

Public Relations Division Annual Report for 2013-2014

Current Executive Committee Officers

- Head: Natalie T. J. Tindall (Georgia State)
- Vice Head and Programming Chair: Denise Bortree (Penn State)
- Vice Head-Elect: Tiffany Gallicano (Oregon)
- Immediate Past Head: Susan Grantham (Hartford)

Division Leadership

- [List of Division Officers](#)

Annual Demographics Form

Year: 2014	Group Officers	Annual Conference Sessions				Total
		Paper Judges	Panelists	Moderators	Discussants	
Male (tot.)	11	18	20	1	2	52
Amer. Indian/Alaska Native	0	0	0	0	0	0
Asian	0	2	3	1	0	6
Black/African American	0	1	0	0	0	1
Hispanic/Latino	0	0	0	0	0	0
International	1	0	0	0	0	1
Native Hawaiian/Pacific Is.	0	0	0	0	0	0
White	10	15	17	1	2	45
Multi-racial	0	0	0	0	0	0
Female (tot.)	44	29	29	2	12	116
Amer. Indian/Alaska Native	0	0	0	0	0	0
Asian	1	6	2	1	4	14
Black/African American	2	0	3	1	2	8
Hispanic/Latino	0	0	0	0	0	0
International	1	0	0	0	0	1
Native Hawaiian/Pacific Is.	0	0	0	0	0	0
White	41	22	24	4	6	97
Multi-racial	0	1	0	0	0	1
Did not report	0	52	0	0	2	54
Total:	55	99	49	3	16	

2013-2014 Activities in Research, Teaching, and PF&R Areas

Research (33.4%)

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, we added a section to the newsletter (that was also broadcasted via our social media channels) that focused on journal publication; journal editors (both standing editors and guest editors) provided tips and techniques for authors who wanted to transition their work into publication. Also, the Public Relations Division continues to support the Journal of Public Relations Research, one of the premier journals for public relations scholarship. We have also continued our work to promote scholarship through two sets of monetary awards: the Plank Center at the University of Alabama awards money to the top three graduate student papers and Dennis Wilcox provides money for the top open and teaching papers. The social media team also helped to spread the word about the research paper competition as well as information on how to get published in the leading journals. (See the included Social Media report located at the end of the document.)

Teaching (33.3%)

The Division worked this year to include more information about teaching into [its quarterly newsletter](#). The newsletter team solicited articles from a variety of professors and instructors about teaching. Also, the Public Relations Division continues to produce Teaching PR, a monograph series dedicated to the study of pedagogy in public relations classrooms. In addition, the Division's social media team forwarded pertinent teaching information via the social media channels employed by the Division and also hosted two successful #PRprofs Twitter chats about relevant teaching concerns. (See the included Social Media report located at the end of the document.)

PF&R (33.3%)

After the Public Relations Division's review and assessment in 2013, the Division leadership focused on strengthening our focus in the teaching and PF&R areas. Through our various

committees, we worked to increase PF&R in the following ways:

- Continuing the division newsletter section where we have an interview with industry leaders. These interviews provide insightful and current information useful to teachers and practitioners.
- The social media team started to compile interviews with industry leaders that were exclusive online content. These interviews provide insightful and current information useful to teachers and practitioners.
- In response to the five-year review of the Division and the note that we lacked PF&R content about freedom of speech, the Division is sponsoring a panel on whistleblowing. The panel, titled Whistleblowing in Government as Free Expression: Are Government Whistleblowers Traitors, Heroes, or Loyal Employees Trying to Do the Right Thing?, was a joint session between the Public Relations Division and the Mass Communication and Society Division.
- The Social Media Team hosted a #PRProfChat [Twitter chat about social media ethics](#), which ties into the second standard of the Recommended Ethical Professional Freedom & Responsibility Guidelines. (See the included Social Media report located at the end of the document.)
- The Inez Kaiser Award Committee wrote and received a grant from the Public Relations Society of America Foundation to help increase the number of diverse members of the public relations professoriate (related to the 4th standard of the Recommended Ethical Professional Freedom & Responsibility Guidelines).

Traditionally the preconference session is dedicated to either teaching or PF&R. This year, the pre-conference for the Division (in conjunction with the History Division) touches on the ideas raised by Nicholas Kristoff in his [New York Times column](#). He calls for more academics to be involved and engages in the great debates of society, and our panel, “Promoting Our Scholarship and Ourselves: Increasing Public Visibility of Research through Communication and Grant Writing,” provides scholars with tools and strategies to do what Kristoff and his critics have voiced: getting academic voices and our research included in the marketplace of ideas. Our joint panel description is below:

- Even though AEJMC is comprised of people whose expertise is teaching communication

and media practices, we often aren't very good at promoting ourselves or communicating the importance of our research to external audiences. This preconference consists of two panels to help academics find ways to increase the public visibility of their communication and media-related scholarship. The first panel spotlights academics who have successfully promoted their research work in the public sphere. The second panel features experts who have secured communication research grants. Topics covered during the two panels include becoming an expert source for media outlets, working as a consultant, starting a blog and using other social media outlets to promote your research, doing speaking engagements with local community groups, participating in government- and corporate-funded research projects, and engaging in various other types of public scholarship. By promoting ourselves and our scholarship, we can raise our individual profiles as nationally/internationally recognized experts, which can aid in the tenure and promotion process, while also elevating the status of our discipline.

PR Division Goals for 2014-2015

- **What are your most important goals for the upcoming year?**

The goals for the upcoming year are the following:

1. **Ongoing goal:** To maintain strong submission levels in the open and student research categories (the current number of non-teaching submissions is 122 and 60 papers were accepted)
2. **Ongoing goal:** To decrease the number of disqualified papers (the current number of disqualified papers is 21).
3. **Short-term goal:** Increase the number of strong teaching papers submitted to the Public Relations Division paper competition (the current number of teaching submissions is 7 and 3 were accepted)
4. **Short-term goal:** Gather input related to improvements to the Division's pedagogical monograph, *Teaching Public Relations (TPR)*
 - **Short-term goal:** Redesign/reformat TPR to better satisfy the needs of members based on input
5. **Short-term goal:** Re-conceptualize the structure, focus, and application for the SuPRstar Awards to focus the awards in greater detail on PF&R activities in service and teaching
6. **Short-term goal:** Create a newsletter column and social media calendar that covers PF&R topics on a regular basis
7. **Ongoing goal:** Increase awareness about PF&R and opportunities to increase conference proposals and papers and newsletter submissions, as well as participation in Twitter chats and other social media channels
8. **Short-term goal:** Develop an effective tool to share PRD members' PF&R accomplishments on an annual basis. This tool could help members identify research partners and foster ideas for classes and public service work
9. **Ongoing goal:** Provide opportunities to interact with professionals as part of our convention programming.

- **What goals did your group set this year that you were unable to reach? Why?**
 - The primary goal for this year for the Head was creating stability and order in the documents that guide the division and its management. Thus, the team worked to revise and streamline the bylaws and to update the division's operations manual.
 - The secondary goal was to strengthen the deficiencies mentioned in the Division's Delphi study and the five-year AEJMC assessment. Based on the Delphi study, the Division's members wanted more outreach, and we worked on that issue through the initiatives implemented by the Membership and Graduate Liaison committees. The two committees/teams prepared starter guides for those who have recently joined the division as graduate students or regular members; both have been distributed via the listserv and will be posted on the Division's website. We increased the amount of effort and labor to populate content for the Division's social media outlets to great success for the members. The PF&R team is working with the Communication team to share PF&R materials for the 2014-2015 year. To address the constructive feedback we received in the five-year AEJMC assessment report, we are taking the following steps:
 1. Improve our annual report by fully documenting the breadth and depth of our division's activities, including our social media and newsletter efforts in the areas of research, teaching and PF&R
 2. Increase the number of submissions to the teaching paper competition for the 2014-2015 year through promotion in our newsletter and on social media
 3. Focus on covering the PF&R areas in a more balanced way for the next five years, paying particular attention to the areas of free expression, media criticism and accountability, and public service; for example, we focused on free expression for the 2013-2014 year through a panel about whistleblowers in the workplace
 4. Ask the PF&R award winners to describe their activities in our newsletter to inspire other members to adopt the winning activities
 5. Engage in long-term planning by identifying goals to guide the next five years of leadership (these goals are identified as the long-term goals in this report)
 - All goals were met because the team focused on their core areas and

responsibilities and pitched in where they could.

- The Inez Kaiser, the Roschwalb, the Communications Team (Social Media, Newsletter and Website), and the Liaisons all did exceptional jobs with the tasks that they were given.
- It appears that the AEJMC PRD has been considered to be the standard for other PR conferences to meet. The members of this team heard this during the NCA PR Division Business Meeting (and they are starting to form their own committee there), and another member mentioned that this was also discussed at ICA.
- **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 divisions that have teaching research competitions and pedagogical journals.
 - **Research:** This standing committee can help the Public Relations Division by continuing to promote the current paper guidelines, thus, reducing the number of disqualified papers.
 - **PF&R:** This standing committee can help the Public Relations Division by advocating for greater Internet access / WIFI access in conference rooms. We also believe that reserved spots (via unique authentication codes) should be given to the social media teams of all Divisions; this will help our Divisions engage in PF&R by sharing conference activity, as well as communicate paper findings and panel insights with those members attending and not attending the conference.

RESEARCH

(Written by Emily Kinsky, Teaching Research Chair, and Suman Lee, Overall Research Chair)

For the 2014 Montreal Conference, the Public Relations Division is pleased to report the following:

- Total number of research papers prior to disqualification: 129
- Total number of research papers after disqualification: 108
- Number of submissions 129; Number of acceptances 63 .
- Number of faculty research paper submissions: 95 (open + teaching); number of acceptances 53; 55.78% (open + teaching).[Open alone had 50 acceptances out of 88 submissions; 56.82% acceptance rate]
- Number of student research paper submissions 34; number of acceptances 10; 29 %.
- Overview of judging process: Judges were recruited through the PR Division's listserv, newsletter, social media and direct messages/emails/contact. Ninety-nine faculty members agreed to review for the PR Division and were divided based on whether they submitted to the open category or teaching category (or not at all), which determined what papers they could review. Reviewers were also given a survey to share their expertise and reviewing preferences, which the co-chairs attempted to meet as they assigned papers to each reviewer. Reviewers were sent notices once they were assigned papers to review and reminder notices as they drew close to the deadline. Before they were assigned, the research co-chairs also checked papers to be sure no identifying information was found on the title page/headers. Any papers displaying identifying information were disqualified (21 total). (See Appendix A for a list of disqualified papers. Removed from this version to protect privacy.)

Reviewers completed the reviews on the All-Academic system. Once the reviews were in, the research co-chairs ran reports within the system to calculate the average raw scores. The papers were ranked, and the co-chairs looked for high scores and natural breaking

points where there was a big score difference between one group and the group below it. Co-chairs also kept in mind AEJMC's goal of approximately 50% acceptance. Thank you notes were sent to reviewers; announcements of acceptance or rejection were sent to submitters.

- Total # of judges __99__ ; #_3.27__ papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).
- Did your group conduct any other type of refereed competition? Yes, the Public Relations Division has a teaching papers category.
 - Number of teaching research paper submissions: 7; number of acceptances 3; 42.86%

The submission process for the Montreal conference was outlined in the Division's call for papers outlined in the [Uniform Paper Call](#). (The Public Relations Division call starts on page 20).

The top three papers for the open competition this year are the following:

1 st Place	Does social media use affect journalists' perceptions of source credibility?	Dustin Supa, Boston University; Lynn Zoch, Radford University; Jessica Scanlon, Boston University
2 nd Place	Renegade Girl Scouts or a Merit Badge for Spin: (Re)articulating Activism and Public Relations	Pat Curtin, University of Oregon
3 rd Place	Addressing the Under-Representation of Hispanics in Public Relations: An Exploratory Quantitative Study	David Radanovich, High Point University

The top three papers for the student competition this year are the following:

1 st Place	The More Informative, The Better: The Effect of Message Interactivity on Product Attitudes and Purchase Intentions	Holly Ott, Sushma Kumble, Michail Vafeiadis, Thomas Waddell, Penn State
2 nd Place	Internet-Mediated Relationship Management in Local Nonprofit Fundraising Public Relations	Yi Ji, University of Miami
3 rd Place	Examining the Influence of Public Relations Message Strategy Use on Student Attitude Through Facebook	Alan Abitbol, Texas Tech

The top three papers for the teaching competition this year are the following:

1 st Place	Considering Certification?: An Analysis of Universities' Communication Certificates and Feedback from Public Relations Professional	Julie O'Neil and Jacqueline Lambiase, Texas Christian
2 nd Place	"Can every class be a Twitter chat?": Teaching social media via cross-institutional experiential learning	Julia Daisy Fraustino, University of Maryland; Rowena Briones, Virginia Commonwealth; Melissa Janoske, University of Maryland
3 rd Place	In Their Own Words: A Thematic Analysis	Scott Kuehn, Clarion; Andrew Lingwall, Clarion

	of Students' Self-Perceptions of Writing Skills in Mass Communication Programs	
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The Division had **21 DQ papers** out of 129 total submissions (after one paper transferred to other division). There are 12 DQ at open competition, 7 DQ at student, and 2 at teaching.

Mostly they are identity information in properties or in text, and exceeding the page limit.

In-Convention Research Activities

At the convention, the Division will have top paper panel sessions for both the faculty (open + teaching) and student papers and will have a large cluster of papers presented at the poster session.

Out-of-Convention Research Activities

PRD has two refereed publications. Manuscripts for the *Journal of Public Relations Research* are vetted by electronic review through editor, Karen Miller Russell of the University of Georgia. Under the editorship of Chuck Lubbers, University of South Dakota, PRD published 3 *Teaching Public Relations* (TPR) monographs since Summer 2011.

PRD members also regularly publish articles in the journals of the Public Relations Society of America (PRSA), National Communications Association (NCA), International Communications Association (ICA) and other organizations. In the quarterly PRD newsletter, space is given to the *Journal of Public Relations Research* editor to discuss research publishing trends and tips.

Research Goals and Activities of the PR Division

The short-term research goals for the Public Relations Division are the following:

- To maintain strong submission levels in the open and student research categories (the current number of non-teaching submissions is 122 and 60

papers were accepted)

- To decrease the number of disqualified papers (the current number of disqualified papers is 21).

The long-term goal for the Public Relations Division is to continue to have healthy levels of rigorous research in the public relations field. Goals related to teaching are listed in the next section.

TEACHING

(Written by Emily Kinsky, Research Chair for Teaching and Student Papers)

In-Convention Teaching Activities

In 2013, the PR Division hosted a top teaching paper panel and awarded the top three papers with cash prizes. In 2013, the top teaching papers discussed using infographics in the curriculum, teaching crisis management with a simulation, an examination of student ethics, and a look at student perceptions based on professor gender and professional background.

For the 2013 convention, the PRD held a workshop pre-conference session presenting the 2012 Commission on Public Relations Education report, which included a focus on graduate education in PR in the U.S. Other 2013 panels related to teaching included a combined panel with ADV on teaching integrated marketing communications, a collaboration with VISIC and CTEC on multimedia storytelling with social media, a partnership with MED on teaching ethics in a converged media world, and a combined effort with CSW related to teaching and gender discrimination.

The teaching chair attended the Council of Divisions Teaching Chair training session at the 2013 conference. Following the training session, the teaching chair made connections with other divisions interested in co-sponsoring teaching panel opportunities with PRD for the 2014 conference. Also, because of the training session in DC, a teaching column was added to the PRD quarterly newsletter.

For 2014, we will again award cash prizes for the top three papers in the teaching category. Because of chipping differences this year, we only have two top paper panels, so the top teaching paper will share the floor with top open papers and the other two will be presented in a high density session. In 2014, the top teaching papers relate to communication certification, teaching social media and writing in mass communication programs.

This year teaching-related panels will include teaching theories and methods in strategic communication courses (co-sponsored by ADV), Research-Based Insights for Teaching

Millennial Students in Advertising and Public Relations (in collaboration with GRAD and MCS), Combining Theory and Practice with Mobile Tools in Your Classroom (with CTD), and a session on internship program assessment (with Intern).

As seen above, the activities conducted by the PRD cover a wide variety of topics, including issues of curriculum, leadership, course content, teaching methods, and assessment, which support the suggestions of the Teaching Standards Committee.

Out-of-Convention Teaching Activities

- Curriculum and Leadership: The Division has active membership with the revived Council for Public Relations Education.
- Course content / Teaching methods: The Division has a place on the website for a syllabi exchange; due to the lack of usage, we are disabling this page. We have new ways to communicate with professors about teaching ideas through social media. In addition, each quarter, the newsletter has a section devoted to teaching tips and strategies. Also, the division produces *Teaching Public Relations*, a monograph devoted to pedagogy in public relations classrooms.

Teaching Goals and Activities for the Division

The PR Division supports quality teaching in the public relations classroom. To encourage continual improvement, the Division hosts a teaching paper competition for the AEJMC convention each year. This competition awards cash prizes for the top three papers related to teaching research.

On top of the paper competition and its presentations, teaching-focused panels are hosted each year. The Division also shares teaching tips in the quarterly newsletter, *PR Update*, which is sent via our listserv and posted on the Division website.

In addition to sponsoring the *Journal of Public Relations Research*, the PRD sponsors a journal focused on teaching, aptly named *Teaching Public Relations*. *Teaching Public Relations* is a periodic monograph designed to facilitate the exchange of ideas about effective classroom instruction in

the PR field; 88 issues have been published to date. Copies are posted online and emailed to the PRD's membership via the Division listserv.

In response to the five-year assessment report, we have established long-term and short-term goals for the Division:

- **Short-term goal:** Increase the number of strong teaching papers submitted to the Public Relations Division paper competition (the current number of teaching submissions is 7 and 3 were accepted)
- **Short-term goal:** Gather input related to needed changes to the Division's pedagogical monograph, *Teaching Public Relations*
 - **Short-term goal:** Redesign/reformat *Teaching Public Relations* to better satisfy the needs of members
- **Long-term goal:** Elevate the focus on pedagogical research within the field
- **Long-term goal:** Increase the reputation of *Teaching Public Relations*
- **Long-term goal:** Increase the visibility of *Teaching Public Relations* (we are waiting to establish short-term goals for visibility until we have redesigned /reformatted the journal)

PF&R

(Written by Michele Ewing, Cheryl Ann Lambert, Lucinda Austin, & Flora Hung)

PRD has a record of strength in ethics, accountability, inclusiveness and public service.

In-Convention PF&R Activities

Committee members attended the Council of Divisions PF&R Chair training session at the 2013 conference to begin planning for the 2014 conference. Following the training sessions, PRD officers facilitated connections with other divisions interested in co-sponsoring opportunities with PRD.

The PF&R committee participated in several in-convention activities. The committee agreed to host pre-conference panels rather than an off-site event for the 2014 conference. Of the 19 panel proposals submitted to the Public Relations Division for the 2014 AEJMC Conference, 10 panels were selected for PRD conference programming. Six of the 10 panels address PF&R issues:

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- Preconference: Promoting our Scholarship and Ourselves (co-sponsored with History, PF&R value: public service)
 - Preconference: Increasing Public Visibility of Communication Research (co-sponsored with History, PF&R value: public service)
 - Whistleblowing in Government as Free Expression: Are Government Whistleblowers Traitors, Heroes, or Loyal Employees Trying to Do the Right Thing (co-sponsored with Mass Communications & Society, PF&R value: freedom of expression)

- Smokescreen, ‘Color Washing,’ or Just Good Business? Ethical Dilemma of Corporate Social Responsibility (co-sponsored Media Ethics, PF&R values: ethics, as well as media criticism and accountability)
- Research-Based Insights for Teaching Millennial Students in Advertising and Public Relations (co-sponsored with Graduate Student/Mass Communications & Society, PF&R value: cultural inclusiveness)
- Open Access: The Future of Publishing (co-sponsored with Communication Theory and Methodology, PF&R value: public service)

Among the 63 papers accepted in the paper competitions, 20 papers have a clear PF&R focus.

The 2014 PRD off-site Bill Adams/Edelman luncheon will be held on Friday, August 8. Mike Kremasky, General Manager Digital Public Affairs Edelman, Washington, D.C. will serve as the featured speaker. The presentation has a PF&R focus, as he will discuss digital public affairs through an energy policy case study.

Out-of-Convention PF&R Activities

PRD 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. As such, PRD 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 the Twitter #PRProfChat sessions.

This year, PRD hosted two Twitter chats with Division members to discuss social media and

ethics with special foci on teaching and on the industry. The first Twitter chat, hosted on October 2, 2013, was led by PRD members and social media chairs, Dave Remund of Drake University and Melissa Dodd of the University of Central Florida. Special guests included PRD members Tina McCorkindale of Appalachian State University and Bill Ward of Syracuse University. Featured below is a graphic highlighting participation in the October 2013 Twitter Chat.



The second Twitter chat, hosted February 27, 2014, on “social media management and ethics,” featured PRD members Marlene Neill of Baylor University and Katie Place of St. Louis University as guests. Co-hosts for the Twitter chat were PRD social media team members Karen Freberg of the University of Louisville and Geah Pressgrove of West Virginia University. The main goal of this series of Twitter chats was to further dialogue in the span between annual conference meetings around important topics such as ethics, accountability, expression, and diversity. Featured below is a graph highlighting participation in the February 2014 Twitter chat.

General statistics

Created: February 28th, 2014 16:00:07



PF&R Goals

The following are goals for 2014-15 PF&R committee members:

- Re-conceptualize the structure, focus, and application for the SuPRstar Awards to focus the awards in greater detail on PF&R activities in service and teaching
- Create a newsletter column and social media calendar that covers PF&R topics on a regular basis
- Increase awareness about PF&R and opportunities to submit conference proposals and papers and newsletter articles, as well as participation in Twitter chats and other social media channels.
- Develop an effective tool to share PRD members' PF&R accomplishments on an annual basis. This tool could help members identify research partners and foster ideas for classes and public service work.
- Provide opportunities to interact with professionals as part of our convention programming.

AEJMC PRD Social Media Report 2013-2014

Written by Melissa Dodd (@mellydodd), Karen Freberg (@kfreberg), Geah Pressgrove (@geahpressgrove), Dave Remund (@remund), Diana Sisson (@saysdiana), and Kelly Vibber (@kvibber)

Our social media team has created a report that would be beneficial to understanding our social media efforts, as well as how each area was integrated into our online outreach.

Goal: To develop a strong sense of community.

1. Objectives set for the AEJMC PRD Social Media team for 2013-2014

OBJECTIVES	2012-13	2013-14
<p>One: To inspire 65% of PRD members and potential members to believe our social media has helped to develop a sense of community with the Public Relations Division of AEJMC.</p>	<ul style="list-style-type: none"> • Facebook fan page: 28 out of 39% • Twitter feed: 20 out of 30 = 67% • LinkedIn page: 8 of 24 = 33% • Pinterest page: 3 out of 17 = 17% • Instagram page: N/A 	<ul style="list-style-type: none"> • Facebook fan page: 28 out of 33 = 85% • Twitter feed: 26 out of 33 = 79% • LinkedIn page: 4 out of 13 = 30% • Pinterest page: 8 out of 11 = 72% • Instagram page: 3 out of 13 = 23%
<p>Two: To achieve an average of 75 positive</p>	<p>Average 78 per month, excluding likes on</p>	<p>Average of 531 interactions per month, excluding likes on comments by fans =</p>

<p>interactions (based on a combined count of likes and comments that are not negative toward AEJMC's PRD) each month between January 2014 and May 2014 by PRD members and potential members on Facebook fan page.</p>	<p>comments by fans = engaged users (clicks on post) + talking about this (liking, commenting, sharing).</p>	<p>engaged users (clicks on post) + talking about this (liking, commenting, sharing). This was a 581% increase over last year.</p>
<p>Three: To achieve an average of 30 interactions on Twitter each month between September 2013 and May 2014, as measured by @ messages, direct messages, retweets, and click-throughs of links.</p>	<p>Average of 29 per month</p>	<p>Average of 71 per month, a 144% increase since last year.</p>
<p>Four: Have 45 PRD members or potential members join by May 2014</p>	<p>52 PRD members/potential members</p>	<p>We have 64 PRD members/potential members, an increase of 23% since last year.</p>
<p>Five: Initiate an Instagram account and have 30 PRD members or potential</p>	<p>N/A</p>	<p>We have 20 followers and we are following 17. We found Instagram to be a useful tool to create visuals to share</p>

<p>members follow the account by May 2014.</p>	<p>during the annual conference, but received the most likes for sharing an infographic visual featuring the announcement of the second chat with eight likes.</p> <p>For the 2014-2015 academic year, we hope to increase more activity and focus towards the Instagram account with students, professors and practitioners.</p>
<p>Six: Host at least two interactive events on social media with professors and graduate student members in PRD on social media by May 2014.</p>	<p>N/A</p> <p>We held two #PRProfChat sessions during the 2013-2014 academic year. One was done in October 2013 and the other was conducted in February 2014.</p> <ul style="list-style-type: none"> • Two social media team members served as co-moderators. Dave Remund and Melissa Dodd were the moderators for the October 2013 #PRProfChat session while Karen Freberg and Geah Pressgrove served as the co-moderators for the second #PRProfChat sessions. • Social media team members and graduate students Diana Sisson and Kelly Vibber helped with creating a Storify of the top Twitter updates from the chat on the AEJMC PRD Storify account. • The first session focused on social media in the classroom and the

second was on social media management and ethics.

2. Secondary Metrics

We had 37 respondents from the PRD for our survey on the social media activities for 2013-2014. Listed below are the results of the type of content in which the PRD members would like to see on the social media platforms, particularly on FB. Reminders for deadlines and events come first (N=32), followed by news relevant for teaching cases in classes (N=28), followed by features on our members (N=19).

A) Facebook

#	Answer	Response	%
1	Reminders about conference deadlines and events	32	94%
2	Paper writing and APA style tips	8	24%
3	News items that are relevant cases for teaching	28	82%
4	Blog posts from our members that relate to PR topics	15	44%
5	Blog posts that relate to PR items in the news from any source	13	38%
6	Highlighted activities of organizations that sponsor our scholarships and events	10	29%
7	Features on graduate students	13	38%
8	Features on our members	19	56%
9	Advice and tips from senior faculty	17	50%
10	Features on PR practitioners	12	35%
11	Other (please describe)	4	12%

B) Twitter

We created our Twitter account in June 2009. We initiated a presence on Twitter to connect with the AEJMC Public Relations Division community via a nonintrusive method and to provide real-time updates and resources for students, professors and practitioners to use and share with others in their networks. We commonly use the hashtag #prprofs to help our audience catch our tweets and engage with each other.

C) LinkedIn

We created our AEJMC PRD LinkedIn Page in August 2011, and we have 64 members who are part of the group. LinkedIn provides a business social networking platform for professors and graduate students to share relevant case studies, job opportunities and postings, and updates related to upcoming conference deadlines and call for papers.

D) Pinterest

We created our Pinterest page in August 2012, right after the annual conference. 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. The pins were shared on not only Pinterest but also the AEJMC PRD Twitter account, as well.

E) Instagram

We created our Instagram page in August 2013. We initiated a presence on Instagram to create a visual collaborative and content publishing community to showcase unique points of view from the conference and announcements pertaining to the AEJMC PRD for professors, practitioners, and students to cross promote and share with others on other social media platforms such as Facebook and Twitter. We also included the use of Instagram user profile handles and the #prprof hashtag.

#PRProfChat Sessions

1. October 2013 #PRProfChat session statistics



The first chat session launched by the PRD was successful. We had 39 contributors participating in the session.

2. February 2014 #PRProfChat session



The second chat session launched by the PRD was also successful. We had 38 contributors participating in the session.

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 & pictures: # of tweets containing a link or picture with the hashtag

For future #PRProfChats, members made the following recommendations on key topics related

to the PRD that may be useful to consider, such as assignment ideas, tips for managing tenure and research obligations, sharing ideas for classroom and research activities, and graduate student features.

3. Basic Stats

- Twitter: 809 followers, 724 following, 1,341 tweets
- Facebook: 332 page likes (fans to date), 664 total post likes, 118 total post comments, 74 total post shares
- Pinterest 174 followers, 329 pins, 258 repins
- LinkedIn: 64 members
- Instagram: 43 photos, 20 followers, 17 following

4. Most Engaging Content

A. Top Facebook posts as measured by the number of unique clicks (since May 2013)*:

Member & Practitioner Feature/Spotlight Posts

Junior Faculty Focus (two posts) - Posts reached an average of 596 individuals, with an average of 135 post clicks and 66 average likes/comments/shares.

New Faculty Questions Answered by Senior Faculty (five posts)- Posts reached an average of 350 individuals, with an average of 81 post clicks and 46 average likes/comments/shares.

Grad Student Profiles (five posts) - Posts reached an average of 209 individuals, with an average of 80 post clicks and 21 average likes/comments/shares.

Practitioner Profiles (four posts) - Posts reached an average of 160 individuals, with an average of 46 post clicks and 11 average likes/comments/shares.

Teaching Topics

Posts reached an average of 491 individuals, with an average of 53 post clicks and 25 average likes/comments/shares.

Most Popular Posts: top tools for developing infographics, resources for citing social media, classroom discussion points for the government shutdown, fast food social media case studies, CDC Zombie Apocalypse case study, tips for incorporating social media in public relations writing classes

Research Topics

Posts reached an average of 287 individuals, with an average of 43 post clicks and 19 average likes/comments/shares.

Most Popular Posts: publishing outlets for public relations research, editor insights (Ran Wei, Don Stacks, Chuck Lubbers), reviewers' pet peeves, special journal calls

General Announcements

Posts reached an average of approximately 370 individuals, with an average of 36 post clicks and 44 average likes/comments/shares.

Most Popular Posts: New officers announcements, Kaiser grant award from PRSSA, PR Update newsletter, recognition for members' accomplishments

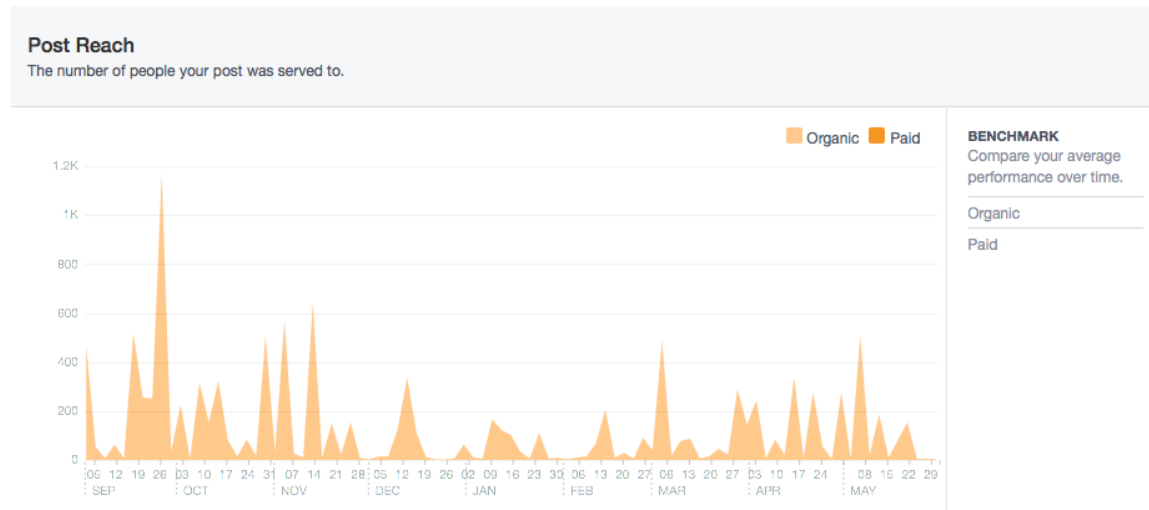
Conference Content

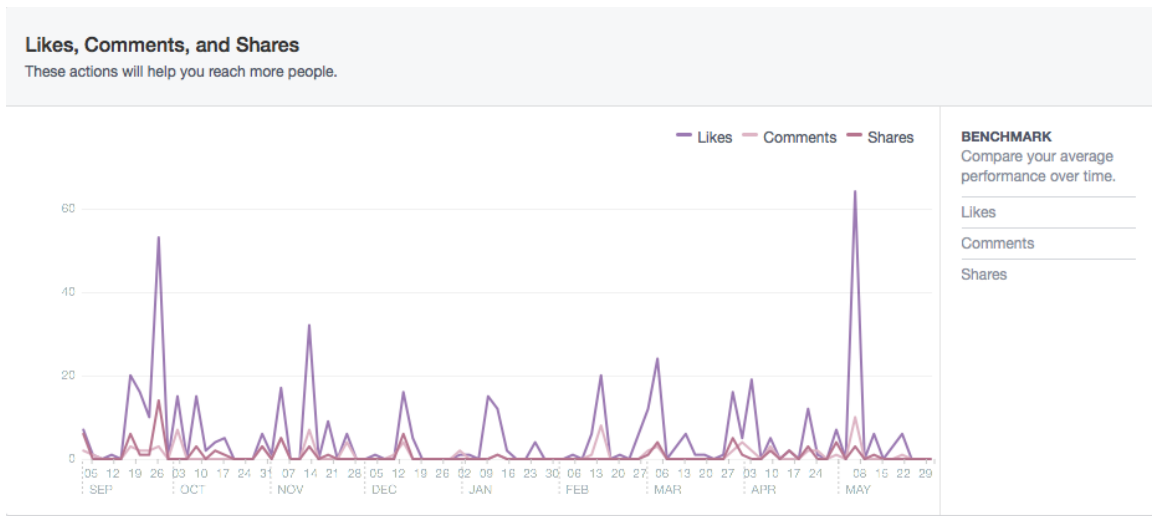
The social media team posted over 50 announcements during the AEJMC annual conference in 2013. Posts reached an average of approximately 253 individuals, with an average of 35 post clicks and 20 average likes/comments/shares.

Most Popular Posts: Photos from top teaching sessions, nonprofit teaching session, social and general panel announcements.

**Other popular topics from the 2013–2014 year included announcements related to the #PRProfChat, PR Love Competition (Valentine’s week competition) and Job Market Tips from #PrProfs (one week series)*

The following charts provide a snapshot of Facebook post reach and engagement from the period spanning September 2013 through May 2014.





B. Top tweets (since May 2014)

Based on our analysis on Twitter, we had several tweets that were good and generated a good amount of reach to our community online; we also had our followers favorite and RT our content for the 2013-2014 academic year.

RECENT TWEETS	SHOW: BEST GOOD ALL	FAVES	RETWEETS	REPLIES
#PR Grad students: Want \$250 for international research. Apply for the Roschwalb Grant! aejmc.us/PR/rochwalbin... 3 clicks or DM @bgsmithphd #PRProfs 12 May 2014, 10:40 AM Pacific time 40x NORMAL REACH		0	3	0
Congrats @GuyGolan @KarenRussell @dr_tindall & Pat Curtin on their new roles based on the 2014 @AEJMC Elections! ^KF pic.twitter.com/803J70XLQ4 2 clicks 6 May 2014, 3:06 PM Pacific time 14x NORMAL REACH		3	5	0
Good morning, #prprofs! Here's the latest #Socialnomics 2014 video by @equalman - YouTube buff.ly/1ICE1sN 0 clicks . Great for #sm classes! ^KF 21 Apr 2014, 4:20 AM Pacific time 3x NORMAL REACH		4	2	0
#FF for #PrProfs and some of the @AEJMC_PRD leadership @dr_tindall, @susan_grantham @dbortree, @Gallicano, @ekinsky, @DrSha, @WatersUSF 4 Apr 2014, 5:44 AM Pacific time 4x NORMAL REACH		3	2	2
Opportunity Alert: @AEJMC Scripps Howard Social Media Externships for the Summer. bit.ly/1ebMyhm 4 clicks 2 Apr 2014, 5:55 AM Pacific time 12x NORMAL REACH		1	4	0
FYI #prprofs - The #AEJMC2014 paper deadline is soon & make sure to check out the website aejmc.org/events/montrea... 0 clicks ^KF pic.twitter.com/HJBHZ1gct 0 clicks 23 Mar 2014, 10:46 AM Pacific time 5x NORMAL REACH		1	3	0
The #PRProfChat Storify is up from our chat last night on #sm mgt, polices, & ethics bit.ly/1hqqs6G 0 clicks . Thanks to @saysdiana! #prprofs 28 Feb 2014, 9:39 AM Pacific time 6x NORMAL REACH		1	3	0

RECENT TWEETS	SHOW: BEST GOOD ALL	★ FAVES	↻ RETWEETS	↩ REPLIES
Stay tuned for a Storify recap with resources, insights and more from our experts! Have a great night! #prprofchat 27 Feb 2014, 5:01 PM Pacific time 4x NORMAL REACH		3	1	1
RT @neillpr We're hearing that practitioners are using Buffer, HootSuite, Radian 6 as sm management tools. #prprofchat 27 Feb 2014, 4:19 PM Pacific time		3	1	0
Attention #prprofs! One hour till #PRProfChat starts! Looking to talking about #sm mgt & ethics w/ @neillpr & @KatiePlace. ^KF 27 Feb 2014, 2:00 PM Pacific time 10x NORMAL REACH		3	7	1
Just a few more hours till #PRProfChat! See you all later #prprofs! □ ^ KF 27 Feb 2014, 12:30 PM Pacific time 5x NORMAL REACH		0	3	0
Today is the day! Our #PRProfChat session is tonight at 6-8pm EST w/ @neillpr & @KatiePlace. See you there #prprofs! pic.twitter.com/hDBmdEsPoX 0 clicks 27 Feb 2014, 4:48 AM Pacific time 22x NORMAL REACH		2	8	0
Mark your calendars, #prprofs! #PRProfChat is 2/27, 6-8 pm EST. Topic is #sm mgt & ethics w/ @KatiePlace & @neillpr pic.twitter.com/pxWXXVKtol 0 clicks 24 Feb 2014, 9:39 AM Pacific time 8x NORMAL REACH		1	4	0
The upcoming #PRProfChat is this Thurs! Make your calendars & #prprofs, students, & practitioners are welcome! ^KF □ pic.twitter.com/yguCXxz10 0 clicks 23 Feb 2014, 8:09 AM Pacific time 4x NORMAL REACH		3	1	0
Join us via Twitter for a #PRProfChat Feb. 27, 6-8 p.m. ET w/@neillpr & @KatiePlace! Topic: #SM Management & Ethics pic.twitter.com/OM81rqLxRg 0 clicks 19 Feb 2014, 7:03 AM Pacific time 9x NORMAL REACH		5	7	1

RECENT TWEETS	SHOW: BEST GOOD ALL	★ FAVES	↻ RETWEETS	↩ REPLIES
Explore #SM management and ethics w/ @neillpr and @KatiePlace, Feb. 27, 6 to 8 pm ET, during #PRProfChat, a Twitter chat for #PRProfs! ^DR 10 Feb 2014, 7:34 AM Pacific time 5x NORMAL REACH		2	4	0
Arby's Slayed the Grammys With This Tweet About Pharrell Williams' Hat adweek.it/M4uQVa 0 clicks 27 Jan 2014, 10:31 AM Pacific time 4x NORMAL REACH		4	5	0
Thanks to @saysdiana of the #sm team for sharing this => How the @-Mention Took Over Social Networks buff.ly/1dRdYbk 0 clicks #prprofs ^KF 15 Jan 2014, 11:53 AM Pacific time 7x NORMAL REACH		0	3	0
Attention #prprofs! @AEJMC PRD Call for Paper Guidelines are now posted & available for Montreal. #prprofs ^KF pic.twitter.com/G7KYMhABgM 0 clicks 13 Jan 2014, 10:10 AM Pacific time 14x NORMAL REACH		1	4	0
Do you ever struggle when assessing group work? This CSHE guide provides some excellent insights. bit.ly/1ehZA1Y 0 clicks #prprofs ^DR 16 Dec 2013, 4:26 AM Pacific time 6x NORMAL REACH		2	3	0
Infusing globalism in your courses? Here are some social media insights to spark classroom discussion. bit.ly/13c6OJG 0 clicks #prprofs ^DR 18 Nov 2013, 8:57 AM Pacific time 8x NORMAL REACH		0	4	0
New TPR monograph answers the question, "What should we be teaching our students about digital PR?" aejmc.us/PR/tp/TPR87fa... 0 clicks 15 Oct 2013, 1:49 PM Pacific time		3	0	0
#PRProfs - A great list of "41 redundancies you should ditch" to share with your students. prdaily.com/Main/Articles/... 0 clicks 15 Oct 2013, 1:42 PM Pacific time 4x NORMAL REACH		1	3	0

RECENT TWEETS	SHOW: BEST GOOD ALL	★ FAVES	↻ RETWEETS	↩ REPLIES
Video collage? Oh the possibilities! See how Kenneth Cole crafted a visual story of #NYFW using Vine: digiday.com/social/kenneth... 0 clicks 14 Oct 2013, 2:21 PM Pacific time 4x NORMAL REACH		0	3	0
@dr_tindall Thanks so much for your kind words, Natalie! @remund @mellydodd @GeahPressgrove, @saysdiana, Kelly, and I all appreciate it! ^KF 11 Oct 2013, 8:31 AM Pacific time		3	0	0
Good post from @hootsuite for #prprofs teaching & researching in #nonprofit #PR blog.hootsuite.com/global-chariti... 0 clicks ^KF 7 Oct 2013, 7:49 AM Pacific time 3x NORMAL REACH		0	3	0
Melissa: Q9 - How are you using @googleglass & other new technologies in the classroom? Great discussion so far! #PRProfChat 2 Oct 2013, 6:16 PM Pacific time		0	0	4
Dave #PRProfChat Time for next topic. Q4 How do you manage interactions w/ students via #SM? Should we accept friend/follower requests? 2 Oct 2013, 5:49 PM Pacific time		0	0	7
Dave #PRProfChat Lots of questions pouring in. Love it! Here's our next one: Q3 What #SM activities and assignments are most beneficial? 2 Oct 2013, 5:44 PM Pacific time 2x NORMAL REACH		0	1	4
Just 15 minutes until the first-ever #PRProfChat! Best practices for integrating #SM in #PR education. Starts at 8:30 pm ET. Please join us! 2 Oct 2013, 5:14 PM Pacific time 5x NORMAL REACH		0	4	0
Best practices 4 integrating #SM into the classroom: #PRProfChat (Wed., Oct. 2 8:30-9:30 pm ET) w/guest experts @tmccorkindale & @DR4WARD 30 Sep 2013, 11:14 AM Pacific time 6x NORMAL REACH		1	4	0

RECENT TWEETS	SHOW: BEST GOOD ALL	★ FAVES	↻ RETWEETS	↩ REPLIES
Best practices 4 integrating #SM into the classroom: #PRProfChat (Wed., Oct. 2 8:30-9:30 pm ET) w/guest experts @tmccorkindale & @DR4WARD 30 Sep 2013, 11:14 AM Pacific time 6x NORMAL REACH		1	4	0
CORRECTION: Join @tmccorkindale and @DR4WARD for the first-ever #PRProfChat, Oct. 2, 8:30-9:30 p.m. (not a.m.) ET. #prprofs ^DR 25 Sep 2013, 1:06 PM Pacific time 5x NORMAL REACH		1	4	2
Interested in integrating SM w/ PR education? Tweet your questions using #PRProfChat for the first ever PRD live Twitter chat on 10/2. 9 Sep 2013, 10:08 AM Pacific time 10x NORMAL REACH		2	7	1
#TwitterRevolution documentary from CNBC - may be interesting for #prprofs teaching #sm cnbc.com/id/100792286 0 clicks ^KF 2 Sep 2013, 7:24 AM Pacific time 6x NORMAL REACH		1	5	0

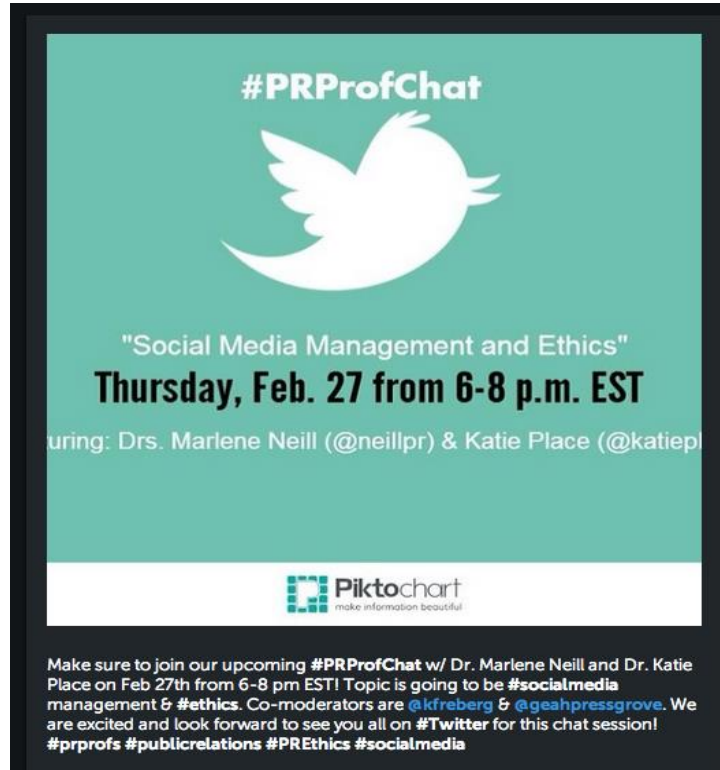
C. Pinterest (August 2013 – May 2014)

- a. According to Tailwind, the top boards for the AEJMC PRD Pinterest boards include PR Crisis Communications, with an engagement score of 18.38. PR Teaching comes into second with a score of 9.56, followed by PR Books and Textbooks with a score of 8.67, and PR Internship Job Tips with 8.47.

Board	Pins	Followers	Repins	Virality Score	Engagement Score
PR Crisis Communications	12	68	15	1.25	18.38
(12) PR Teaching	48	85	39	0.81	9.56
(12) PR Books Textbooks	34	78	23	0.68	8.67
(12) PR Internship Job Tips	19	87	14	0.74	8.47
(12) PR Social Media Infographics	146	120	136	0.93	7.76

D. Instagram (August 2013 – May 2014)

- a. Top photo from Instagram account (8 likes): An image created by Melissa Dodd for the second #PRProfChat session.



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