

PR UPDATE

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March
2015

The news journal for the Public Relations Division of the Association for Education in Journalism & Mass Communication

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April 2015

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(CST)

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We here at UPDATE are happy to work with you to develop an advertisement for your conference-related needs. Ads for other division-related activities will also be featured. We will also be happy to provide space for job postings that might be of interest to the membership.

Contact the UPDATE editor at supa@bu.edu for more details and to see if we might be able to create an advertisement for you.

*if you're going to
San Francisco...*

wear whatever you would like in your hair, but plan on attending the top teaching papers session on

**Sunday, August 9
9:15-10:45 am**



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Even though you may have done this service last year, AllAcademic website is unique each year and you should sign up for this year to serve as a reviewer.

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PR UPDATE

The News Journal for the Public
Relations Division of the Association
for Education in Journalism &
Mass Communication

v.50, #2 March 2015

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conference deadline means... Spring is here

As we are well into our Spring semesters (and my apologies to those on the quarter system), this time of year often signifies midterms, warmer weather (yes, the snow has even started to melt in Boston), and more importantly, the start of the conferencing season.

Of course, many of our committees have been hard at work gearing up for the conference, including the research and teaching competition committees, as well as those working on pre-conferences, socials, luncheons, offsite visits - basically all of the activities that make attending the conference worthwhile - many of whom started their work soon after the close of last year's conference in Montreal.

For my part (and for many), the conference season generally begins at the International Public Relations Research Conference in March, then moves on to ICA in May or June, then sometimes to the International History of Public Relations Conference in July, or to Barcelona, or to Bled (and if you've never been to these, they're worth checking out), but the 'capstone' is always AEJMC.

The amount of work that goes into planning any conference is substantial, but with AEJMC, it seems as though there's always more to be done, another name to be added to the list, another panelist to work in, an extra drink ticket to be arranged. It really is the hard work of the membership that makes it all possible. In this issue, we're highlighting a few of those 'extras,' including an exciting pre-conference opportunity and one of only two panels to be awarded an extra slot for incorporating the conference theme.

So we here at UPDATE send our best wishes for a successful conferencing season - and we look forward to capping it off with you in San Francisco!

DS



message from the Division head

Celebrating 50 years of AEJMC PRD

In case you haven't heard, this is the 50-year anniversary of the Public Relations Division of AEJMC. Our charter was signed in 1965, and we named our first head of the division, James R. Young from West Virginia University, that year. He served from 1965-1967. Did you know, the oldest living head is Douglas Ann Newsom, or as many of us know her, Doug Newsom, who served from 1974-1975?

Our newsletter has had seven editors, the first being Maria Russell (1987-88) at Syracuse. And the longest running editor was Susan Gonders, Southeast Missouri, who served for 13 years (1999-2012). Women have made many important contributions to our division over the years. And, I can't wait to celebrate with all division members this year as we look back at what the division has accomplished over the past half century.

One of the most satisfying parts of being the head of the Public Relations Division is focusing the leadership and the many committee members toward a goal that helps move the division forward. But, in my case, I'm thrilled to have them look backward a bit, and focus on how the division, and by extension the field, has made huge strides over the past 50 years. We hope to share these changes at the conference this year.

The Division has created a special 50-year anniversary committee to research the history of the PRD and create opportunities to celebrate our past. If you are interested in sitting on the committee, please let me know. We would love to hear your stories, and we could use your help with gathering information and planning activities.

In addition to celebrating our anniversary, the division has many other exciting opportunities for attendees. In this issue our vice head, Tiffany Gallicano, shares about a conference session featuring Adrian Edwards, spokesperson for the United Nations High Commissioner for Refugees (UNHCR) based in Geneva, Switzerland. He will speak about how the UN conducts refugee communication in the face of international crisis. The PRD submitted a special proposal for the panel, which was accepted and funded by AEJMC. We are so excited to share the details with you, and we hope you will make plans to attend the session on Thursday, August 6, at 11:45 a.m.

So, as I sign off, I want to take a minute to thank Dustin Supa and the entire newsletter team for another fantastic issue of the PR Update. I love the new format, and I hope readers enjoy it as well.

Please feel free to provide feedback on content to me or to Dustin. We would love to hear from you.

Enjoy the summer, and I look forward to seeing you all in August.

Denise



2015 Annual Conference: Special Panel includes Spokesperson for the United Nations High Commissioner for Refugees

Our division's global bridges panel, co-sponsored by the International Communication Division, has been awarded one of only two programming spots by AEJMC as a featured panel. Our panel, titled "Global Bridges Over Troubled Waters: Communication in the Wake of Humanitarian Crises," features Colleen Connolly-Ahern and Peter Laufer as the academic panelists, in addition to Pat Curtin as the moderator. The International Communication Division has been a strong partner in the planning process. The panel will be held on Thursday, August 6 from 11:45 a.m. to 1:15 p.m.

A requirement for this conference-wide competition included the recruitment of a high-profile panelist who works for an organization that is headquartered outside of the United States.

We successfully recruited Adrian Edwards for the panel, who serves as the head of news and spokesperson for the United Nations High Commissioner for Refugees (UNHCR), a transnational intergovernmental organization. Audience members will learn how UNHCR's communications efforts are evolving as the organization tackles multiple humanitarian crises in Syria, Iraq, South Sudan,

Central African Republic and elsewhere. He will also address the significant communication challenges in the communications landscape, which make 2015 a particularly difficult year across the humanitarian world.

Another requirement of the competition was to propose ways for the sponsoring divisions to form a long-term partnership with the international speaker. We have initiated a conversation with Mr. Edwards about partnership ideas involving research and teaching. If you have a project that you would like to pitch, please contact me at derville@uoregon.edu.

The International Communication Division will publish a special issue of its journal, *International Communication Research Journal*, which will be dedicated to further exploration of the issues raised in the panel discussion. Topics could include crisis communication for humanitarian organizations; application of contemporary communication tools to aid the work of these organizations and the displaced populations that they serve; portrayals of refugees in the media; and media coverage of internal and international crises that lead to refugee flows.



UNHCR

The UN Refugee Agency



2015 Annual Conference: Public Relations Division Offsite Visit to LinkedIn San Francisco

Planning on going to the San Francisco conference? Wish you knew more about LinkedIn and how to leverage the platform for PR initiatives?

Attendees at this summer's 2015 AEJMC Conference will have the opportunity to register for the PR Division's Offsite Visit to LinkedIn's corporate offices in downtown San Francisco, a short 7-minute walk from the conference hotel.

The event will feature Yumi Wilson, corporate communications manager for LinkedIn, discussing how the business-focused social network and its

member-publishing platform can facilitate relationship building with reporters, bloggers, and social media representatives. In addition, a leader from The Hoffman Agency will offer an outside perspective on how organizations can enhance their businesses with LinkedIn.

More information and the opportunity to sign-up will be announced in the coming months.



LinkedIn





2015 Annual Conference:

Pre-conference: Social Media Measurement: Essentials for the Classroom & the Profession

Trying to get a handle on social media measurement for your classes?

Our pre-conference will feature hands-on demonstrations of social media measurement features, examples of classroom projects, and a glimpse into the future of social media measurement by a panel of professionals. The pre-conference will be held August 5 from 1-5 p.m. Social Media Measurement: Essentials for the Classroom and the Profession is co-sponsored by the Public Relations and Mass Communications and Society divisions.

The format includes an educator panel, round table demonstrations and a professional panel.

The educator panel will feature Michele E. Ewing, APR, Fellow PRSA, Kent State University; Kaye D. Sweetser, San Diego State; Brian Smith, Purdue; Melissa Adams, North Carolina State, and Juan Liu, Wayne State, and include the following topics:

- Social media measurement 101
- Creating online social media dashboards that connect with communication strategies
- How to create client listening reports using social media
- Big data in social media research
- Engaging influencers and measuring empowerment in social media

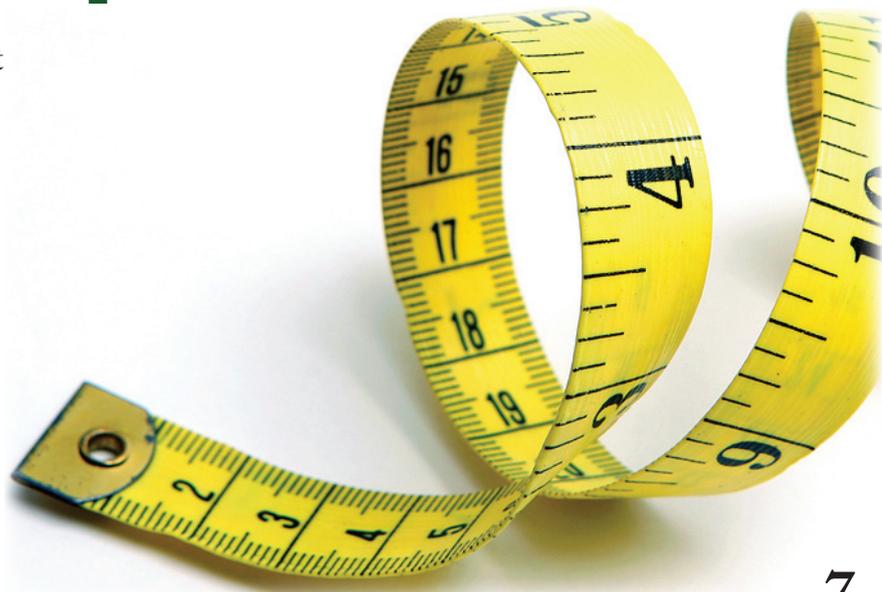
Round table demonstrations will provide in-depth looks at:

- Hootsuite analytics
- Facebook Insights
- Twitter's built-in metrics
- Google forms

“Our conference presenters will include examples of classroom projects to offer inspiration for teaching and best practices in social media measurement offer inspiration for teaching best practices in social media measurement,” said Tiffany Gallicano, who is working with the pre-conference committee. “We want participants to leave with many new ideas they can implement in their class.”

Leading off the professional panel is Michael Brito, former SVP of Edelman Digital in San Francisco and author of “Your Brand: The Next Media Company.” The professional panel of social media measurement experts will discuss where the field is headed and what types of knowledge and skills employers are looking for in their hires.

The pre-conference costs \$10 and you must pre-register through AEJMC's conference registration. Registration is limited to 50 people. If you need more information about the event, contact Patricia Swann at pswann@utica.edu.





2015 Annual Conference:

March (31st) Madness: Tips and Tricks for Successful AEJMC PRD Paper Submissions

As April 1 (aka, the AEJMC paper submission deadline) draws near... while you are drafting, editing, redrafting, panicking, and drafting once more... remember to take a breath, step back, and make sure you have covered all of your bases before hitting “submit.” Indeed, in the mad rush to meet the AEJMC deadline, we might overlook some important details that could sink our submission. To help prevent those mishaps, three of our Division leaders—Pat Curtin, Karen Miller Russell, and Bey-Ling Sha—offered valuable insight that can help authors prevent avoidable mistakes.

Take care of valuable real estate

First and foremost, allocate the space in your paper wisely. Pat Curtin encouraged authors, “Keep the intro short. Don’t make me wait five pages to find out what it is you’re studying, how you’re studying it, and why.” Conversely, Karen Miller Russell advised, “Don’t skimp on the conclusions. Reviewers need to understand why this paper makes an important contribution to our understanding of public relations. Understanding that can cover over a multitude of smaller mistakes.” She added that authors must explicitly state their paper’s contribution and not leave it up to the reviewers to infer. Finally, any study has limitations, so it is important to mention them. Curtin acknowledged, “Sure, at the end of the paper you feel like you’re out of space, but note the limitations. Reviewers are, and if you don’t mention them it’s a big flashing warning sign.”

There’s no hiding behind your method

Curtin, Miller Russell, and Sha each emphasized the importance of appropriate method and thoroughly explaining one’s method. For most quantitative studies, for example, provide hypotheses, not research questions. Research questions suggest that the authors worry their data will not support their hypotheses and make the paper less valuable. Similarly, for a qualitative study, explain

how your data were analyzed and provide supporting citations. Sha added, “If you did a survey, we need details to judge the adequacy of the method, like response rates. If you did focus groups, we need to know basic demographics of participants and how long each group lasted.” The bottom-line? As Sha explained, “Give evaluators information to judge the merits of your work.”

Do a final check for mechanics

Small, easily remedied oversights can sink a paper. First, double-check the call for submissions. Have you included everything required? For instance, as Curtin emphasized, “the judging sheet asks for a clear statement of purpose. Give us one!” Sha emphasized the importance of proof-reading and to remember that, indeed, the word “Public” requires an L. Moreover, blind the manuscript, which includes checking the properties. Anyone who has been to a division meeting has heard how many papers are disqualified annually for simply failing to blind the manuscript. Finally, Miller Russell encouraged authors to “make sure the lit review is up to date, especially if it’s a paper that’s been sitting on your hard drive for a while.” Even the best paper raises questions when the most recently cited article is more than five years old.

Yes, the AEJMC April 1 deadline does create a bit of March Madness. But remember to take a deep breath, take a step back, look at the big picture, and think about the connections between what you want to say and what the reviewers need to hear. Good luck to everyone! See you in San Francisco.





Behind the scenes at the Journal: Q & A with editor-elect Bey-Ling Sha

Q: Who reviews submissions to the Journal and how are these reviewers selected?

A: Submissions to the *Journal of Public Relations Research* are reviewed by colleagues in our discipline who have a terminal degree, typically a Ph.D.

One of a journal editor's primary duties is selecting appropriate reviewers for submitted manuscripts. I select reviewers for their familiarity with a particular subject area or research method, as well as for their lack of conflicts of interest with the manuscript and its author(s). At times, the editor is personally familiar with potential reviewers' qualifications. At other times, the editor selects potential reviewers based on keywords that a person has entered into the ScholarOne system (more on this below).

Q: How do I become a reviewer for the Journal?

A: To become a potential reviewer, register yourself with the *Journal's* online manuscript submission site: <https://mc.manuscriptcentral.com/hprj>. If you previously registered (for example, as a manuscript author), you should review your information and make sure that it's up to date.

To do this, go to your name in the top right-hand corner of the screen, then click on e-mail/name, address (includes current employment information), and/or user ID/password (where keywords are located). Many potential reviewers in the system have outdated information, such as old email addresses and outdated job titles, which should be updated.

Q: What are keywords and why do they matter?

A: Keywords are words and phrases that help to connect a manuscript with a potential reviewer or eventual article

Quality, double-blind reviews are the backbone of the academic publication process.

reader. When attached to manuscripts, keywords help potential readers find your research. When attached to your reviewer profile, keywords help me to find you as a potential reviewer.

Please be strategic in your selection of keywords for your reviewer profile, which is the same as your author profile. For example, you probably don't need to select "public relations" as a keyword, since it'll be a given that manuscripts under review at the Journal deal with that subject.

On the other hand, if you would like to review manuscripts related to marketing, you might consider inputting such keywords as "marketing," "IMC" and "integrated marketing" – or even all three. Specific keywords pertaining to your areas of methodological expertise would also be helpful, such as "SEM" or "semantic network analysis." If you are the only person

doing work in a very particular area, then you'd be better served to input broader keywords, such as "history," "propaganda" and "France," in place of "French government propaganda in the 19th century."

Q: How often do reviewers have to review manuscripts?

A: This varies greatly depending on availability, willingness, and areas of expertise, among other considerations. You are never obligated to review, but remember that quality double-blind peer reviews are the backbone of the academic publication process. Your service as a reviewer is not only appreciated by authors, but also important for building the body of knowledge in public relations. And if you believe in karma, you know that providing a fair and timely review for someone else is likely to come back to you as fair and timely reviews of your own work by others!

Q: How do I get on the *Journal's* editorial board?

A: Typically, editorial board members are selected for their consistent contributions to the journal, most often in the form of service as manuscript reviewers. Participating in the publication process as a reviewer is usually the first step toward being invited to be a member of any journal's editorial board.

Q: How can I become the *Journal's* associate editor for 2017?

A: To apply for the *Journal's* 2017 associate editorship (which entails actually working January through December 2016), submit a letter of interest to the editor at bsha@mail.sdsu.edu. The letter of interest should include the following: (a) why you are interested in this position; (b) what special qualifications you would bring to the position; and (c) what support your institution will give you to help in your execution of the associate editorship. Please also provide a letter of support from your department chair that corroborates the institutional support being offered. You must be a tenured associate or full professor to apply. Application deadline: July 1, 2015.



Keep your eyes peeled...



In San Francisco this year, many of our events will require you to sign-up ahead of time. Pay attention to listserv emails so you don't miss out on an opportunity to attend our annual events, including the Adams/Edelman Luncheon, the Division Social, and the off-site tour of LinkedIn San Francisco.



Award opportunity:

Nominations sought for Inez Kaiser Graduate Students of Color Award

Nominations for the Inez Kaiser Graduate Students of Color Awards are accepted by the Public Relations Division every spring through the early summer deadline. The award honors Inez Kaiser, the first African-American woman to belong to PRSA and to head a public relations agency with national clients. Inez Kaiser & Associates was the oldest African-American, female-owned PR agency. The Kaiser Awards are supported by a grant from the PRSA Foundation.

Three award recipients will receive free one-year memberships to AEJMC and the Public Relations Division as well as travel and lodging at the AEJMC National Conference. In addition, recipients will be assigned a Public Relations Division mentor and take part in recommended sessions at the AEJMC National Conference. The total amount of each award is \$1,260.

Eligible students of color must be enrolled in graduate study in a public relations program and intending to pursue a career as a public relations educator. The awards seek to encourage these students' academic career aspirations, and in turn, their involvement broadens the diversity within the Public Relations Division, AEJMC and the public relations profession.

Preference will be given to applicants who are:

- Doctoral students
- Students of minority/emerging minority status
- Students presenting a paper at the AEJMC conference

Nomination process:

- Self nominations by eligible graduate students or nominations by PRD/AEJMC members on behalf of eligible graduate students are accepted via the [online application form](#)

Required:

- Completion of the online nomination and application form

Optional (but recommended):

- Letter of recommendation from student's faculty advisor
- Current curriculum vitae of student

Deadline: The deadline for nominations and materials is **June 15, 2015.**

Please contact Kaiser Awards committee chair Dr. Matt Ragas (DePaul University) at mragas@depaul.edu or (312) 362-6003 for more information or questions.

Inez Kaiser (right), a founding member of the National Association for Minority Women in Business, received the National Minority Advocate Award in 1997.

Special thanks goes to the PRSA Foundation for their generous support of the awards program.

Since the program's inception, more than 100 students have received funding for attendance at AEJMC.



DON'T FORGET TO BOOK YOUR ROOM FOR THE CONFERENCE!

SOMETIMES THE ALTERNATIVE ISN'T SO GREAT.



Our next issue will be out in July.
Our normal production schedule is
January, March, July and November,
with a special post-conference issue.
We look forward to your feedback, and
even more so to seeing you in
San Francisco in August!