reply Retweet Favorite More

7 a.m. Officer Meetings

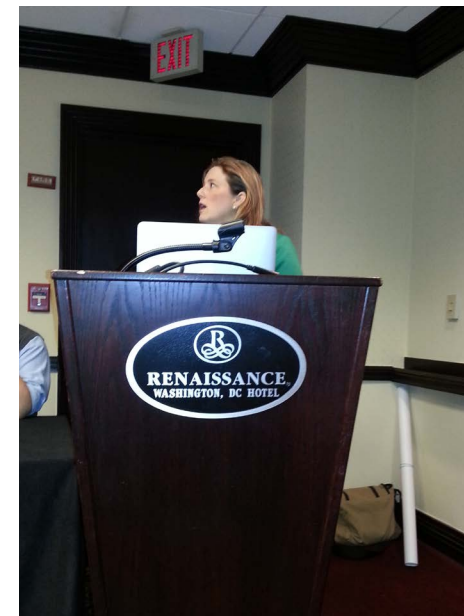
Extra chairs line the room for all of the volunteers who came to the incoming officer meeting on Saturday, August 10.



Outgoing officers gather for a wrap-up meeting Friday, August 9.

What does AEJMC PRD offer?

AEJMC PRD offers a great place to present research.



AEJMC PRD offers a chance to learn what's new in the field.

AEJMC PRD offers a place to meet researchers and teachers with similar interests.



AEJMC PRD offers opportunity for discussions where you can share your experiences.



AEJMC PRD @AEJMC_PRD 10 Aug
Happening now: moderator @ekinsky has opened the floor for questions. Great discussion so far! #prprofs #aejmc2013
Expand Reply Retweet Favorited More



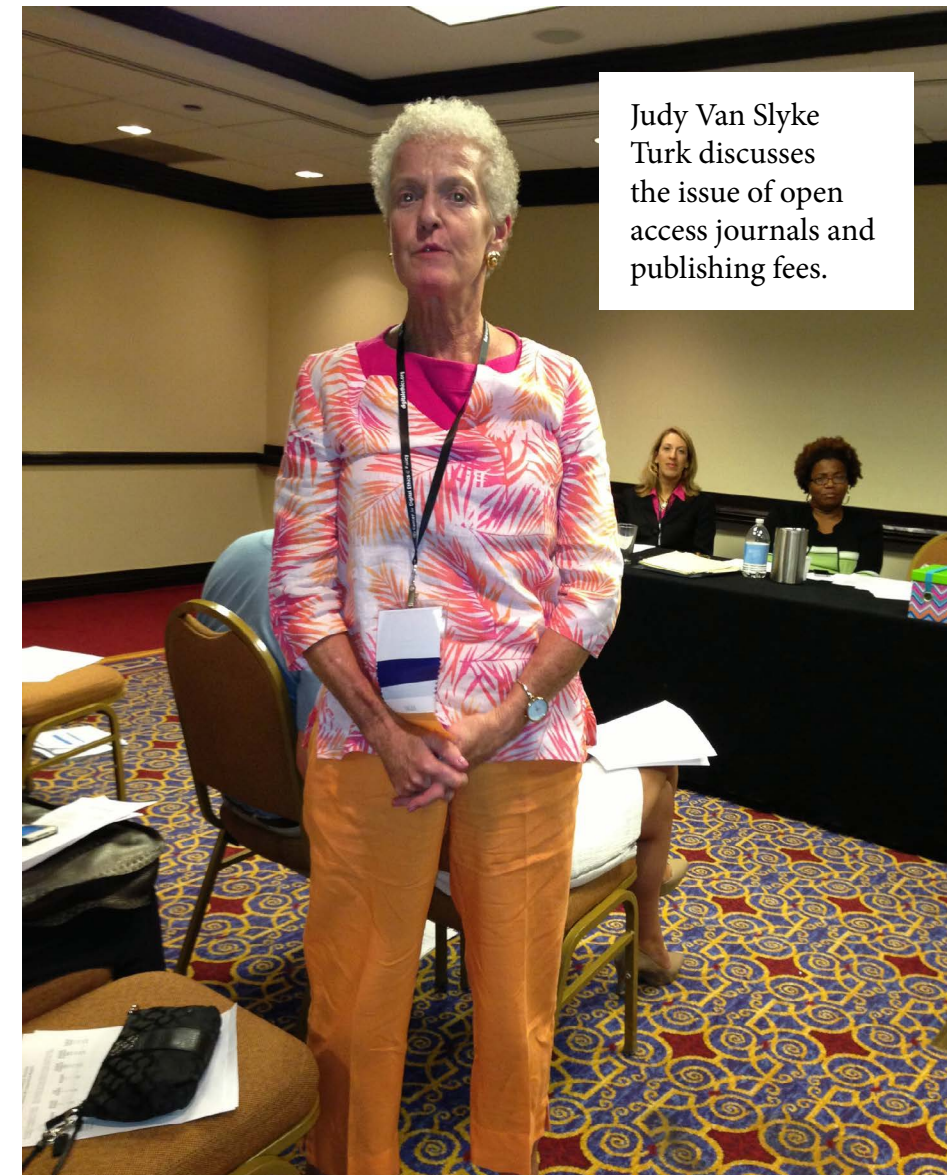
AEJMC PRD @AEJMC_PRD 11 Aug
Thanks for a great conference, #prprofs!
Expand Reply Retweet Favorite More

Special thanks to our paper reviewers for AEJMC 2013

Eno Akpabio, University of Dar es Salaam
 Linda Aldoory, University of Maryland
 Russell Barclay, Campbellsville University
 Tom Bivins, University of Oregon
 Denise Bortree, Penn State
 Pam Bourland-Davis, Georgia Southern
 Lois Boynton, UNC-Chapel Hill
 Janet Bridges, Sam Houston State University
 Brigitta Brunner, Auburn University
 Clarke Caywood, Northwestern University
 Colleen Connolly-Ahern, Penn State
 Pat Curtin, University of Oregon
 Maria De Moya, North Carolina State University
 Ganga Dhanesh, National University of Singapore
 Marcia DiStaso, Penn State
 David Dozier, SDSU

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 Kristin English, Georgia College & State University
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 Susan Grantham, University of Hartford
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 Marcie Hinton, Loras College
 Flora Hung-Baesecke, Hong Kong Baptist University
 Teddi Joyce, University of South Dakota
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 Jeong-Nam Kim, Purdue
 Owen Kulemeka, University of Oklahoma
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 Emily Marett, Mississippi State University
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 Teresa Mastin, DePaul University
 Tina McCorkindale, Appalachian State
 Nance McCown, Messiah College
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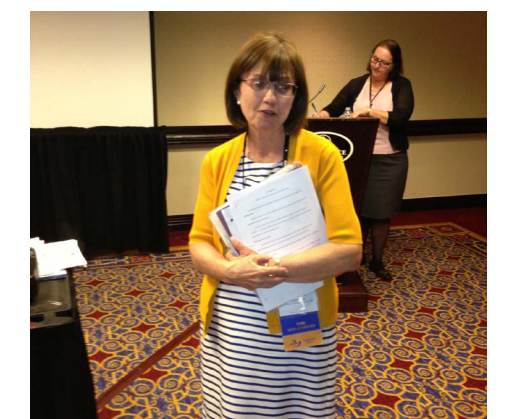
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 Janis Page, Florida Institute of Technology
 Sheetal Patel, University of Texas at Arlington
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 Matt Ragas, DePaul University
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 Katerina Tsetsura, Oklahoma
 Judy VanSlyke Turk, Virginia Commonwealth University
 Lisa Weidman, Linfield College
 Candace White, University of Tennessee
 Don Wright, Boston University
 Q. J. Yao, Fort Hays State University
 Kyung-Hyan Yoo, William Paterson University
 Lynn Zoch, Radford University



Annual PRD Business Meeting

At 8:31 p.m., August 9, Outgoing PRD Head Susan Grantham called the meeting to order. Awards were given for the top papers, best scholar-to-scholar displays, SuPRstars, and to this year's Roschwalb and Kaiser recipients. Other facts were shared including:

- PRD has 379 members.
- It is the 3rd largest group within AEJMC.
- The Montreal conference next year will run Wednesday through Saturday.
- There will no longer be a midwinter meeting.
- JPRR received 120 submissions and published 12 last year, 10 this year.
- For this conference, 137 research papers were submitted to PRD; 23 were disqualified; 58 were accepted by the 97 judges reviewing the papers.



Elizabeth Toth encourages the group to donate to the centennial campaign.

Chris Perry updates everyone on the website.

Photos courtesy of Bonita Neff

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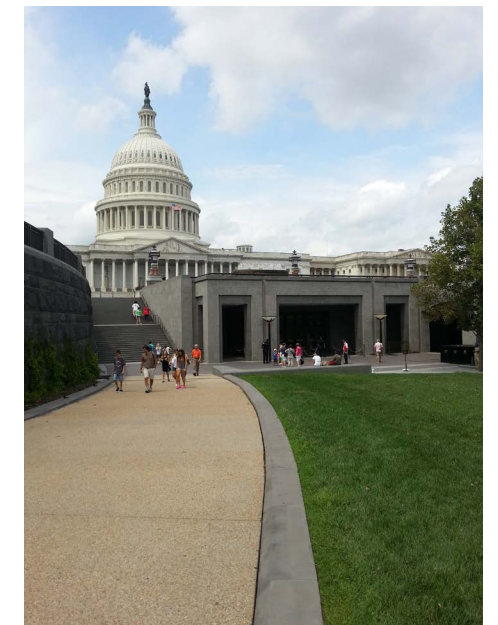
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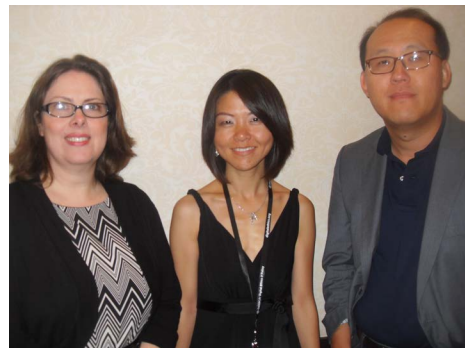
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PF&R Committee: Flora Hung-Baesecke, Lucinda Austin & Cheryl Lambert



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Webmaster: Chris Perry



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Membership Committee: Nell Horowitz, Giselle Auger & Kathleen Stansberry



PR Update Team: Dustin Supa, Emily Kinsky & Dean Mundy

Call for Editor of the Journal of Public Relations Research

**DEADLINE FOR APPLICATIONS
JULY 1, 2014**

Routledge, Taylor and Francis and the Journal of Public Relations Research editorial search committee are now accepting applications for editor of the Journal of Public Relations Research, the official journal of the Public Relations Division of the Association for Education in Journalism and Mass Communication. JPRR is listed in the Social Science Citation Index and is the premier academic journal for public relations theory development. For more information visit the journal's homepage, <http://www.tandfonline/hpr>.

The term of editorship runs January 2016-December 2018, and the new editor will begin reviewing articles submitted online via ScholarOne in January 2015, with the first issue to be published in January 2016.

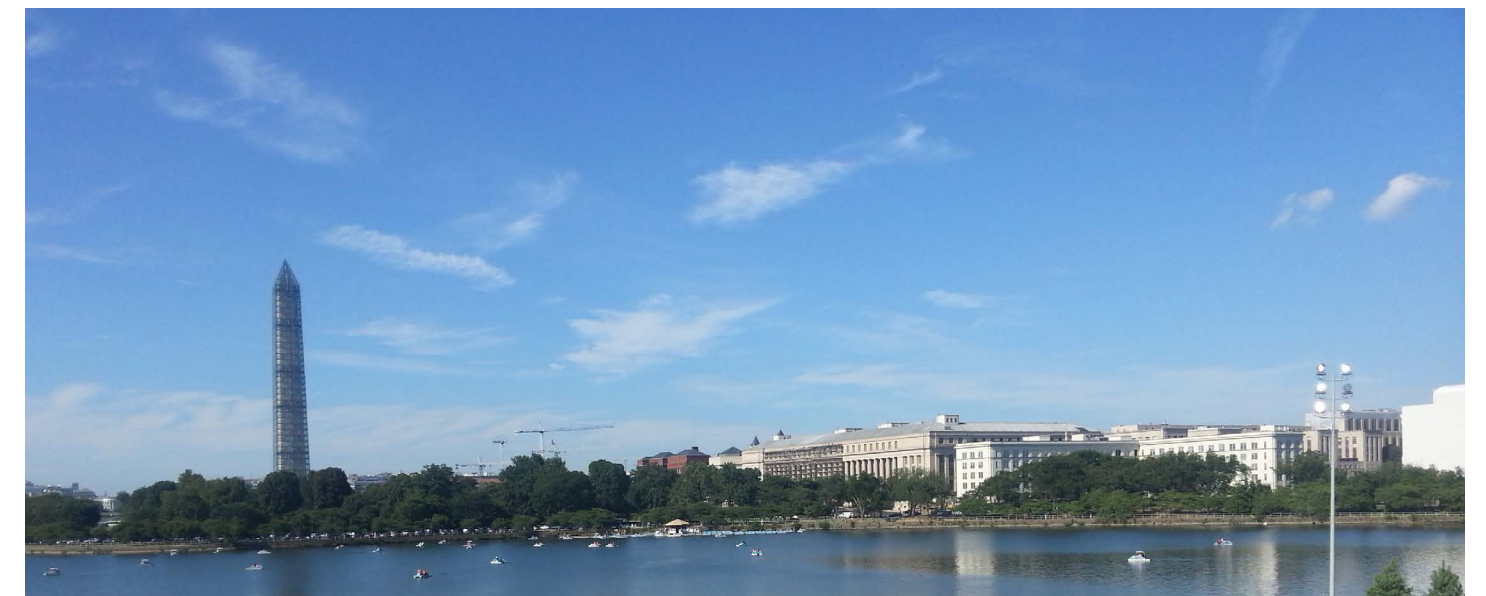
The editor works in partnership with the editorial board members, AEJMC PR division officers, and the publisher. The new editor should be committed to rigorous scholarship and have a strong academic record and ability to coordinate and manage projects as well as a track record for meeting deadlines. Applicants should provide evidence of experience and ability to edit and produce five issues annually. The editor's institution must agree to provide administrative support such as administrative time, a graduate assistant, or office space.

Applicants should send a letter outlining the reasons for seeking the editorship and describing how their experience, skills and interests make them an appropriate candidate and their vision for the Journal's continuing growth. In addition, they should send a current CV

and a letter from their institutions assuring administrative support.

The JPRR editor search committee and a representative from Routledge, Taylor and Francis will review the proposals from editor candidates. A member of the committee will make its recommendation for the new editor at the PR division's business meeting in 2014 (Montreal).

Please address questions or send applications to arrive no later than July 1, 2014 to Patrick Fallon, Routledge, Taylor & Francis US Managing Editor for Communication and Media Studies Journals at patrick.fallon@taylorandfrancis.com.




#AEJMC2013 #prprofs Recap

A Peek at the PRD Storify of the Conference

aejmc PRD AEJMC PRD @AEJMC_PRD Follow

Chris shares with Bonnie new research on how fundraising function is encroaching on pr. #aejmc2013 #prprofs pic.twitter.com/XGdop61p5A

12:34 PM - 10 Aug 2013



← ↻ ★

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PR through history w/ @KarenRussell, @martinellidiana, Natifu, Zikusooka, St. John, Lamme #aejmc2013 #prprofs rm 2 pic.twitter.com/InoIWQHKyU

11:40 AM - 11 Aug 2013



← ↻ ★

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Discrimination results in \$8K pay gap for women after controlling for other things #prprofs #aejmc2013 pic.twitter.com/7T2CcUhNnf

3:44 PM - 11 Aug 2013



3 RETWEETS

← ↻ ★

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#prprofs w/ Admiral John Kirby (@USNavy) for Pentagon tour #aejmc2013 pic.twitter.com/h7CmBTVeQ8

3:29 PM - 9 Aug 2013



4 RETWEETS 1 FAVORITE

← ↻ ★