

Public Relations Division Annual Report, 2015-2016
Association for Education in Journalism and Mass Communication



1. Executive Officers

Past head: Denise Bortree

Head: Tiffany Gallicano

Vice head: Emily Kinsky

Vice head elect: Richard Waters



2. Annual Demographics

Year: 2016	Exec. Officers	Annual Conference Sessions (no participation in mid-year meetings)				Total
		Paper Judges	Panelists	Moderators	Discussants	
Male (tot.)	1	25	16	4	7	54
Amer. Indian/ Alaska Native			0	0	0	
Asian		3	0	0	2	5
Black/ African American			0	0	1	1
Hispanic/ Latino		1	3	0	0	4
Outside of the United States			0	0	0	
Native Hawaiian/ Pacific Is.			0	0	0	
White	1	21	12	4	4	42
Multi-racial			0	0	0	
Did Not Report			1			1
Female (tot.)	3	82	26	10	11	127
Amer. Indian/			0	0	0	

Alaska Native						
Asian		18	3	1	1	23
Black/ African American		3	1	1	0	5
Hispanic/ Latino		2	0	0	1	3
Outside of the United States			0	?	?	
Native Hawaiian/ Pacific Is.			0	0	0	
White	3	55	22	8	9	97
Multi-racial						
Did not report		4				4
Total:	4	107	42	14	18	181

3. Weighting of Activities in Research, Teaching, and PF&R

In 2014-2015, we spent 35% of our time on research, 35% of our time on teaching, and 30% of our time on PF&R efforts. In 2015-2016, we had an equal focus of 33% in each category.

4. Goals

1. **Long-Term Research Goal:** Improve the quality of the reviews for the papers in our division. *Context: We added this long-term goal in June 2015 in response to concerns about review quality.*
 - a. **2015-2016 Objective:** Decrease the number of reviews that do not provide comments from 8% to 5%.

- i. **We made progress:** In the open competition, the no comment rate dropped to 7.1%, but we can do better next year.
 - 1. **Insight from this year:** Our incentives were slightly successful at best. We held a drawing to reward people for submitting early reviews but ended up converting these award to best reviewer awards in every competition category because AllAcademic would not allow us to see when people had submitted reviews.
 - 2. **Strategy for next year:** To help us reach this objective next year, we sent an email to people who did not leave substantive comments this year. We thanked them for reviewing during such a busy time and noted the importance of including comments in their future reviews. We pointed to our membership satisfaction survey and this objective from our annual report to underscore the significance of including comments with reviews. We believe that these reviewers will leave substantive comments in the future, or they will refrain from reviewing for us. Also, for now, we are planning to continue the best reviewer award for every paper competition we have (open, teaching and graduate students-only). We will re-evaluate this incentive after our post-conference membership survey. In addition, our vice head elect has agreed to organize a fact sheet about how to provide valuable reviews and our editors' panel at the conference will include a discussion of good reviewing methods. We are using a research paper about conference paper reviews in the PR Division to guide us.
 - 3. **2016-2017 Objective:** Reduce the number of reviews without comments to 5%.
 - b. **2015-2016 Objective:** Create and administer a member survey to identify any opportunities to improve the paper review process and to establish a benchmark number for satisfaction with reviews.
 - i. **We met this objective.**
2. **Long-Term Research Goal:** Encourage reviewers to complete their reviews on time or early. *Context: We added this long-term goal in June 2015 in response to a problem we had last year that resulted in assigning many papers*

after the review deadline to someone who had limited PR qualifications to review.

- a. **2015-2016 Objective:** Obtain at least 35% of reviews a week in advance of the paper review deadline.
 - i. **We abandoned this objective:** AllAcademic did not allow us to track when reviews were received. Instead, we awarded incentives to those who submitted high quality reviews on time.
 - b. **2015-2016 Objective:** Decrease the number of unfinished reviews on the day of the paper review deadline from 27 to 20.
 - i. **We did not make progress toward this objective:** The number of unfinished reviews on the day of the paper review deadline was 28 – it actually increased this year, despite having fewer submissions.
 - ii. **Insight from this year:** Our strategy of providing a drawing for early reviews with substantive comments did not ameliorate this problem.
 - iii. **Strategy for next year:** We will recruit reviewers later so that they do not forget they signed up to review. We will send reminder emails once a week after the papers have been assigned to all of those who agreed to review papers.
 - iv. **2016-2017 Objective:** Have 90% of reviews submitted to AllAcademic by the deadline.
3. **Long-Term Research Goal:** Make progress toward fully endowing the Susanne A. Roschwalb Grant for International Study and Research, which provides \$250 toward a graduate student's research outside the United States. *Context: We added this long-term goal in June 2015 in response to our desire to strengthen the long-term financial stability of our grants and awards.*
- a. **2015-2016 Objective:** Raise \$500, half of which would be allocated to the endowment and half of which would pay for next year's award.
 - i. **We made progress:** In short, we raised \$400 – specifically, \$250 for this year's award and \$150 for the endowment. The division head asked Roschwalb's home institution, American University, for \$4,000 to bring the award up to the current endowment minimum (\$10,000). American gave us \$250 instead. We continue to use general funds for this award every year because the amount of the endowment does not provide

sufficient interest. We raised \$150 for the award through our 50th anniversary fundraising campaign.

- ii. **Insight from this year:** American University does not seem interested in giving more than the award amount annually. A committee from American University determines the gift amount, and our PRD member who served as our liaison during this process does not serve on that committee.
 - iii. **Strategy for next year:** Approach American University about an annual donation. Approach agencies with international offices to ask for donations.
 - iv. **2016-2017 Objective:** Once again, raise \$500, half of which would be allocated to the endowment and half of which would pay for next year's award.
4. **Short-Term Research Goal:** Start a tradition of offering PRD members the chance to participate in the AEJMC Midwinter or Colloquium.
- a. **2016-2017 Objective:** Program at least one panel at either the Midwinter or Southeast Colloquium.
5. **Long-Term Teaching Goal:** Encourage submissions to the teaching paper competition. *Context: This was positioned as a short-term goal that was set in June 2014 when the number of teaching submissions was 7. We grew this into a long-term goal in June 2015.*
- a. **2015-2016 Objective:** Increase the number of teaching submissions by 10% (from 10 to 11).
 - i. **We did not make progress toward this objective:** Our teaching submissions held steady at 10 this year. However, our total submissions were down from 154 papers to 111 papers, so we would expect a drop in teaching submissions.
 - ii. **Insight from this year:** Our promotion of teaching scholarship via the listserv, website and social media did not result in increasing our teaching submission number. We had also hoped that the launch of the *Journal of Public Relations Education* would increase our number of submissions.
 - iii. **Strategy for next year:** We will push the idea of pedagogical research in early fall so that members have time to get IRB approval and conduct studies before the April 1 deadline. We believe an earlier push, along with the conference location of

Chicago, can help us reach a higher objective. We also plan to begin a GIFT exchange specifically for PR.

- iv. **2016-2017 Objective:** Increase the number of submissions by from 10 to 12.

- b. **2015-2016 Objective:** Increase the number of teaching papers accepted from 4 to 5.
 - i. **We met this objective.** We accepted five teaching papers. We decided to not establish a new objective for this area since the acceptance rate is set to 50%.

- 6. **Long-Term Teaching Goal:** Encourage submissions to the new *Journal of Public Relations Education*. *Context: We created this goal in June 2015 to support the launch of the journal, which debuted last August.*
 - a. Objective: Receive at least 10 submissions in the 2015-2016 year.
 - i. **We exceeded this objective.** We have received 18 submissions to date.
 - ii. **2016-2017 Objective:** Gain an ISSN number for JPRE.

- 7. **Long-Term PF&R Goal:** Create a themed newsletter article in each issue about how members can engage in a PF&R activity, defined as participating in professional service or teaching a PF&R topic in the classroom. *Context: We added this goal in June 2015 to expand our PF&R efforts, especially due to dropping the SuPRstar awards since they did not count as division-wide PF&R activity.*
 - a. **We did not meet this goal.** We do not have any articles to date that cover PF&R in this way, although we did cover PF&R topics. In the January issue, we had an article that reported our involvement in National News Engagement Day and in the subsequent issue, our PF&R offsite tour was promoted in the head's column. None of these articles really fit the goal, however.
 - b. **Insight from this year:** We did not meet a similar PF&R goal last year due to an oversight, which was also the case this year.
 - c. **Strategy for next year:** We will do a better job of communicating our PF&R goals with our PF&R team and the *PR Update* editor and ask the PF&R chair to take responsibility for ensuring that this goal is met. We will also ask the PF&R chair to work with her committee and submit a proposal of PF&R article ideas for the year by October 1 to help ensure that this goal is met.

- d. **2016-2017 Objective:** Cover each of the five PF&R areas in separate newsletter articles during the year.
8. **Long-Term PF&R Goal:** Strengthen the mentorship program. *Context: This is a new long-term goal.*
 - a. **2016-2017 Objective:** Host a sponsored membership coffee break or meal at the 2017 conference as part of our mentorship program.
9. **Long-Term PF&R Goal:** Build PF&R topics into the social media editorial calendar. *Context: We created this goal in June 2014 and did not reach it in the 2014-2015 year due to an oversight.*
 - a. **We met this goal in the 2015-2016 year.**
 - b. **2016-2017 Goal:** Build all five PF&R topics into the PRD social media editorial calendar.
10. **Long-Term PF&R Goal:** Cultivate a relationship with our featured global bridges panel speaker: Adrian Edwards, head of news and spokesperson, United Nations High Commissioner for Refugees. *Context: We were awarded one of the two global bridges panels last year. This goal was a requirement of our application.*
 - a. **2015-2016 Objective:** Publish an annual newsletter column authored by Adrian Edwards, that discusses topics such as current needs for communications research, current needs for communications training, and how we might prepare our students for communications careers in the humanitarian world.
 - i. **We have not met this objective yet.** The division head emailed Adrian Edwards several times. Although he promised to write an article for our newsletter, he continued to postpone and delay. He was not prompt in his email replies. We were not a priority.
 - ii. **Insight from this year:** We believe that cultivating a relationship with such a high-profile professional is particularly difficult and requires persistence. We might be successful with continued check-ins.
 - iii. **2016-2017 Objective:** Support the International Communication Division in its efforts to create a special journal issue that is inspired by the global bridges panel by promoting the call and suggesting PR reviewers for public relations manuscripts.

- iv. **2016-2017 Objective:** Try once again to collaborate with Adrian Edwards for a newsletter article.
- b. **2015-2016 Objective:** Collaborate with UNHCR in at least one of the following two ways:
 - i. Conduct communications research involving UNHCR to be presented at a future AEJMC conference and submitted to an AEJMC research journal
 - ii. Connect Adrian Edwards with professors who would like to perform class projects related to UNHCR and invite them to share their experiences, perhaps through a teaching panel at a future AEJMC conference, the division newsletter, or the division's teaching journal.
 - iii. **We have not met this objective yet.** Adrian Edwards was too busy to collaborate with this past year, but we will try again this coming year.

Research

Authored by Weiwu Zhang, Giselle Auger, Emily Kinsky, and Tiffany Gallicano

5. Number of faculty research paper submissions: **63**; number of acceptances: **32**; number of disqualified papers: **2**; acceptance rate was **50.8%** including disqualified papers and **52.5%** excluding disqualified papers.

6. Number of student research paper submissions: **38**; number of acceptances: **19**; number of disqualified papers: **2**; acceptance rate was **50%** including disqualified papers and **52.8%** excluding disqualified papers.

7. Overview of judging process

Papers were reviewed based on the following 10 criteria on a 5-point scale (1=poor, 2=marginal, 3=good, 4=very good, 5=excellent)

- Clarity of purpose
- Literature review
- Clarity of research method
- Appropriateness of research method
- Evidence as it relates to purpose of paper
- Evidence is clearly presented
- Evidence supports conclusions
- Writing and organization
- Relevance of focus of division
- Significance of contribution to the field

Each reviewer was asked to provide comments to the division and to the author(s) about their papers. Furthermore, the reviewers were asked to submit their recommendation to either reject or accept their reviewed papers. Both of the reviewers' overall assessment and quantitative scores were taken into account in the final decisions.

8. Total # of judges: 98; 3.2 papers per judge

9. Did your group conduct any other type of refereed competition?

(Could be creative projects, teaching papers or any other non-traditional method of inquiry.) Briefly explain the competition and the selection process.

In addition to the open competition and student-only competitions (reported in numbers 5-6), we also continued with our teaching competition. The selection process is the same one we follow for the other competitions (see number 7).

Paper submissions: **10**; number of acceptances: **5**; number of disqualified papers: **1**; acceptance rate was **60%** including disqualified papers and **50%** excluding disqualified papers.

10. Please list your in-convention activities related to research.

Description of the combined three paper competitions

Across our three paper competitions, a total of 111 papers were submitted to the PR Division, and a cumulative total of 5 were disqualified for either having author information in the document properties or for exceeding the page limit. A cumulative total of 56 were accepted and 50 were rejected. The overall acceptance rate across the three competitions was 50.5% including disqualified papers and 52.8% excluding disqualified papers.

Paper awards

Papers were considered for the top paper awards in the category a paper was submitted: open competition, graduate student-only competition and teaching competition.

The division continued to provide cash awards to the top three papers in each of our paper competitions. Thanks to a generous gift from Dennis Wilcox, Professor Emeritus, San Jose State University, top papers in the open and teaching categories were awarded \$500 for the top paper, \$300 for the second-place paper, and \$200 for the third-place paper. Top teaching papers also have the offer of receiving an expedited review in the *Journal of Public Relations Education*, provided that they are

submitted by December 31, 2016. Thanks to the generous support of The Plank Center for Leadership in Public Relations at the University of Alabama, the authors of each of the top three student-only research papers received \$300, \$200, and \$100, respectively.

In addition, the Doug Newsom Award, created in honor of Doug Newsom, Professor Emeritus, Texas Christian University, was presented at the 2015 conference as an option for our members' papers about global ethics or global diversity. However, we only received one paper submission, and it did not fit the research context, which is based on the honoree's research. For the context of this award, global ethics promotes the free flow of accurate information, open communication and informed decision-making, protection of confidential information, and fair competition while avoiding conflict of interest across the world. Global diversity encompasses racial, ethnic, national identity, gender, sexual orientation, and cultural diversity as a matter of fairness and justice in the global public relations workforce.

Best Reviewer Awards

To improve the overall quality of paper reviews and decrease the number of no-comment reviews, the Division provided a new "Best Reviewer Award" for reviews that contain substantive comments in each of the Open, Student-Only, and Teaching categories. These awards each carry a cash prize of \$50. The three winners will be announced at the business meeting of the annual convention in Minneapolis, MN.

Efforts to Reduce Disqualified Papers

We also made special efforts this year to decrease our number of disqualified submissions. Matt Kushin, from our Social Media Committee, created a video to demonstrate how to remove identifiable information: <https://vimeo.com/157780002> The division head promoted this video and sent another reminder message via the listserv about removing identifiable information.

Research Panels Programmed (Not in the Paper Competition)

In response to feedback about the need for more research panels at AEJMC, we programmed three themed research panels to accompany our top paper panels:

- *Network Approaches to Digital Media Research*
Partner: Communication Technology Division
- *Beyond Products and Services: Institutional Parasocial Engagement with Publics and Implications for Social Responsibility*
Partner: Mass Communication and Society Division
- *The Next Frontier: LGBT Issues in Strategic Communication*

Partner: LGBT Interest Group

11. Please list your out-of-convention activities related to research.

Written by Bey-Ling Sha

Our *Journal of Public Relations Research* is a flagship journal in public relations, now in its 28th year. New editor Bey-Ling Sha made the following changes in consultation with the publisher, with past editors, and with members of the editorial board:

Publication

- Starting with volume 28, Taylor & Francis will publish 6 issues each year, an increase from 5 issues.
- An editor's essay will accompany each issue. In addition to offering the editor's thoughts on relevant issues and overviews of articles published in the issue, the editor's essay will disclose, with permission, the identities of reviewers who participated in the review process for manuscripts published in that issue.
- The journal features new cover art and details that "brand" the publication as being the official journal of the PRD of AEJMC.
- All manuscripts are now available online immediately (to subscribers) after being accepted for publication, as unproofed drafts accepted for publication.
- All articles are now available online (to subscribers) translated into languages besides English.

People

- An associate editor who is a tenured public relations faculty member will assist with the work of the editor, appointed on a yearly basis.
- Standards for qualification for the editorial board were openly explained in the editor's essay for issue 1, volume 28. Qualification is based on level and quality of reviewer activity.
- The inside front cover now acknowledges (in addition to the editorial board) past journal editors and all members of the editorial team, to include associate editor(s), production editor, managing editor, and editor-in-chief.

Review Process

- Editor does not "pre-vet" manuscripts or abstracts via email to determine "fit" for the journal. Anyone wanting to know whether their work fits with the journal needs to read the journal's information and/or submit their work for consideration.

- All manuscript decisions are explained to authors in detail, beyond forwarding reviewer comments. Even for rejected manuscripts, decision letters offer summary recommendations for improving the manuscript prior to resubmission to another journal. The purposes here are to (a) encourage authors to consider JPRR as their “first-choice” journal for submission of scholarly work and (b) enhance the scholarly efforts of our academic community as a whole.
 - All manuscript decisions are shared with reviewers, with author details blinded.
 - Reviews not meeting professional standards are sent back to reviewers for redoing, and/or feedback is given to reviewers for enhancing their future reviews.

Education Process

Bey-Ling Sha (as then-editor-elect) participated in roundtables for AEJMC journal editors, organized by JMCQ editor Louisa Ha, at the 2015 conference in San Francisco.

- Editor organized and held informal education sessions with authors and reviewers at the International Public Relations Research Conference (March 2016), to include two breakfasts with tenure-track faculty and one lunch with doctoral students.
- Editor will participate in a “meet the editor” panel at the International Public Relations Research Symposium in Bled, Slovenia (July 2016).
- Editor wrote columns for each edition of the PRD newsletter.
- Editor organized and will participate in a panel at the 2016 AEJMC conference titled: Demystifying the Peer-Review Process: Everything You've Wanted to Ask an Editor But Were Afraid To Ask.
 - Panel Description: Editors will differentiate their journals from each other, discuss best practices in authoring and reviewing manuscripts, provide pro tips on getting research accepted for publication, and explain the myriad factors affecting editorial decisions.
 - Other participants: Chuck Lubbers, *Journal of Public Relations Education*; Robert I. Wakefield, *Public Relations Journal*; Ray Hiebert, *Public Relations Review*; Ken Plowman, *Journal of Communication Management*; and Pat Curtin, AEJMC Publications Committee.

12. Please describe briefly the research goals and activities of your division.
Such description may include discussion of primary accomplishments, programming

diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

A primary goal of the Research Committee is to enhance the overall scholarly activities of the PR Division, in particular, fostering the quality and diversity of paper submissions and programming and reviews.

Our specific goals and activities for research are presented in the first three items under the Goals section (item No. 4 in this report). Our other activities are addressed in No. 10-11.

The Standing Committee on Research can help us monitor and improve review quality by adding a survey within All Academic for authors to mark perceived review quality of their reviews. This would help monitor review quality at the division/interest group level, as well as at the AEJMC level. It could give us a chance to monitor (and then improve) quality without adding extra work for the research chairs. This could benefit the entire organization as trends are observed and authors feel their voices are heard.

The Council of Divisions could help us by allowing a High Density session to be treated like any other proposed panel (e.g., partnerships can be formed; not forced to be one of our first four picks). A limit of one sole-sponsored HD or two co-sponsored HDs could still be enforced if they are difficult to find rooms for. We believe this change would add interest and new opportunities for collaboration across divisions/interest groups.

Teaching

Authored by Giselle Auger, Tiffany Gallicano, Emily Kinsky, and Dustin Supa

13. Please list your in-convention activities related to teaching.

Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

Introduction

The current chair, Giselle Auger, and vice chair, Lucinda Austin, attended the AEJMC Council of Divisions Teaching Chair training session at the 2015 San Francisco convention. The incoming vice chair, Katie Place, will attend AEJMC Council of Divisions Teaching Chair training session at the 2016 Minneapolis convention.

The teaching activities generated by the PR Division cover a variety of topics from perceptions of students to classroom exercises and experiential education

techniques, the influence of social media in both the classroom and real-world environments, and needs of professional practice. The topics of top papers and panels support the AEJMC Teaching Standard's Committee's (TSC) focus on curriculum, leadership, course content, teaching methods, and assessment. Based on reflection about the topics presented in 2015 and scheduled for presentation in 2016, it is clear that the PR Division continues to embrace change in communication practices while adapting to both the needs and interests of students and practitioners.

Pre-Conference Teaching Programs (Primarily Authored by Dustin Supa)

At the 2015 conference in San Francisco, the PR Division planned a pre-conference with the Mass Communication Division that contributed to *assessment* by focusing on how to analyze social media effectiveness. Tips were shared for assessment in the classroom. The PR Division recruited all of the speakers, as well as the event's sponsor, which paid for cupcakes.

This year, the pre-conference committee was tasked with planning and execution of the annual pre-conference. This year's title and topic: Leadership Across the Spectrum: Teaching, Research and Service presented by the Arthur W. Page Center for Integrity in Public Communication, fulfills the *leadership* area defined by the TSC. This year also represents the first fully sponsored pre-conference.

The Page Center generously agreed to be the title sponsor of this year's preconference, a relationship that future committees can seek to foster and maintain. The costs for executing the pre-conference were higher than anticipated, primarily due to the high costs of catering. Future instances of high catering costs should involve AEJMC, as negotiated rates might be possible if the main office is aware of multiple needs from several divisions.

The format of this year's pre-conference included a panel of high-level professionals, a panel of leading researchers, and roundtable discussions with faculty who either hold joint appointments or have left their academic positions to take leadership positions in public relations.

Future pre-conference committees should identify, as early as possible, a theme for the pre-conference and seek to establish speakers and participants as early as possible. Also, alternative formats might be explored, including the use of an all-day format, a later afternoon into evening format, or perhaps even a combined

online/in-person format. Each of these are possible iterations, though the traditional half-day format may also be the best option.

The current pre-conference committee recommends that the call for future committee volunteers be established prior to the annual conference, so that work can commence as soon as possible. As this was the first year for this particular committee, it is likely that the committee's goals and objectives, as well as its organization, will become more normalized in the future.

Teaching Panels (Not Part of the Paper Competition)

The PR Division was also pleased to participate in two teaching-related panels at the San Francisco conference. The first was a joint panel with the Internships and Careers Interest Group on Developing Global Leaders. The second panel was also a joint initiative, this with the Law and Policy Division and focused on the ethical and legal considerations faculty members should know when assigning social media assignments.

Our programming chair and vice head, Emily Kinsky, planned the following teaching panels in conjunction with our Teaching Committee and panelists for 2016:

- Seeing the Message: Public Relations and Visual Communication Strategies
 - *Co-Sponsor: Visual Communication Division*
 - At this panel, attendees will gain ideas for *course content* regarding visual communication strategies – a topic that deserves significant attention in today's digital landscape.
- Looking Ahead: Top Corporate Communications Officers Share Trends, Threats, and Predictions
 - *Co-Sponsor: Internships and Careers Interest Group*
 - This panel will help attendees by sharing insights that educators can use for *course content*.
- Integrating Specialized Business/Marketing Topics into the Advertising and Public Relations Curriculum
 - *Co-Sponsor: Advertising Division*
 - This panel will be helpful for *course content* by presenting how to integrate business and marketing topics into our existing classes.

Top Teaching Panels in 2015 and 2016 (Part of the Teaching Paper Competition)

At the 2015 convention in San Francisco, the PR Division again hosted a top teaching panel and awarded the top three papers with cash prizes. These top papers

addressed AEJMC's TSC's focus on *teaching methods*, *course content*, and *leadership* by integration of social media in the classroom. In fact, two of the three top teaching papers addressed issues of education and social media. The first-place paper considered how to equip academic and future PR professionals for social media success while the third-place paper considered the benefits of experiential and cross-institutional learning through social media. The second-place paper discussed student perspectives on student-run advertising and public relations agencies.

A similarly varied and interesting mix of papers was accepted for the top teaching panel for the 2016 convention. The top paper addresses *teaching methods* by assessing the effectiveness of Twitter for engaging students in large-lecture classes. The second place paper covers both *teaching methods* and *course content* by exploring a cross-course method for translating STEM topics in cross-course crisis communication. The third place paper focuses on *curriculum* by exploring professionals' expectations about classroom pedagogy and practices for teaching social media.

14. Please list your out-of-convention activities related to teaching.

Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

Journal of Public Relations Education

Our teaching journal, the *Journal of Public Relations Education*, is completing its first year with its new title and format under the editorship of Chuck Lubbers, South Dakota. JPRE replaces and expands upon the PRD's long-running pedagogy publication, *Teaching Public Relations Monographs* (TPR). The new format allows for multiple articles per issue, as opposed to the previous format of a monograph. TPR offered brief articles presenting the results of teaching research or offering suggested classroom practices. JPRE continues to offer brief articles on teaching, but it also publishes longer articles that present the results of theoretically grounded research. JPRE also welcomes reviews of books, textbooks and software that may help to guide the reader's choices. Two issues were published this year in August and February.

Studies published in the two issues covered several TSC areas. For example, a study about [certification programs in public relations](#) contributed to *curriculum*. A study about [student-run public relations agencies](#) and a teaching brief about [incorporating leadership in public relations education](#) contributed to *leadership*. A study about

Hootsuite University contributed to *course content* and *teaching methods* because Hootsuite provides one approach to teaching social media and includes content for the classroom.

Articles in Our Newsletter, PR Update

Articles in our newsletter, *PR Update*, often featured advice or promotions of teaching. For example, an article titled “Get your emoji on and embrace social in the classroom!” from the October 2015 issue addressed ethical and legal considerations of social media use in the classroom based on one of our panels. It covered *teaching methods* by approaching how to assign social media in the classroom while avoiding ethical and FERPA problems.

In our subsequent January 2016 issue, we featured an article titled “Looking backwards and forwards: An update and challenge from your teaching chairs,” which promoted the teaching paper competition. In the next newsletter (March 2016), we featured an article titled “What PR educators need to know about the CPPR exam,” which addressed the area of *curriculum* and *assessment* by informing readers about the option of incorporating public relations certification into their programs, which also serves as a measure of program effectiveness. In this sense, the article’s focus also has implications for program *assessment*.

Teaching Promotion in Social Media

We also promoted teaching topics through our social media channels. For example, the post below covers *teaching methods* by exploring the use of Snapchat as a teaching tool:



AEJMC Public Relations Division

June 1 at 8:41am · 🌐

With the exploding popularity of Snapchat among college students, many professors have been exploring it as a potential teaching tool. See how Michael Britt of Marist College harnesses Snapchat to help his students learn material and prepare for exams.

- Matt Kushin, Social Media Team

<http://www.npr.org/.../467091.../how-teachers-are-using-snapchat>



10 Seconds At A Time, A Teacher Tries Snapchat To Engage Students

With video of a girl balancing in a tutu and a crowd cheering at a soccer game, one college professor uses the social media app to personalize concepts for his...

NPR.ORG

The following post is an example of *course content* shared through social media:



AEJMC Public Relations Division

May 20 at 7:07am · 🌐

Are you teaching resumes and cover letters as part of a class? Want some great tips and actual good examples from someone who does hiring for a major website? Then this is for you.



How to Write a Cover Letter That Actually Gets Noticed

If you're looking for a job in a creative field, your cover letter can make you. Follow these six tips to figure out how to nail it.

APRACTICALWEDDING.COM | BY MADDIE EISENHART

The following post is an example of our content that promotes the teaching of *leadership*:



AEJMC Public Relations Division

May 10 · 🌐

Looking for ways to include discussions of authenticity in your fall classes? Here are two excellent reads on perceptions of authenticity in leadership.

The Authenticity Paradox::

<https://hbr.org/2015/01/the-authenticity-paradox...> See More

Harvard Business Review

The Authenticity Paradox

Why feeling like a fake can be a sign of growth

HBR.ORG

In addition, we hosted a Twitter chat that covered the TSC area of *assessment* by discussing how to teach digital analytics in April 2016. The chat guests were PRD Website Chair Katie Stansberry (Cleveland State) and Michael Brito (head of U.S. digital marketing for LEWIS Pulse). The chat was organized by our PRSA Educators Academy Liaison Michele Ewing (Kent State) in conjunction with the PRSA Educators Academy. Fifty-six people participated in the chat. A Storify summary can be found here: <https://storify.com/StefMoore2/pranalytics-chat-recap>



Guest Teacher Speaking Resource

During the academic year of fall 2015 through summer 2016, the Teaching Committee initiated a database of PR Division members willing to participate as guest speakers, via Skype or similar, with other member classrooms. The initiative, led by Katie Place, involved a survey of members asking whether they would be interested in participating in the database and for which subjects they would be interested in speaking about. The initiative garnered 20 speakers in this first year and the intent is to build on and maintain the list while marketing its potential to members. The database is restricted to use by members only. This resource contributes to *course content* by providing a resource for the presentation of class information.

Syllabi Resource

A syllabi exchange program, for use by PRD members, was initiated for discussion by Lucinda Austin and the intent is for the discussion to move to implementation in the next year. This contribution will go to the TSC area of *curriculum*.

Commission on Public Relations Education

Since 2012, the Public Relations Division has had active representation at the [Commission on Public Relations Education](#), the authoritative body on public relations education. Former Teaching and Student Research co-chair Hongmei Shen was the Co-PI for the Commission's most recent report in 2012, *Standards for a Master's Degree in Public Relations: Educating for Complexity*. This year, Hongmei and our other CPRE liaison, Ken Plowman, are working on a new document regarding the undergraduate public relations curriculum. When they present their findings to the Public Relations Division, they will make a contribution to the TSC area of *curriculum*. We also hosted a CPRE meeting at the 2015 conference and will host a CPRE meeting at the 2016 conference.

15. Please describe briefly the teaching goals and activities of your division.

Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

Our only activity that was not already covered in question 13 or 14 was our promotion of teaching scholarship. We launched a "Teaching is at the heart of what we do" promotion around Valentine's Day. We included quotes from PRD leadership about the importance of pedagogical research. Below are some examples.



AEJMC Public Relations Division

February 15 · 🌐

Happy Presidents Day! We will be focusing on pedagogical research this week. Karen Freberg (University of Louisville) shares her experiences in pedagogical research on the Public Relations Division's blog and highlights different opportunities for future study.

<http://aejmc.us/.../pr-pedagogy-research-its-where-its-happe.../>

-Diana Sisson, social media team



PR Pedagogy Research: It's Where It's Happening in the PRD | Public Relations Division

PR Pedagogy Research: It's Where It's Happening in the PRD Leave a reply By Karen Freberg, Assistant Professor, Strategic Communications, University of...

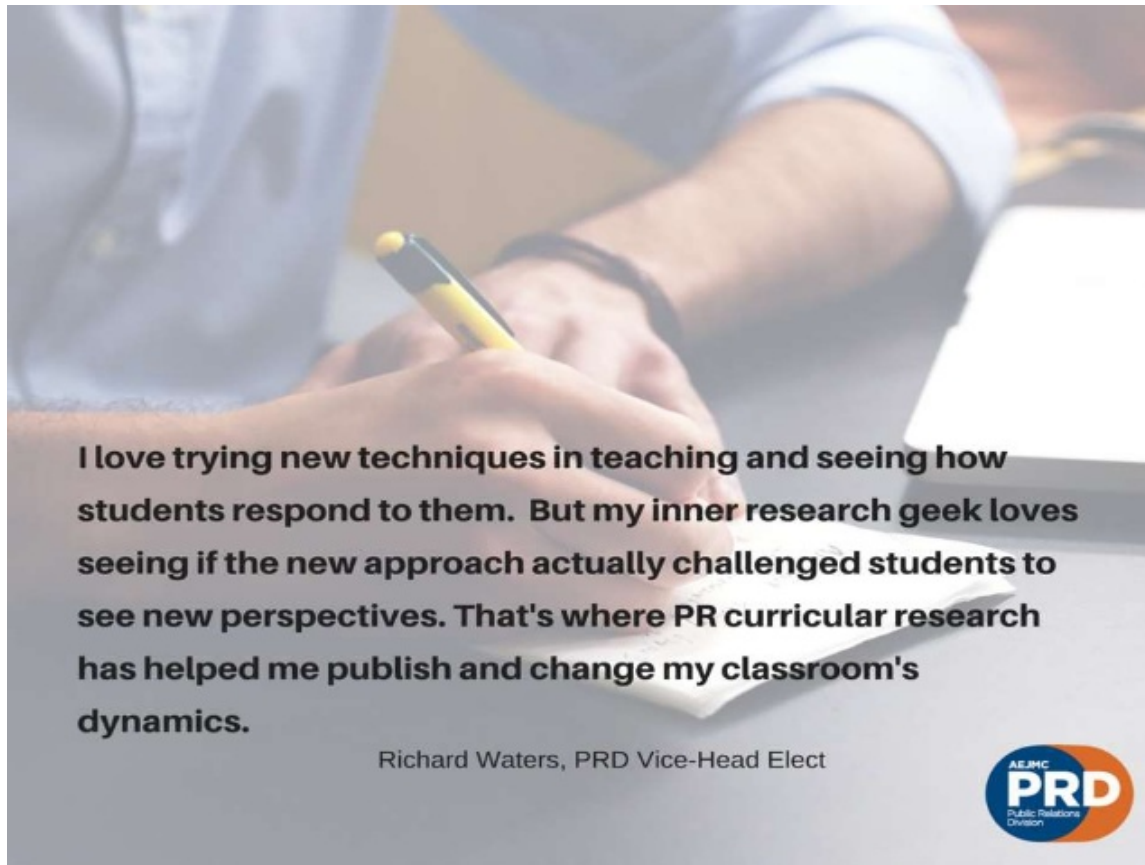
AEJMC.US

Why should YOU conduct pedagogical research?

1. You're already doing amazing things in your classes.
2. Your PR prof peers could benefit from hearing about your assignments/projects/new teaching methods.
3. Adding a research component to your class can help you refine what you're doing.
4. You already have a sample of subjects at your fingertips.
5. You won't get criticized by reviewers for using students.
6. Research + teaching in one? Genius.
7. Pedagogical research can double as assessment.
8. How brilliant is that to kill three birds with one stone?
research + teaching + assessment
9. There are great opportunities to present your research through PRD at AEJMC.
10. Did we mention the top teaching prizes (\$500, \$300, \$200) generously donated by PRD Past Head Dennis Wilcox?
11. You might be able to publish what you find in the Journal of Public Relations Education!

Emily Kinsky, PRD Vice Head





I love trying new techniques in teaching and seeing how students respond to them. But my inner research geek loves seeing if the new approach actually challenged students to see new perspectives. That's where PR curricular research has helped me publish and change my classroom's dynamics.

Richard Waters, PRD Vice-Head Elect



We have six additional testimonials from PR Division leadership that are similar to the image above.

Our teaching goals and objectives are described in No. 5-6.

The Standing Committee on Teaching can help us through efforts to place pedagogical research on equal footing with other research in terms of how faculty members and universities value pedagogical research in tenure and promotion cases.

PF&R

Authored by Emily Kinsky, Tiffany Gallicano, and Nathan Gilkerson

Each year the PF&R Committee expects some programming both during the convention and between conventions in at least three of the five PF&R areas to meet minimal expectations. Over a period of a few years, divisions and interest groups should have activities in all five areas. A few activities of high quality are preferred and

evidence that helps assess quality is helpful.

It is important to fully explain the division or interest group's role in organizing a session or panel. Suggested notations: division planned, division was primary or secondary sponsor, division sent out a special paper call on the topic, division provided names for panelists, etc.

16. Please list your in-convention activities related to PF&R.

Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service. Include a list of non-member invited convention speakers with names and affiliations.

PF&R Panels

Our panels for the August 2016 conference collectively cover each of the PF&R areas: free expression; ethics; media criticism & accountability; racial, gender and cultural inclusiveness; and public service. They are described below.

- *Work-Home Life Balance Among Public Relations Practitioners: It's More Than a "Woman's Issue"*

Co-Sponsor: Commission on the Status of Women

PF&R areas: Racial, Gender and Cultural Inclusiveness; Ethics; and Free Expression

The PR Division was the primary sponsor, and our members recruited all of the speakers.

Dynamics are particularly relevant to public relations as a feminized field and panelists shall explore the tensions and complexities of gender identities. In this sense, the panel covers *gender inclusiveness*.

Collectively, panelists shall examine the potential of public relations practitioners to express themselves as fully engaged members of both public and private spheres, which explores the area of *free expression* in a unique way.

The broad context for the panel that will be discussed throughout the presentation is the context of employers' ethical commitment to

accommodate practitioners in a commitment to treat people well, which delves into the *ethics* area of PF&R.

- *Looking Ahead: Top Corporate Communications Officers Share Trends, Threats, and Predictions*

Co-Sponsor: Internships and Careers Interest Group

PF&R area: Public Service

The PR Division was the primary sponsor and our panel organizer recruited all of the speakers.

This panel of top corporate communications officers will identify how societal and technological changes are reshaping the skills students need while providing practical advice and challenging attendees to think about the future of public relations. It contributes to the area of *public service* by helping to connect professionals with instructors/researchers, so attendees can better serve the public sector through their training of students and research.

- *Seeing the Message: Public Relations and Visual Communication Strategies*

Co-Sponsor: Visual Communication Division

PF&R areas: Ethics and Free Expression

The PR Division was the secondary sponsor for this panel. One of our members was heavily involved in the panelist recruitment and panel proposal.

This panel of 10 academic speakers will look at a variety of intersections between public relations and visual communication: visuals in crisis communication, the ethics of using certain visuals over others, how to help an organization put forward a cohesive visual picture, and how infographics can be used to explain complicated information.

Panelists will discuss how visuals were used in the #BlackLivesMatter campaign and how nonprofits can use visuals to tell their story, which relates to the area of *free expression*.

Two panelists will cover the ethics of visual storytelling, addressing topics such as the ethics of privileging certain visuals. In addition, a panelist will discuss the representation of scientific information in an ethical manner in a

presentation titled “Visualizing Science: Representing Data Ethically and Effectively.” All three of these presentations address the PF&R area of *ethics*.

- *The Next Frontier: LGBT Issues in Strategic Communication*

Partner: LGBT Interest Group

PF&R areas: Racial, Gender & Cultural Inclusiveness; Media Criticism & Accountability; and Free Expression

The PR Division is the secondary sponsor of this panel. Nearly all of the panelists are members of the PR Division.

In 2013, Tindall and Waters edited the first book on LGBT issues and strategic communication, titled “Coming Out of the Closet: Exploring LGBT Issues in Strategic Communication With Theory and Research.” This panel pushes forward inquiries sparked by the authors. This panel works to further theory and practice as it relates to public relations and LGBT public/stakeholders, LGBT activism, and LGBT-related corporate social responsibility.

Racial, gender and cultural inclusiveness will be addressed through a discussion of queer post-colonial theory in public relations research related to transnational LGBT activism stretching across more than 13 countries. The area of *inclusiveness* is also covered through a discussion of the LGBTQ community as a minority that spans all other minority groups.

The panel will discuss LGBT media outlets and also share a content analysis of Fortune 500 organizations’ public websites and reports to examine CSR efforts related to LGBT issues, which contributes toward the area of *media criticism and accountability*.

The panel will discuss LGBT activism around the world, in addition to the publication of the book itself, which both relate to the PF&R area of *free expression*.

- *Network Approaches to Digital Media Research*

Partner: Communication Technology Division

PF&R areas: Media Criticism & Accountability

The PR Division is the secondary sponsor for this panel. The panel planner is a member of both PRD and CTEC.

Panelists will discuss several case studies related to *media criticism and accountability*: a 2015 case study of top news media and other organizations regarding group patterns of influence; a case study of the SOPA/PIPA protest looking at the evolution of activist groups' relationships and the political media ecology; and a study using network ethnography to help understand and illustrate how social media is reconstituting the local media ecology.

The final case study mentioned above looks particularly at issues involving race, which touches the area of *racial, gender and cultural inclusiveness*. This approach is being used to look at how marginalized voices in these ecologies might be amplified by understanding people's linkages across disparate communities.

- *Beyond products and services: Institutional parasocial engagement with publics and implications for social responsibility*

Partner: Mass Communication and Society Division

PF&R area: Ethics

The PR Division is the primary sponsor of this panel and coordinated all of the speakers.

This panel will feature how institutional actors engage in parasocial interactions and how such interactions have implications for social responsibility beyond the realms of product- and service-based connections with stakeholders. Panelists will consider parasocial interaction theory to explore the relationship between stakeholders and controversial CEOs who choose to engage in highly charged social-political issues, pointing to the implications of parasocial engagement for such arenas as issues management, corporate social responsibility, and ethics, thus, addressing the PF&R area of *ethics*.

Non-Member Invited Convention Speakers

The following speakers will appear during our programming, specifically the pre-conference, Mall of America offsite tour, top corporate communications officer panel, and the Bill Adams/Edelman Luncheon:

- Rob Clark, Vice President, Global Communications, Medtronic
- Mike Fernandez, Corporate Vice President, Corporate Affairs, Cargill
- Dustee Jenkins, Senior Vice President Communications, Target

- Jay Porter, President, Edelman, Chicago
- Roger Bolton, President, Arthur W. Page Society
- Ann Barkelew, Founding General Manager & Senior Partner (retired), Fleishman-Hillard Minneapolis/Saint Paul
- Dan Jasper, Vice President of Communications, Mall of America
- Erin VandeSteege, Senior Social Media Strategist, Mall of America
- Bill Nielsen, former cco for Johnson and Johnson. Currently a consultant for management communication
- Lynn Casey, PadillaCRT
- Terry Flynn, Board of Trustees, Arthur W. Page Society

Off-Site Tour to Mall of America

PF&R areas: Ethics, Public Service

During the 2016 Minneapolis convention, PRD has coordinated an off-site visit for conference attendees to the Mall of America, in Bloomington, MN. Attendees will hear a formal presentation from the mall's vice president of communication (and other communication staff). The presentation will include discussion of ethical public relations activities (fulfilling the PF&R area of *ethics*). It will cover the PF&R area of *public service* by helping educators/researchers understand the challenges faced by a major tourist destination, which can result in better-equipped students for the industry and research designed to help the complex problems faced by organizations such as Mall of America. Specifically, the presentation will cover strategies for managing social media and crisis communication situations at a major tourist destination. In addition, attendees will receive a behind-the-scenes tour of the Mall of America's communication command center. Along with educating conference attendees on the current day public relations challenges faced by a high-profile organization, the Mall of America tour offers an excellent professional networking opportunity. The Institute for Public Relations generously agreed to sponsor the event by paying for our bus transportation.

Inez Kaiser Graduate Students of Color Awards Activities

PF&R area: Racial Inclusiveness

This annual 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 PRSA Foundation generously funds the awards.

Recipients receive a free one-year membership to AEJMC and the Public Relations Division, as well as travel and lodging at the AEJMC conference. In addition, recipients are assigned to a Public Relations Division mentor and take part in the PRD social, business meeting, and other recommended sessions. The total amount of each award is \$1,260.

For 2015-2016 year, the committee accomplished the following:

- Updated the Kaiser awards call on the PRD website <http://aejmc.us/prd/students/inez-kaiser-award/>
- Updated the online application
- Submitted a funding request and successfully obtained a third and final year of diversity funding (\$5,000) from the PRSA Foundation
- Reached out to the foundation-supported Kaiser winners to date in order to create a short report for the PRSA Foundation
- Reached out to the PR Division Membership Committee to recruit mentors
- Reached out to Ms. Kaiser's son, Richard Jr., in order to have Ms. Kaiser announce the award winners (slated for June 25)

The committee plans to have three Kaiser award recipients, which it also had last year.

Susanne A. Roschwalb Grant for International Study and Research (Authored by Brian Smith)

PF&R area: Cultural Inclusiveness

The Roschwalb committee works to promote the intercultural and global mission of the PRD by supporting research on international public relations through an annual award of \$250. For 2015-2016 year, the committee was expanded significantly and accomplished the following:

- Updated the Roschwalb awards call on the PRD website <http://aejmc.us/prd/students/roschwalb-grant/>
- Improved the application process by implementing an online submission process rather than use email for submissions
- Used social media, networking and word-of-mouth communication to increase the number of applications for the award from the 3-4 average

from the last three years to 20 applications this year.

Following the winner's publication of the winning study, we will feature a summary of the research in our newsletter.

17. Please list your out-of-convention activities related to PF&R.

Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service.

October 2015: PR Division Promotion and Participation in News Engagement Day

PF&R area: Public Service

In late September and early October, the Public Relations Division worked to help promote and encourage members' active participation in the AEJMC-sponsored News Engagement Day. The participation resulted in *public service* by helping students to engage with the news, which arguably contributes to civic engagement.

The PR Division's PF&R and Social Media sub-committees worked together to develop and publicize an easy and simple-to-execute classroom activity for faculty to share with students, in which teachers engaged in discussions with their classes regarding individual perceptions of the news, instructing students to consider the question: "What's News in Your World?" They asked students to join online social media conversations by posting images of their own local news topics and tagging their posts with the hashtags #News2Me and #NewsEngagementDay. Along with a promotional email sent out to PRD members, the event was publicized on the [division's blog](#) and social media channels. A selection of posts from our members and students can be found at https://storify.com/AEJMC_PRD/if-it-was-news-to-you-it-was-news2me-on-tuesday-fo

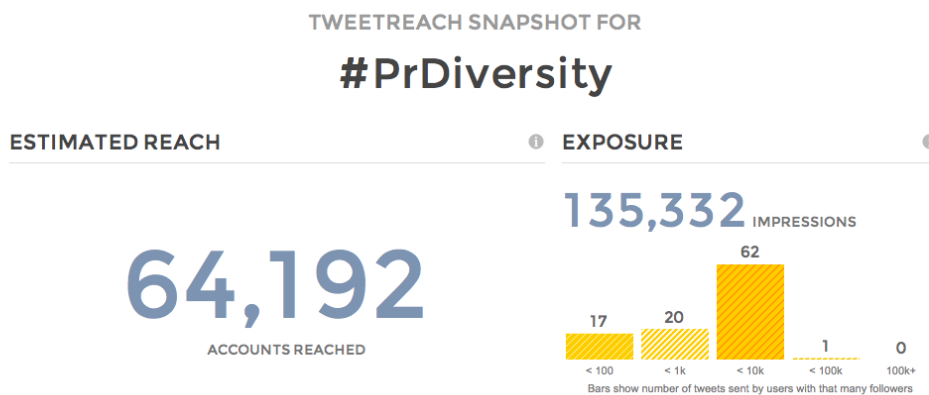


Partnership with the PRSA Educators Academy

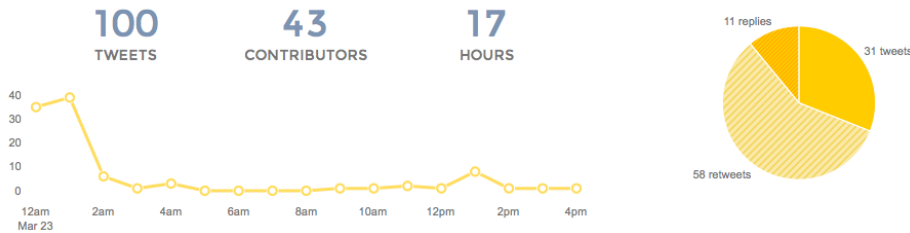
PF&R areas: Ethics, Gender Diversity

Two of our Twitter chats this year fit PF&R areas. Our two PRSA Educators Academy liaisons, Michele Ewing and Marlene Neill, partnered with our social media team to plan them:

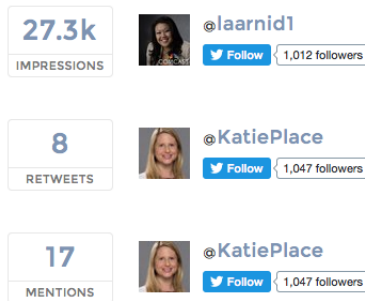
- *September 2015 #PRethics Twitter Chat*
Our fall chat was titled “Social Media Ethics: Authenticity Online.” The chat was hosted by Diana Sisson in collaboration with Marlene Neill (jointly representing the PR Division and the PRSA Board of Ethics and Professional Standards). The guests for the chat were PR Division past head Denise Bortree (Pennsylvania State), PRD member Marcia DiStaso (Pennsylvania State), and Nancy Syzdek, APR. A Storify summarizing the content from this chat was shared on the PR Division’s social media accounts and can be found here: https://storify.com/AEJMC_PRD/prethics. It has been viewed 80 times.
- *March 2016 #PRDiversity Twitter Chat*
Our spring chat focused on women in leadership in public relations. This chat was co-hosted by @PRSA Diversity and @AEJMCPRD. The guests for this chat were Katie Place, Quinnipiac University, and Dean Kazoleas, Maxwell Center for International Communications at Cal State Fullerton. The Storify summary can be found here: <http://sfy.co/z04xs>. It has been viewed 44 times.



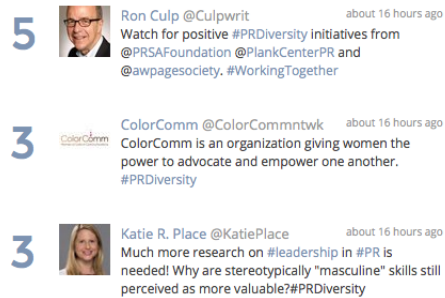
ACTIVITY



TOP CONTRIBUTORS



MOST RETWEETED TWEETS



18. Please describe briefly PF&R goals and activities of your division.

Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities. How may any or all of the Standing Committees help you to achieve your goals in the coming year?

Our PF&R goals and objectives can be found in No. 7-10 of this report.

All of our PF&R activities fit into questions 16-17.

We would like the PF&R Standing Committee to consider expanding the area of racial, gender and cultural inclusiveness by including sexual identity.

General Information

19. Please attach copies of the newsletters sent by your group this year, and any other material you wish us to note.

50th Anniversary Fundraising Campaign

Authored by Tiffany Gallicano and Emily Kinsky

In honor of the 50th anniversary of the founding of the PR Division, a special “\$50 for 50 years” fundraising effort was launched in the fall. Our vice head elect, Richard Waters, who has significant fundraising experience, led the drive. Members were given the chance to designate their \$50 gift to go toward our awards (Kaiser, Roschwalb, Newsom) or the general fund. Our PR Division executive leaders and committee chairs had a 100% rate of participation. We raised a total of \$2,450.50 (\$1,500.50 for the general fund, \$150 to Roschwalb, \$525 to Newsom, and \$275 to Kaiser).

Membership Committee

Authored by Brigitta Brunner, Chair

Membership for the Public Relations Division has remained steady from 2015 to 2016. In June 2015, the division had 381 members, and that number rose to 382 in June 2016. The committee helped to develop and distribute a comprehensive division member survey launched on Sept. 5, 2015. A survey of this type had not been completed since 2011. The data revealed the following areas in need of improvement: 1.) Members are not satisfied with paper reviews/reviewer comments and 2.) New members can feel lost and have difficulty becoming involved initially. Based on these findings, new incentives have been built into the review process to encourage reviewers to give more detailed responses to open-ended questions for paper submitters’ benefit. Also committee members have brainstormed ways to make the division and division events, such as the PRD social, more inviting and inclusive for new members.

One idea we will implement is a designated table at the social where members can connect with our members who are thought leaders. We will enroll our thought leaders in spending 15-30 minutes of the social at the table to meet people who would like to talk with them. We think this will promote interaction between our junior division members and our senior scholars and teachers.

The results of the online, anonymous membership survey also revealed that PR Division members are generally pleased with what their membership in the division offers. Members shared the following perceptions:

- PRD allows them to network with colleagues (N=137, M=4.33, SD=.81)
- PRD allows them to stay informed about public relations scholarship (N=137, M=4.26, SD=.82).
- Members are satisfied with their membership in the division (N=130, M=3.93, SD=.81)
- Members believe the value of their membership is worth the cost (N=128, M=3.94, SD=.84)
- Members believe that belonging to the PR division is important to their career development (N=128, M=3.88, SD=.93)
- Members agree the division is responsive to their needs (N=128, M=3.98, SD=.80)
- Members find the division leaders are accessible (N=127, M=4.24, SD=.83).
- Members are satisfied with the opportunities and benefits their membership grants them.
 - Members expressed satisfaction with the following:
 - The division's journals:
 - JPRR (N=122, M=**3.88**, SD=.99)
 - JPRE (N=104, M=**3.83**, SD=.74)]
 - The division's conference offerings:
 - Quality in content in conference sessions and panels (N=118, M=**3.65**, SD=.93)
 - Pre-conference (N=93, M=**3.55**, SD=.84)
 - Social event (N=109, M=**4.00**, SD=.83)
 - Bill Adams/Edelman Luncheon (N=99, M=**3.87**, SD=.90)
 - Offsite tour (N=93, M=**3.68**, SD=.90)
 - Graduate student luncheon (N=75, M=**3.36**, SD=.76)
 - Networking opportunities (N=115, M=**4.03**, SD=.79)

- Communication tools
 - Listserv (N=117, M=4.05, SD=.78)
 - Website (N=109, M=3.79, SD=.71)
 - Social media content (N=110, M=4.05, SD=.85)
 - Twitter chats (N=92, M=3.73, SD=.80)]
- Mentorship (N=84, M=3.57, SD=.84)
- Awards:
 - Roschwalb Grant (N=83, M=3.53, SD=.82),
 - Inez Kaiser Award (N=87, M=3.56, SD=.90)
 - Doug Newsom Award (N=79, M=3.57, SD=.83)

The committee is wrapping up its second year-long mentorship program for division members. Thirty junior scholars/graduate students were mentored by senior scholars this past year. Monthly articles about mentoring were sent to the pairs as a means of reinforcing commitment and as a quick reminder to check in with partners. Currently, the committee has seven applications from people wishing to be mentored and four applications from people willing to serve as mentors. Additional calls for the program will be sent to the division membership in the coming weeks; it is hoped that the division will be able to have 20-30 mentoring pairs in the next year. The committee has developed a short survey for the current and former mentoring pairs to gauge the usefulness of the program and participant satisfaction with it.

Future plans for the committee include holding a mentorship breakfast/lunch/dinner or a coffee hour. The committee's next chair will seek funding for this event.

Social Event Committee

Authored by Julia Fraustino, Chair

The Social Event Committee is in the midst of its major fundraising and event planning efforts for the division's annual reception at the time of drafting this report (June 2016). However, committee members have worked together to achieve timely progress toward our goals to fund, plan and run an event that allows for networking and socializing among division members.

Event Planning

In determining possible venues, the committee members considered cost, distance from the hotel, attendance capacity, food and beverage options, and ambience. After obtaining information from many venues, ultimately we entered into a contract for at the News Room in Minneapolis, which describes itself as an “upscale casual restaurant with a vintage newspaper theme and an American eclectic menu.”

Light hors d’oeuvres will be served. The venue is a short walk from the conference hotel, and committee members are arranging for a walking group departing from the conference hotel at 6:55 p.m.

The event will include a book raffle, on-screen trivia, and a “make new friends meet-and-greet” area (mentioned in the previous membership report), among other features. Graduate student volunteers are being recruited to help with setup and breakdown, staffing the event entrance, maintaining the guest list and drink tickets, assisting partners with demonstrations/displays/promotions as dictated by sponsorship benefits, and overseeing a public relations book raffle (among other tasks as needed).

Event Funding

We are soliciting event sponsors at the \$50 (Bronze/Honor), \$100 (Silver), \$300 (Gold), and \$500 (Platinum) levels. We have already obtained the title-level sponsor (\$1,500), Sysomos.

Both the title-level and bronze-level sponsorship opportunities are new this year. The bronze/honor level in particular is a pilot program meant to expand contribution opportunities for individuals (as opposed to the traditional university and conference/society/organization donors). More specifically, individuals may give a more affordable amount (\$50-99) with the ability to donate in somebody’s name to honor, give thanks, or congratulate him/her if desired.

We have thus far secured funding at all levels from various corporate, institutional, program, and individual donors.

Graduate Student Liaison Committee

Authored by Holly Ott, Chair

The GLC has expanded its membership this year to nine active members from various institutions. (There were five active committee members last year). The

committee divided into two subcommittees: convention (e.g., planning the GLC luncheon, securing sponsorships) and membership (e.g., outreach, promoting other committees' efforts such as the mentorship program, student awards, convention paper call). This has enabled the committee to more efficiently coordinate efforts with other PRD committees.

In-Convention GLC Activities

We will host our second annual graduate student luncheon at the AEJMC convention in Minneapolis. The GLC luncheon will be held at The News Room. The committee confirmed UNC-Chapel Hill's School of Media & Journalism as this year's event sponsor. The sponsorship amount is \$1,000, which will support 38 student attendees. This is an increase from the \$600 support received last year that could accommodate 20 graduate students at the 2015 convention luncheon.

GLC committee members and other graduate students will partner with the Social Event Committee to enhance graduate students' experience at the conference. GLC members will volunteer to assist with planning efforts and on-site activities for the PRD's off-site social.

Out-of-Convention GLC Activities

The GLC has made efforts to assist with promoting PR Division events and opportunities by working closely with all PR Division committees to promote convention activities; calls for papers, awards, and scholarship opportunities; the mentorship program; the division social; and graduate student spotlight features on social media. The committee also contributes content to *PR Update*.

The committee has created an updated spreadsheet of public relations graduate programs/graduate program coordinators that will assist with membership outreach efforts. The list is available to all PRD committees.

GLC Goals for 2016-17

Outreach: Maintain more frequent and consistent communication with PRD student members. Although the committee has expanded outreach efforts and strengthened communication with graduate students, the committee hopes to further enhance its visibility among graduate students.

Convention: Continue the tradition of planning a sponsored GLC luncheon or dinner at every convention. The GLC hopes to expand the offering to more graduate

students in the future and to further enhance sponsorship-seeking efforts. The committee also plans to continue partnership efforts with various PR Division committees, such as the Social Event Committee and the Membership Committee.

Membership: Increase awareness about the GLC and PR Division opportunities for graduate students. Specifically, the committee hopes to encourage more participation in the PR Division mentorship program and to continue to create more opportunities for graduate students to connect at the annual AEJMC convention.

Communication Committee

Authored by Karen Freberg (Communication Manager) and Tiffany Gallicano

The PR Division established a new leadership role of the communication manager. The executive team established that a qualification for becoming a communication manager is successfully chairing one of the communication sub-committees (i.e., website, newsletter, social media).

The communication manager supervised the communication team. In addition, she worked with the social media, *PR Update*, and website teams to make sure the PR Division had a consistent voice, branding, and structure in its communication channels and messages. She also excelled by operating our Twitter handle during a chat.

The Communication Committee was created this year to help share the workload with the three other teams (website, newsletter, and social media) as needed.

For next year, continuing to develop the expectations and specific duties of the communication manager and team will be a priority, so that all parties recognize the time commitment, particularly for the senior-level position of the communication manager. This will help with everyone's expectations for the role.

Newsletter

Authored by Dustin Supa, Editor

PR Update continues to serve as the newsletter for the Public Relations Division. Issues of *PR Update* were distributed via our PR Division listserv in July, October, January and March, with a special post-conference edition. Five newsletter team members and others they recruited wrote about special topics.

Additionally, the *PR Update* team published a conference guide, which set the PR Division schedule apart and could be viewed online or printed so that members might have a shortcut to finding our programming.

PR Update added new features this year. Standardization of design was a key objective following the redesign in spring 2015, and the *PR Update* team is now pleased and confident in the approach for quarterly publication. *PR Update* also maintained its consistent goal of providing in-depth information appropriate to its format by working with the communication manager and other information dissemination committees (i.e., social, website) to coordinate content and cross promote materials. This coordination should continue and be elevated as both the social and website team normalize their operations, as well as the role of the communication manager.

Recommendations for the future include formalization of a two-year term for the editor position, continued use of online capabilities (hyperlinks and possibly increased graphic capabilities), and an increased push to have PR Division members contribute original material to *PR Update*. It might also be beneficial to conduct research among the membership to ensure appropriate and desired content is being provided by *PR Update*.

Website Committee

Authored by Kathleen Stansberry (Chair)

Website goal: To provide an accessible online resource of current and historical information relevant for AEJMC PRD members.

- *Objective:* To provide research, teaching, and service resources and opportunities for PR Division members.
- *Objective:* To educate PR Division members about the division's structure, activities and opportunities.
- *Objective:* To educate potential PR Division members about the benefits of joining the division.

This year's committee built on the redesign work performed in 2015-2016, with particular attention paid to updating visual elements, including pictures on front-page graphics and building out several new sections, including a teaching resource area and list of member blogs.

The website committee accomplished the following tasks:

- Provided WordPress training as needed for members of the Website Committee
- Created an editorial calendar for ongoing site maintenance
- Redesigned the front page to feature dynamic content with a message from the PR Division head updated quarterly
- Built a teaching resource section to share syllabi, sample assignments and other teaching documents provided by members of our division
- Built a member blogroll to share links to public relations and teaching blogs produced by PR Division members
- Worked with the PR Division social media team to populate our blog with regularly updated posts
- Redesigned conference pages to better showcase current and past events and accomplishments
- Updated page content in all areas to reflect current PR Division leadership and ensure accuracy.

Social Media Committee

Authored by Social Media Committee: Geah Pressgrove (Chair), Diana Sisson (Vice Chair), and Committee Members Melissa Janoske, Kelly Vibber, Matt Kushin, Pamela Brubaker, Graduate Student Representatives: Nicole Lee and Alan Abitbol

Minor content added by Tiffany Gallicano

The social media committee primarily focuses on the following goals:

- Build community among members
- Share resources that promote the areas of research, teaching, and PF&R

The division head made a special effort to promote all of the social media team's handles at the end of all listserv messages she sent to increase visibility.

The following report recaps our efforts across platforms from the past year. All platforms were evaluated both on their overall ability to garner engagement, as well as the types of content that drive engagement. This information will be used to develop the social media calendar and strategies in the coming year.

A. Facebook

Fans of our page are primarily female (62%) and between the ages of 25 and 44 years old (62%). Most fans come from the United States (479 out of 693). Cities with the most fan representation within the United States include Chicago; Richmond, Va.; State College, Pa., Gainesville, Fla.; Auburn, Ala.; and Lubbock, Texas.

Total Page Likes (Aug. 1, 2015 – May 21, 2016): 693 (up from 465 last year)

Top 6 Posts (Feb. 22 – May 21, 2016)

Individually, each of the top posts for the examined time period in 2016 had more reach than any of the highest performing posts for the reported time frame (April 30 to June 10) in 2015 (535 people reached).

- Faculty profile about Donald K. Wright – link to blog post (1.3K people reached; 72 clicks; 65 likes/comments/shares)
- Profile of the Social Media Committee – video (1.1K people reached; 133 clicks; 58 likes/comments/shares)
- Faculty profile about Doug Newsom – link to blog post (987 people reached; 71 clicks; 28 likes/comments/shares)
- Promotion of #AEJMC Roschwalb grant for international research (632 people reached; 46 clicks; 21 likes/comments/shares)
- JPRE infographic assignment – link (612 people reached; 53 clicks; 22 likes/comments/shares)
- Tips on teaching resumes and cover letters as part of class – link (596 people reached; 28 clicks; 10 likes/comments/shares)
- Tips on removing identifying information from AEJMC 2016 submissions to ensure blind review – link (576 people reached; 22 clicks; 24 likes/comments/shares)

Types of Posts that Drive Interactions

- Posts that include video bring increased interactions (133 clicks, 58 likes/comments/shares) and reach (avg. 1,121 people). [FYI: These data are a result of the video profile about the social media committee.]
- Posts with links attracted more interactions (24 clicks, 15 likes/comments/shares) and reach (avg. 344 people) than those with merely a photo.
- Posts with photos only had the least amount of interactions (25 clicks, 10 likes/comments/shares) and reach (avg. 273 people).

B. Twitter (profile created June 2009; data collected May 22, 2016)

The list of Twitter followers is 61% female and 39% male; 83% of the audience is in the United States, with 2-3% each from the United Kingdom, Australia, and Canada.

Over the last 3 months, tweets earned an average of 624 impressions per day, including clicks, retweets, replies, and favorites, and an engagement rate of 1.1%.

Engagement was lowest from late November 2015 to the end of January 2016, with only 262 impressions per day and an engagement rate of 0.9%. This coincides with both holidays and the semester break, where we can expect a large portion of our audience to be less engaged.

Highest engagement occurred from August-October 2015, with 1,100 impressions per day and an engagement rate of 1.1%. This coincides with the annual conference (average engagement of 3.0%) and the start of a new school year, where we can expect high engagement.

Highest daily engagements were October 6, 2015 (5.7%, News Engagement Day), December 22 (7.2%, Dean Kruckeberg profile), January 17 (6.4%, picture of 5 #PRProfs at dinner together), and February 27 (13.2%).

#PRProfs was the most common hashtag used.

Followers: 1,213 (19.5% increase from 1,015 last year)

Following: 828

Tweets: 2,843

C. LinkedIn (profile created 2011)

This channel has a total of 165 members, up from 66 a year ago. To test the utility and potential for community building on this channel, the committee focused efforts on testing varying message formats. These strategies increased use of the group.

- Expanded the use of this account to feature blog posts by PRD members on relevant content and promote Storify summaries of TweetChat content.
- Continued using the platform to promote the PR Division's activities on Twitter (e.g., Twitter chats), promote certain job/funding opportunities, and share valuable content to be used in classrooms.
- Group members have been active in using the format to share related articles, blogs, opportunities, and features.

In the coming year, additional efforts to assess messaging strategies should continue.

In February, we discovered a list of approximately 380 pending requests to join the LinkedIn group. We became aware of this pending list when a member asked about a pending approval. It seems changes in LinkedIn's format had prevented these requests from being forwarded directly. The pending list had requests dating back to 2013. All requests from individuals that were known to be connected to AEJMC, AEJMC PRD, or our related sponsors were immediately approved. The remaining list is being sorted by Kelly Vibber for final approval. This task will be completed before this year's conference.

D. Pinterest (profile created August 2012)

We initiated a presence on Pinterest to create a visual collaborative community for resources on PR, teaching, research, and the annual conference for students, professors, and practitioners to use and share with others in their network.

- 226 followers (36 increase)
- 330 pins (1 increase)
- 384 repins (331 increase)
- PRD posted one new pin 2015-2016. The number of followers and the number of repins increased.

Given the low participation and interaction levels, we recommend that the committee evaluate the channel utility and potential in the coming year.

Top Boards & Engagement Scores (via Tailwind)

Board	Pins		Followers		Repins		Virality Score	Engagement Score
	Total	Last 7 Days	Total	Last 7 Days	Total	Last 7 Days	Repins / Pin	Repins / Pin / Follower
Public Relations	56	0	142	0	25	0	0.45	3.14
PR Teaching	48	0	124	0	99	0	2.06	16.63
PR Research	12	0	114	0	5	0	0.42	3.65
PR Internship Job Tips	19	0	123	+1	13	0	0.68	5.56
PR Books Textbooks	34	0	118	0	21	0	0.62	5.23
PR Social Media Infographics	145	0	163	0	193	0	1.33	8.17
AEJMC PRD Graduate Students	18	0	104	0	0	0	0.00	0.00
Reputation Management	10	0	100	0	4	0	0.40	4.00
PR Crisis Communications	12	0	104	0	23	0	1.92	18.43

Top Boards & Engagement Scores (via Tailwind)

Board	Pins		Followers		Repins		Virality Score	Engagement Score
	Total	Last 7 Days	Total	Last 7 Days	Total	Last 7 Days	Repins / Pin	Repins / Pin / Follower
(#) PR Teaching	48	0	91	0	99	0	2.06	22.66
PR Crisis Communications	12	0	71	▲ 1	18	0	1.50	21.13
(#) PR Social Media Infographics	146	0	127	▲ 1	193	0	1.32	10.41
(#) PR Internship Job Tips	19	0	89	0	13	0	0.68	7.69
(#) PR Books Textbooks	34	0	84	▲ 1	21	0	0.62	7.35
Reputation Management	10	0	66	0	4	0	0.40	6.06
(#) PR Research	12	0	81	0	5	0	0.42	5.14
(#) Public Relations	56	0	110	0	25	0	0.45	4.06

E. Instagram (profile created August 2013)

Summary Statistics for 2015-2016:

- 26 posts
- 104 followers (136% increase over last year)
- 58 following

Summary Statistics: 2013-2016

We decided to stop using the PR Division Instagram account this summer after testing it through a final effort: an office space video contest. The following statistics are from Iconsquare.

All Time:

- 98 total posts
- 29 comments received
- 347 likes

Highlights

1. Office Space Video Contest

Our “Office space” video contest was the most successful of our Instagram efforts in terms of interactions and increased followers. In one week during this contest, we:

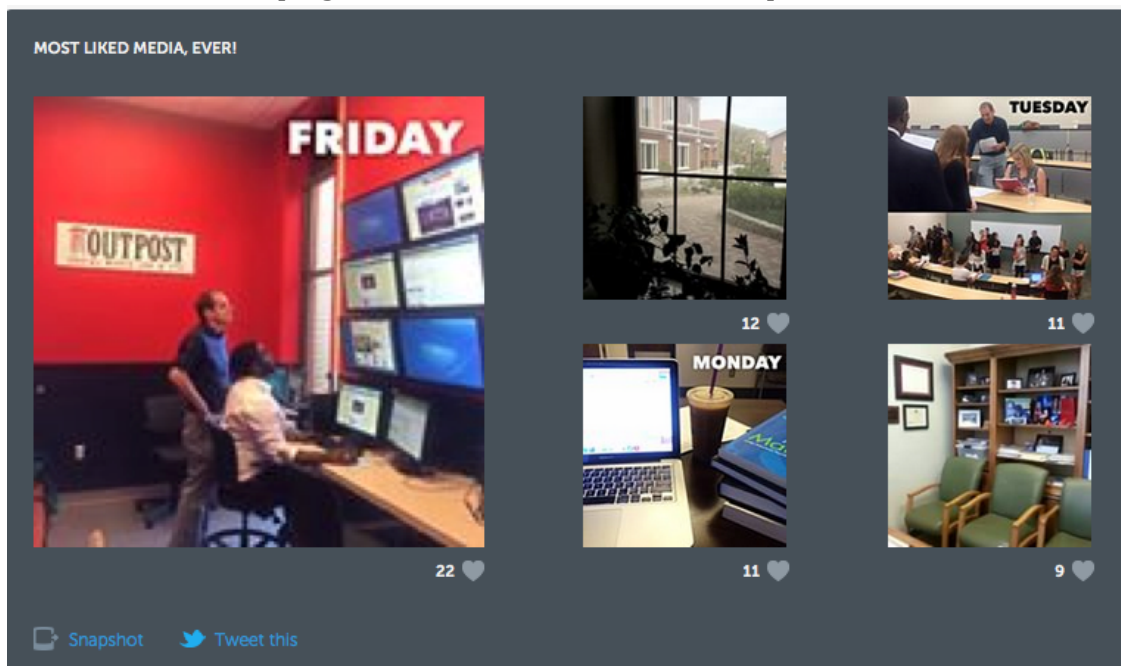
- Added: 7 followers
- Earned: 74 likes.
- Earned 9 comments (excluding submission comments).

Nevertheless, we attracted very low numbers for participation in the contest, leading us to abandon this channel as a poor use of our time.

The 2015-2016 year achieved a few records in terms of engagement.

2. Likes

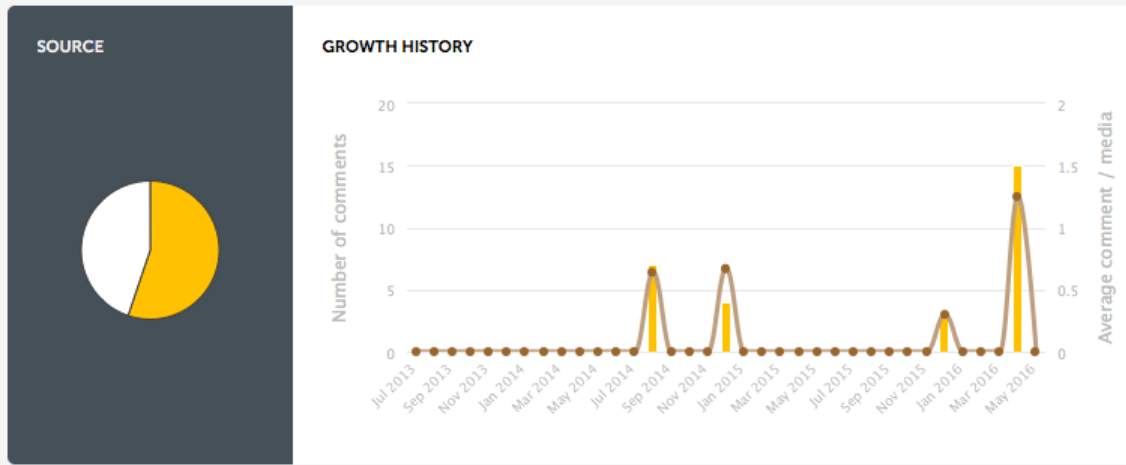
The post that received the most likes ever on the PRD Instagram page was a post of Alan Abitbol and Nicole Lee during the first of the “behind the scenes grad student profiles.” That post received 22 likes. Other successful posts included 2 other posts from that same campaign and a video from our “Office Space” video contest.



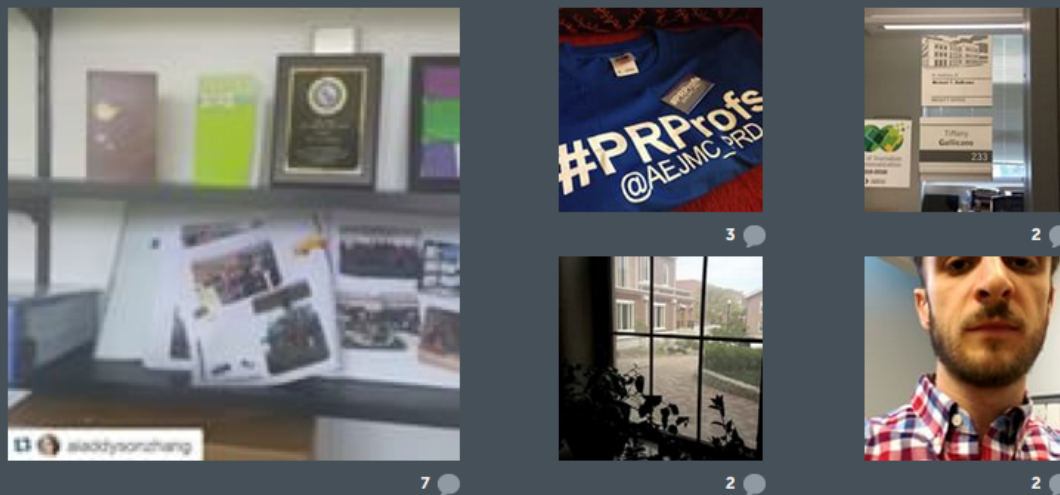
3. Comments

The post that received the most comments ever on the PRD Instagram page also occurred during the 2015-2016 year. The majority of comments received came from a video post from our “Office Space” game. The post received 7 comments and was a video originally posted by PRD member Ai Zhang. A total of 15 comments were received during May 2016.

Comment received



MOST COMMENTED MEDIA, EVER!



As we approach the conference the social media team will continue to post committee profiles, develop new content for the conference, and make plans for coverage of all conference activities.

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Job Ads

The following programs have openings for public relations faculty - find out more either via the listserv or search for the openings by these universities in the usual places.

Disclaimer: The PR UPDATE publication schedule may mean some of the submission dates may have passed, and this list does not contain all open positions in public relations. The UPDATE staff is very sorry if we failed to include your program's posting.

Appalachian State University

Boston University

California State- Long Beach

Central Connecticut State

DePaul University

Emerson College

Florida Institute of Technology

Grand Valley State

Indiana University

Louisiana State University

Marquette University

Syracuse University

UNC-Asheville

UNC-Charlotte

University of Colorado-Boulder

University of Memphis

University of San Francisco

We here at UPDATE, in concert with the PRD, are currently working toward the development of an advertising policy, which will ensure both fairness and transparency in advertising across all of the PRD media channels. We will keep you updated as progress continues toward this goal. Until the new policy is in place, PR UPDATE will not be accepting outside advertising. We thank you for your understanding.

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from the editor

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The paradox semester

Is it possible that two months have passed since we gathered in San Francisco? I know it is, because if you go more than 30 days without handing in your travel receipts, you tend to get in your trouble with your finance people. Some of us tend to stretch that deadline a bit (at least, I've heard of people stretching that deadline a bit...).

Speaking of deadlines, your humble *PR UPDATE* editor would like to apologize for the lateness in delivering the post-conference edition.

But isn't the fall an exciting time to be in academia? Aside from the temperature changing more than 30 degrees between the time you leave your house and the time you teach your afternoon class (this wasn't so much an issue during my graduate studies in Miami), the start of a new school year invigorates our yearly cycle of teaching, research and service. Of course, at the same time of feeling refreshed, fall conference paper deadlines, new names to be learned and lesson plans to be updated, and the follow-up work from committees that wasn't completed in the spring all tends to loom large in the fall.

So with the paradox of fall (both exciting and draining) in full swing, we provide you with this issue of *UPDATE* to remind you of a simpler time, namely, the annual conference in San Francisco. We here at *UPDATE* hope you enjoy the articles and the photos, and for at least a few minutes, you can transport yourself back to a time when your biggest concern may have been which social to attend, or deciding if you had time for breakfast before the first research presentation of the day.

Ah, the simple things.

DS

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message from the head

Immediate and long-term strategic planning in our 50th year as a division

This year's conference was special because we kicked off our 50th year as a division. Thanks to a team of 17 Anniversary Committee members, led by Denise Bortree in her role as division head, we celebrated our anniversary in many ways. From our 50th anniversary-themed social (thanks to Julia Fraustino's social committee) to the past heads video (thanks to Emily Kinsky for creating the compilation), we enjoyed time to reflect on the challenges we have overcome as a division, reminisce on our old traditions and celebrate our future successes.

In addition to the video that describes the [history of PRD from the perspectives of past heads](#), each participating head's video can be viewed on the website (thanks to Chris Perry and Katie Stansberry). The videos are an incredible resource for depicting our division's rich history and strong leadership. I would like to thank the past heads who invested significant time and thought in sharing their stories with us. We plan to continue this tradition of past head videos to contribute to the historical records of this shared journey we are on together as a community of dedicated graduate students, researchers, teachers, administrators, public relations professionals, and retirees.

In this 50th year of our history, the leadership is reflecting on how we can strive toward improving our activities and engaging in long-term planning for the financial health of the division. With regard to our planning for the immediate future, the membership survey has been a great resource. Many thanks to our 156 colleagues who participated in our membership survey and to Brigitta Brunner, Hua Jiang and the Membership Committee for their efforts.

In terms of our activities, our highest-rated activities are the listserv (thanks to Alan Freitag and Denise Bortree) and social media (thanks to Karen Freberg, Geah Pressgrove and the social media team). Our lowest-rated activity is the quality of reviews for the research competition, followed by the quality of reviews for the teaching competition.

In response to this survey feedback, Emily Kinsky (vice head), Richard Waters (vice head elect), and I are trying out several initiatives this year to improve the paper review process:

- Award four \$25 checks in a drawing for people who submit their PRD reviews at least 10 days early and provide substantive feedback.
- Award a \$50 check and "Best Reviewer" award.
- Lobby AEJMC to improve the process with regard to author information that is included in the PDF of submissions.

We know these initiatives will not fix every problematic review, but we do believe that they will be helpful, and we invite feedback from the membership about other feasible ways to improve the review process. With regard to our initiative about lobbying AEJMC, I submitted a letter on behalf of our division that was reviewed by AEJMC's Committee on Research. Marcia DiStaso, who serves on the committee, reported that the committee followed up on our concerns with AEJMC headquarters. It is too expensive for AEJMC to improve the technology for submissions by automatically removing author information from the PDFs, but there is a possibility that an instructive pop-up message could appear reminding authors to remove author information from the PDF versions of papers. The committee is continuing to work with AEJMC to see if an improvement can be made.

The qualitative feedback on the survey was also informative. Some people reported feeling like outsiders at our activities, so we will work on our outreach at the next conference, and I would also like to encourage people to volunteer with us. It is one of the best ways to build relationships in our community.

My next column will focus on our long-term planning with regard to our financial health. Our awards, even our endowed awards, do not yet have enough funding to be self-sustaining, so we will be working on fundraising this year, and I hope you will consider even a small contribution to our long-term financial health. Many thanks to Richard Waters who is using his expertise to design our fundraising plan and assist with its implementation.

And finally, I want to thank our past head Denise Bortree for her outstanding leadership this past year. In addition to chairing the 50th Anniversary Committee and overseeing all of the division's activities, she led us in transitioning to a new website, launching the Journal of Public Relations Education and its accompanying website, adopting a new logo, creating a new award named after Doug Newsom to recognize research about global ethics and diversity, and establishing preferred and required criteria for vice head elects. She is also continuing to work on an initiative that will provide division members with electronic access to the Journal of Public Relations Research without an embargo for members who want to forgo their mailed copy of the journal. I'm also thankful that she has taken on a new role as our listserv manager. Also, many thanks to our volunteers who worked hard throughout the year to implement these initiatives and plan our annual activities, which enrich our understanding and foster our relationships with one another. You will find a list of these volunteers on p. 16.

Tiffany



a final word from Denise

What I learned during my year as head of the public relations division

Last month during the AEJMC conference in San Francisco, I officially handed over the reins of the PRD to the new leadership. Reflecting on my year as head, I realized that I learned a few things about the division during my service.

1. The PRD has the best programming at the conference. Maybe I'm a little biased, but when I looked at the preconference, the off-site tours, the luncheons, the Global Bridges panel, and all the amazing research that our members presented this year, I could only conclude that we had the most to offer our members. As the division head, I was so proud of the work of the programming chair (Tiffany Gallicano) and the vice head elect (Emily Kinsky), as well as the many committees who helped plan these events.

2. The PRD has the best volunteers in the association. During the August business meeting I put up a slide with a list of all of the volunteers from the PRD. There were nearly 50 names on it, yes, 50. And some people volunteer for multiple committees. Our division supports 12 committees, and the leaders meet monthly on a conference call, year round, to plan for the conference. Now, that is dedication. The volunteers are the reason our programming and events are the best at the conference!

3. The past heads can be a good resource for the division. Before taking on the role of vice-head elect, I didn't know there was a past heads council for the division. Maybe I had my head in the sand, but I wasn't aware that this group of highly-involved members cared deeply for the division and could help open doors for us. Many of them

sit on committees at the highest level at AEJMC, and they strongly advocate at all levels for us. I'm so glad we could take time to honor them this year during our 50th anniversary.

4. This job is much tougher than you'd think. For years I heard that being the division head was the easy year because the vice head does all the programming. Turns out, the vice head year IS very busy, but these days, with all the communication and activities that our amazing division plans for members, the head is every bit as busy. So, be sure to thank our incoming head, because she will be working hard this year for the PRD members!

5. The division is in good hands for the coming years. I've worked closely with the new division head Tiffany Gallicano, vice-head Emily Kinsky, and vice-head elect Richard Waters. All three are amazingly productive and creative. They are motivated by the desire to make the division great, and they will work tirelessly over the next few years to make the division even better than it has been.

I enjoyed my time as the head of the division, and I think my favorite part of the experience was getting to know so many of the volunteers. They are amazing people with a passion for research and education. And, I see great things for the future of the division.

Signing off,

Denise



Profiles in leadership: Introducing our executive committee

Division Head



The 2015-16 PR Division Head is Tiffany Gallicano, associate professor in the University of Oregon's School of Journalism and Communication. Gallicano specializes in relationship management, social media, and PR pedagogy. She has written 18 refereed journal articles, often with co-authors, and has won awards for her scholarship from AEJMC's PR Division, the Institute for Public

Relations, the International Public Relations Research Conference, and PRSA's Public Relations Journal. She has started pursuing several of the following goals for the upcoming year:

- Make progress toward improving our paper review process
- Increase the visibility of our volunteers
- Increase division membership
- Make progress toward endowing our awards
- Attract additional submissions to our teaching competition and the Journal of Public Relations Education (JPPE)

She is excited to work with an incredible group of volunteers in our 50th anniversary year and to continue the practices that our esteemed past head, Denise Bortree, implemented, such as inclusive communication through monthly conference calls.

Vice Head

The PR Division welcomes Dr. Emily Kinsky as our new Vice Head. Dr. Kinsky is an assistant professor in West Texas A&M University's Department of Communication, where she researches social media, crisis communication, and representation of PR in the media. In 2015, she was



recognized with the Sybil B. Harrington College of Fine Arts & Humanities Award for Intellectual Contributions. Dr. Kinsky's research has been published in a range of journals, including Journal of Public Relations Research, Public Relations Review, PRSA's PR Journal, and Communication Quarterly. Along with her co-authors, their work earned the top paper award in PRD's teaching category at AEJMC in 2015. Her research earned the Arthur W. Page Center Benchmarking Award in 2013 and placed among the top papers at the International PR Research Conference in 2008. Dr. Kinsky recently became associate editor for the Journal of Public Relations Education. In her role as Vice Head, Dr. Kinsky is excited to work with our new Division Head Tiffany Gallicano and Vice Head Elect Richard Waters. She looks forward to continued growth in Division membership, an increased focus on pedagogy with the Journal of Public Relations Education, and all of the impressive research she knows will be shared at the conference.

Vice Head-Elect

The PR Division welcomes Dr. Richard D. Waters as the 2015-2016 vice head-elect. Dr. Waters is an associate professor in the School of Management at the University of San Francisco, where he teaches strategic communication courses in the business, nonprofit, and public administration graduate programs. He is the author of more than 75 peer-reviewed journal articles and book chapters and serves as the associate editor of the online journal, Case Studies in Strategic Communication. He also is on the editorial review boards of the Journal of Public Relations Research, Public Relations Review, PRISM, and the Journal of Promotion Management. As vice head-elect, Waters looks forward to creating a fundraising initiative for the Roschwalb and Kaiser awards, planning the 2016 Edelman luncheon in Minneapolis, and supporting the PR Division leadership on a variety of new initiatives.





Global bridges panel addresses the public relations challenges involved with helping refugees

According to panelist Adrian Edwards, the head of news and spokesperson for the United Nations High Commissioner for Refugees, one in every 122 humans is a refugee – someone who is internally displaced or seeking asylum. If this group were the population of a single country, they would make up the world's 24th largest country, somewhat comparable to Italy. Fifteen conflicts have occurred in the past five years that have displaced tens of millions; topping that list are the following conflicts:

- Syria (more than 11 million displaced)
- Iraq (more than 4 million displaced)
- The Democratic Republic of the Congo (more than 4 million displaced)

Last year, most refugees came from Syria, Afghanistan, and Somalia. The large majority of refugees and internally displaced people (86 percent) are in economically less developed countries.

Edwards noted that the number of people in need can be so overwhelming that it is difficult to mobilize adequate support. He highlighted the following strategic challenges involved in UNHCR's work to help refugees:

- Social: Xenophobia and negative stereotyping, countries shifting responsibility to others
- Financial: the global refugee crisis needs \$6 billion in funding but has only half that amount
- Political: the search for peace

UNHCR works extensively with the media by telling individuals' stories, with the hope of drawing reporters in to the refugee experience. Its media relations work is greatly needed, given the significant amount of reporting that continues to use metaphors that encourage xenophobia and negative stereotyping.

For example, Peter Laufer, a panelist who serves as the co-director of the University of Oregon-UNESCO Institute of Conflict Sensitive Reporting and Intercultural Dialogue, pointed to storm and insect metaphors, such as waves, tides, and swarms. He called for reporters to use humanitarian framing.

Colleen Connolly-Ahern, representing Penn State, focused her research presentation on the groundbreaking studies funded by the Arthur W. Page Center that are focused on helping refugees. Thanks to our panel's co-sponsor, the International Communication Division, a special issue of the International Communication Research Journal will be dedicated to studies inspired by the panel.

Special thanks goes to AEJMC for funding Adrian Edwards' trip from Geneva to San Francisco, and thanks also to our moderator, Pat Curtin (Oregon).



Adrian Edwards addresses the audience during the Global Bridges panel.



PRD members visit LinkedIn offices

Among the many great division events held during the August AEJMC convention, a large group of PRD members had the opportunity to visit the downtown San Francisco offices of the fast-growing and influential business-oriented social networking company LinkedIn. Members who attended the event first heard from LinkedIn Corporate Communications

Manager Yumi Wilson, who provided attendees with an overview of the site's key features for PR students, educators and professionals. Wilson showed members how LinkedIn can be used as a platform for promoting research scholarship and other academic activities. One memorable moment during Wilson's presentation came when she highlighted several existing LinkedIn profiles, citing them as exemplars of how a PR educator can effectively utilize and leverage the site's various features, only to discover that two of her examples were created by current PRD members sitting there in the room!

Lou Hoffman, the founder and CEO of The Hoffman Agency, a global PR firm with a major presence in San Francisco, also gave attendees a primer on how both educators and students can strategically optimize their LinkedIn profile and take advantage of the site's various self-publishing tools and search features. Hoffman highlighted the importance of considering keywords and search terms when populating a LinkedIn profile, and stressed how students and recent graduates can proactively use the site for professional networking, and hunting for job and internship opportunities.

Citing how his own agency uses LinkedIn to recruit and hire top PR talent, Hoffman noted many industry professionals today evaluate applicants' LinkedIn profiles over traditional resumes. Along with tips on incorporating portfolio and multimedia items, Hoffman also advised users to avoid stiff writing, clichés and buzzwords on the site. Hoffman stressed that "content is key" for a LinkedIn profile, and that students in particular should use the platform as a venue for conveying their personality to potential employers, showing off writing and storytelling skills, and demonstrating general social media savvy.



Yumi Wilson, manager for Corporate Communications at LinkedIn, addressed PRD visitors on optimizing their LinkedIn profiles and provided an overview of the site's key features for public relations usage.



Lou Hoffman, founder of the Hoffman Agency, spoke to his agency's use of LinkedIn to recruit candidates.



Social Media Measurement Pre-Conference shared valuable insights for classroom and public relations practice

The PRD pre-conference offered insightful perspectives from educators and professionals about social media measurement, as well as hands-on demonstrations of measurement tools. The program was co-sponsored by the Public Relations and Mass Communications and Society divisions.

“How great is it to get to hear real-world scenarios from experienced pros, to find out more about specific programs we can use to teach our students social media analytics, and to learn social media teaching and research tips from fellow academics all in one afternoon,” said Emily Kinsky, West Texas A&M University.

For the educator panel, Melissa Adams, North Carolina State; Juan Liu, Wayne State; and Tina McCorkindale, Institute for Public Relations joined me to discuss teaching best practices in social media measurement.

We were fortunate to have a dynamic professional panel of social media measurement experts offer insight about the future of social media measurement. The experts included Michael Brito, Head of Social Strategy, WCG; Logan Cullen, Vice President of Measurement and Insights, Edelman; Brian Gendron, Senior Business Leader, Worldwide Communications, MasterCard; and Sara Hassell, Corporate Communications Social Media Strategy Lead, Wells Fargo.

Roundtable discussion leaders were Melissa Adams and Carolyn Kim/ Google Analytics; Michele Ewing and Emily Kinsky/ Hootsuite Analytics; Juan Liu and Karen Freberg/Twitter metrics; Tina McCorkindale and Melissa Janoske/ Facebook Insights and Pat Swann/Cision.

Some insights shared:

1. **Big data is not always better data.** For example, Twitter doesn't represent all people. – Juan Liu.
2. **We can't teach students every social media tool, but we can teach the fundamentals.** – Michele Ewing.
3. **Assign the client to the students for social monitoring.** They won't always get to work for their dream employer. – Tina McCorkindale.
4. **Having administration access is helpful in establishing Google analytic goals.** Set up a blog or site to use in class. – Melissa Adams.
5. **Four barriers to reaching online audiences: content and media surplus; attention deficit; tunnel vision (focus on relevancy); changing content consumption patterns.** – Michael Brito.
6. **Tips for social media listening: Inspire to move from data to insights and from listening to engagement; bring data and insights into the open; start and end every communication initiative with data and insights; demonstrate value to the business** – Brian Gendron.
7. **Not all data is created equal.** Ask questions. Metrics should provide useful and actionable information that can impact the business. – Sara Hassell.
8. **Measuring what matters to you.** Drive awareness. Create engagement. Change perceptions. Build Affinity. Impact business. It's not brand first. It's audience first. – Logan Cullen.





Get your emoji on and embrace social in the classroom!

Social media took center stage when educators provided tips, tools and cautions in the use of social media in the classroom in *Approaches to Social Media Assignments Based on the Ethical Considerations and Legal Limits Every Faculty Member Should Know*, moderated by Mitzi Lewis (Midwestern State).

Karen Freberg (Louisville) reported that social media use has a 30% penetration rate worldwide and urged educators to recognize the role of social media in crisis communication. She identified four types of social media use that students need to understand: enthusiastic aggregators who ignite topics but may disguise their intent; real time marketing, including trend jacking (using a trending hashtag for another purpose), brandjacking (assuming another's identity), and social etiquette; the need to turn data into information by tracking trends in social media analytics; and "dark" social media, including cyber attacks, terrorism, cyberbullying, privacy concerns, and false rumors.

Jeremy Harris Lipschultz (Nebraska-Omaha) encouraged the teaching of social media metrics but identified the challenge of using social media to expand businesses. He suggested using data to teach key concepts, such as innovation, problem solving, community engagement and measurement. He emphasized the need for a campus social media policy, a curriculum approval process, and a mechanism for addressing students' objections to the use of social media in the classroom, including work-arounds and possibly an opt-out policy.

Daxton "Chip" Stewart (TCU) addressed ways to bring legal aspects of social media into the classroom, including assigning students to discuss a social media policy in class and write a reflective paper about it; read a social media site's terms of service and understand what they are giving up, how long their

information will be stored, their rights if terminated; and their rights to sue. He warns students to be cautious about online trolls (those who post comments in order to be disruptive), and



Jeremy Harris Lipschultz (Nebraska-Omaha) suggests using data to teach key concepts.

cautioned that under the Family Education Rights and Privacy Act (FERPA), students cannot be required to self-identify as students.

Melisa Dodd (Central Florida) focused on social media policies and their importance to faculty. To illustrate personnel actions prompted by social media, she cited the firing by Delta Air Lines of a flight attendant who posted pictures on her personal blog of herself in uniform on an airliner, the firing of a barista by Starbucks for the berating a customer that went viral on social media, and the firing by HMV of numerous employees that was reported live on the company's official Twitter account. She cited a 2010 Manpower study that reported that more than 75% of United States companies had no social media policy, and she pointed to one university's "acceptable use policy" as an example of policy-making regarding Internet use.



Is native advertising unethical or the salvation of news and earned media?

Advertising and public relations scholars and practitioners came together for “Examining the Practice and Ethical Implications of Native Advertising for Public Relations and Advertising.”

Ji Yoon (Karen) Han, Ph.D. student at the University of Texas-Austin, spoke about examining the effectiveness and the ethics of native advertising in the context of digital media. She specifically discussed the role of trust in mediating consumers responses to native advertising..

Guy Golan (Syracuse) argued that journalism, public relations and advertising are losing trust with the public and that the blending of advertising and news on social media, which allows advertising to “borrow the credibility” of news, will diminish trust for all three. He argued that blurring the line between editorial and advertising content undermines the role of the news media in society and urged participants to consider the long-term impacts of native advertising and not just the number seeing the ads.

Debbie Yount (Oklahoma) dispelled four myths about native advertising, including that it is not working (it is very effective for those who skip ads, the “skip generation”); that it’s a fad (\$21 billion will be spent on native ads by 2018); that it is deceptive (there has been no backlash, and consumers seem to be taking the good with the bad); and that it can’t be measured (social media sharing is a major metric, along with time spent with content). She proposed overcoming the myths with transparency.

Bartosz Wojdyski (Georgia) continued the theme of transparency by identifying three types of media content: sponsored social media posts, sponsored recommendations, and sponsored articles (native advertising). The only apparent difference between native ads and news content is the disclaimer in native ads that the content is sponsored. His research found that students recognized sponsored content as ads only 7% of the time, and that disclaimers in the middle of the article and at the bottom were the best placement to prompt recognition.

Steve Rubel, EVP/Global Strategy and Insights for Edelman, had the last word by reminding participants that native advertising isn’t new and isn’t going away, that all digital advertising is native advertising, that platforms are in control and mobile is the primary player, that ethics will be decided by the consumer, and that paid media is needed to amplify earned and owned media.



Beth Egan (Syracuse) introduces the panel and the concept of native advertising to the audience. The panel marked one of many standing-room only crowds for PRD panels at the conference.



PRD's Graduate Student Luncheon in San Francisco

The AEJMC Public Relations Division hosted its first-ever Graduate Student Luncheon in San Francisco on August 8, 2015. This event was generously sponsored by the University of Florida's College of Journalism and Communications and the College's Graduate Division and Department of Public Relations. Twenty graduate students from various universities attended the luncheon at the Bluestem Brasserie restaurant in San Francisco during the AEJMC 2015 conference.

The Graduate Student Liaison Committee led a walking group to the restaurant near the conference hotel. Those 20 graduate students had a wonderful time during the luncheon, enjoying their food, talking with each other, and taking some group pictures. They came from different universities (e.g., University of Florida, University of Maryland, Pennsylvania State University, University of Minnesota, University of Alabama, and University of Miami) and presented their papers at the AEJMC annual conference.

As part of the celebration activities for the 50th anniversary of PRD, the first Graduate Student Luncheon supported the student members of the PRD and provided a great networking opportunity for graduate students specializing in public relations. Thanks again for the generous support from the University of Florida.



Graduate students gather for the first-ever graduate student luncheon.



Behind the scenes at the Journal:

An update on what's happening at JPRR

This edition of the editor's column recaps major announcements made at the AEJMC conference that pertain to the Journal:

Submissions Statistics:

- 132 original manuscripts were received by the Journal in 2014, with October and September being the most popular months for receipt of original manuscripts. Of those 132 original manuscript received in 2014, their disposition as of July 31 was:
 - 3 Accepted
 - 5 Accepted with Minor Revision
 - 5 Awaiting Reviewer Scores
 - 94 Rejected
 - 25 Revise and Resubmit
- 37 revised manuscripts were resubmitted in 2014, with December and June being the most popular months for receipt of revised manuscripts, followed closely by November and July (tied). Of the 37 revised manuscript received in 2014, their disposition as of July 31 was:
 - 17 Accepted
 - 12 Accepted with Minor Revision
 - 3 Rejected
 - 5 Revise and Resubmit
- From January through July 2015, the Journal received 87 original manuscripts, compared to only 54 original manuscripts received January-July 2014. This represents a 61% increase in year-over-year submissions for the first seven months of the year.

Expectations for Editorial Board Members:

Members of the current editorial board must complete at least three high-quality, professional reviews of original manuscripts submitted in 2015 to retain their board-member status for 2016. New membership on the Journal's editorial board will be offered to reviewers who meet these same criteria.

Associate Editor Transition:

Hongmei Shen (San Diego State) will transition out of the associate editor role at the end of this year, to be succeeded by

Hilary Fussell Sisco (Quinnipiac University). Dr. Sisco's work in 2016 will be recognized in the issues published in 2017.

Updated Cover Design:

In coordination with graphic designers at Taylor & Francis, I developed a new cover for the Journal:



The newly designed JPRR cover was revealed this year in San Francisco.



JPRR editorial board members gather for a meeting in San Francisco. The journal has made public its expectations for board members, and those who are interested should contact editor-elect Bey-Ling Sha.



Join PRSA Educators Academy on Super Saturday in Atlanta

Interested in tips for the classroom? Study away programs? Global public relations education? Teaching Online? PRSA Educators Academy members are invited to attend Super Saturday on Saturday, November 7 at Georgia State and the Atlanta Marriott Marquis.

Event schedule

8 a.m. - 1 p.m. Panel and Research Presentations. Breakfast will be provided. Location: Georgia State University, 25 Park Place

Learning by Traveling: How to Design Public Relations Courses with a Travel Component (Close to Home or Abroad). Brooke Weberling McKeever and Lisa Sisk, South Carolina; Michele Ewing, Kent State; David Remund, Oregon.

Public Relations History, Public Relations Leadership, and the Practice of Public Relations. Denise Hill, Elon; Karen Miller Russell, Georgia; Meg Lamme, Alabama; Shelley Spector, Spector & Associates and Baruch College

Lost opportunities: An Analysis of the Conversation and Connections Developed on Twitter by Health Insurers and their Stakeholders. Heather Hether, University of the Pacific

The Role of Situational Awareness and Participation Benefits on Motivating Publics' Online Social Campaign Participation Behavior Intentions: Moderating Effects of Social Ties Influence. Jungyun Won, Linda Childers Hon and Ah-Ram Lee, Florida

Antecedents of Green Reputation and the Strategic Role of Public Relations. Sumin Shin, Alabama

Shield and Sword: Public Relations and the Emerging Field of Public Interest Communications. Jasper Fessmann and Ann Christiano, Florida

Why is the Public Angry? Publics' Relationship with an Organization and Their Communicative Behaviors in a Crisis. Myounggi Chon, Louisiana State and Jeong-Nam Kim, Purdue

CEO Social Media Engagement: The Effects of Communication Styles and Para-Social Interaction on Public Relational and Behavioral Outcomes. Linjuan Rita Men and Wan-Hsiu, Florida and Sunny Tsai, Miami

The Effects of Corporate Social Responsibility on Organization-Employee Relationships: The Moderating Role of Perceived Fit. Zifei Chen, Cheng Hong and Aurora Occa, Miami

Roles in Social Media: How the Practice of Public Relations is Evolving. Marlene Neill, Baylor, and Nicole Lee, Texas Tech

What Motivates the Public? The Power of Social Norms in Driving Public Participation with Organizations. Fan Yang and Holly Ott, Pennsylvania State

Integrating Digital Media Concepts and Practices in the Graduate Public Relations Curriculum. Aileen Izquierdo and Jennifer Floto, Florida

International; Kathy Fitzpatrick, American; and Hilary Fussell Sisco, Quinnipiac

Old Dogs Doing New Tricks. Judy VanSlyke Turk, Virginia Commonwealth; Natalie T.J. Tindall, Georgia Southern; Donald K. Wright, Boston; Christie Kleinman, Belmont

Successfully Mediating Our Way Across the Online Classroom – One Keystroke at a Time: Sharing Best Practices for Public Relations Education. Pamela Bourland-Davis, Brigham Young; Lisa T. Fall, Tennessee; Katie Place, Quinnipiac; Darrin M. Devault, Memphis

What You Should Know About the Certificate in Principles of Public Relations. John Forde, Mississippi State; Tina McCorkindale, Institute for Public Relations; Kathleen Rennie, New Jersey City University

1 p.m. - 3:30 p.m.: Break on your own

3:30-5:00 p.m.: Pedagogical Poster Session
Location: Atlanta MarriottMarquis

5 p.m. - 6:30 p.m.: Educators Academy Awards Ceremony and Reception, Location: Atlanta Marriott Marquis

Registration

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

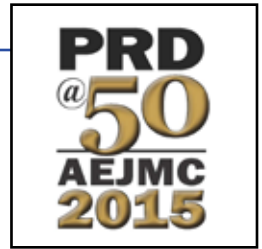
If you are a PRSSA advisor and registered to attend PRSSA (which includes many of the PRSA activities), registration for Super Saturday was not included as part of your PRSSA package.

Sponsors

Special thanks to sponsors for supporting Super Saturday.

Primary Super Saturday Sponsor: KIND Snacks

Breakfast and Reception Sponsors: American University, Georgia Southern University, Georgia State University, Home Depot and The Institute for Public Relations



Division Updates

PR UPDATE is happy to introduce a new feature to our readers. Division Updates will provide committees, programs and individuals the opportunity to send short pieces on happenings of interest to the PRD membership. Please email your updates to supa@bu.edu for inclusion in this section.

from the Membership Committee - Brigitta Brunner-Johnson

The Membership and Mentorship Committee is happy to report 30 mentoring pairs were made for this academic year. This group is the largest the committee has ever had, and it includes four returning pairs from the previous year. Those in the program will receive monthly emails with articles related to mentoring.

Our membership survey has been sent. If you have not already completed it, it can be found at <http://bit.ly/HelpPRD>. Your responses are very important to us and will help the PRD to be even stronger.

from the PF&R Committee - Brooke McKeever & Nathan Gilkerson

To help celebrate News Engagement Day with AEJMC, the PR Division established a campaign for faculty to engage in conversations with students, asking the question: "What's News in Your World?" Along with these classroom conversations, students and faculty were encouraged to engage in #NewsEngagementDay conversations on social media by taking photos of "what's news" in all of our various parts of the world and using the hashtags #News2Me and #NewsEngagementDay.

During News Engagement Day, our PR Division social media team collected images shared with these hashtags via Twitter, Instagram, Facebook and LinkedIn. The day was curated using [storify](#).

from the Website Committee - Katie Stansberry

The new website is up and running. Look for more details in the November issue of *PR UPDATE*.

from the 50th Anniversary Committee

The Doug Newsom Award seeks scholarly contributions focusing on global ethics and/or global diversity in public relations.

The Global Alliance for Public Relations and Communication Management, a confederation of more than 70 of the world's major PR and communication management associations and institutions representing 160,000 practitioners and academics around the world, has adopted a global code of ethics. The Public Relations Society of America (PRSA), as a charter member of the Global Alliance, endorses this global code of ethics that embodies the free flow of accurate information, fosters open communication and informed decision-making, protects confidential information and promotes fair competition while avoiding conflicts of interest.

Global diversity encompasses the promotion of racial, ethnic, national identity, gender, sexual orientation, and cultural diversity as a matter of fairness and justice in the world-wide public relations workforce. More than ever, organizations recognize the need for inclusive practices as a function of strategic public relations in a global environment.

We invite scholarly submissions that investigate and highlight the best practices in these areas. Please adhere to the guidelines for the Uniform AEJMC Paper Call and any specific PRD Paper Call instructions when submitting your paper.



Many thanks to our 2014-15 committee members

Research Co-Chairs

Eyun-Jung Ki
Weiwu Zhang

Teaching Co-Chairs

Hongmei Shen
Giselle Auger

PF&R Team

Lucinda Austin, Chair
Nathan Gilkerson, Co-Chair
Hua Jiang
Brooke Weberling McKeever
Dave Remund

Membership Team

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Katie Reynolds Place, Co-Chair
Yi Luo
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Matt Ragas, Chair
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Terry Flynn
Nell Horowitz
Amanda Kennedy
Andy Lingwall

PRSA Educators Academy Liaisons

Michele Ewing, Co-Chair
Marlene Neill, Co-Chair

*Please thank these members for their service, and
ask their advice as you seek out your own
volunteer opportunities!*

Many thanks to the donors who helped us reach the initial fundraising goal of the Doug Newsom Award for Global Ethics & Global Diversity

The Arthur W. Page Center

TCU's Bob Schieffer College of Communication & the School of Strategic Communication

Susan Grantham
Jim & Lauri Grunig
Dean Kruckeberg
Charles A. Lubbers
Teresa Mastin
Douglas A. Newsom
Carol Oukrop
Elizabeth Toth
Judy VanSlyke Turk
Dennis L. Wilcox
Donald K. Wright



The Newsom award is fully endowed in accordance with AEJMC requirements. Because we are only allowed to spend the interest earned each year, we will continue to raise funds to grow the award so that the prizes can be given out in similar amounts to our PRD research paper awards.

Our next issue will be our winter issue in November-December. Our normal production schedule is January, March, July and November, with a special post-conference issue.

We look forward to your feedback and story contributions, which can be sent to PR UPDATE at supa@bu.edu

PR UPDATE

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Get to Know Minnesota!

Minnesota has 90,000 miles of shoreline - more than California, Florida and Hawaii combined.

Minnesota waters naturally flow in three directions - North, South and East.

Minneapolis' famed skyway connects 52 blocks of downtown.

Houses the Sea Life Minnesota Aquarium.

Minnesota inventions include masking & scotch tape, Wheaties cereal, Bisquick, HMO's, the bundt pan, Aveda beauty products, & the stapler.

Mall of America, just 10 minutes south of Minneapolis, is the largest mall in North America, complete with indoor theme park.

Home of the tallest indoor waterpark in the United States - Water Park of America

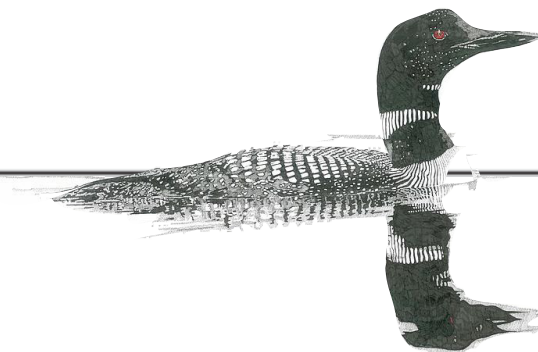
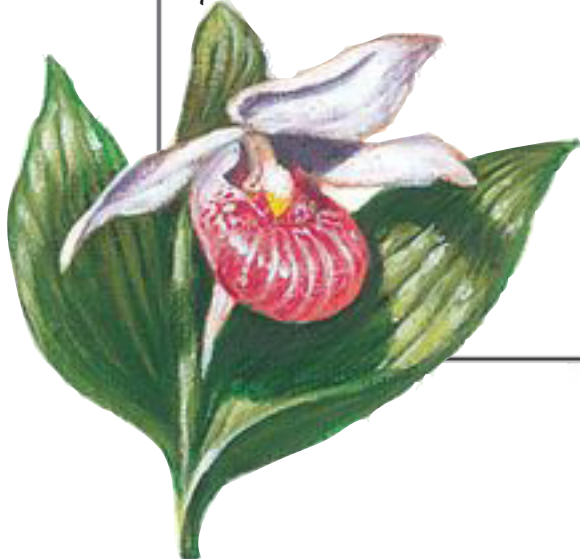




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Tiffany Gallicano

University of Oregon

Vice Head

Emily Kinsky

West Texas A&M University

Vice Head-Elect

Richard Waters

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Thinking about involvement

I recall my first AEJMC conference, 2005 in San Antonio, and the encouragement I received to get involved with PRD. It was wise advice for this particular graduate student. My involvement with PRD has led to numerous opportunities for growth as a scholar, a teacher and a colleague. Most importantly though, it has allowed me to create a network of mentors, co-authors and friends.

My first involvement was on the membership committee. To be fair, I didn't do much. I might have reviewed the membership survey that year for typos, but it did allow me to add a line to my fledgling CV, a line which, to this day I am proud of. Not necessarily because of the scope of work, but because it represents my first involvement with PRD, which to me represents my transition from practice to academia.

As we prepare for the upcoming annual conference, PR UPDATE would like to encourage you to start thinking about involvement. Minneapolis this year will represent the 51st time we have come together, and no matter if it will be your first time joining us or...not your first time, involvement both in the PRD and at the conference is vitally important to the health and growth of the division.

Whether it is as a paper reviewer, donor, moderator, panelist, presenter, officer, committee member, or even an active participant, involvement is the lifeblood of our division.

As we gear up for Minneapolis, I encourage all the division members to think about involvement. Perhaps to think about how you can either become involved for the first time - or to reinvigorate your involvement. Our division will be stronger because of it.

DS



message from the head

Planning for the long-term financial health of PRD

As part of our 50th anniversary of PRD this year, we have launched a \$50 for 50 years campaign. To kick off the campaign, all of the PRD executive officers and chairs of every committee have donated, resulting in a 100% participation level. We hope that you will join us by donating at any level with which you feel comfortable. Your contribution will help us secure our future through the sustainability of our awards.

We are currently in a financially stable position; however, not all of our awards are endowed, and the ones that are endowed do not generate enough interest to pay for the awards at the levels desired:

Inez Kaiser Graduate Student of Color Award

- * Provides up to \$1,260 per winner to cover conference costs.
- * Covered the costs of three graduate students of color last year.
- * Is in its last year of funding from the PRSA Foundation with the possibility of renewal.
- * Lacks any funding that can be used toward securing the award in an endowment.

Susanne A. Roschwalb Grant for International Study and Research

- * Provides \$250 to offset travel for graduate students in the U.S. to conduct research in another country — we think the award amount should be increased once the award is self-sustaining.
- * Primarily funded by membership dues — we make very little interest off of the \$6,000 that sits in the endowment.

Doug Newsom Award for Global Ethics and Diversity

- * Provides a monetary award for a paper that investigates global ethics and diversity in public relations and will be awarded for the first time at our next conference.
- * Carries a \$10,000 endowment, thanks to many of our past heads, The Arthur W. Page Center, and TCU's Bob Schieffer College of Communication & the School of Strategic Communication.

*Will be primarily funded by membership dues until the endowment carries enough money to be self-sustaining.

Based on these needs, the executive leadership of PRD has established a long-range goal to generate enough funding to make all of our awards self-sustaining at the desired award levels.

Although we have dues of \$30 for members and \$20 for graduate students, we only keep \$5 per regular member and \$0 per graduate student after subtracting the funds we send to our flagship journal, the *Journal of Public Relations Research*.

It is remarkable how much PRD is able to provide from the \$5 per member that we receive. Our activities, communications, and services are largely due to the generosity of our hard-working volunteers (see a list of this year's volunteers on the back page of this issue of UPDATE) and donors to whom we are incredibly grateful, such as the Arthur W. Page Center, Arthur W. Page Society, Dennis Wilcox, Edelman, Institute for Public Relations, International Public Relations Research Conference, the Plank Center for Leadership in Public Relations, the Public Relations Society of America Foundation, and the universities that donate to our graduate student luncheon and social.

Many thanks to our leadership team for their generous support. I would also like to thank Richard Waters, our vice head elect, for his leadership role in this

fundraising drive, and to Emily Kinsky, our vice head, for her planning assistance.

Thanks so much for your consideration of supporting our campaign. Every little bit helps, and your support means a great deal to us. Together we can make sure that the PRD's vision is financially secure and able to sustain itself in the years ahead.

To give to the \$50 for 50 years campaign, you can donate online at <https://aejmc2.wufoo.com/forms/aejmc-contributions/>. This is a general AEJMC form that is used for fundraising efforts. When completing the form, please designate the category that you wish to give (PRD General Fund, PRD Kaiser Award, PRD Newsom Award, PRD Roschwalb Award) by selecting "Other" in the "Contribution Choice" pull down menu. Then, write in where you would like your donation to go in the "Write-in Contribution Choice." **You must write in the choice for the donation to help the Public Relations Division.**

Tiffany



2016 Annual Conference

Additional research panels programmed for Minneapolis

In response to feedback about the need for more research panels at AEJMC, we have programmed three themed research panels to accompany our top paper panels. I have highlighted these research panels in this article and will share descriptions of the other panels we programmed in the next few issues of PR Update.

We received outstanding proposals from our members. In September and October, a mad scramble occurs each year as divisions and interest groups seek to make the most of their chip allotment. By mid-October, the dealing was done, and we had seven fascinating panels with partnering groups officially entered in the AEJMC panel auction system. Here are three of the panels:

Beyond Products and Services: Institutional Parasocial Engagement with Publics and Implications for Social Responsibility

Partner: Mass Communication and Society Division

Coombs and Holladay (2015, in press), in an examination of how PR has focused on relationships between organizations and publics, have pointed out that PR scholarship has tended to align the notion of organization-individual relationships to interpersonal communication. They recommend parasocial engagement as a new direction for organization-public research. To that end, this panel will feature how institutional actors engage in parasocial interactions and how such interactions have implications for social responsibility beyond the realms of product- and service-based connections with stakeholders. This panel features diverse methods of analysis of parasocial engagement across different contexts and time periods.

Melissa Dodd, University of Central Florida, uses parasocial interaction theory to explore the relationship between stakeholders and controversial CEOs who choose to engage in highly charged social-political issues. Dodd points to the implications of parasocial engagement for such arenas as issues management, corporate social responsibility, and ethics.

Cylor Spaulding, Towson University, discusses the parasocial strategies employed by the organizations of the New Religious Movement, specifically the Church of Scientology, during the founding of the movements and in their continued efforts to foster and maintain relationships with stakeholders.

Rebecca Swenson, University of Minnesota, points out that, long before blogs and social networks, corporations relied upon another public relations tactic: the company press. Her presentation focuses on the Ford Times, a notable company magazine created by the Ford Motor Company.

Lauren Bayliss, University of Florida, examines the Schwartz Theory of Basic Human Values and how it can be used to assess corporate personality. Understanding how human values necessarily constitute parasocial engagement can help organizations to be more consistent in communicating their CSR and aid them in developing relationships with their publics.

Burton St. John III, Old Dominion University, reports on an experimental study that examined whether the presence or absence of photographs in a corporate newsletter article indicates a parasocial effect – specifically the degree to which respondents indicate that the corporation projects a relatable corporate persona.

Network Approaches to Digital Media Research

Partner: Communication Technology Division

This panel will focus on digital media and the use of social network analysis as a research tool. Panelists will use recent research projects to illustrate various ways that social network analysis can be used to complement and expand both quantitative and qualitative social media research. Special emphasis will be placed on hybrid social activism and cases where network analysis of social media were used to confirm, refute and/or illustrate findings from more traditional public relations and mass communication research methodologies. The goal of the panel is to highlight innovative research methodologies and projects using network analysis and to share “best practices” of the approach.

Jeremy Harris Lipschultz, University of Nebraska at Omaha, will present a 2015 case study of top news media and other organizations that reveals important group patterns of influence and argues that network analysis may be applied to a variety of contexts – from journalism and broadcasting, to public relations, advertising and marketing.

Adam Saffer, University of North Carolina-Chapel Hill, will present a longitudinal case study of the SOPA/PIPA protest, where hyperlink network data and co-occurrence data were combined to study the evolution of activist groups’ relationships and the political media ecology. The public relations implications – from both a relationship management perspective and an agenda-building perspective – will be discussed.

continued on page 6



continued: Additional research panels programmed for Minneapolis

Melissa Adams, North Carolina State University, will present a study of the Saturday Chores (#saturdaychores) counter-protest July 2014 viral media event. Expanding Nahon and Hemsley's notion of viral media as social diffusion (2013), this study used a two-part network analysis to triangulate interview data and to gain insight into the types of content, networks and media flows present in such events.

Sue Robinson, University of Wisconsin-Madison, will discuss a mass communication study using network ethnography (a mixed quantitative-qualitative technique combining in-depth interviews, content analysis and network analysis) to help understand and illustrate how social media is reconstituting the local media ecology, particularly around issues involving race.

Kate Keib, University of Georgia, will present a recent study of the #BlackLivesMatter movement on Twitter. Researchers used both content analysis and network analysis to look at the intersection of emotion, content, and engagement (RT) when a topic of importance is discussed on social media.

Itai Himelboim, University of Georgia, will present on a social networks approach to public relations and crisis communication. Publics are conceptualized as social networks clusters, and the unique content that crosses cluster lines is identified and discussed as it allows organizations to reach publics that do not interact with them directly.

The Next Frontier: LGBT Issues in Strategic Communication

Partner: LGBT Interest Group

In 2013, Tindall and Waters edited the first ever book on LGBT issues and strategic communication, "Coming Out of the Closet: Exploring LGBT Issues in Strategic Communication With Theory and Research." This panel pushes forward inquiries sparked by authors in this original text, addressing questions at the intersection of public relations and LGBT issues. This panel works to further theory and practice as it relates to public relations and LGBT public/stakeholders, LGBT activism, and LGBT-related corporate social responsibility.

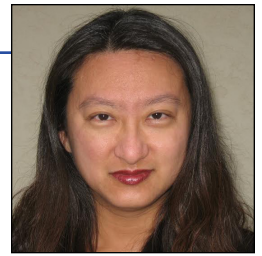
Joseph Cabosky, University of North Carolina Chapel Hill, will focus on public relations, LGBTQ publics and measurement. He will discuss how a better appreciation of minority publics should change the way we approach PR

measurement. This includes a better appreciation of LGBT media outlets, communication patterns, and how to problematize social media usage and sharing. Finally, this allows for a discussion of how to measure and value other types of PR that may be of value to LGBT groups and publics.

Erica Cizek, University of Houston, introduces queer post-colonial theory to public relations research in an examination of transnational LGBT activism. Through in-depth interviews with activists from 12 international organizations, the goal of this project is to learn how LGBT activists make meaning of global strategic advocacy campaigns and how they shape the identity of transnational LGBT activism.

Dean Mundy, University of Oregon, examines how PR theory has long focused its attention to "publics" and how organizations engage those publics on various platforms, the public voice in the public relations process, and best practices that create mutually beneficial OPR relationships. Mundy contends that, while the concept of "publics" should remain central, PR theory should better-engage the role of the stakeholder, and the LGBTQ community provides an ideal opportunity to do just that.

Richard Waters, University of San Francisco, will share a content analysis of Fortune 500 organizations' CSR efforts that specifically examines whether their websites and reports made available to the public list LGBT-related issues, whether that's for internal audiences with employees and benefits or its external audiences and community relations efforts.



Behind the scenes at the Journal:

An update on what's happening at JPRR

Submission Statistics

In calendar year 2015, associate editor Dr. Hongmei Shen and I processed 144 original manuscripts. As of January 6, 2016, the disposition of those manuscripts was:

6	Accepted
59	Rejected
11	In revision for resubmission
66	In review
2	Withdrawn

What's New

Volume 28, Issue 1, is slated for publication by late March 2016. It will contain 4 articles; 3 were accepted by me and 1 by Karen Russell. Changes that you will see in the Journal starting with 28-1 include:

- *Editor's essay at the start of the issue;
- *New cover art created by graphic designers at Taylor & Francis in consultation with me;
- *Acknowledgement of the Journal's past editors on page C2, the page inside the front cover;
- *Abstracts translated to Chinese and Spanish for online versions of the articles, to facilitate international scholarly access to research published in JPRR;
- *An editorial board whose members actively reviewed journal submissions in the last calendar year; and
- *Acknowledgement (with their consent) of formerly blinded reviewers whose feedback helped the authors of articles published in this issue.

Editorial Board and Manuscript Reviewers

On January 6, I formally appointed 64 individuals to the JPRR editorial board for 2016. The appointments were based on the quantity and quality of review work completed in 2015 by these individuals. Congratulations and thank you to our board members!

If you would like to serve as a reviewer for the Journal (which is the first step to potentially becoming a member of the editorial board), please register yourself with the Journal's online

manuscript submission site: <https://mc.manuscriptcentral.com/hpr>. A terminal degree is required, and reviewers with expertise in higher-level statistical analyses (multiple regressions and above) are sorely needed. When signing up (or updating your profile), please be strategic in your selection of keywords, as these are used to help connect a manuscript with a potential reviewer.

Get What You've Paid For

If you are not receiving the hard copy of the Journal, which you've paid for as part of your membership dues to the Public Relations Division, please verify the accuracy of your mailing address on file with AEJMC. The publisher gets the mailing labels directly from AEJMC.

Meet the Editor

I will hold two informal breakfast sessions during the International Public Relations Research Conference in Miami, on March 3 and 4, starting at 6:45 a.m. Space for these get-to-know-you sessions is limited, and priority will be given to as-yet-untured assistant professors on tenure track. RSVP at <https://www.surveymonkey.com/r/JPRRatIPRRC2016>.

Associate Editor Transition

Thank you to Hongmei Shen (San Diego State) for her service as the associate editor over the last year; she will continue to tie up a few loose ends pertaining to manuscripts currently in review/production. New associate editor Hilary Fussell Sisco (Quinnipiac University) is now handling all new submissions, so please direct your questions to her first.



Looking backwards and forwards: An update and challenge from your teaching chairs

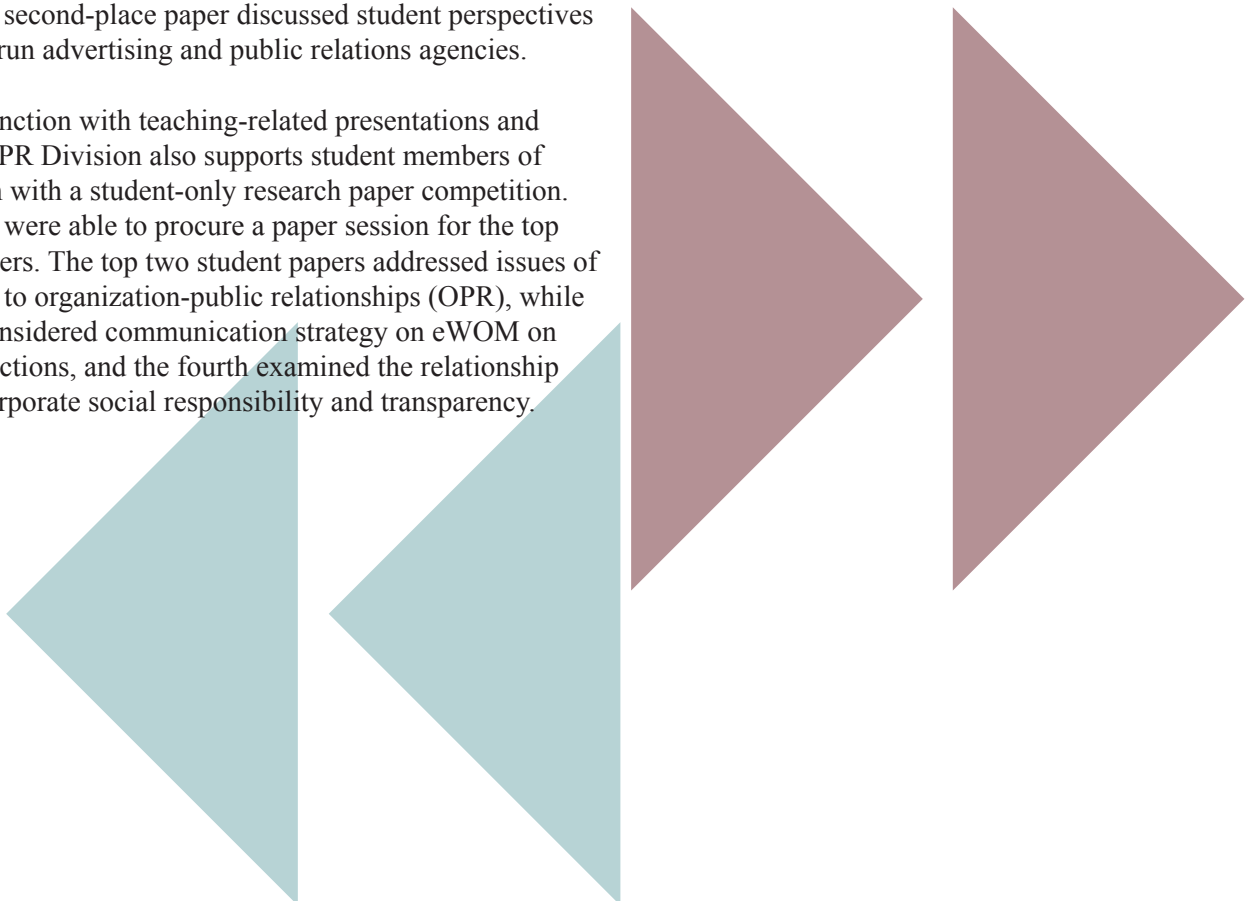
Looking Backwards

There is much to celebrate about the PRD's teaching activities in the past year. We launched a new journal, the *Journal of Public Relations Education*, saw a 70% increase in the number of paper submissions to the teaching category, and were pleased to offer many stellar paper and panel presentations at the San Francisco conference. Cash prizes were awarded for the top three papers in the teaching category among which two of the three top teaching papers addressed issues of education and social media. The first-place paper considered how to equip academic and future PR professionals for social media success while the third-place paper considered the benefits of experiential and cross-institutional learning through social media. The second-place paper discussed student perspectives on student-run advertising and public relations agencies.

In conjunction with teaching-related presentations and panels, the PR Division also supports student members of the division with a student-only research paper competition. In 2015 we were able to procure a paper session for the top student papers. The top two student papers addressed issues of importance to organization-public relationships (OPR), while the third considered communication strategy on eWOM on consumer actions, and the fourth examined the relationship between corporate social responsibility and transparency.

Looking Forwards: A Challenge to PRD Membership

Despite the increase in the number of submissions to the teaching category, overall numbers remain low and just 12 papers were received for the 2015 paper competition. So, we ask all of our wonderful PRD members to consider submitting a pedagogical paper for the Minneapolis conference in 2016. We understand that teaching papers take time and planning and sometimes extensive wrangling with the IRB process, but they are important and necessary to our roles as scholars and educators. The challenge? Let's try to increase submissions by another 70% and bring to the total to 20 as we come together to celebrate the end of our 50th anniversary year!





If it was news to you it was #News2Me

PRD members celebrated News Engagement Day with AEJMC on Tuesday, Oct. 6, 2015, by engaging with students in classroom and online discussion that focused on the question “What’s News in Your World?”

Recent research has found that students consume news in different ways. Moreover, what’s news to younger students may not necessarily be news to older faculty members. AEJMC members were encouraged to participate in News Engagement Day to find out what exactly “news” means to their students in different parts of the world - and many of our PRD members joined the effort.

PRD faculty members got the conversation started on social media, challenging their students to participate. Throughout the

@EfeAbugo

An aggregate of all my favorite news sources in one app? Now that is #News2Me #NewsEngagementDay #UMDCOMM353

day more than 500 people engaged in the online discussion by posting comments, links and images using #NewsEngagementDay and #News2Me.

Students posted about a variety of different stories ranging from significant crises (e.g., South Carolina flooding), to

@Nicole_Dowd22

Microsoft launches first laptop #NewsEngagementDay #News2Me #chirpfeed #HendricksBSU @sweet_carolinev

@AnitaNejat

Don't you love getting the most imp. news sent in one email? #News2Me #NewsEngagementDay #UMDCOMM353

international news (e.g., Doctors Without Borders hospital bombing in Afghanistan), to music and entertainment (the Grand Ole Opry’s 90th anniversary), to new research (e.g., radio is used more than any other media), to local events. Some posted about the common sources of their news (e.g., Daily Skimm, mobile news apps, social media, world news subreddit).

The PRD’s PF&R committee put together email, blog and social media materials, which were distributed to division members to promote the event.

“It was great to see public relations students and faculty from across the nation participating in News Engagement Day this year,” said Brooke McKeever, co-chair of the PRD PF&R committee. “News and public relations are so closely connected (or they should be), and I hope this activity helped students think about the various ways we engage with news on a daily basis.”

@andrea_moran95

Found students raising awareness and fighting the stigma of mental illness today! #News2Me #azpr #NewsEngagementDay

The PRD social media team curated posts from News Engagement Day with Storify. The curated story is available at https://storify.com/AEJMC_PRD/if-it-was-news-to-you-it-was-news2me-on-tuesday-fo .

@howell_august

Surfing could be in the 2020 Olympics in Tokyo! #UOJ201 #News2Me #NewsEngagementDay



2016 Annual Conference: Public Relations Division call for papers

The Public Relations Division invites submissions of original papers that advance the theories and practices of public relations. Submitters should carefully review the specific instructions for the Public Relations Division as well as the general requirements contained in the AEJMC Uniform Paper Call.

Submission Categories: A paper may be submitted in one of the three PRD categories: (1) the open competition, (2) the teaching competition, or (3) the student-only competition.

Top Papers in Open, Teaching, and Student-Only Competition: Monetary awards are given for the top three papers in each of the three categories. Thanks to a generous gift from Dennis Wilcox, Professor Emeritus, San Jose State University, top papers in the open and teaching categories will be awarded: \$500 for the top paper, \$300 for the second-place paper, and \$200 for the third-place paper. Top teaching papers will also receive expedited review in the *Journal of Public Relations Education*, provided they are submitted by December 31, 2016.

Thanks to the generous support of **The Plank Center for Leadership in Public Relations at the University of Alabama**, the first author of each of the top three student-only research papers will receive \$300, \$200, and \$100, respectively.

In addition, the **Doug Newsom Award**, created in honor of Doug Newsom, Professor Emeritus, Texas Christian University, will be given for the first time in 2016. The award in the amount of \$250 is for the top paper that fits the theme of global ethics or global diversity. For the context of this award, global ethics promotes the free flow of accurate information, open communication and informed decision-making, protection of confidential information, and fair competition while avoiding conflict of interest across the world. Global diversity encompasses racial, ethnic, national identity, gender, sexual orientation, and cultural diversity as a matter of fairness and justice in the global public relations workforce. Those who wish to compete for this award should clearly label their papers for consideration of this award. A special Doug Newsom Award Committee will evaluate the papers and choose a finalist.

Submission Limitations: No more than two papers may be submitted by any one author or co-author across the three PRD categories. If it is found that one person is author and/or co-author of more than two submissions across the three PRD categories, all of the submissions will be automatically disqualified.

A paper may not be under review: (1) simultaneously with more

than one of the three PRD categories, (2) simultaneously with more than one division within AEJMC, (3) simultaneously with the AEJMC conference and any other conference, or (4) simultaneously with the AEJMC conference and any potential publication, including refereed journals, book chapters, etc.

Authorship: When submitting co-authored papers, permission to submit the paper should be sought and obtained from all authors on the paper. Paper authorship cannot be added, deleted, or changed after submission of the paper.

Author Identification: All authors and co-authors, their institutional affiliations and contact information must be included when registering on the online system. If there are three co-authors, for example, information about all three must be included in the registration. Papers entered into the student-only competition must be authored or co-authored by students only (no faculty co-authors), and all of these papers must have the word "Student" on the title page and in the running head.

Author-identifying information must not appear anywhere in the attached paper file. Identifying information includes (1) listing of authors' names and/or affiliations, (2) references to authors' previous work in a way that reveals authorship of the current work, (3) links to authors' websites, e-mail addresses, or social media accounts, and (4) identifying information in the file properties. Inclusion of identifying information will result in automatic disqualification of the paper. It is the responsibility of the paper author(s) to verify that no identifying information is contained in the paper text or in the document file properties. Please follow the directions for removing your identifying information from the properties. This will need to be done each time you submit your paper to All-Academic.

All submitters are strongly encouraged to submit at least a day or two before the deadline so they can check to make sure that the uploaded document does not contain any personal identifying information in its properties. When a clean Microsoft Word document is converted to a PDF file, the PDF file typically adds the personal identifying information back in, so you will need to remove it from the Properties area (under "File") after you have converted your document to a PDF.

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continued: Public Relations Division call for papers

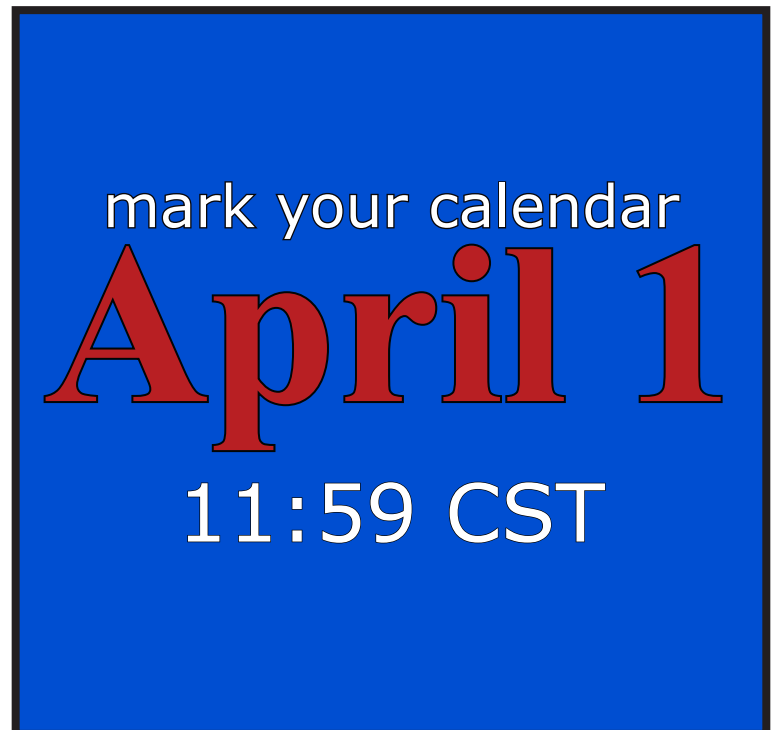
Paper Content: Any recognized research methodology and citation style may be used. Papers should include appropriate literature reviews, methodology, findings and discussion. Papers should test, refine, expand or critically review public relations theories, research or practices; or explore methods of effective public relations practices. Teaching papers should enhance principles or practices associated with public relations pedagogy. All submissions should represent research completed by the conference submission deadline, not research proposals or reports on research in progress.

Paper Formatting: A paper cannot exceed 25 pages, excluding abstract, references, figures and tables. Papers must be typed in a 12-point font, using Times New Roman, Times, or Arial font. Paper text must be formatted with double line spacing with one-inch margins on all sides of the document. All papers must contain continuous page numbers; if multiple files are merged for the paper, then the author must ensure that the page numbers are continuous and do not repeat or start over from page 1.

All papers must be submitted in **PDF format**. For those using the newest version of Microsoft Word, you can save your paper as a PDF file using the “Save As” function. For those not using this version, you may use a free web service, such as www.freepdfconvert.com. Failure to follow these formatting guidelines will result in an automatic disqualification of the paper. Again, remember to remove your name from the Properties area of the document after converting it to a PDF.

Presentation Requirement: At least one author of an accepted faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented by someone else. Failure to be present or provide a presenter for any paper will result in a one-year ban on the review of papers for all of the authors involved. Authors of accepted papers are required to forward papers to discussants and moderators prior to the conference. Presentations at the AEJMC conference may be disseminated via social media; presenters may opt out of social media dissemination by requesting so at the time of the presentation.

Questions? Please contact our research chairs, Weiwu Zhang, Texas Tech University, weiwu.zhang@ttu.edu or Lan Ni, University of Houston, lani@uh.edu.



with gratitude

Richard Waters
rdwaters@usfca.edu



Public Relations Division: Fundraising campaign underway

At this year's conference in San Francisco, the Public Relations Division's leadership team kicked off our 50th anniversary with celebrations designed to honor the division's past. Now, it's time for us to rally together to secure another 50+ years for the division.

In November, 20 PRD leaders and committee chairs participated in a fundraising campaign to help secure the division's financial well-being. I'm proud to say that 100% of the division's leadership team participated.

We are raising funds for two purposes. First, we need to increase the PRD general fund. We receive only \$5 of the \$30 division membership dues from professors and none from a graduate student's \$25 membership dues. The \$25 goes to secure the production and distribution of the *Journal of Public Relations Research*. Our second goal is to grow the accounts of our three named awards presented at the annual conference (Kaiser, Roschwalb, and Newsom). We want to boost the endowments of these awards so that we're able to sustain them for years to come.

The fundraising campaign has, so far, resulted in the following contributions: \$2,100.50 total (\$1,350.50 for general fund, \$150 to Roschwalb, \$325 to Newsom, and \$275 to Kaiser). With your continued support, we can reach our goals and better support our continued activities. Please consider making a donation. We are challenging members to give \$50 in support of the 50th anniversary, but any amount will move us closer to our goals.

To give to the \$50 for 50 years campaign, you can donate online at

<https://aejmc2.wufoo.com/forms/aejmc-contributions/>.

This is a general AEJMC form that is used for fundraising efforts. When completing the form, please designate the category that you wish to give (PRD General Fund, PRD Kaiser Award, PRD Newsom Award, PRD Roschwalb Award) by selecting "Other" in the "Contribution Choice" pull down menu. Then, write in where you would like your donation to go in the "Write-in Contribution Choice."

You must write in the choice for the donation to help the Public Relations Division.

Thank you to those members and programs who have so generously donated to our campaign!

Anonymous

American University's School of Communication,
Public Communication Division

Linda Aldoory, *University of Maryland*

Giselle Auger, *Duquesne University*

Denise Bortree, *Penn State University*

Rowena L. Briones, *Virginia Commonwealth University*

Hyunji Doh, *Temple University*

Kelly Bruhn, *Drake University*

Brigitta Brunner, *Auburn University*

Michele Ewing, *Kent State University*

Julia Fraustino, *West Virginia University*

Karen Freberg, *University of Louisville*

Tiffany Gallicano, *University of Oregon*

Nathan Gilkerson, *Marquette University*

Lauri and Jim Grunig, *University of Maryland*

Kathleen Kelly, *University of Florida*

Sora Kim, *The Chinese University of Hong Kong*

Emily Kinsky, *West Texas A&M University*

Dean Kruckeberg, *University of North Carolina at Charlotte*

Diana Martinelli, *West Virginia University*

Rita Men, *University of Florida*

Marlene Neill, *Baylor University*

Holly Ott, *Penn State University*

Geah Pressgrove, *West Virginia University*

Matt Ragas, *DePaul University*

Dave Remund, *University of Oregon*

Bey-Ling Sha and Guy Aeschelmann, *San Diego State University*

Hongmei Shen, *San Diego State University*

Shelley and Barry Spector, *Museum of Public Relations*

Brian Smith, *Purdue University*

Don Stacks, *University of Miami*

Kathleen Stansberry, *Cleveland State University*

Jessalynn Strauss, *Elon University*

Natalie Tindall, *Georgia State University*

Judy VanSlyke Turk, *Virginia Commonwealth University*

Jennifer Vardeman-Winter, *University of Houston*

Richard Waters, *University of San Francisco*

Donald K. Wright, *Boston University*

Su Lin Yeo, *Singapore Management University*

Weiwei Zhang, *Texas Tech University*

2015-16 Public Relations Division Leadership

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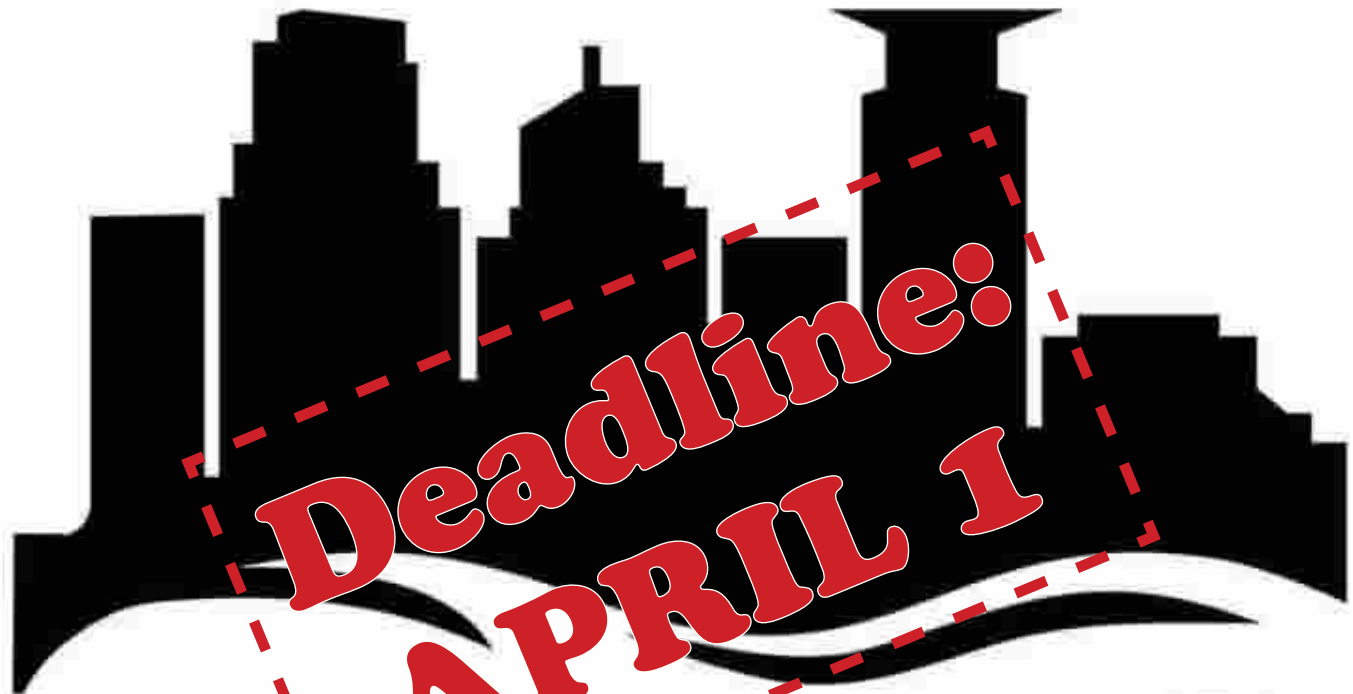
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Our next issue will be out in March.
Our normal production schedule is January, March,
July and November with a special
post-conference issue. We look forward to your
feedback, and even more so to seeing you in
Minneapolis in August!

PR UPDATE

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Public Relations Division
Annual Pre-conference
August 3, 2016
1-5 p.m.

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THE ARTHUR W.
PAGE CENTER

Integrity in Public Communication

The 2016 Offsite Tour at the
Mall of America



Friday, August 5
9 a.m. to Noon

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Minneapolis: More than meets the eye

Do you have a bucket list? I don't. It's not that I don't like the idea of having aspirations and goals, nor does it mean there aren't things I would like to do, I just don't have one.

But, if I did have a bucket list, I can say with a fair amount of certainty traveling to Minneapolis wouldn't have been on it - and quite honestly if our annual conference weren't being held there, I might have been quite content to live without ever having been. And I doubt my epitaph would focus on my lack of travel to Minnesota.

However, our annual conference is being held there, and as your humble PR UPDATE editor/pre-conference co-chair/potential paper presenter (still "polishing" - read "writing" my entry), I will also be there. The bigger question is, will you?

I've come to discover Minneapolis, and Minnesota, is much more than just the land of 10,000 lakes. Rumor has it there's a statue of Dean Kruckerberg in his boyhood home of Owatonna, just an hour's drive south of Minneapolis. (A close second choice for our offsite tour I'm told.)

But let's focus on confirmed sightings for the moment. Some of the panels being done this year are pretty incredible, and if you don't mind the free advertising, the pre-conference will be spectacular. Our schedule is already packed full of top corporate PR folks, great research and the promise of discussions that will rival any conference to date (including an awesome social). And we haven't even programmed the research and teaching papers yet!

Additionally, during the weekend of the conference, there are multiple art and theater festivals, several interesting museums, and lots of opportunities for tons of outdoor activities.

I can honestly say I'm looking forward to Minneapolis, and I hope you are too.

DS



message from the head

An update on PRD activities

Conference planning is underway, and I am excited to share some highlights with you, as well as insight into our recent activities.

Conference Highlights

I first want to recognize Vice Head Emily Kinsky for her outstanding performance in overseeing all of the panels and conference activities.

Pre-conference

The Arthur W. Page Center has agreed to sponsor our pre-conference from 1-5 p.m. on Aug. 3. The pre-conference is focused on leadership and will cover the following topics:

- Teaching: What we need to teach our students about leadership to become industry leaders
- Research: Issues in leadership research
- Service: Moving from the classroom to leadership positions

Special thanks to co-chairs Dustin Supa (Boston University) and Karen Freberg (University of Louisville) and the committee members for their efforts.

Offsite Tour

We have a sponsor for our offsite tour this year to cover the cost of chartering buses. The Institute of Public Relations is sponsoring our Mall of America tour, which is scheduled for Friday, Aug. 5, from 9 a.m. to noon. The tour will include presentations about the following topics:

- The challenges the mall faces as one of the most visited tourist destinations in the world
- An overview and general history of the Mall of America and the organization's successful public relations strategies over the years
- The Mall of America's experience with agreeing to be a one-season reality TV show (called Mall Cops)

Participants will also tour Mall of America's advanced social media monitoring room. Special thanks to our chair, Nathan Gilkerson (Marquette University), co-chair, Brooke Weberling McKeever (University of South Carolina), and the PF&R committee members for their work.

Bill Adams/Edelman Luncheon

The Bill Adams/Edelman Luncheon will happen after the tour on Friday, Aug. 5, from 12:15-1:30 p.m. Many thanks to our vice head elect, Richard Waters (University of San Francisco), for his efforts in planning this event.

Membership Social

Our Social Event Committee, led by Chair Julia Fraustino (West Virginia University) and Vice Chair Amanda Kennedy (University of Maryland), has found an exciting location for our social, which will occur on Saturday, Aug. 6, 7-9 p.m. The social will be held in The Newsroom (a few blocks from the hotel), which is an old-time news-themed lounge. On our monthly leadership conference call, we have been brainstorming some exciting ideas to facilitate relationship building. The Membership Committee, led by Brigitta Brunner (Auburn) and Hua Jiang (Syracuse) has also been working hard to facilitate relationship building both at the social and throughout the conference.

Graduate Student Luncheon

The Graduate Liaison Committee, led by Chair Holly Ott (Penn State), is planning a hosted luncheon, which is scheduled for Saturday, Aug. 6, from 1-3 p.m. If your department/school/college is interested in sponsoring this event, please reach out to Holly at hko104@psu.edu.

PRD's Recent Activities

Our volunteers work year-round to plan the conference and provide opportunities for relationship building, teaching assistance and learning outside of the classroom.

Past Twitter Chat and Upcoming Twitter Chat

This month, we held a great Twitter chat about women in leadership in public relations. The chat attracted 43 contributors and 100 tweets. Special thanks to our Social Media Chair Geah Pressgrove (West Virginia) for planning this event and to our featured speaker, Katie Place (Quinnipiac), and our co-sponsor, PRSA.

Our next Twitter chat is about teaching digital analytics, which will occur on Thursday, April 21, at 8 p.m. Eastern. Two of our speakers will be our Website Chair Katie Stansberry (Cleveland State) and Michael Brito (head of U.S. digital marketing for LEWIS Pulse). Special thanks to our PRSA Educators Academy Liaison Michele Ewing (Kent State) for leading a team in planning this event.

I would also like to thank our Communications Manager, Karen Freberg (Louisville) and the Social Media and Communication Committees for their role in supporting the Twitter chats.

Recruitment for the Inez Kaiser Graduate Student of Color Awards

Committee Chair Rowena L. Briones (Virginia Commonwealth University) secured funding from the PRSA Foundation to fund three graduate students of color for conference travel and lodging expenses, as well as AEJMC and PRD membership fees. Details, including the online application, can be found at <http://aejmc.us/prd/students/inez-kaiser-award>

Guest Speaker Teaching Resource

Our Teaching Committee, led by Chair Giselle Auger (Duquesne) and Vice Chair Lucinda Austin (Elon), has created a guest speaker teaching resource as a membership benefit to assist members with guest lectures while providing opportunities to demonstrate a national or even international reputation for expertise in particular areas. We have received 20 volunteers for this exchange program. Planning for the launch of this program is underway.

Reviewer Recruitment

Research Chair Weiwu Zhang (Texas Tech) and Vice Chair Lan Ni (University of Houston) are recruiting paper reviewers for our open, graduate student-only and teaching competitions. The Public Relations Division is offering drawing prizes for early reviews and is giving a best reviewer award. Graduate students are not eligible to review papers. To volunteer, start by creating a new account for the 2016 conference:

<http://convention2.allacademic.com/one/aejmc/aejmc16/>

Next, please complete the following survey to help the research and teaching teams match papers to reviewers' expertise:

https://ttucome.az1.qualtrics.com/SE/?SID=SV_0d2afbjdLTiHPed

JCOPE Position Statement

Also this month, PRD developed a position statement in response to an advisory opinion from the New York State

Joint Commission on Public Ethics. This advisory opinion requires public relations practitioners to register as lobbyists if their communication affects legislation. Past Head Dean Kruckeberg is helping with the creation of AEJMC's statement, which will be informed by PRD's position. Nathan Gilkerson (Marquette University), Emily Kinsky (West Texas A&M University), Brian Smith (Purdue University), and Katie Stansberry (Cleveland State) helped me create PRD's statement.

Formalization of Leadership Procedures

As our organization continues to grow, we continue to develop policies and procedures to ensure fair, consistent decision-making. Past Head Denise Bortree started this initiative by establishing required and preferred qualifications for vice head elect. We have built upon her efforts by establishing vice chair positions and a succession policy for determining how committee members can move through the process of reaching vice chair and chair positions. If you are interested in becoming involved in the PR Division, please email our next division head, Emily Kinsky, at ekinsky@wtamu.edu. She will be coordinating volunteers for the next year in the coming months.

Recruitment for an International Study Grant for a Graduate Student

Chair Brian Smith (Purdue University) and Vice Chair Eyun-Jung Ki (University of Alabama), along with their committee, are recruiting applicants for the Susanne A. Roschwalb Grant for International Study and Research. This award is intended for both graduate and undergraduate students in public relations whose plans include study or research outside of the United States. The grant provides the winning student with \$250 to offset the cost of travel associated with international study or

Tiffany

Watch for sign-ups for this year's conference events including:

**Pre-Conference,
Offsite Tour &
Bill Adams/Edelman
Luncheon**

Information will be sent out to members first, and then made available via the listserv.



2016 Annual Conference

PRD will offer a wide variety of panels in Minneapolis

In the last edition of PR Update, I shared our three research-focused panels that are programmed for this summer's conference. In this issue, I will share the other four non-refereed panels, which cover both teaching and professional freedom and responsibility (PF&R) issues. You'll notice not only a variety of topics, but also a wide diversity of panel styles. I'm excited to attend each of them and hope you will be, too!

Seeing the Message: Public Relations and Visual Communication Strategies

Co-Sponsor: Visual Communication Division

Friday, August 5, 3:15-4:45 p.m.

This panel will look at some intersections of public relations and visual communication: visuals in crisis communication, the ethics of using certain visuals over others, how to help an organization put forward a cohesive visual picture, and how infographics can be used to explain complicated information. Instead of the typical four panelists, this one will feature 10 speakers. Each speaker will cover his/her topic in 3-5 minutes and will include handouts with summaries and suggestions for the classroom.

Melissa Janoske, University of Memphis

Visual representation of crisis events is a severely understudied area within crisis communication. This presentation will look at how and which visuals are chosen to help discuss a crisis event, and how an organization can gain better outcomes by understanding visuals used by a variety of publics to discuss the event, and choose visuals effectively for their own messaging. Visuals surrounding #BlackLivesMatter (particularly related to events in Baltimore, MD) will be discussed.

Matt Haught, University of Memphis

Consistent visual messaging and branding must be applied throughout an organization's online presence, including

its social media. Considering case studies of NPOs using social media, the presentation examines how organizations are using visuals on social media for special campaigns and to communicate brand culture messages. Matt will discuss the importance of applying visual strategy and branding reflecting the organization's voice.

Nicole Dahmen, University of Oregon

Dahmen will discuss the fundamentals of what visuals do and why visuals make effective tools for public relations communications. She will also speak to the ethical considerations for using images in public relations campaigns.

Julia Daisy Fraustino, West Virginia University

The rise of social and mobile media has broadened the communication landscape for individuals and organizations before, during, and after disasters. Americans increasingly turn to visual-based media to seek and share disaster information. Yet with scholarship lagging behind this trend, research is needed to explain and predict how people react to disaster visuals—not only visuals from organizations attempting to promote public safety but also visuals from individuals snapping photos and shooting videos to share with their family and friends. In that vein, this presentation discusses the benefits and pitfalls of social and mobile media for visual disaster communication.

Nicole Lee, Texas Tech University, **Megan Mallicoat**, University of Florida, and **Matthew VanDyke**, Texas Tech University

Visuals can help organizations present complex scientific findings. However, intentionally or unintentionally, visuals often fail to accurately and honestly portray data. This presentation will cover ethical considerations surrounding visual representations of scientific findings and how scientists and science communicators can avoid misrepresenting data.



Candace Parrish, Virginia Commonwealth University
There has been a rise in use of infographics—a visual-text combination—as crisis communication, media relations, and reputation management tactics. As it is important that public relations’ infographics are properly utilized and presented online, this presentation will explore methods and strategies for visibility of these graphical displays. More specifically, discussion will surround strategic use of public relations’ infographics in terms of customization for various social media platforms and use of search engine optimization for maximum organizational exposure.

Geah Pressgrove, West Virginia University
As competition for available dollars and volunteers in the nonprofit sector continues to increase, demonstrating good stewardship of resources is critical. An important and understudied area for developing and maintaining relationships with stakeholders is visual storytelling. Building on emerging research surrounding the conceptualization of stewardship, this presentation will explore ways that nonprofits visually communicate their stewardship across myriad channels, as well as the ways they approach narrative in these contexts.

Erin Willis, University of Colorado—Boulder
This presentation will discuss the role of visual communication in health and how it contributes to patients’ health literacy and health behaviors. Willis will discuss direct-to-consumer advertising and the role of visuals in persuading audiences to talk to their physicians about pharmaceutical medications and the impact that has on subsequent attitudes and behaviors.

Moderator: **Karen Freberg**, University of Louisville

Looking Ahead: Top Corporate Communications Officers Share Trends, Threats, and Predictions

Co-Sponsor: Internships and Careers Interest Group
Thursday, August 4, 3:15-4:45 p.m.

How can educators future-proof ourselves? At a minimum, we need a vision of what the future will look like and its implications for our role and how best to prepare our students. We all know the corporate environment is changing, and most of us frequently update what we teach in the classroom, but are we really ready for the future? This panel of top corporate communications officers will identify how societal and technological changes are reshaping the skills students need while providing practical advice and challenging attendees to think about the future of public relations.

Rob Clark
Vice President, Global Communications
Medtronic

Mike Fernandez
Corporate Vice President, Corporate Affairs
Cargill

Dustee Jenkins
Senior Vice President Communications
Target

Mark Kaplan
Vice President, Public Affairs
The Mosaic Company

Moderator: **Marcia DiStaso**, Penn State University

Work-Home Life Balance Among Public Relations Practitioners: It’s More Than a “Woman’s Issue”

Co-Sponsor: Commission on the Status of Women
Sunday, August 7, 11 a.m.-12:30 p.m.

Women are “still earning just 77 cents for every dollar a man does—even less if you’re an African American or Latina woman. Overall, a woman with a college degree doing the same work as a man will earn hundreds of thousands of dollars less over the course of her career. So closing this pay gap—ending pay discrimination—is about far more than simple fairness. When more women are bringing home the bacon, but bringing home less of it than men who are doing the same work, that weakens families, it weakens communities, it’s tough on our kids, it weakens our entire economy,” President Barack Obama. April 6, 2012

This panel shall debut new data/findings that offer important updates to the work-life-balance-in-public-relations issue. Since the 1980s, feminist public relations scholars have recognized female practitioners’ second-shift responsibilities in the private sphere as just one possible explanation for their slow ascent to the top-most management positions in organizations. Why men still out-earn women and reap faster promotions in the U.S. has prompted hundreds of correlational studies by sociologists, economists and others who seek to discover why gender inequity persists in the workplace. Examining this set of issues as a limitation on some practitioners’ ability to fully realize their potential has received modest attention in the public relations

»»

literature – perhaps because researchers historically have focused more on gendered salary differentials and leadership capabilities. Both outcomes may be criticized as “blaming the victim” rather than interrogating systemic roots linked to broader social roles which promote gender discrimination in the workplace. Realities are further complicated when gender intersects with age, culture, ethnicity/ race, and other social identity dimensions.

Dynamics are particularly relevant to public relations as a feminized field and panelists shall explore the tensions and complexities of gender identities. Collectively, panelists shall examine the potential of public relations practitioners to express themselves as fully engaged members of both public and private spheres – in a context of organizations’ ethical commitment to accommodate practitioners as employees.

Katie Place, Quinnipiac University: “Developing and Refining Research Methods for Studying Work-Life Balance” Public relations scholarship must examine the social construction of gender and work in organizations to better understand the root causes of these issues. How can scholars apply qualitative methods/scholarship from other disciplines to PR in order to expand our understanding of work/life balance or fit?

Donnalyn Pompper, Temple University, and **Taejin Jung**, SUNY-Oswego: “Work-Home Life Balance and Social Identity Intersectionalities in Public Relations, Communication Management and Strategic Communication: A Preliminary Analysis of Survey Data” New survey findings suggest degrees to which nuances among public relations, strategic communication and communication management work impacts perceptions of work-home life balance – as examined through lenses of social identity intersectionalities.

Bey-Ling Sha, San Diego State University: “Work-Life Fit Through the Academic Ranks” As faculty members grow from assistant professors seeking tenure to full professors seeking relevance, and then perhaps to administrators seeking sleep, we all must consider the role of work-life fit, in terms of not only how our work and home lives fit together, but also how our work-life fit matches that of our employer.

Hua Jiang, Syracuse University: “Employees’ Work-Life Conflict and Work-Life Enrichment” Increasingly, scholars have recognized the importance of studying employees’ perceptions of work-life conflict and work-life enrichment and how such perceptions are related to individual (e.g., career aspirations and personal development) and organizational outcomes (e.g., employee engage-

ment, trust, commitment, and long-term business success). How can this body of literature be applied in the field of public relations? What factors contribute to public relations practitioners’ positive and negative work-life experiences?

Moderators: **Katie Place**, Quinnipiac University; **Donnalyn Pompper**, Temple University

Integrating Specialized Business/Marketing Topics into the Advertising and Public Relations Curriculum

Co-Sponsor: Advertising Division
Saturday, August 6, 12:15-1:30 p.m.

A recent survey of Public Relations Division members indicated that integrated communication was one of the top five areas of interest to the respondents. With a greater integration of efforts between an organization’s advertising, public relations and marketing activities, it is critical that faculty members are prepared to teach topics that may be unfamiliar to them. The rapidly combining fields have sometimes forced faculty members to teach business/marketing topics that are not as common to advertising and public relations faculty. To help bridge business curriculum into our classes, the presenters will present teaching materials on several topics.

This teaching panel is designed to provide practical materials to aid in the instruction of topics that until relatively recently would have been reserved to teaching in business programs. All of the presenters teach these topics in their advertising and/or public relations courses and will offer techniques and tactics to help colleagues to teach these topics. Panel participants will share practical application materials, such as assignments, case studies, teaching resources and lecture materials.

Jay Newell, Iowa State University: “Ad/PR by the Numbers: Integrating Data-Driven Communication into the Curriculum” Students sometimes enroll in Ad/PR programs because they appreciate the aesthetics of mass communication, but for many, it’s the ability to work with numbers that will provide employment opportunities after graduation. To deal with this issue, Jay Newell will discuss his program’s approach to integrating analytics, “big data,” and financial reports into the curriculum. The presentation will cover some of the tools they use, from SEC 10K’s to big data streams, and present the outcomes of an ad creative course



team-taught by Computer Science and Advertising with input from Google's Creative Partnerships team.

Amy Struthers, University of Nebraska-Lincoln: "Teaching Agency Business Practices Through an Entrepreneurial Startup"

Amy Struthers will discuss working with students, investors and clients to create a self-sustaining startup student-run ad agency that mixes students in advertising, public relations, marketing, accounting, graphic design, business administration, and film and new media.

Charles A. Lubbers, University of South Dakota and **Lisa T. Fall**, University of Tennessee: "Helping Students to Understand the Critical Role of Consumer Behavior"

Public relations courses delineate the importance of understanding your publics/stakeholders. While all managers should understand the importance of such analysis, having the ability to use the terminology of the consumer behavior field (e.g., trend analysis, perceptual mapping) will help the strategic communication-trained student to communicate with others in the organization. Lubbers will discuss the instruction of some of these topics from consumer research.

Pamela Bourland-Davis, Georgia Southern University: "Branding: Helping Students Connect Established Ad/PR Practices with Business Models"

Pam Bourland-Davis will continue the linkage to business by providing information that connects established practices in advertising and public relations to business models of operation.

Pat Swann, Utica College: "ROI: How Smart Managers Coordinate the Power of Marketing, Advertising and Public Relations"

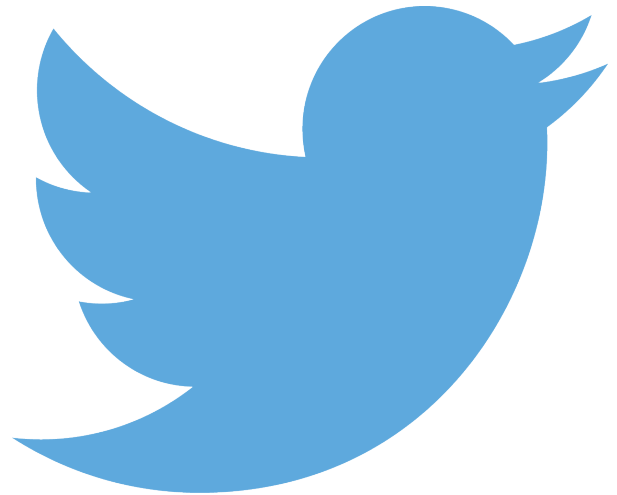
Pat Swann will discuss the use of ROI in the coordination of marketing, advertising and public relations activities.

Moderator: **Jami Fullerton**, Oklahoma State University

teaching digital analytics

join us for a
twitter chat

thursday, april 21
8 p.m. est



featuring:

katie stansberry, cleveland state

michael brito, head of u.s.
digital marketing, lewis pulse



Doug Newsom's Legacy Honored through new Named Award

Last August, the Public Relations Division announced the creation of the Doug Newsom Award for Global Ethics and Diversity, which quickly achieved endowment status thanks to her friends and supporters and will be awarded for the first time in Minneapolis. The award honors Dr. Newsom's legacy in public relations, specifically her research regarding issues of diversity and ethics in the global workforce.

While issues related to global diversity and ethics have gained more attention in recent years, Dr. Newsom has been a pioneer in this area for decades. She has worked with various research and policy institutes such as the International Center for Economic Growth and the University of Georgia's Cox International Center for Education and Training in Journalism and Mass Communication. As a result, Dr. Newsom has given workshops in several countries, including Latvia, South Africa, Hungary, Bulgaria, Romania, Poland and Vanuatu. She also served as a Fulbright lecturer in India and Singapore. As Dr. Judy Van Slyke Turk summarized, "The words integrity and inclusion summarize much of what Doug has accomplished through her teaching and writing. Working with her on many editions of *This is PR: The Realities of Public Relations* has been an uplifting and inspiring experience. This award ensures that contributions to her legacy of global diversity and ethics continue."

Dr. Newsom's own perspective provides important insight for the goals of this award. She explained that organizations today must evaluate internal and external factors that affect its reputation regarding global ethics and diversity—where global ethics depends on the daily practice of transparency and fairness in all communications, and diversity depends on equity and inclusiveness in all communications. She added that public relations should guide this process by listening actively and attentively, providing clarity and transparency in word and action, and correcting missteps and misinformation. Moreover, individuals and organizations at all levels on a global stage—governments, profit-making establishments, non-profit groups and activists—must take

responsibility. As she explained, "The impact of not doing so can affect the diplomacy and trust necessary for a civil society."

Accordingly, there are many contexts—including and beyond traditional organizations—in which to investigate communication practices related to global issues that threaten a civil society and affect the global workforce. Dr. Newsom emphasized, for example, the importance of stopping the theft of people and wild animals for trafficking, educating girls and women for all careers their desires and talents suggest, preparing children for conscientious leadership regardless of their current circumstances, and caring for the planet.

Certainly, Dr. Newsom's contributions to public relations go beyond her global work. She served as the 1974-75 head of AEJMC's PR Division and was the first woman to receive PRSA's Educator of the Year award. She was the second woman president of AEJMC and the first public relations educator to hold that office. The Doug Newsom Award for Global Ethics and Diversity honors that legacy by honoring Dr. Newsom's global focus. Accordingly, the Doug Newsom Award Committee invites scholarly submissions that use qualitative or quantitative methods to investigate and highlight the issues of global issues and diversity, and public relations' role in fostering equity, inclusion, clarity and transparency on the global stage. Papers about global diversity that qualify for this award must be focused on the context of the public relations workforce in honor of Doug Newsom's legacy.

To be eligible for the Doug Newsom Award, authors must indicate their intent to submit to the competition by clearly marking their title page with "Submission for Newsom Award." The winning paper will receive the Doug Newsom Award for Global Ethics and Diversity, which includes a plaque and a \$250 cash prize. The award will be presented at the Public Relations Division business meeting during the 2016 conference.



What PR Educators Need to Know about the CPPR Exam

April is accreditation month and what better time to learn about the certification exam for graduating seniors studying public relations.

The Certificate in Principles of Public Relations is an entry-level certificate administered through the Universal Accreditation Board (UAB) and is designed to demonstrate that recent graduates have the knowledge necessary to succeed in the public relations profession. Tina McCorkindale, Ph.D., APR, President & CEO of the Institute for Public Relations and a member of the UAB, was interviewed by Marlene Neill, Ph.D., the PRSA Liaison Co-Chair for the AEJMC PR Division.

Q. Why should PR educators encourage students to pursue the Certificate in Principles of Public Relations?

The Certificate in Principles of Public Relations is a great way to give graduating seniors an extra boost in a competitive job market, and it helps to distinguish students from other recent graduates.



It's also a refresher for students, and helps students to enhance their understanding and application of theories.

Q. How does the Certificate in Principles of Public Relations fit with the APR program?

Both the Certificate and APR are offered by the Universal Accreditation Board (UAB). The process by how questions are vetted on the two exams is similar—the Certificate in Principles of Public Relations was tested for five years, and then beta-tested before its official launch. The formats of the exam portions are similar, but the Certificate is shorter. The Certificate also does not have the Readiness Review process that the APR exam does. The Certificate is the first step in a

lifelong learning process for students, and hopefully students will continue on this process by becoming accredited with their APR after they gain experience.

Q. How much does it cost and who is eligible to take the exam?

Students must be within six months of graduation (before or after), be a major in public relations or a related area of study, and be member of a UAB participating organization (such as PRSSA, Florida Public Relations Association or the Southern Public Relations Association). If a university or college does not have a PRSSA chapter, students can become PRSSA affiliates, which offers the same benefits. Finally, students will have to take a preparatory course specifically designated for the Certificate.

The costs for the exam is \$150 (\$125 examination fee and \$25 processing fee). To take the online preparatory course, students will have pay an additional \$50. Students can take an in-person course for free if it is offered by their university.

Q. How can universities and colleges be added to the approved list of programs?

Any university or college can participate in the program if they have a public relations program, or a related area of study. Students just have to follow the requirements.

Q. What study resources are offered and recommended for students preparing for the Certificate in Principles of Public Relations?

The UAB offers an online study guide, and students are also required to take a preparatory course (in-person OR online). The UAB also recommends textbooks and resources, but offers a short list of four specific public relations textbooks and the Associated Press Stylebook.

For more information on the CPPR exam
<http://www.praccreditation.org/apply/certificate/>



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 first 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 the PRD social, business meeting, and other recommended sessions. 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. Previous winners of a Kaiser Award are not eligible to apply again.

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 online nomination and application form: <http://bit.ly/1YuYN0B>

Optional (but recommended):

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

Deadline:

The deadline for nominations and materials is **June 18, 2016.**

Please contact Kaiser Awards committee chair Dr. Rowena Briones (Virginia Commonwealth University) at PRDInezKaiserAward@gmail.com for more information.



"I am a very dedicated person in what I believe in."

Inez Kaiser



Call for applications

Susanne A. Roschwalb Grant for International Study and Research

Applications are now being accepted for the Susanne A. Roschwalb grant. This grant is intended for both graduate and undergraduate students in public relations whose plans include study or research outside of the United States. The grant, awarded annually by the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC), provides the winning student with \$250 to offset the cost of travel associated with international study or research.

Award Criteria

Full-time undergraduate and graduate students majoring in or emphasizing public relations at four-year colleges and universities in the United States are eligible to apply.

Application Process

Applicants must provide a one-page description of their intended international program of study or research, a letter of support from a full-time public relations faculty member, and the completed application form. Complete application requirements are attached to this email and can also be found online at: <http://goo.gl/forms/QVi5zI0qWH>

Deadline

Deadline for receipt of applications is May 1, 2016, at 5 p.m. (EST), for international study or research during the 2016-2017 academic year. The Roschwalb Grant Committee will notify the winner and unsuccessful applicants no later than July 1, 2016, and will send a check for the amount of the award by August 15, 2016.

Have you ever considered submitting a teaching paper?

Why should YOU conduct pedagogical research?

1. You're already doing amazing things in your classes.
2. Your PR prof peers could benefit from hearing about your assignments/projects/new teaching methods.
3. Adding a research component to your class can help you refine what you're doing.
4. You already have a sample of subjects at your fingertips.
5. You won't get criticized by reviewers for using students.
6. Research + teaching in one? Genius.
7. Pedagogical research can double as assessment.
8. How brilliant is that to kill three birds with one stone? research + teaching + assessment
9. There are great opportunities to present your research through PRD at AEJMC.
10. Did we mention the top teaching prizes (\$500, \$300, \$200) generously donated by PRD Past Head Dennis Wilcox?
11. You might be able to publish what you find in the Journal of Public Relations Education!

Emily Kinsky, PRD Vice Head



Things to do when not attending sessions, offsite visits, pre-conferences, luncheons or meetings in Minneapolis during AEJMC:

the 2016 Minnesota Fringe Festival runs from August 4-14th www.fringefestival.org

Fringe is an annual performing arts festival in the Twin Cities. For 11 days, over a thousand artists present works in every discipline and genre. No one selects the participating shows. Instead, a lottery determines which of over 500 applicants win production slots in the festival. This year, there are 170 different productions running, each lasting no more than 60 minutes.

the 2016 Uptown Art Festival runs from August 5-7th www.uptownfair.com

Uptown is quite possibly one of the most URBAN areas in the entire great state of Minnesota. By definition, it functions almost as its own mini-city, and is certainly one of the liveliest communities in the Twin Cities METROPOLITAN area. Bordered by 28th Street to the north, Dupont Street to the east, 31st Street to the south, and Lake Calhoun to the west—its heart is located where Hennepin Avenue and West Lake Street intersect. The Art Festival features professional artists, youth art fair, beer garden, culinary arts competitions, and interactive art installations.

the 25th Annual Powderhorn Art Fair August 6-7th www.powderhornartfair.com

For two days each August, white tents dot the landscape around Powderhorn Park bringing individuals from all over the country together to enjoy an abundance of creativity and skill that flows through the artists participating in the Powderhorn Art Fair. Set in a pastoral, 66-acre city park, Powderhorn Art Fair features 184 regional and national artists of varied disciplines, as well as a Community Showcase and group exhibitors from the Powderhorn area.

The Minneapolis Institute of Art www.new.artsmia.org

The American Swedish Institute www.asimn.org

The Museum of Russian Art www.tmora.org

*Minneapolis is apparently also home to a particular type of cheeseburger, known as the 'Jucy Lucy' - a local delicacy worthy of carnivorous investigation. See the PR UPDATE editor for more details.

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 Minneapolis in August!