

Public Relations Division Annual Report for 2014-2015

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2. Annual Demographic Form

Year: 2015	Officers	Annual Conference Sessions (no participation in mid-year meetings)				Total
		Paper Judges	Panelists	Moderators	Discussants	
Male (tot.)		37	15	1	8	61
Amer. Indian/ Alaska Native						
Asian		9			2	11
Black/ African American		1				1
Hispanic/ Latino						
International						
Native Hawaiian/ Pacific Is.						
White		27	15	1	6	49
Multi-racial						
Female (tot.)	4	77	15	4	11	111
Amer. Indian/ Alaska Native						
Asian		25	2		3	30
Black/ African American	1	4				5
Hispanic/ Latino						
International						
Native Hawaiian/ Pacific Is.						
White	3	48	13	4	8	76
Multi-racial						
Did not report		7				7

Total:	4	114	30	5	19	172
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3. 2014-2015 Activities in Research, Teaching, and PF&R Areas

Research (35%)

The division continued its trend of soliciting and receiving the best research on public relations and strategic communication. In addition to the paper competition and the eventual presentations at the conference, the division submitted a panel for the Global Bridges competition and won one of two spots at AEJMC this year. The title of our panel is “Global Bridges Over Troubled Waters: Communication in the Wake of Humanitarian Crises,” and the featured speaker is Adrian Edwards, Head of News and Spokesperson, United Nations High Commissioner for Refugees. Two faculty will also present research during the session, Colleen Connolly-Ahern, Penn State, and Peter Laufer, Oregon. In addition, the Public Relations Division continues to support the *Journal of Public Relations Research*, one of the premier journals for public relations scholarship. This year the journal is transitioning to a new editor, Bey-Ling Sha of San Diego State. The PRD leadership is working with the publisher, Taylor & Francis, to provide immediate online access to issues of the journal for our members. We have also continued our work to promote scholarship through three sets of monetary awards: top paper awards, top student paper awards, and top teaching paper awards. The Plank Center at the University of Alabama awards money to the top three graduate student papers and Dennis Wilcox, a past head, provides money for the top open and teaching papers. This year the division is redesigning its website to better promote research and conference opportunities to its members.

Teaching (35%)

The division worked this year to provide more information about teaching through its communication channels by regularly providing teaching insight through our social media channel posts and Twitter chats. In an effort to improve the quality of resources on teaching (including research and other materials), the Public Relations Division redesigned its teaching journal. The name of the journal was changed from *Teaching Public Relations* (TPR) to the *Journal of Public Relations Education*. The first issue of the journal under the new name is scheduled to publish in 2015. The original journal, a quarterly monograph series dedicated to the study of pedagogy in public relations classrooms, published one article per issue. The new version will continue to fulfill the journal’s mission by expanding to include three full length articles, research in brief articles, and other teaching resources. Both the original and the new version were published online only. We believe the new version will greatly expand the types of teaching research that is published in the discipline. Our redesigned website will house the journal. At the annual conference this year, our preconference will bring together professionals and academics to talk about teaching digital communication, specifically social media measurement. In addition, we have programmed panels on teaching social media and developing leadership among students.

PF&R (30%)

The division has strengthened its focus on professional freedom and responsibility this year by introducing a new award and continuing to program excellent panels on PF&R topics. The PR Division is in the process of developing a new award named for our oldest living past head, Doug Newsom. The award will be given annually for a paper on ethics and diversity. We believe the award will generate more interest in research related to PF&R. Currently, the division is in the process of raising money to endow the award. Our Inez Kaiser award, given annually to graduate students of color to encourage attendance and participation at the conference, received a \$5,000 grant from the PRSA Foundation in 2014. We have been notified that the funding will continue (\$5K/year) for 2015 and 2016 as well. This additional funding has allowed us to increase the number of student registrations that we can fund and to provide travel funding for them as well. The division has programmed two panels on PF&R topics this year, one on native advertising and one on cause-related entertainment. Our two teaching panels also cover PF&R themes. In an interest to expand our PF&R efforts to reach the professional world, the PR division has worked with the PRSA Board of Ethics to jointly sponsor a Twitter chat during ethics month, September 2015. In addition, our social media team will continue to foster a discussion about National News Engagement Day. We will also continue to partner with the Edelman agency to program the Bill Adams/Edelman Luncheon at the annual conference, and the division will provide an off-site tour to a LinkedIn office during the conference. Throughout the year we regularly shared PF&R insights throughout social media channels and held a Twitter chat on a PF&R topic.

This year marks the 50th anniversary of the Public Relations Division. We signed our charter in 1965. To celebrate this golden anniversary, the division has established the Doug Newsom award, as discussed earlier. We have also formed a committee that is researching the division's history and will plan events and communication during the conference and throughout the year.

PR Division Goals for 2015-2016

4. What are your most important goals for the upcoming year?

We have set the following goals and objectives for the upcoming year:

1. Research: Improve the quality of the reviews for the papers in our division.
 - a. Objective: Decrease the number of reviews that do not provide comments from 8% to 5%.
 - b. Objective: Create and administer a member survey when authors receive their reviews to identify any opportunities to improve the paper review process and to establish a benchmark number for satisfaction with reviews.

2. Research: Encourage reviewers to complete their reviews on time or early.
 - a. Objective: Obtain at least 35% of reviews a week in advance of the paper review deadline.
 - b. Objective: Decrease the number of unfinished reviews on the day of the paper review deadline from 27 to 20.

3. Research: 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.
 - a. Raise \$500, half of which would be allocated to the endowment and half of which would pay for next year's award.

4. Teaching: Encourage submissions to the teaching paper competition.
 - a. Objective: Increase the number of submissions by 10% (from 10 to 11).
 - b. Objective: Increase the number of teaching papers accepted from 4 to 5.

5. Teaching: Encourage submissions to the new *Journal of Public Relations Education*.
 - a. Objective: Receive at least 10 submissions in the 2015-2016 year.

6. PF&R: 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.

7. PF&R: Build PF&R topics into the social media editorial calendar.

8. PF&R: Cultivate a relationship with our featured global bridges panel speaker: Adrian Edwards, head of news and spokesperson, United Nations High Commissioner for Refugees
 - a. 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

- b. 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.

What goals did your group set this year that you were unable to reach? Why?

I will begin by identifying the goals that we were able to reach, and then I will cover the goals that we did not reach.

Successful goals:

1. *Maintain a strong submission level in the research and student categories.* This year we increased our submissions in these categories from 122 to 154.
2. *Reduce the number of disqualified papers in the paper competition.* Our total number of disqualified papers increased by one from 21 to 22, year over year. However, the percentage of disqualifications fell from 16.5% to 13%.
3. *Increase the number of teaching papers submitted.* The submissions increased from 7 to 10, year over year. However, we have named this as a goal again next year because we would like to see the number continue to rise.
4. *Gather information to improve the division's teaching journal.* We successfully gathered information, recommended changes, and the new version of the journal is scheduled to launch in 2015.
5. *Increase awareness of PF&R through conference papers, panels, newsletter submissions, and social media.* This year we programmed two PF&R panels, as discussed earlier. We also provided numerous opportunities for our members to interact with professionals at the conference. Our communication channels included regular posts on PF&R topics, and we held a Twitter chat on a PF&R topic. The title of the chat was "PR Tech Talk"
6. *Provide opportunities to interact with professionals as part of our conference programming.* This year we are providing many opportunities for our members to interact with professionals, through the preconference, off-site tour, Global Bridges panel, native advertising panel, luncheon and division social.

Unsuccessful goals:

1. *Restructure the SuPRstar Awards.* After continued discussion, we have decided to eliminate this award because we used it to recognize individual accomplishments, which were not division-wide activities. The feedback we received from the five-year review led us to end this program.

2. *Create a newsletter column and social media calendar for PF&R.* Our division did not take this action, due in part to the lack of coordination. We have established a new position, a communications manager, who will coordinate all of our communications channels: website, social media, and newsletter. This person will be responsible for implementing a strategy for communicating PF&R in the coming year.
3. *Develop an effective tool to share members' PF&R accomplishments.* Based on our feedback from the five-year review, we recognize that it is not appropriate to count individuals' PF&R accomplishments as division-wide activities, so we have dropped this goal.

How may any or all of the Standing Committees help you to achieve your goals in the coming year?

Teaching: This standing committee can help the Public Relations Division by promoting the work of the divisions that have teaching competitions. The committee could also provide us with ideas of how we can encourage submissions to our teaching competition and our teaching journal.

Research: We have crafted a memo asking this standing committee to help us reduce the number of disqualified papers in the paper competition. In specific, we feel that the committee should advocate for changes in the All Academic system that would eliminate the need to remove identifying information from PDF files (as journals do). In addition, the standing committee could look into the possibility of adding a function next to each review that would ask authors, "Was this review helpful?" Authors could rate the helpfulness of each review on a five-point scale (or five-star method).

PF&R: This standing committee can help the division by continuing to offer opportunities for the division to interact with the profession. This year the division received funding for the Global Bridges panel. We would encourage the committee to consider continuing to fund opportunities for high-profile professionals to engage in the conference.

RESEARCH:

(Written by Eyun-Jung Ki & Weiwu Zhang, co-chairs for the Research Committee)

In 2015, a total of 166 papers were submitted to PRD and 22 were disqualified for either: 1) having author information in the property section, 2) exceeding the page limit, or 3) being a duplicate submission. A total of 71 papers were accepted and 78 papers were rejected. The acceptance rate was 43%, including disqualified papers, and 49%, excluding disqualified papers.

5. Number of faculty research paper submissions:

We received 104 papers, accepted 48, rejected 43, and disqualified 13. The acceptance rate was 46%, including disqualified papers, and 53%, excluding disqualified papers.

6. Number of student research paper submissions:

We received 50 papers, accepted 19, rejected 24, and disqualified 7. The acceptance rate was 38%, including disqualified papers, and 44%, excluding disqualified papers.

7. Overview of judging process (the form used is listed below).

Papers were reviewed based on the following ten 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 the reviewers' overall assessment and quantitative scores were taken into account in the final decisions.

8. Total # of judges 121; there were 2-5 papers per judge (average of 3.5 papers per judge)

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

We conducted three paper competitions: open, teaching, and student.

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

The reviewed papers were considered for the top paper awards in the category a paper was submitted. The division provided cash awards and waived the AEJMC convention registration fee for the first-authors of the top three winning papers in the student research paper competition. For a paper to be considered for a student paper award, all of the authors must be students. A paper with a faculty member as a co-author was transferred to the open competition.

There were three top paper winners (1st, 2nd, 3rd) recognized in each of the three categories in this year's research competitions.

Open Competition Top Papers

1. Making Social Media Work: Modeling the Antecedents and Outcomes of Perceived Relationship Investment of Nonprofit Organizations

Giselle Auger, Duquesne University

Moonhee Cho, University of Tennessee

2. Never Easy to Say "Sorry": Exploring the Interplay of Crisis Involvement, Brand Image and Message Framing in Developing Effective Crisis Responses

Soyoung Lee, The University of Texas at Austin
Lucy Atkinson, University of Texas at Austin

3. Time-lagged Analysis of Third-level Agenda-building: Florida's Debate on Medical Marijuana
Tiffany Schweickart, University of Florida
Jordan Neil, University of Florida
Ji Young Kim, University of Hawaii at Manoa
Josephine Lukito, Syracuse University
Tianduo Zhang, University of Florida
Guy Golan, Syracuse University
Spiro Kiouisis, University of Florida

Top Student Papers

1. Enhancing OPR Management through SNSs: The Role of Organizations' SNS Message Strategies and Message Interactivity
Xinyu Lu, University of Minnesota, Twin Cities
Hao Xu, University of Minnesota, Twin Cities
2. An Examination of Social TV & OPR Building: A Content Analysis of Tweets Surrounding "The Walking Dead"
Lauren Auverset, University of Alabama
3. To Whom Do They Listen? The Effects of Communication Strategy and eWOM on Consumer Responses
Zifei Chen, University of Miami
Cheng Hong, University of Miami

Top Teaching Papers

1. Hootsuite University: Equipping Academics and Future PR Professionals for Social Media Success
Emily S. Kinsky, West Texas A&M University
Karen Freberg, University of Louisville
Carolyn Kim, Biola University
Matthew Kushin, Shepherd University
William Ward, Syracuse University
2. "The Best of Both Worlds": Student Perspectives on Student-Run Advertising and Public Relations Agencies
Joyce Haley, Abilene Christian University
Margaret Ritsch, Texas Christian University
Jessica Smith, Abilene Christian University

3. Teaching, Tweeting, and Telecommuting: Experiential and Cross-institutional Learning through Social Media

Stephanie Madden, University of Maryland
 Rowena Briones, Virginia Commonwealth University
 Julia Daisy Fraustino, West Virginia University
 Melissa Janoske, University of Memphis

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

The division has dedicated a column in the quarterly division newsletter to the *Journal of Public Relations Research*. Editor Karen Russell and new editor Bey-Ling Sha have shared publishing tips, changes of the journal, research trends and FAQs. In addition, the division leadership has been working with the publisher, Taylor & Francis, to provide immediate access to issues of the journal for our members.

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.

1. Our goals for research this past year included continuing to maintain a strong submission rate in the student and open competition. As stated earlier, our submissions increased year over year from 122 to 154 and the number of disqualified papers in the division fell from 16.5% to 13%.
2. The division strives to bring diverse content (in the form of teaching, research, and PF&R) to our members. This year we achieved a balance of two teaching panels and two PF&R panels, along with a Global Bridges panel that includes both research and PF&R elements. We provided offsite and preconference activities that will bring professionals and academics together to discuss important topics, including teaching and PF&R.
3. The division actively shared information about research through its communication outlets, including social media, the newsletter, and the website (which is currently being updated). We also motivate research by giving nine top papers awards (open, student, and teaching).

Goals for 2015

1. Research: Improve the quality of the reviews for the papers in our division.
 - a. Objective: Decrease the number of reviews that do not provide comments from 8% to 5%.
 - b. Objective: Create and administer a member survey when authors receive their reviews to identify any issues with opportunities to improve the paper review process and to establish a benchmark number for satisfaction with reviews.
2. Research: Encourage reviewers to complete their reviews on time or early.
 - a. Objective: Obtain at least 35% of reviews a week in advance of the paper review deadline.
 - b. Objective: Decrease the number of unfinished reviews on the day of the paper review deadline from 27 to 20.

TEACHING

(Written by Giselle A. Auger & Hongmei Shen, co-chairs for Teaching and Student Papers, and Tiffany Gallicano, programming chair)

13. In-Convention Teaching Activities

The teaching activities generated by the PR Division in 2014 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 the needs of professional practice. The topics of top papers and panels support the focus of the AEJMC Teaching Standard's Committee (TSC) on curriculum, leadership, course content, teaching methods, and assessment.

For the 2015 conference, we have planned a teaching and PF&R pre-conference, co-sponsored by the Mass Communication Division, about social media measurement. The pre-conference includes academic presentations about how to teach social media measurement, followed by roundtable training sessions, where attendees can learn how to use measurement tools. The final part of the pre-conference consists of a panel of professionals who will discuss how they measure social media in their organizations. Registration for our pre-conference reached our initial attendance limit of 50 people in just a few weeks, so we recruited the Institute of Public Relations to help us with sponsoring the catering and expanded the attendance cap to 100. We are thrilled to have such significant interest in this topic and have heard from people who decided to attend the conference because of this pre-conference program.

We are also excited about our two discussion panels that are dedicated to teaching. The first, titled, "Approaches to Social Media Assignments Based on the Ethical Considerations and Legal Limits Every Faculty Member Should Know" is co-sponsored by the Law & Policy Division. This panel will explore the following issues:

- Student privacy considerations when requiring social media use within courses
- Ethical management of students' information when requiring them to use social media platforms that then sell that profile information for a profit
- FERPA considerations in light of public, required work by students for grades through social media
- News jacking, particularly teaching students when not to comment on a crisis
- Digital shadows and the long-term consequences on students' online reputation
- How to teach students what to do when their employer is confronted by trolls on social media

Our second teaching panel is titled "Developing Global Leaders: Best Practices for Helping Students Develop Vital Leadership Skills" and is co-sponsored by the Internships and Careers Interest Group. This panel will explore how to foster leadership development in a global context. From study abroad programs that immerse students in another culture to leadership workshops

and projects implemented within courses on university campuses, panelists will introduce a range of pedagogical strategies and resources to bolster students' leadership potential. We especially liked this topic because it ties into the San Francisco conference theme, Global Bridges. Based on our reflection about the topics presented in 2014 and scheduled for presentation in 2015, we believe the PR Division continues to embrace change in communication practices while adapting to both the needs and interests of students, faculty and practitioners.

In 2014, the PR Division 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. The three topics addressed in the top teaching papers were (1) student perceptions of writing skills in Mass Communication classes, (2) use of Twitter as a classroom tool and (3) an analysis from PR professionals of the benefits of communication certification.

The PR Division was also pleased to participate in three teaching-related panels, including a joint teaching panel with the Graduate Student Interest Group and the Mass Communication and Society Division titled "Research-Based Insights for Teaching Millennial Students in Advertising and Public Relations" and a panel in conjunction with the Communication and Technology Division, titled "Combining Theory and Practice with Mobile Tools in Your Classroom." The final teaching panel presented during the 2014 Montreal convention was co-sponsored with the Internship Interest Group and addressed the assessment of internship programs.

For the 2015 San Francisco convention, the PR Division will again award cash prizes for the top three papers in the teaching category. These top papers, and a fourth paper from the teaching submissions, will be presented in a top teaching paper session. 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 the PR Division was able to procure a paper session for the top student papers. The top two student papers addressed issues of importance to organization-public relationships while the third considered the effect of online word-of-mouth promotion on consumer actions. The fourth paper examined the relationship between corporate social responsibility and transparency.

Teaching and Student Research Co-Chair Hongmei Shen attended the AEJMC Council of Divisions Teaching Chair training session at the 2013 Washington, D.C., convention. Both the continuing Teaching and Student Research Co-chair Giselle A. Auger and the incoming co-chair, Lucinda Austin, will attend AEJMC Council of Divisions Teaching Chair training session at the 2015 San Francisco convention.

14. Out-of-Convention Teaching Activities

- Curriculum and leadership: Since 2012, the division has had active representation at the [Commission on Public Relations Education](#), the authoritative body on public relations

education. 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*. The division has a regular seat at the table at the CPRE, and the leadership regularly attends its meetings. In 2015, the division worked with CPRE to coordinate a meeting during the AEJMC conference.

- Course content/teaching methods: The division regularly uses social media to communicate with professors about teaching ideas, including periodic Twitter chats using the hashtag #PRProfChat. This year we held a Twitter chat on the topic of public relations curriculum. Also, the division newsletter devotes a section to teaching tips and strategies. The division journal *Teaching Public Relations* has been publishing scholarship about public relations pedagogy for decades. The last issue appeared this year. A new journal will replace it, titled *Journal of Public Relations Education*. The new version of the journal will publish more articles per issue than *Teaching Public Relations* and include research reports in brief, as well as full-length articles.

15. Teaching Goals and Activities for the Division

1. The PR Division supports quality teaching in the public relations classroom. To encourage continual improvement, the PR Division hosts a teaching paper competition for the AEJMC convention each year. This competition awards cash prizes for the top three papers related to research on teaching, both pedagogical and applied, and acknowledges the recipients at the division's annual business meeting during the AEJMC convention.
2. In addition, the PR Division supports its student members with a student-only paper competition. Each year the top student papers are recognized by the division at the annual meeting.
3. The PR Division strives to collaborate with a variety of other AEJMC divisions and interest groups to present relevant and engaging panels that address issues of teaching and have a strong teaching focus.
4. The division shares teaching tips in the quarterly newsletter, PR UPDATE, which is sent via the PR Division listserv and posted on the PR Division website accessible through www.aejmc.us/PR/newsletter/.
5. Two journals are sponsored by the PR Division. In addition to the *Journal of Public Relations Research*, the PR Division sponsors *Teaching Public Relations*. This journal is being archived and will be replaced by the *Journal of Public Relations Education*. The previous journal was restricted in its word count, so it could be folded and stapled into the division's printed newsletter, which is now entirely online. The new journal will carry scholarship that has an appropriate length and will incorporate multimedia resources to assist readers with their classes.

Goals

In response to the five-year assessment report, the PR Division has established long-term and short-term goals related to teaching:

Successful goals from 2014

1. Continue to increase the number of strong teaching papers submitted to the PR Division teaching research competition. For 2015, the number of papers increased 70% over 2014 submissions, moving from 7 to 12 total submissions. Four papers were accepted for presentation in 2015 (25% increase over 2014, in which three papers were accepted).
2. Gather input to update our teaching journal. Launch the *Journal of Public Relations Education*. The first issue of JPRES will launch in 2015.

Goals for 2015

1. Teaching: Encourage submissions to the teaching paper competition.
 - a. Objective: Increase the number of submissions by 10 % (from 10 to 11).
 - b. Objective: Increase the number of teaching papers accepted from 4 to 5.
2. Teaching: Encourage submissions to the new Journal of Public Relations Education.
 - a. Objective: Receive at least 10 submissions in the 2015-2016 year.

PF&R

(Written by Lucinda Austin, PF&R Committee Chair; Nathan Gilkerson, Co-Chair; and Members, Dave Remund, Brooke Weberling McKeever, and Hua Jiang, as well as Tiffany Gallicano, programming chair)

The Public Relations Division recognized the need for in-convention and out-of-convention activities in the PF&R areas of free expression; ethics; media criticism and accountability; racial, gender and cultural inclusiveness; and public service. Listed below are activities for 2014-2015.

16. In-Convention PF&R Activities

The PF&R committee participated in several in-convention activities, including planning an off-site event for the 2015 conference and reviewing proposals for PF&R panels for the 2015 AEJMC Conference. Although we understand that we have five years to achieve balance in covering the five PF&R areas, we have covered every area at both the 2014 conference, as well as the upcoming 2015 conference.

At the 2014 conference, committee members hosted planned preconferences on “promoting our scholarship and ourselves” and on “increasing public visibility of communication research.” These preconferences were co-hosted with the History Division and focused on the PF&R area of public service. Also at the 2014 conference, committee members attended the Council of Divisions PF&R Chair training session to begin planning for the 2015 conference. We also focused on public service through our panel titled “Open Access: The Future of Publishing,” co-sponsored with the Communication Theory and Methodology Division.

We covered the PF&R areas of free expression and ethics through our panel titled, “Whistleblowing in Government as Free Expression: Are Government Whistleblowers Traitors, Heroes, or Loyal Employees Trying to Do the Right Thing?” (co-sponsored with the Mass Communication and Society Division).

We also covered the PF&R areas of ethics, as well as media criticism and accountability, through the panel titled “Smokescreen, ‘Color Washing,’ or Just Good Business? Ethical Dilemma of Corporate Social Responsibility,” co-sponsored with the Media Ethics Division.

We explored the PF&R value of cultural inclusiveness through our panel titled “Research-Based Insights for Teaching Millennial Students in Advertising and Public Relations,” co-sponsored with the Graduate Student Interest Group and the Mass Communication & Society Division. We will need to make sure our subsequent coverage of this value includes the racial and gender diversity aspects of this value.

Also at the 2014 conference, committee members attended the Council of Divisions PF&R chair training session to begin planning for the 2015 conference.

During the 2014-2015 academic year, committee members reviewed and provided recommendations on proposals for PF&R panels at the 2015 conference. Of the 7 PF&R panel

proposals submitted to the Public Relations Division for the 2015 AEJMC Conference, 2 panels were selected for the PRD conference programming. The first panel, “Examining the practice and ethical implications of native advertising for public relations and advertising,” co-sponsored by the Advertising and Media Ethics Divisions, will focus on how native advertising is changing the news industry and cover the PF&R areas of ethics and media criticism and accountability. Panelists will define native advertising, discuss it from an instrumental perspective, share recent examples, address key challenges and opportunities, and explore ethical implications. Panelists will also address the potential implications native advertising has on the advertising and public relations fields, as well as the democratic function of the media industry. This panel includes a high-profile thought leader, Steve Rubel, from Edelman Public Relations.

The second panel “Entertainment with a purpose: The use of fandom, infotainment and social media to promote nonprofit causes” will cover focus on the PF&R topics area including of public service and ethics. This PF&R panel will look at the intersection of cause and service nonprofit organizations’ fundraising and entertainment. Additionally, this panel will explore the relationship between fans of various popular entertainment franchises and engagement with nonprofits, philanthropic causes, and charitable organizations via digital and social media. The PF&R area of public service will also be covered by one of our teaching panels (mentioned previously), titled “Developing Global Leaders: Best Practices for Helping Students Develop Vital Leadership Skills,” co-sponsored by the Internships and Careers Interest Group.

The PF&R areas of free expression and ethics will be covered by another one of our teaching panels (mentioned previously), titled “Approaches to Social Media Assignments Based on the Ethical Considerations and Legal Limits Every Faculty Member Should Know,” co-sponsored with the Law & Policy Division. Part of this panel will address students’ right to control their own free expression as it pertains to require social media assignments in courses.

And finally, the PF&R area of racial, gender, and cultural inclusiveness will be covered by the much-anticipated global bridges panel, titled “Global Bridges Over Troubled Waters: Communication in the Wake of Humanitarian Crises,” co-sponsored with the International Communication Division.

Two other PF&R panels proposed were accepted through other divisions, including: “Public diplomacy – building global bridges across disciplines” and “Overcoming the post-tenure slump: Re-energizing your research agenda.” These panels also included a majority of Public Relations Division members and have been promoted in our division’s newsletter.

Among the 71 papers accepted in the paper competitions, 26 have a clear PF&R focus. The 2015 PRD off-site visit will be held at LinkedIn’s San Francisco location on Thursday, August 6, 2014 from 3 to 4:30 p.m. Conference attendees are invited to gather for an off-site visit to LinkedIn’s corporate offices in downtown San Francisco, a short 7-minute walk from the conference hotel. The event will feature an executive from LinkedIn discussing how the business-focused social network and its member-publishing platform can facilitate relationship

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

The 2015 PRD off-site Bill Adams/Edelman luncheon will be held on Friday, August 7, 2015. As in past years, the luncheon will have a strong PF&R focus, looking at the history and future of public relations. John Edelman, Managing Director of Global Engagement and Corporate Responsibility at Edelman, and Steve Rubel, Chief Content Strategist at Edelman, will serve as the featured speakers at the luncheon.

PF&R committee members have participated in monthly calls with PF&R leadership and have also assisted with the broader PRD efforts to commemorate the division's 50th anniversary during the 2015 convention in San Francisco. Along with the creation of a special logo and theme ("PRD is golden: 50 years of excellence."), the 50th anniversary initiatives have included the current development of a historical divisional "timeline" highlighting events over the past five decades, and the collection of short video clips from past PRD heads reflecting upon noteworthy developments during their time leading the division. The anniversary celebration efforts have underscored the striking growth and evolution of both the PRD academic organization and the broader professional industry during the last 50 years.

17. Out-of-Convention PF&R Activities

The Public Relations Division designed opportunities to encourage members to complete and report on PF&R activities, and facilitated discussion of PF&R areas through social media. Out-of-convention activities related to PF&R included Twitter #PRProfChat chats and social media activity.

This year, PRD hosted two Twitter chats with division members related to PF&R content areas. Additionally, the social media team creates and curates content weekly on current events topics, teaching tips, ethical considerations, and profiles of senior faculty, practitioners, and graduate students. Many of the social media posts cover PF&R topic areas including ethics, media criticism and accountability, and racial, gender and cultural inclusiveness.

The first Twitter chat, "PR Tech Talk," hosted on November 10, 2014, featured guests: Dana Coester, Assistant Professor at WVU Reed College of Media and creative director for the College's Media Innovation Center, and Rick Murray, Managing Partner of Canadian firm National Public Relations. The Twitter chat included 48 participants, had 355 tweets, and 64,500 users were reached.

The second Twitter chat, "Business Principles in PR Curricula," hosted on February 25, 2015, featured guests Chuck Lubbers, Professor at the University of South Dakota, and Sandra Duhe, Associate Professor at Southern Methodist University. The Twitter chat included 25 participants, had 300 tweets, and 20,217 users were reached.

PRD has also been coordinating efforts with the Public Relations Society of America and has

made plans to participate in a joint “Ethics Every Day” Twitter chat on September 17, 2015. Denise Bortree, chair of PRD and Associate Professor at Pennsylvania State University, and Marcia DiStaso, Associate Professor at Pennsylvania State University, will serve as panelists, along with public relations professionals.

18. PF&R Goals

The following are goals for 2015-2016:

- Coordinate closely with the social media team and newsletter editors to cover PF&R topics on a regular basis;
- Continue to increase awareness about PF&R and opportunities to submit conference panel proposals, preconference proposals, papers and newsletter articles;
- Continue to increase participation in PF&R Twitter chats and social media channels

COMMUNICATIONS

The PRD Communication team has established a new role of Communication Manager, who will be responsible in overseeing the communication channels for the PRD (newsletter, website, and social media). The PRD Communication Manager for the 2015-2016 academic year is Karen Freberg (University of Louisville).

AEJMC PRD Communication Survey

The Communication Team launched their annual survey among the PRD members to evaluate the communication efforts by the team over the 2014-2015 academic year.

Thirty-four members of the PRD completed the survey (15 male, 18 female) in range of teaching experience (graduate students and professors). There were several key communications findings from the survey. Twenty-five members (74%) wanted to have more reminders about conference events and deadlines on social media followed by news items for teaching (n=23, 68%). Members mentioned they would like to see social media updates twice or once a week at most.

As for the PRD listserv, 14 members mentioned they would like to see weekly updates to the conference and events (N=32, 94%) and call for papers (n=31, 91%).

In addition, members would like to see more information on the PRD website on PR journals (n=26, 79%), opportunities for teaching/research/service resources (n=25, 74%) and benefits and opportunities of being part of the PRD (n=22, 65%). The members also noted monthly updates to the website would be preferred according to the survey.

Members would like to see more information on announcements (n=29, 85%), conference events and deadlines (n=28, 82%), and teaching and research tips (n=26, 76%) from the PR UPDATE newsletter.

In terms of social media platforms the PRD has, Facebook created an overall good sense of community (M=3.97) but Twitter (M=4.06) was higher this year compared to last academic year. Looking at the past year's conference in Montreal, 14 out of 33 participants rated the social media coverage for last year's conference as good to very good. However, 10 members stated that they did not follow the AEJMC PRD social media accounts during the conference last year in Montreal.

Only seven members who completed the survey participated in the #PRProfChat session this past year. That #PRProfChat was on the topic of business principles with Chuck Lubbers and Sandra Duhé; those respondents who participated rated the session to be excellent. Recommendations for future chats include social media in the classroom, diversity topics, native advertising, and discussion on entry-level positions.

The survey also asked the members to rate the content on a six point Likert scale (1 Poor and 6 Excellent) on the various communication channels. As a result, Pinterest was the highest (M=5.57) followed by Instagram (M=5.47), LinkedIn (M=5.23), Facebook (=4.61), Twitter (M=4.48), newsletter (M=4.42), and the PRD website (M=4.06).

PRD Website

The website committee grew from one member to three this year. Katie Stansberry and Jeff Morosoff joined chair Chris Perry. PRD head Denise Bortree, vice head Tiffany Gallicano, vice head-elect Emily Kinsky, and various members of the social media committee also attended our monthly and sometimes biweekly meetings.

This year's major goal was to move the site to a new platform, complete with an updated visual design, improved functionality, and engaging content for PRD members. Tasks completed include:

- Determining goals and objectives for the website
- Setting up a new site in WordPress
- Sorting through existing content to determine its value
- Migrating valuable existing content to the new WordPress platform
- Brainstorming on additional content to fulfill the website's new goals and objectives
- Structuring all content into a meaningful navigation system
- Delegating and/or writing new content
- Posting new content on the new site
- Collecting historical newsletters and TPRs and making them into PDFs for posting on the site
- Collecting photographs from PRD members to support the textual content
- Testing a variety of WordPress templates
- Working with a volunteer designer from another division who built two design iterations for us to consider
- Working with a volunteer designer from another division who developed multiple versions of draft PRD logos for us to consider and share with the PRD

PR UPDATE Newsletter

The PR Division has rebranded their division newsletter to The PR UPDATE during the course of the 2014-2015 academic year. The PR UPDATE staff consisted this year of three persons, one editor, Dustin Supa, and two associate editors, Dean Mundy and Cary Greenwood.

The news journal of the Public Relations Division of AEJMC, colloquially known as the Public Relations Division newsletter, completed three regular issues (with a fourth forthcoming in July 2015) and one special edition recapping the 2014 conference in Montreal.

Several changes were instituted this year. A production schedule of January, March, July and November was established, with the expectation that a special conference recap edition will continue to be produced in September, for a total of five issues per year. PR UPDATE staff sought to become more integrated with other PRD communication vehicles (social media, website) by realigning content to the appropriate platform. This led to the launch of a redesigned PR UPDATE in January 2015, which was realized through both a visual redesign and a focus on long-form content.

In the coming year, the PR UPDATE staff looks forward to increased collaboration with the Division leadership via the Communications Manager, and seeks to provide the division

membership with news related to the division, and also on the public relations industry and its impact on education.

In addition, the UPDATE staff hopes to add more volunteers in the future to assist in producing content. The staff also looks forward in the coming year to producing an editorial calendar (in conjunction with the Communications Manager and other communication platforms) and also expanding content to include information that is unique and useful to the division membership.

PRD Social Media

The PR Division's social media committee has grown over the last few years to manage, create and curate content, cover conference presentations, and host Twitter chat sessions on topics key for the PRD. The team is lead by Geah Pressgrove (social media chair) and members include Dave Remund, Kelly Vibber, Carolyn Mae Kim, Patrick Merle, Nicole Lee, Melissa Janoske, and Diana Sisson.

2. Reports by Platform

A) Facebook

Fans of our page are 65% female, and mostly between 25-44 years old (64%). Most fans come from the USA (363 out of 465) and speak English (416 out of 465). The next most common location is Argentina (12 people) and second-most common language is Spanish (15 people). Cities represented tend to follow areas with large universities with public relations programs.

- Total Page Likes: 465 (up from 332 last year) (2 people unliked the page in this time period)
- Total Post Likes: approx. 368
- Total Post Comments: 39
- Total Post Shares: 70

The Info tab gets clicked 1-2 times per month. In August 2014, 5 people clicked on the Photos tab. Most visitors are spending time on the Timeline, with spikes up to 35 people in July 2014 and February 2015. People are mainly coming to the site from Google or from the AEJMC website.

Top Posts (April 30-June 10).

- Congratulations to PRD members elected to AEJMC committees (545 people reached; 50 clicks; 43 likes/comments/shares);
- The social media measurement pre-conference (526 people reached; 47 clicks; 19 likes/comments/shares);
- Getting to know PRD graduate students (370 people reached; 92 clicks; 15 likes/comments/shares);
- Nominations for the Kaiser award announced (224 people reached; 15 clicks; 3 likes/comments/shares).
- Posts that include photos bring increased engagement (59 clicks, 22 likes/comments/shares) and reach (avg. 435 people).






- Posts with links only had the least amount of engagement (15 clicks, 4 likes/comments/shares) and reach (avg. 158 people).



B) Twitter (profile created June 2009)

Members of the Twitter community are 55% male and 45% female. Tweets had an average engagement rate of 1.2%, which includes clicks, retweets, replies follows and favorites. August had the highest engagement rate of 1.7%, which indicates followers were more engaged during the conference in Montreal. We commonly use the hashtag #prprofs to help our audience catch our tweets and engage with each other.

- Followers: 1,015 (25.46% increase from 809 last year)
- Following: 776
- Tweets: 2,112

Top Posts

Tweets		Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	AEJMC PRD @AEJMC_PRD · Oct 3 Congrats to PRD member @TerryFlynn for being listed in the top 50 #PR pros to follow on Twittter by @Vocus! bit.ly/1E9egKM #prprofs View Tweet details			1,227	49	4.0%
	AEJMC PRD @AEJMC_PRD · Jun 9 #PRGradStudents: The Roschwalb Grant deadline is TODAY! Don't miss out on \$250 for your international research: aejmc.us/PR/roschwalbin... ^KF View Tweet details			1,513	8	0.5%
	AEJMC PRD @AEJMC_PRD · Aug 3 Excited about #aejmc14, #prprofs? Wait till you hear this great welcome to Montreal by PRD Head @dr_tindall youtu.be/KAkGJ-9CsPQ @AEJMC View Tweet details			1,660	27	1.6%
	AEJMC PRD @AEJMC_PRD · Aug 6 Dr. Juan Meng of @ugagrady merges exp working w/ @edelmanpr "Trust Barometer," leadership, & whistleblowing #aejmc14 pic.twitter.com/1qr5PSZ1OV View Tweet details			1,426	23	1.6%
	AEJMC PRD @AEJMC_PRD · Aug 7 Open Access: the future of publishing? Session starting in Salon 3. Come join the discussion! pic.twitter.com/OXael8Zcl2 View Tweet details			2,128	3	0.1%

	AEJMC PRD @AEJMC_PRD · Aug 8 Congrats to @DrSha for being voted as the new editor of JPRR! ^KF #prprofs #aejmc14 pic.twitter.com/V4ppvUgZ8G View Tweet details	2,268	88	3.9%
	AEJMC PRD @AEJMC_PRD · Aug 9 Here's our last recap from #aejmc14 . Catch up on your way home! Safe travels #prprofs bit.ly/1oRclya View Tweet details	1,215	23	1.9%

Interests

Interest name	% of audience
Business and news	83%
Business news and general info	83%
Politics and current events	81%
Tech news	81%
Technology	79%
Movie news and general info	66%
Marketing	64%
Business and finance	60%
Entrepreneurship	60%
Financial news	57%

C) LinkedIn (profile created 2011)

Now has a total of 66 members, up from 64 a year ago.

- Mainly used to promote PRD's activities on Twitter (e.g. TweetChats), provide information about certain job opportunities and share valuable content to be used in classrooms.
- Also serves as a forum to present calls for papers and conference deadlines.

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.

190 followers

329 pins

54 repins

The number of pins didn't increase in 2014-2015. The number of followers increased and the number of repins decreased.

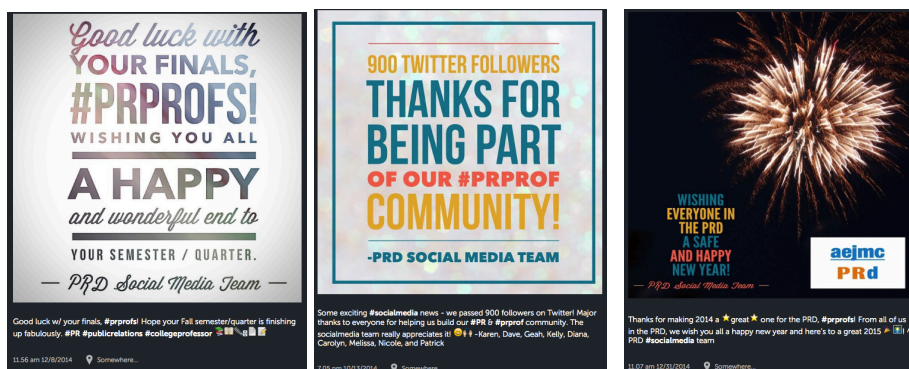
Top Boards & Engagement Scores (via Tailwind)

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)

We share most of our posts on Instagram during the annual conference. Our most-liked posts from the past year have eight likes. However, the majority of posts get fewer than five. The most comments we've received on any given post is three.

- 72 posts
- 44 followers (120% increase from 20 followers last year)
- 21 following



F. #PRProfChat Sessions

1. November 2014 #PRProfChat session statistics

General statistics

Created: Nov 10, 2014 8:13:28 PM

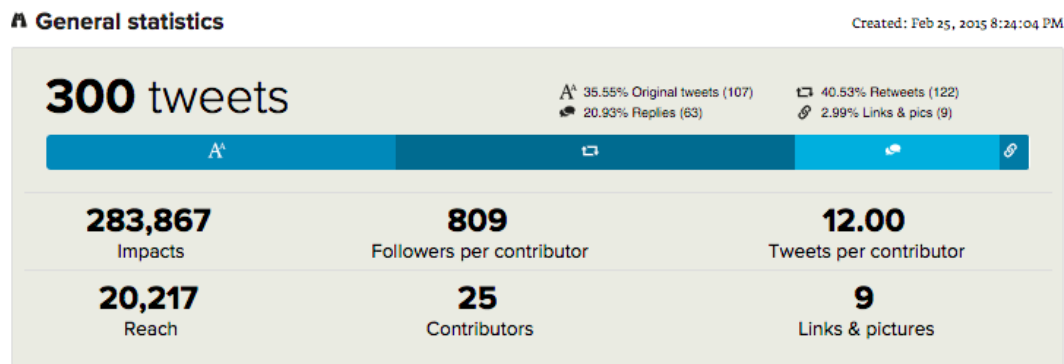


Our fall chat focused on Emerging Digital Trends: Wearables, Augmented Reality, Ephemeral Networks and Emerging Platforms. The chat was hosted by Geah Pressgrove and the guests for the chat were Dana Coester of West Virginia University and Rick Murray. A Storify summarizing the content from this chat was shared on our social media accounts and can be found here: https://storify.com/AEJMC_PRD/prprofchat-recap. It was viewed 48 times.

2. February 2015 #PRProfChat session

Our spring chat focused on business principles in the public relations curriculum. This chat was co-hosted by Melissa Janoske, Diana Sisson and Nicole Lee. The guests for this chat were Sandra Duhé, Southern Methodist University and Chuck Lubbers, University of South Dakota. A Storify summarizing the content from this chat was shared on our social media accounts and can

be found here: <http://sfy.co/s09I7>. It was viewed 48 times.



Key for metrics shown from images [table from Tweetbinder]

- Impacts: Potential number of times someone could have seen the hashtag
- Followers/contributor: average followers/contributor
- Tweets/contributor: average tweets/contributor
- Reach: Number of unique users that could have seen the hashtag
- Contributors: Number of unique users who sent a tweet or retweet using the hashtag
- Links & pics: # of tweets containing a link or picture with the hashtag

4. On the Horizon

- Dave Remund and Nicole Lee joined PRD's 50th anniversary celebration committee as social media team representatives. They will be creating an infographic for the celebration to use across social media platforms. They will also make sure other content such as anniversary videos are shared leading up to and during the celebration in San Francisco.
- Melissa Janoske has joined the PRD website team and will provide social media support for the selection of the new division logo, as well as promotion of the new website.
- Nicole Lee has requested short videos from a variety of scholars that would provide tips and/or best practices for presenting papers on panels and in the scholar-to-scholar sessions at this year's conference. This is one of the avenues we are using to enhance our multi-media content on social media channels.
- Diana Sisson is working with the PRSA Board of Ethics & Professional Standards to develop a co-hosted #PREthics Twitter Chat focusing on social media ethics. This chat will occur during Ethics Month on September 17 at 8 p.m. ET and feature academic (Denise Bortree & Marcia DiStaso) and industry (Gini Dietrich of ArmentDietrich and Spin Sucks) speakers.

Social media examples by category: Teaching, Research, and PF&R

Teaching – *Primarily these posts focus on case studies for the classroom, technology advances/resources, teaching tips*

- FYI [#PRProfs](#) - this would be a good article to share with your students and fellow colleagues on the best practices related to the FTC Social Media Requirements from AdAge.
- Do you teach hybrid or online courses? While some students seem to dread online group assignments, these tips can help [#PRProfs](#) make it a smooth learning experience!

- From understanding your audience, to innovation and real-time engagement, these quick reads offer lots of fodder for classroom discussion.
- Most Innovative Companies in 2015 - <http://www.fastcompany.com/s.../most-innovative-companies-2015>
- Target Turns Grammy Ads Into Surprise Concert - <http://adage.com/.../target-turns-grammys-ads-surpris.../297045/>
- Social Intelligence - <http://www.adweek.com/.../how-to-get-the-most-from-you.../614648>
- Looking for timely topics to engage your students in critical thinking and analysis? Here are a few that might be interesting.
- Please share your timely teaching topics with colleagues here in our [#PRProf](#) community
- Brian Williams Loses Audience Trust - <http://www.usatoday.com/.../brian-williams-unmitiga.../22915325/>
- Breach at Anthem & Crisis Communication - <http://www.usatoday.com/.../health-care-anthem-hack.../22900925/>
- Coca Cola Tricked into Tweeting Hitler - <http://www.adweek.com/.../coca-cola-suspends-makeithappy-soci...>
- Craft Beer vs. Budweiser - <http://www.washingtonpost.com/.../how-craft-beer-is-fighting.../>

Research - *Most of the topics related to research focus on conference deadlines/announcements and tips from senior scholars.*

Jami Fullerton & Lori McKinnon piece on their *Teaching Public Relations* manuscript
<https://www.facebook.com/AEJMCPRD/posts/722420721171905:0>

Spiro Kiouisis profile:

<https://www.facebook.com/AEJMCPRD/posts/708837492530228:0>

Guy Golan Profile:

<https://www.facebook.com/AEJMCPRD/photos/a.207055769375072.51663.156807314399918/702335786513732/?type=1&theater>

PF&R– *The majority of the posts in this category would be related to PF&R topics or current news.*

- Recent discussions associated with Hillary Clinton's use of her personal email account have certainly been ideal to address transparency in public diplomacy and governmental affairs for instance. A new app, Slack, also touches on email, this time the fact that they may belong to a bygone era. Interesting read. Enjoy. PM.
- New Gallup Poll Finds Female Bosses Are More Engaging Than Male Bosses
http://www.gallup.com/businessjournal/183026/female-bosses-engaging-male-bosses.aspx?utm_source=twitterbutton&utm_medium=twitter&utm_campaign=sharing
 ...
- [#PRProfs](#) - Google raising stakes on diversity <http://usat.ly/1ACwQXH> via [@usatoday#PRProfs](#), teaching SM ethics?

- Instagram puts out new rules for nudity and harassment.
[http://mashable.com/2015/04/16/instagram-updates-nudity-guidelines/?utm_cid=mash-com-Tw-mobile-link ...](http://mashable.com/2015/04/16/instagram-updates-nudity-guidelines/?utm_cid=mash-com-Tw-mobile-link...)

Social Media Committee: Karen Freberg (@kfreberg), Geah Pressgrove (@geahpressgrove), Dave Remund (@remund), Diana Sisson (@saysdiana), and Kelly Vibber (@kvibber), Patrick Merle (@PatrickMerle), Melissa Janoske (@mjresearch), Nicole Lee (@lee_Nicole).

STUDENT AWARDS

Inez Kaiser Graduate Students of Color Awards Activities

[Written by Matt Ragas (DePaul University), Rowena Briones (Virginia Commonwealth University), Lan Ni (University of Houston), Donnalyn Pompper (Temple University), David Radanovich (High Point University)]

For 2014-2015, the committee accomplished the following: updated the Kaiser awards call on the PRD website; researched and posted a list of previous Kaiser winners to the PRD website; revised the Kaiser application process; submitted funding request materials for a second year of diversity funding (\$5,000) from the PRSA Foundation; increased the visibility of the revised awards program among eligible graduate students; and reviewed and selected three awardees.

More specifically, the committee moved the application and review process fully online by creating an online application form using Google Forms (special thank you to Rowena Briones) and sharing supporting materials (CVs and letters of recommendation) via a Dropbox folder. Committee outreach included announcements to the PRD listserv and social media channels, direct emails to the authors of accepted student papers for this year's PRD student paper competition, liaising with other academic groups with graduate students, running an article in the PR UPDATE newsletter, and sharing the call via the professional networks of committee members. The committee also secured mentors (established scholars that are PRD members) for the three Kaiser award winners. The committee introduced the mentors and awardees at the PRD social. The PRSA Foundation was provided with photos (from the social and business meeting) and testimonials by the Kaiser awardees. An article announcing the winners ran in PR UPDATE.

A total of 19 applications were received this cycle in response to the Kaiser awards call. This represents a 138% increase from the 8 applications received for the 2013-2014 awards cycle.

Kaiser Goals:

The following are goals for 2015-2016 Kaiser committee members:

- Increase the number of applications submitted for the Kaiser awards.
- Recruit PRD members with matching research/teaching interests to serve as mentors for the Kaiser winners. Continue the mentoring process after the AEJMC annual conference.
- Provide PRSA Foundation with supporting materials, such as testimonials from selected awardees, which demonstrate the positive career impact of the program.
- Create a short report for the PRSA Foundation updating the academic status and career progress of the six foundation-supported Kaiser winners to date (2013-2014 and 2014-2015). The committee will contact the winners to gain updated career information.

Roschwalb Awards Activities

Every year the Roschwalb committee awards one graduate student funding for international research work. The funding is used for international travel. This year the committee reviewed 4 applications and chose Young Eun Park (yp8@indiana.edu) from Indiana University as the recipient of the Roschwalb Grant. Young Eun will receive a \$250 travel grant and a free registration at the 2015 AEJMC international conference.

Roschwalb Goals:

- Increase the number of submissions from 4 to 6.
- Raise \$500, half of which will be used for next year's award, and half of which will be added to the Roschwalb endowment fund.

MEMBERSHIP

(Written by Brigitta Brunner, Auburn University, Chair of the Membership Committee)

Membership for the Public Relations Division has remained steady from 2014 to 2015. In June 2014 the division had 380 members, and that number rose to 381 in June 2015.

This year the membership committee has developed a list of the division's membership benefits to help drive more individuals to consider joining and to remind current members what the division provides to them. The committee is working to develop and distribute a comprehensive division member survey. A survey of this type has not been completed since 2011. It is hoped that the survey will be sent to the membership in the next few months.

The committee is wrapping up its first year-long mentorship program for division members. Thirteen 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 seven applications from people willing to serve as mentors. Additional calls for the program will be sent via the division listserv and social media outlets in the coming weeks; it is hoped that the division will be able to have 20 mentoring pairs in the next year. The committee is also developing a short survey for the current mentoring pairs to gauge the usefulness of the program and participant satisfaction with it.

GRADUATE STUDENT OUTREACH

(Written by Holly Ott, Penn State University, Chair of Graduate Liaison Committee)

The graduate student outreach liaison committee had a number of goals that it reached in 2014-2015.

Successful GLC Goals for 2014-15:

- Determine opportunities to reach graduate students (membership and research paper competition).
- Promote the convention to students attending universities in the convention's host city and assist in social activities to involve graduate students during the conference.
- Assist, as needed, in promoting Student Awards.
- Work with the Membership Committee regarding graduate student outreach and regarding a "Quick Start" document for new PR Division members.
- Coordinate with Membership Committee to conduct outreach to grad students and grad directors.

The committee planned many activities both in-convention and out of convention for the 2014-2015 year.

In-Convention GLC Activities:

- The committee will host its first-ever graduate student luncheon at the AEJMC convention in San Francisco. The GLC luncheon will be held at Bluestem Brasserie on Saturday, Aug. 8, at 1:30 p.m.
- The committee confirmed the University of Florida College of Journalism and Communications and the College's Graduate Division and Department of Public Relations as this year's event sponsor. The sponsorship amount is \$600, which will support 20 student attendees.
- GLC committee members and other graduate students will volunteer to assist at the PRD's off-site social on Saturday, Aug. 8.

Out-of-Convention GLC Activities:

- The GLC has made efforts to assist with promoting PRD events and opportunities by working closely with all PRD 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 has developed a "Quick Start Guide" and an "AEJMC PRD Tip Sheet" for graduate students and prospective members.
- The committee is creating a working spreadsheet of public relations graduate programs/graduate program coordinators.

The committee has set a number of goals for the upcoming year.

GLC Goals for 2015-16:

- Maintain more frequent and consistent communication with PRD student members.
- Continue the tradition of planning a GLC luncheon or dinner at every convention. The GLC hopes to expand the offering to more graduate students in the future and to enhance sponsorship seeking efforts.
- Increase awareness about the GLC and PRD opportunities for graduate students.

PROFESSIONAL LIAISON/SOCIAL COMMITTEE

Prepared by: Julia Daisy Fraustino, chair (jdfraustino@mail.wvu.edu)

Full committee: Terry Flynn (McMaster University), Julia Daisy Fraustino (West Virginia University), Nell Horowitz (California State Polytechnic University, Pomona), Flora Hung (Massey University), Amanda Kennedy (University of Maryland), Andy Lingwall (Clarion University of Pennsylvania)

The Professional Liaison/Social Committee is in the midst of its major fundraising efforts and planning for the division's annual reception at the time this report is being drafted (June 2015). 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, interested scholars, and public relations professionals.

Event Planning. Venues in San Francisco were relatively costly, so budget was primary concern for committee members as we procured and considered estimates. We also incorporated division member feedback regarding distance from the hotel and RSVP issues. Ultimately, we entered into a contract for the event to take place 7-8:30 p.m., August 8, 2015 at the S&R Lounge and The Playroom in the Hotel Zetta San Francisco. The venue offers "a taste of San Francisco," featuring an award-winning chef, tech-based décor, and drinks "set to a tune of Silicon Valley start-up speak."

Those interested in attending will be asked to RSVP, and the first 100 PRD members who RSVP may show their badges upon entrance to receive one free drink ticket; a cash bar will be available at all times. Light hors d'oeuvres will be served. The venue is a short walk from the conference hotel, and committee members will lead a walking group departing from the conference hotel lobby at 6:55 p.m. Graduate student volunteers were recruited to staff the event entrance and maintain the guest list and drink tickets.

Event activities and décor will commemorate the division's 50th anniversary, employing the theme "Public Relations is Golden." The committee is reserving 10 drink tickets for 10 local representative public relations professionals who we will invite to the reception to facilitate networking between the academy and industry. Other activities include a book raffle of recent publications by division members and public relations scholars and a display of videos (on three large TV screens) from past heads and groups wishing the PRD a happy anniversary.

Event Funding. We are soliciting event sponsors at the \$150 (Silver), \$250 (Gold), \$500 (Platinum), and \$750 (50th Anniversary) levels. Benefits to sponsors include mentions in division communication, thanks in the division newsletter, public thanks at the event, and names on event signage. We have thus far secured funding from our traditional main sponsor, the Arthur W. Page Center for Integrity in Public Communication housed in the College of Communications at Penn State, along with a few universities and organizations at the Gold and Platinum levels. We expect a spike in sponsorship offers once a mass request is made on the PRD listserv June 15, followed up by social media and email reminders.

Work in Progress. In the coming couple of months before the conference, the committee will work to solicit additional event sponsorships from universities and relevant organizations, finalize the food and beverage menu, collect event RSVPs, finalize theme-related décor and activities, and publicize the event via our division's internal listserv and social media accounts.

We are pleased to be working toward the goal of connecting PRD members with each other and with industry professionals. In large part, we hope to achieve this by hosting a special event that celebrates the PRD and provides a space to network, socialize, and build/maintain relationships across the field of public relations.

Appendix A: Social Media Calendar

@AEJMC_PRD & #PRProfs

2014-2015 AEJMC PRD Social Media Calendar Overview

Updates and # of Posts

- Facebook: 2-3 per week
- Twitter: 2-3 per week
- Instagram: 1 post* (*Use only to promote features, infographics for #PRPRofChats)

Features scheduled for 2014-2015

- Diana and Nicole (2 Graduate Student Profiles)
- Geah (2 Junior Faculty Profiles)
- Melissa (2 Editor Profiles)
- Dave (2 Practitioner Profiles)
- Patrick (2 International Practitioner Profiles)
- Kelly International Cultural (2)

Liaison

- Liaison to Fundraising committee – Geah
- Liaison to Graduate Student Committee – Diana and Nicole
- Liaison to Newsletter + Website – Karen

Twitter Chat Sessions

- Two #PRProfChats (Fall – Geah with wearable technologies and digital futurists for PR, Spring – TBD)
- One JPRR or TPR Journal Twitter session – (Melissa - Possibly Guy Golan for JPRR?)
 - *Note – may need to talk w/ Chuck and see what we can do for TPR for Spring 2015 one

AEJMC PRD CALENDAR (tentative as of 8/7/14)

Dates	Proposed Topic for the Month	Specifics	Author/Poster
August 10-16	Recap from AEJMC 2014 Introduction to new members of the PRD PR professors: Patrick Merle (FSU), Carolyn Kim (Biola), and Melissa Janoske (Memphis) PhD Student: Nicole Lee (Texas Tech)	Highlight each professional on all social media platforms. Make sure to have Twitter handles and official bios + link to universities	Karen
August 17- August 23	Announcements related to AEJMC PRD Panel Proposals (October Deadline)		Dave
August 24-30th	A new spin on core classes: Incorporating new media in the classroom (What works? Metrics for success? Etc.)	**Graduate Students share case studies + useful contact	Carolyn
August 31- Sept 6th	International Public Relations		Patrick
September 7-13th	PR & Ethics Month	Promote #PRProfChat at the end of October (wearable technology and teaching)	Geah
September 14th-20th	Job Market Ideas Tips / Job Hub Ideas and Campus Visits		Diana
September 21-27th	Nonprofit public relations		Geah
September 28– October 4	Reminders on AEJMC 2015 PR Panel Proposals	Feature Promote #PRProfChat at the end of October	Kelly
October 5-11th	Conferences and journal submission possibilities for PR	Information on Conferences for PRProfes to consider Feature of International PR	Karen Patrick
October 12-18th	TPR Updates / Promoting research on social media / stories from research		Melissa
October 19-25		**Graduate Students share case studies + useful contact	Dave
October 26-November 1	Social media in the classroom – syllabi, resources, assignments, topics	#PRProfChat Session on Twitter	Diana Melissa
November 2- 8th	JPRR Manuscript Update Political Public Relations		Patrick

November 9-15th		Feature International Cultural Feature	Geah Kelly
November 16-22nd	PR Leadership		Dave
November 23- November 29th	TPR Updates / Promoting research on social media / stories from research	**Graduate Students share case studies + useful contact	Melissa
November 30 – December 6	Making the most of your holiday break		Diana
December 7-13		Tips from Junior Faculty on tenure, adjusting to new program, creating tenure packages, etc	Geah
December 14-20			Karen
December 21-27			Kelly
December 28-January 3	New Year's Resolutions: top ten lists from professors		Carolyn
January 4-10	Back to School		Geah
January 11-17		Feature **Graduate Students share case studies + useful contact	Karen
January 18-24		Promote #PRProfChat at the end of February	Dave
January 25-January 31st	Community, Media, Government & Investor Relations: What's new?	Feature	Patrick
February 1-7th			Carolyn
February 8-14th			Geah
February 15-21	TPR and JPRR Update Feature		Melissa
February 22- February 28th	AEJMC Conference Submissions	#PRProfChat on Twitter	Karen
March 1-7th		Conference Submission Tips for Grad Students: intend to get input from Research Co-Chairs	Diana and Nicole
March 8-14			Patrick
March 15-21		Lessons and best practices learned as a first year professor	Melissa Kelly
March 22-28		Reminders on AEJMC Final Submission	Karen
March 29 -April 4	Communicating with publics: special interest groups, employees, stakeholders, investors and international publics... What's new?		Dave
April 5-11		International PR practitioner feature	Patrick
April 12-18			Melissa
April 19-25			Carolyn
April 26-May 2	Crisis Communication & Management: What's New?		Karen
May 3-9		Feature	Dave
May 10-16		AEJMC 2015 Travel information (Geah

		hotels, restaurants, attractions, etc)	
May 17-23			Melissa
May 24- May 30th			Patrick
May 31 - June 6	Communicating Online: How do we teach it off-line?	International Cultural Feature	Kelly
June 7-13		Guest list from Graduate Liaisons for SM Committee about AEJMC 2015 Conference for graduate students	Diana
June 14 – 20			Karen
June 21-27		Feature	Carolyn
June 28 -July 4			Dave
July 5-11	Need to know tips for AEJMC: Poster prep, presentation tips, special sessions, etc.		Kelly
July 12-18			Karen
July 19-25	Participating in Job Hub? Tips from those who are hiring (get input from schools with jobs)		Diana
July 26 -August 1	Tips to Make the Most of Your Conference Experience (get input from new assistant professors + graduate students)		Patrick
August 5-9		AEJMC CONFERENCE in San Francisco	ALL
