

PUBLIC RELATIONS DIVISION OPERATIONS MANUAL

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ABOUT AEJMC

FOUNDING

The Association for Education in Journalism (AEJ) was founded in 1912 and is now the Association for Education in Journalism & Mass Communication (AEJMC) with nearly 4,000 members. The Public Relations Division (PRD) was founded in 1965. It is one of the largest divisions in AEJMC and, with nearly 600 members, it is the largest organization of public relations educators in the world. The current AEJMC constitution and bylaws were adopted in 1990 and revised eight times through 2006. Amendments to the PRD constitution and bylaws were adopted in 1989, and the entire document was revised in 2009.

To be a member of PRD, a practitioner, educator or student must join AEJMC. Memberships are renewed annually in March. Regular AEJMC dues are \$115 in the U.S. and Canada and \$125 outside the U.S. and Canada. Graduate students pay \$50 for periodicals, and retired members pay only \$55 for periodicals. Retirees can retain membership at no charge if they do not want to receive periodicals. The spouse of a member may join for \$24 dues.

Dues for membership in each division range from \$10 to \$40 (mean \$23, median \$25), in most cases with a reduced rate for students. Based on a recommendation from the PRD leadership at the 2004 convention, the PRD members approved a \$5 increase in dues, which are now \$30 (\$20 for students).

STRUCTURE

AEJMC encompasses (a) a board of directors and (b) several committees, (c) two commissions, (d) several divisions and interest groups, (e) the Council of Divisions, (f) affiliate organizations and (g) the Council of Affiliates. Commissions, councils, divisions and interest groups participate in program chipping for the AEJMC convention.

(a) BOARD of DIRECTORS– The 15-member AEJMC board includes the president, president-elect, vice president, past president, Professional Freedom & Responsibility (PF&R) Committee chair, Research Committee chair, Teaching Committee chair, Council of Divisions chair and vice chair, Council of Affiliates chair, Commission on the Status of Women chair, Commission on the Status of Minorities chair, Association of Schools of Journalism & Mass Communication (ASJMC) president and president-elect, and the AEJMC executive director.

AEJMC STAFF:

- Executive Director Jennifer McGill (aejmchq@aol.com) – responsible for the management of the staff and liaison to officers.

- Production Manager Felicia Greenlee Brown (aejmcprogram@aol.com) – responsible for the directory, convention program, election materials, promotional flyers and Journalism & Communication Monographs.
- Newsletter Editor/Website Sysops Kyshia Brown (aejmcnews@aol.com) – edits AEJMC News and ASJMC Administrator; responsible for production of ASJMC Insights; maintains AEJMC and ASJMC Websites.
- Business Manager Kathy Bailey (aejbusinessmgr@aol.com) – responsible for association finances and convention registration.
- Production Manager Lillian Coleman (coleman521@aol.com) – responsible for production of JMC Quarterly and JMC Educator.
- Membership/Subscription Coordinator Pamella Price (aejmcmemsub@aol.com) – maintains databases for the association and the publications.
- Communications and Convention Manager Fred Williams (fredaejmc@aol.com) – responsible for overseeing the convention, publication advertisements and printer relationships for the publications.
- Public Relations/Marketing Specialist (aejmcpr@aol.com) – coordinates media relations, advertising and marketing efforts for AEJMC and ASJMC; maintains the AEJMC blog.
- Receptionist/Office Assistant Janet Harley (aejmcassistant@aol.com) – responsible answering telephone, opening mail, updating officer rosters and coordinating mailings.

(b) **STANDING COMMITTEES**– The three elected standing committees (PF&R, Research and Teaching) include nine members each. A maximum of one person per school may be elected to any one committee, and any individual may serve on only one committee at a time. An individual may be elected to no more than two consecutive three-year terms, but any member in good standing is eligible for unlimited nonconsecutive terms. Additional appointed committees serving the board vary in size and include Publications, Membership, Finance, and Nominations and Elections.

(c) **COMMISSIONS**– The Commission on the Status of Women and the Commission on the Status equity issues.

(d) **DIVISIONS and INTEREST GROUPS**– Large “permanent” divisions continue as long as each has at least 50 members. Small “temporary” interest groups typically function for three years. They can continue longer if they have at least 25 members, and they can apply to become divisions if they grow to at least 50 members. Because a finite number of convention programming timeslots are available, the formation of additional divisions and interest groups reduces the amount of programming time available for each unit.

(e) **COUNCIL OF DIVISIONS (CoD)**– To plan the annual meeting’s programs and represent the membership’s diverse interests to the AEJMC Board of Directors, CoD voting members include

the head and vice head of each division, interest group, commission and affiliate, plus a CoA representative. From its membership, the CoD elects a vice chair annually at the convention. After serving one year as vice chair, that person becomes chair. The chair and vice chair participate in the chipping process in the fall and manage convention scheduling.

COUNCIL of AFFILIATES (CoA)– One representative from each affiliate organization is seated on the Council of Affiliates, including representatives of the Community College Journalism Association (CCJA) and the Association of Schools of Journalism & Mass Communication (ASJMC). Members of ASJMC are typically academic unit administrators (chairs, deans and directors).

AEJMC also has close ties with some non-chipping affiliates:

- The World Journalism Education Congress (WJEC) began with preliminary meetings in Toronto (2004) and Singapore (2007). AEJMC is a participant in the coalition that now includes 28 journalism and mass communication academic associations worldwide. Housed at the University of Oklahoma, WJEC is sponsored by the John S. and James L. Knight Foundation and the Ethics & Excellence in Journalism Foundation.
- The independently operating Accrediting Council on Education in Journalism & Mass Communications (ACEJMC) is housed at the University of Kansas under the management of Executive Director Suzanne Shaw. Note there is an “s” on “communications” only for the Accrediting Council – not for AEJMC or ASJMC. The AEJMC Standing Committee on Teaching appoints the AEJMC voting member(s) of ACEJMC.

REPORTS AND ASSESSMENTS

The head of each division and interest group is to submit an annual report to AEJMC by about June 15 each year, and a thorough assessment of each division and interest group is conducted every five years (PRD years are 2008, 2013, 2018, etc.). Chairs and/or other members of the three AEJMC elected standing committees (PF&R, Teaching and Research) review the annual reports from the previous five years before meeting with the division’s outgoing head and incoming head during the pre-conference day of the convention. The primary purpose of the assessment is to ensure that the division is maintaining a balance among the three initiatives (PF&R, Teaching and Research) and to provide suggestions for more efficient and effective operations.

ABOUT THE PUBLIC RELATIONS DIVISION

AEJMC's Public Relations Division is the largest organization of public relations educators in the world. Its members represent institutions of higher learning in the United States and about two dozen countries around the world.

The Public Relations Division advances public relations teaching, research, and professional freedom and responsibility through

- Research paper competitions for faculty and graduate students at its annual convention
- Sponsorship of Journal of Public Relations Research
- Discussions, faculty paper competitions, and a Journal of Public Relations Education
- A quarterly membership newsletter
- Special programs to promote international research by graduate students and diversity among prospective educators
- Liaison with professionals in the field
- Information and facilitation of discussions to advance members' research and teaching through social media

SENIOR LEADERSHIP

The PRD Executive Committee (informally referred to as the “board”) is comprised of the immediate past head, head, vice head and vice head-elect. A new vice head-elect is chosen each year with a four-year commitment: (1) vice head-elect, (2) vice head and programming chair, (3) head and (4) immediate past head.

Duties of the Executive Committee include making interim appointments to fill unexpired terms of office and advising officers and committee members in guiding affairs between annual meetings. The head may appoint additional officers and committee members who, along with the chairs of the three standing committees (PF&R, Teaching and Research), serve in ex-officio positions on the board.

The PRD Past Heads Council is an advisory body to the Executive Committee. All past PRD heads are members, and the Council elects its chair during the Past Heads meeting at the AEJMC convention.

NOMINATIONS AND ELECTIONS

PRD LEADERSHIP

The only position up for election each year is typically that of vice head-elect, who serves one year each as vice head-elect, vice head/programming chair, head and immediate past head.

If for any reason, the current vice head cannot move up to head and/or the current vice head-elect cannot move up to vice head, an election will be held for one or both of those positions.

The PRD head appoints two or more past heads to the Nominating Committee. Typically, the immediate past head chairs the Nominating Committee. A call for nominations should be distributed at least six months prior to the annual convention. The Nominating Committee should actively seek nominations, review the credentials of prospective candidates, and identify qualified candidates. Once a candidate has agreed to run, he or she will provide the Nominating Committee with a 500-word biography, a photo, and two references related to his/her PRD volunteerism. The Nominating Committee will make a slate recommendation to the Executive Committee. Once the slate is approved by the chair, the two or three candidates will be voted on by the membership in April or early May; an electronic ballot will be submitted to the membership after the paper call, and the vote will have several weeks to happen. This early election allows for the elected Vice Head Elect, Vice Head and Head to attend the AEJMC training sessions.

Dues-paid members in good standing should be given the opportunity to vote prior to the annual meeting or during the annual meeting. If ballots have not been gathered prior to the convention, additional nominations can be made from the floor of the PRD business meeting.

If no nominee garners a majority of votes cast, a run-off election should be conducted before or during the annual meeting between the two nominees with the most votes.

In the event of a tie between two run-off candidates, a decision should be made by the Past Heads Council.

Terms of office are one year, beginning with the first day following the last day of the annual convention and extending until the last day of the next year's convention, or until a successor has qualified and taken office. Because the AEJMC fiscal year runs October 1-September 30, some duties of the outgoing head may be prescribed by AEJMC as extending for a limited time beyond the annual convention.

JOURNAL EDITORSHIPS

The Public Relations Division has two AEJMC-recognized publications:

- *Journal of Public Relations Research*
- *Journal of Public Relations Education (formerly Teaching Public Relations Monographs)*

The editors of the Journal of Public Relations Research and Teaching PR Monographs are elected by the membership. The terms of office for the editorships are three years for the *Journal of Public Relations Research* and three years for *Teaching Public Relations Monographs*. The terms begin the first day following the last day of the annual convention and extending until a successor has qualified and taken office.

OFFICERS

HEAD – presiding officer of PRD and the Executive Committee, advisor to the PRD convention programming chair, and a member of the AEJMC Council of Divisions (CoD). The head shall administer PRD affairs with the advice and consent of the Executive Committee, appoint committee members, approve all PRD expenditures and confer with the Executive Committee on expenditures in excess of \$100.

- TRAINING and RESOURCES– Access resources for officers at aejmc.org. *aejmc.org* – pull down *ABOUT*, over to *AEJMC LEADERSHIP*, over to *OFFICER RESOURCES*.
- Attend training for incoming heads the last morning of the convention before term of office as head.
- APPOINTMENTS– Construct the PRD leadership roster. Consult and advise officers and chairs as needed.
- FINANCES– Monitor PRD finances and submit expense requisitions to AEJMC Business Manager.
- CONVENTION– Consult and advise the vice head/programming chair about the call for proposals, review of proposals, and development of convention activities.
- PAPERS– Consult and advise research and teaching chairs with the call for papers, review of papers, and programming of paper presentations at the convention.
- COMMUNICATIONS– Consult and advise communications editors (Web, social media, newsletter, listserv) and provide copy as needed.
- NOMINATIONS and ELECTIONS– Consult and advise the Nominating Committee on the call for nominations, construction of a slate or ballot, and conducting of the annual election to be held prior to or during the AEJMC convention.
- REPORTS and ASSESSMENTS– Write the PRD annual report and submit by about June 15, and prepare to participate in the five-year assessment conducted during the pre-convention (2008, 2013, 2018, etc.). *aejmc.org* – pull down *ABOUT*, over to *OFFICERS*, over to *OFFICER RESOURCES*, over to *ANNUAL REPORT FORMAT*. Complete the DIG report when the call comes from AEJMC. Complete end-of-year reports as prescribed by AEJMC.

- **TRANSITION**– Attend the outgoing Council of Divisions meeting during the convention. Preside at the outgoing board meeting, annual business meeting and Adams-Edelman luncheon. Introduce the incoming head at the PRD convention luncheon.

VICE HEAD – convention programming chair, a member of the AEJMC Council of Divisions (CoD) and the PRD Executive Committee, presiding officer of PRD in the absence of the head, and incoming head.

- **TRAINING and RESOURCES**– Access resources for officers at aejmc.org. *aejmc.org* – pull down *ABOUT*, over to *AEJMC LEADERSHIP*, over to *OFFICER RESOURCES*.
- Attend training for incoming vice heads the last morning of the convention before term of office as vice head.
- **CONVENTION**– Coordinate the call for panel proposals and review of proposals. Develop a pre-conference program. Coordinate the location of the past heads luncheon. Negotiate deals with co-sponsoring divisions and interest groups. Notify panel applicants of acceptance/rejection and advise on development of chipped panels. Work with other leaders to secure convention sponsorships (pre-conference, social, etc.). Submit event forms to AEJMC (pre-conference, co-sponsored panels, research presentations, meetings, socials, luncheons, tours and anything/everything else related to the convention). Manage the hour-to-hour implementation of conference programming – be the “go-to” person PRD convention activities
- **APPOINTMENTS**– Begin constructing the following year’s leadership roster early in the spring. Key early appointments must be made in advance of travel arrangements so that the incoming head, vice head, vice head-elect, research chair(s), teaching chair(s) and PF&R chair(s) can participate in leadership training on the morning of the last day of the convention. Other appointments are appropriately made after the convention because new volunteers who attend the incoming board meeting at the convention should be considered for appointed positions.
- **REPORTS and ASSESSMENTS**– Assist the head with the annual report, and prepare to participate in the five-year assessment conducted during the convention (2008, 2013, 2018, etc.).
- **TRANSITION**– Attend the outgoing and incoming Council of Divisions meetings during the convention. Preside at the incoming board meeting. Acknowledge the outgoing head at the PRD business meeting, typically with a personal gift of appreciation from the incoming head to the outgoing head. Attend training for incoming heads the last morning of the convention before term as head.

VICE HEAD-ELECT – assistant to the vice head, member of the PRD Executive Committee, Bill Adams/Edelman Luncheon coordinator, and incoming vice head.

- TRAINING and RESOURCES– Access resources for officers at aejmc.org. *aejmc.org* – pull down *ABOUT*, over to *AEJMC LEADERSHIP*, over to *OFFICER RESOURCES*. Also request luncheon planning materials from vice head.
- Attend training for incoming vice heads the last morning of the convention before term of office as vice head-elect.
- CONVENTION– Participate in reviewing panel proposals and developing convention programming. Assist the vice head as needed in convention management. Represent PRD at the AEJMC New Members Breakfast during the convention.
- LUNCHEON– For the Edelman/PRD convention luncheon, confirm sponsorship with Edelman contact and coordinate arrangements with the Edelman contact. Scout the luncheon facility in advance (or ask someone in the local area to do so), and make sure A/V (screen, mic, sound system) and other needs are met. Manage check-in at the luncheon and recruit volunteers to help, including someone to walk the group to the destination. Provide a gift for John Edelman (if he attends) and the speaker from the vice head-elect’s state.
- TRANSITION– Attend the incoming Council of Divisions meetings during the convention. Attend training for incoming vice heads the last morning of the convention before term as vice head.

IMMEDIATE PAST HEAD – an advisory and voting member of the Executive Committee and the Past Heads Council. If possible, the immediate past head should chair the Nominating Committee.

SECRETARY – appointed journalist responsible for recording and submitting to the head minutes of all PRD convention meetings; ex-officio member of the Executive Committee; takes notes during all PRD conference calls.

STANDING COMMITTEES

The Public Relations Division has the following standing committees:

- Research
 - Open Research Chair(s)
 - Teaching / Student Research Chair(s)

OPEN RESEARCH CHAIR(S)-- The head may appoint one research chair, co-chairs, or a chair and one or more associate chair(s). AEJMC requires at least one research chair. The research chair position is a two-year commitment, and during this time chairs cannot submit to any PRD paper competition.

The preferred criteria for the research chair position are the following:

- Tenured professor teaching and conducting research in public relations
- Previous experience of handling paper competitions

The duties of the research chair are the following:

- TRAINING and RESOURCES– Access resources for officers at aejmc.org. *aejmc.org* – pull down *ABOUT*, over to *AEJMC LEADERSHIP*, over to *OFFICER RESOURCES*.
- Both the chair and co-chair attend training for incoming research chairs the last morning of the convention prior to term of office.
- Issue call for papers (should be approved by the CoD chair).
- Recruit as many judges as possible to review papers. Typically about 100 or more judges are needed. (An author can judge papers in any category in which he/she is not competing.)
- Monitor submissions for compliance with rules (page limit, paper limit, clean paper, etc.) and notify the authors of any papers out of compliance and therefore ineligible for review.
- Make certain that access has been opened to all of the PRD paper categories (research, teaching, student).
- Assign papers to judges and provide them with instructions, particularly in regard to compliance with rules. Report the data to the Executive Committee: top three research papers, top three teaching papers, top four student papers, and submissions/acceptance numbers for each category.
- Group accepted papers for various presentation sessions and notify authors of presentation times.
- In consultation with the Executive Committee, appoint moderators/discussants to research sessions.
 - Normal appointments would include one moderator and one discussant (respondent) for each panel session (3-4 papers); one moderator and 2-3 discussants for each high-density session (8-10 papers); and one discussant for every 5-7 papers in scholar-to-scholar or another poster forum.
 - Typically, teaching chair(s) serve as moderator/discussant for the presentation of the top teaching papers, and research chair(s) serve as moderator/discussant for the presentation of top research papers.
 - Other moderator/discussant appointments may help other officers/chairs to secure travel funding from their universities.

TEACHING CHAIR(S) – the head may appoint one teaching chair, co-chairs, or a chair and one or more associate chair(s). AEJMC requires at least one teaching chair.

The preferred criteria for this role are the following:

- Tenured professor teaching and conducting research in public relations
- Previous experience of handling paper competitions

The duties and responsibilities for this role include the following:

- TRAINING and RESOURCES– Access the teaching tips at aejmc.org. *aejmc.org* – pull down *SCHOLARSHIP* to *TEACHING RESOURCES*
- INITIATIVES– Strive to arrange programming and record member accomplishments in the four areas of:
 - a. Curriculum – The philosophy, design and examination of issues, developments and trends in building curriculum.
 - b. Leadership – Organizational efforts to recognize and enhance good teaching, mentoring and ways of thinking about teaching and learning.
 - c. Course Content and Teaching Methods – Examining teaching techniques and strategies.
 - d. Assessment – Weighing the effectiveness of teaching.
- Distribute communications about teaching initiatives via the PRD listserv, newsletter and/or homepage.
- CONVENTION– Actively encourage and advise members on the submission of teaching-related panel proposals. Report the top three teaching papers and submissions/acceptance data to the head. Serve as moderator/discussant for the presentations of teaching papers at the convention. Encourage authors of the top three teaching papers to submit their manuscripts for short TPR review.
- OUT-OF-CONVENTION– Actively encourage members to report out-of-convention teaching accomplishments (papers, presentations, innovations, etc.). Compile and report these accomplishments to the head for the annual report and possible awards consideration.

PROFESSIONAL FREEDOM & RESPONSIBILITY (PF&R) CHAIR(S) –The head may appoint one PF&R chair, co-chairs, or a chair and one or more associate chair(s). AEJMC requires at least one PF&R chair.

The requirements for this role are the following:

The duties and responsibilities for this role include the following:

- TRAINING– Attend training for incoming PF&R chairs the last morning of the convention prior to term of office.
- INITIATIVES– Strive to arrange programming and record division accomplishments in the five areas of: (1) free expression; (2) ethics; (3) media criticism and accountability; (4) racial, gender and cultural inclusiveness; and (5) public service.
- Distribute communications about PF&R initiatives via the PRD listserv, newsletter and/or homepage.
- CONVENTION– Actively encourage and advise members on the submission of PF&R-related panel proposals.
- OUT-OF-CONVENTION– Actively encourage members to report out-of-convention PF&R accomplishments (papers, presentations, etc.). Compile and report these accomplishments to the head for the annual report and possible awards consideration.

JOURNAL EDITORS

The Public Relations Division has two AEJMC-recognized publications:

- Journal of Public Relations Research
- Journal of Public Relations Education
- Retired journal: *Teaching Public Relations (TPR) Monographs*

The requirements for these positions are the following:

The duties for these elected editorships of the Journal of Public Relations Research and Journal of Public Relations Education are the following:

- Responsible for coordinating with the publisher the review, revision and publication of research articles.
- This position operates independently of the PRD Executive Committee, but an annual report should be prepared by late spring for submission to the head.
- Recruiting reviewers
- Publishing journal issues on a regular schedule

COMMUNICATIONS TEAM

The subcommittees for this team include:

- Communication Manager
- Social Media
- Website

- Newsletter

The duties and responsibilities for these subcommittees include the following:

All subcommittees:

- ***Must appoint chair/liaison role who will communicate and work together to create a content strategy***
- ***Must abide by the cross promotion policy of the Division (see Appendix)***

COMMUNICATION MANAGER

- The Communication Manager reports to Executive Committee
- Manages the communication channels – PR UPDATE (newsletter), website, and social media
- Coordinates content across channels
- Creates strategies for effectively communicating with members

PR UPDATE NEWS JOURNAL TEAM

- Create three to four issues per year of the online newsletter (PR Update)
- Coordinates communications among the Webmaster and the editors.

WEBSITE TEAM

- Appointed Webmaster and his/her assistant or team are responsible for maintaining the PRD homepage.
- Coordinate technical arrangements and adhere to aejmc.net guidelines
- Post new messages (including online publications and news alerts) and archive previous communications

SOCIAL MEDIA TEAM

- Develop a sense of community through an AEJMC PRD presence on popular social media sites
- Provide social media coverage for AEJMC PRD activities during the conference
- Participate in a social media co-chair planning meeting during the conference and a video chats at the start of each semester
- Coordinate a schedule to assign weekly responsibilities for updating AEJMC PRD channels during the year
- Measure social media efforts and write recommendations for the following year

PRD LISTSERV MANAGER

- Responsible for maintaining the PRD listserv established by Denise Bortree through the server at Penn State University.

MEMBERSHIP COMMITTEE/TEAM – The head may appoint one membership chair, co-chairs, or a chair and one or more associate chair(s). The purpose of the MEMBERSHIP COMMITTEE is two-fold:

Current Member Satisfaction & Support: In this role the membership committee develops benchmarks and information relating to current members of the division. For example the committee may investigate, through survey or interviews:

- Current or future needs of members.
- Overall satisfaction with the division, or satisfaction with specific aspects of the PRD such as leadership, potential for involvement, graduate student support, or other.
- Commitment to the division, or strength of relationship to the division.
- Willingness to serve.
- Other topics as relevant.

In this role the membership committee also provides support to members, for example through the **Mentorship Program** (discussed below) and the provision of newsworthy information to the social media team and newsletter team to bolster value to members.

New Member Recruitment

In this role the membership committee seeks to increase the membership of the PRD through a variety of initiatives including:

- Liaison with other AEJMC divisions and interest groups.
- Invitations to participate in the Mentorship Program.
- Participation in the AEJMC New Member Breakfast.

MEMBERSHIP COMMITTEE VOLUNTEERS

The Membership Committee has need for many volunteers who work on a variety of membership programs as detailed below:

Membership Chair

- With input from the Committee, sets membership goals for the year.

- Develops membership materials.
- Manages program heads and committee volunteers.
- Tries to identify potential new initiatives to retain and recruit members.
- Attends AEJMC New Member Breakfast.
- Tries to identify new members at the AEJMC convention.
- Coordinates liaison efforts both within the division and outside of the division.
- Promotes attendance at the AEJMC convention.

Mentorship Program (2 volunteers)

The **Mentorship Program** was established by AEJMC in 2012 to encourage divisions to alleviate the stress and confusion of first time attendees. In 2013 the PRD extended the mentorship program to accommodate mentorship needs of its members at various stages of their careers. For example, members at the third year review or tenure stage, or members entering the job market. The aim of the PRD is to have the mentorship relationships developed prior to each convention continue between the mentor/mentee pairs as needed, rather than merely a one-time interaction.

Volunteers for this program will:

- Coordinate the extension of invitations to members and nonmembers to participate as either mentors or mentees.
- Determine mentor-mentee matches.
- Communicate these matches to the mentors and mentees.
- Attend the AEJMC New Member Breakfast.

Liaison Program (2 or more volunteers)

Volunteers for this program will:

- Liaise with other PRD committees such as the graduate student liaison team, the development team, and the research chairs to coordinate best service to members.
- Liaise with other AEJMC divisions, interest groups, and commissions to identify potential new members and build relationships with potential PF&R panels. At this time liaisons work with:
 - Korean American Communication Association
 - Graduate Student Division
 - COMSHER Division

Identification of Information of Interest or Importance (2 volunteers)

The purpose of this program is to identify tips or reasons for membership to be disseminated to members through the social media and newsletter teams. Volunteers for this program will:

- Identify information of interest to PRD members.
- Create useful tips for members, or reasons for membership.
- Liaise with social media and newsletter teams for dissemination of this information.

Membership Evaluation

With the Chair, volunteers for this program will:

- Develop evaluative measures of membership satisfaction and commitment.

PROFESSIONAL LIAISON(S) – the head may appoint one professional liaison, co-liaisons, or a liaison and one or more associate liaison(s).

The requirements for this role are the following:

The duties and responsibilities for this role include the following:

- INITIATIVES– Seek ways in which the resources of professional associations, firms and practitioners can enhance the activities of PRD and/or the professional development of members.
- CONVENTION– Organize and coordinate the PRD off-site social, typically following the business meeting, at a site in close proximity to the convention hotel. Solicit financial sponsorship(s) and request reservations in order to anticipate crowd size. Coordinate outreach to practitioners and professional associations in the convention’s host city. This includes invitations to the Public Relations Division social. Suggest to the vice head the names of practitioners who might be convention presenters.

GRADUATE STUDENT LIAISON(S) – the head may appoint one graduate student liaison, co-liaisons, or a liaison and one or more associate liaison(s).

The requirements for this role are the following:

The duties and responsibilities for this role include the following:

- INITIATIVES– Set graduate student goals and coordinate outreach and mentoring initiatives. Coordinate efforts with the research chair(s) and membership chair(s) to

encourage membership among graduate students. Assist the Roschwalb and Kaiser chairs as needed.

- CONVENTION– Encourage students, particularly those attending universities in the convention’s host city, to participate in convention activities. Attend the New Members Breakfast during the convention.
- LUNCHEON – Committee coordinates a graduate student luncheon to be held during the annual conference.

ROSCHWALB CHAIR(S) – Students in public relations whose plans include study or research outside the United States are encouraged to apply for the Susanne A. Roschwalb Grant for International Study and Research, awarded annually by the Public Relations Division of the Association for Education in Journalism and Mass Communications. This \$250 grant/awards honors the memory of American University Associate Professor Susanne A. Roschwalb, who was active in the Public Relations Division until she died in February 1996 at age 56 from complications related to breast cancer.

The head may appoint one Roschwalb chair, co-chairs, or a chair and one or more associate chair(s).

The requirements for this role are the following:

The duties and responsibilities for this role include the following:

- APPLICATIONS– Encourage students to apply for the Susanne A. Roschwalb grant to offset the cost of travel outside the U.S. to study international public relations topics. Graduate student liaison(s) may assist Roschwalb chair(s) in selecting a recipient and encouraging the recipient to attend the convention.
- Promotion of the award via the PRD’s communication channels
- Select the student winner
- Notify the chair of the division and the winner

KAISER CHAIR(S) – This award honors [Inez Kaiser](#), the first African-American woman to belong to PRSA and to head a PR agency with national clients. The Inez Kaiser Award recipient gets a one-year membership to AEJMC and the Public Relations Division. If the winner already has a membership for this year, the award will extend his or her membership for a year past your current membership.

The head may appoint one Kaiser chair, co-chairs, or a chair and one or more associate chair(s).

The requirements for this role are the following:

The duties and responsibilities for this role include the following:

- APPLICATIONS– Encourage students to apply for the Kaiser Graduate Students of Color Awards, which are intended to enhance the diversity of PRD with one-year memberships in AEJMC and PRD. Graduate student liaison(s) and/or membership chair(s) may assist Kaiser chair(s) in reviewing applications and selecting recipients who intend to attend the convention. Consideration should be given to applicants who have papers accepted for the convention.
- AWARD TOTAL: FINANCIAL SUPPORT– Graduate student liaison(s) and/or membership chair(s) may also assist in soliciting sponsors.

AD HOC COMMITTEES AND TASK FORCES

An ad hoc committee is formed for a specific task or objective, and dissolved after the completion of the task or achievement of the objective. The PRD head has the discretion to appoint ad hoc committees and task forces.

For 2012-2013, the following ad hoc committees and task forces were created:

- Delphi Study
- Fundraising

For 2013-2014, the following ad hoc committees and task forces have been created or continued:

- Fundraising
- Publishing Task Force
- PRSA Diversity Grant Writing Team

For 2014-2015, the following ad hoc committee has been created:

- 50th Anniversary Committee

DIVISION AWARDS

Doug Newsom Award: A research award given for competitive papers that address global ethics and global diversity. This award was created to celebrate the 50th anniversary of the PRD in 2015. It honors the oldest living past head at the time, Doug Newsom, who chaired the division 1974-1975.

Dennis Wilcox Research Awards: Named in honor of PRD member and textbook author Dennis Wilcox, these awards are given to the top faculty research papers: \$500 to the first place teaching paper, \$300 to the second place, and \$200 to the third place winner.

Top Student Papers: The Plank Center for Leadership in Public Relations gives awards to the top graduate student papers: \$300 for first, \$200 for second, and \$100 for third.

Dennis Wilcox Teaching Awards: Named in honor of PRD member and textbook author Dennis Wilcox, these awards are given to the top teaching papers: \$500 to the first place teaching paper, \$300 to the second place, and \$200 to the third place winner.

Poster Awards: This award is given to the best visual displays in the PRD poster sessions. The judging sheet for the poster / visual display judging is below¹:

Judging Sheet for AEJMC Poster Session – Public Relations Division

Number of Poster: _____

Name of Judge: _____

Rate each poster on a scale from 1 – 5 (1 is poor, 5 is excellent)

| | | | | | |
|----------------------------------|---|---|---|---|---|
| Includes an informative abstract | 1 | 2 | 3 | 4 | 5 |
|----------------------------------|---|---|---|---|---|

| | | | | | |
|---|---|---|---|---|---|
| Clearly outlines the thesis, method, main points, and results of the paper | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|

| | | | | | |
|---|---|---|---|---|---|
| Uses visuals, such as photos and charts, effectively | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|

Presents the information in

¹ This judging sheet was created by the History Division. Lisa Burns, the former chair of the Division, gave the PR Division permission to use and modify this form.

| | |
|--------|-------------------------------|
| June | Annual Report |
| July | Final convention preparations |
| August | Convention |

DETAILED DIVISION TIMELINE

AUGUST – FOURTH (LAST) DAY OF THE CONVENTION

Training sessions for incoming division officers– head, vice head, vice-head elect, research chair(s), teaching chair(s) and PF&R chair(s).

SEPTEMBER

Leadership roster–Head submits names and contact information for officers and chairs to newsletter editor. The newsletter editor sends a proof of the leadership roster to officers and chairs before submitting to the Webmaster for posting and before publishing in the newsletter.

Webmaster posts the new leadership roster and moves the previous roster to the archives.

Fall newsletter– copy deadline about September 1, by e-mail to the communications director/newsletter editor. Typical content includes:

- Call for panel proposals written by the vice head
- Call for out-of-convention teaching accomplishments to be submitted to the teaching chair(s).
- Call for out-of-convention PF&R accomplishments to be submitted to the PF&R chair(s).
- Any planned initiatives in membership recruitment and retention.
- Any planned initiatives by professional liaison(s) and/or graduate student liaison(s).

Newsletter editor sends a proof to the Executive Committee and authors of articles, makes divisions, and submits the final copy to the Webmaster for online posting.

The Webmaster posts the current issue and archives the previous issue. The Webmaster may also post teasers about the newsletter and call for panel proposals. The communications manager/newsletter editor distributes a listserv notice when the issue is online.

Convention preparations—Teaching and PF&R chairs work with members interested in developing panel proposals that focus on teaching or PF&R. Webmaster obtains graphics for the next convention from the AEJMC office, transmits graphics to the communications director/newsletter editor, and creates a page for the next convention with links to the convention hotel, tourism bureaus, etc.

End-of-year reports—Outgoing/immediate past head completes reports as requested by AEJMC.

OCTOBER-NOVEMBER

Convention panel proposals—Panel proposals should be submitted to the vice head/programming chair – submissions deadline about October 15. Head and vice head-elect may assist the vice head in reviewing panel proposals.

Vice head types the panel proposals acceptable for possible chipping into the AEJMC uniform template and submits to AEJMC – deadline about November 1. AEJMC will post all proposals online.

Vice head should negotiate as many co-sponsoring agreements as possible with programming chairs from other divisions and interest groups, striving for a mix of teaching and PF&R emphases. Contact information for programming chairs available through aejmc.org. As many deals as possible should be made prior to the CoD chipping/scheduling. This often involves agreeing to co-sponsor a proposal submitted to another division in exchange for the other division co-sponsoring a proposal submitted to PRD. **The process can be facilitated if a proposal is submitted to both PRD and another group likely to co-sponsor.**

Call for convention papers— Research chair(s) submit the call to the vice head as early as possible in October. As programming chair, the vice head submits the call to the CoD chair prior to November 1 for review. After making any revisions suggested by the CoD chair, the programming chair submits the call to the communications director/newsletter editor and the Webmaster. After the Webmaster posts the call online, the communications director distributes a listserv notice.

AEJMC Scholars Award applications for grants – due October 15: Junior scholars should submit applications to AEJMCHQ@aol.com in competition for four \$3,000 grants (\$2,000 cash plus \$500 convention travel expenses).

Paper Call: By November 15, the Research Chairs must file your group's paper call information with Felicia Brown for the January AEJMC newsletter.

Paper Reviewers: The Research Chairs should begin asking members to sign up to be paper judges. The earlier you do this, the better. At this point, keep track of their names and email addresses because the All-Academic site will not be ready for judges to create their accounts.

DECEMBER

Convention preparations– The vice head confirms Plank sponsorships for awards for top student papers (\$300, \$200, \$100). Contact Karla Gower at the University of Alabama. The vice head-elect confirms Edelman sponsorship for the luncheon. Contact John Edelman.

Research Program: Contact the division head or vice head and get the specific program times they scheduled for your groups' research sessions. Determine which Scholar-to-Scholar session your group is scheduled for.

JANUARY

Spring newsletter– copy deadline about January 10, by e-mail to the communications director/newsletter editor. Typical content includes:

1. Call for convention papers written by the research chair(s) – submissions deadline about April 1.
2. Call for paper reviewers written by the research chair(s) –
3. A list of previous reviewers should be provided by previous research chair(s).
4. Call for Roschwalb sponsors and applicants written by Roschwalb chair(s) – deadline about April 15.
5. Call for Kaiser sponsors and applicants written by Kaiser chair(s) – deadline about April 15.
6. Call for nominations to be submitted to the PRD Nominating Committee by about May 1.
7. Call for out-of-convention teaching accomplishments to be submitted to the teaching chair(s).
8. Call for out-of-convention PF&R accomplishments to be submitted to the PF&R chair(s).
9. Any planned initiatives in membership recruitment and retention.
10. Any planned initiatives by professional liaison(s) and/or graduate student liaison(s).

Newsletter editor sends a proof to the Executive Committee and authors of articles, makes revisions, and submits the final copy to the Webmaster for online posting.

The Webmaster posts the current issue and archives the previous issue.

The Webmaster may also post teasers about the newsletter, call for convention papers, Roschwalb calls and Kaiser calls. The call for convention papers should include a link to AEJMC's Uniform Call for Papers.

The communications manager/newsletter editor distributes a listserv notice when the issue is online.

Research training– The CoD chair arranges conference call training for research chairs. Under consideration are a second round of conference call training in February when specific how-to instructions can be given and/or development of Webinar training for research chairs.

Research judging: Call for more judges to handle the number of papers you received last year. Have back-ups lined up too in case you get more papers than in the past.

FEBRUARY-MARCH

AEJMC nominations and elections– The Executive Committee and Past Heads Council should encourage qualified candidates from the PRD membership to submit nominations for AEJMC elected positions. They should then encourage members to vote for any PRD members who are on the ballot. Interested candidates should submit a bio and references to the nominations committee. AEJMC should distribute a call for nominations for the position of vice president-elect and seats on the three elected standing committees (Teaching, Research, and PF&R) at least six months prior to the convention with a deadline three weeks subsequent to the call. The ballot should be distributed (about April 1) at least four months prior to the convention with a deadline 30 days later.

AEJMC Equity & Diversity Awards – due February 15 -- Academic units are assessed on diversity and equity among faculty.

Convention preparations– Vice head submits convention programming forms for pre-conference activities, any panels for which PRD is the lead sponsor, meetings, social(s), luncheon and/or off-site tours. The deadline for these forms will probably be sometime in March, and the deadline for forms for research sessions will be in early May.

Vice head submits requests for special funding for convention presentations, such as travel/lodging funding for speakers who are not AEJMC members. Vice head-elect should make contact with the Edelman staff person designated by John Edelman to organize the luncheon. Start trying to get information from Edelman on the keynote speaker and the site in close proximity to the convention hotel. Vice head may assist the professional liaison(s) in securing sponsorship for the social, selecting a site in close proximity to the convention hotel, and encouraging local practitioners to attend the social.

AEJMC will contact the vice head for descriptions of the top three PRD panels for AEJMC pre-convention publicity.

AEJMC will contact the vice head for a DIG report on PRD activities.

AEJMC will contact the vice head about the optional purchase of plaques. We purchase one plaque for each of the top 3 papers in the student, teaching, and open categories. We prepare enough certificates for each of the authors of all top 3 papers.

Leadership roster– The Executive Committee may assist the Nominations Committee in recruiting one or more qualified candidates for the position of vice head-elect. As per the bylaws, the election may be conducted online prior to the convention or it may be conducted during the business meeting at the convention. The vice head/incoming head should appoint research chair(s), teaching chair(s) and PF&R chair(s) in time for these incoming officers to make travel arrangements that will allow for them to participate in training the last day of the convention. The expected incoming vice head-elect should also participate in training.

Moderators: The Research Chairs should line up moderators for the PRD paper sessions. That way you will have them ready in May when you file your program copy.

MARCH

Paper Judges: The Research Chairs should follow up with the research paper judges and make sure they are ready to read. Give them a timeline that you will follow so they will know what is expected of them. Also, tell them thanks for the work they will do.

APRIL

Review of convention papers–April 1 is the deadline for all papers. Research chair(s) make sure they have been given access to papers in all three PRD categories (research, teaching, student).

Research chair(s) screen papers for compliance with guidelines. Research chair(s) coordinate with teaching chair(s) to assign papers to reviewers, striving for three papers per reviewer and three reviewers per paper.

Convention preparation– Graduate student liaison(s) may assist Roschwalb chair(s) in reviewing Roschwalb applications and selecting a recipient. Roschwalb chair(s) should notify and encourage the Roschwalb recipient to attend the convention. Roschwalb chair(s) should report to the vice head, who can arrange for a complimentary convention registration if the Roschwalb recipient plans to attend the convention. Roschwalb chair(s) should also report the name, affiliation and study description of the recipient to the communications manager/newsletter editor.

Graduate student liaison(s) and/or membership chair(s) may assist Kaiser chair(s) in reviewing Kaiser applications and selecting as many recipients planning to attend the convention as funded by sponsorships.

Kaiser chair(s) should send the name and bio of the recipient(s) to the communications manager/newsletter editor. Kaiser chair(s) should also process the purchase of complimentary AEJMC/PRD memberships for the Kaiser recipients, dependent on the number of applications and winners.

Vice head briefs research chair(s) about the number of available slots in the different research presentation sessions.

Webmaster removes messages when deadlines have passed for paper submissions, Roschwalb applications and Kaiser applications.

Online election process is held for vice head elect, if needed.

MAY

Review of convention papers– reviews deadline about May 1. Research chair(s) report to the vice head and the communications director/newsletter editor accepted papers, authors, affiliations and assigned presentation slots by about May 8. Strive for an acceptance rate of about 50%.

By May 15, all paper submitters should be notified about the status of their paper submissions. Make sure you send presenters information about the hotel and the conference registration forms.

By May 20, the reviewer comments are now open for reading in All-Academic.

A list of all paper reviewers is due to the Central Office for printing in the conference program.

Research chair(s) should consult with the Executive Committee about the appointment of moderators/discussants. Typically the teaching chair(s) serve as moderator/discussant for presentation of the top teaching papers; research chair(s) serve as moderator/discussant for presentation of the top research papers; and officers and chairs needing to qualify for traveling funding should be considered for other moderator/discussant appointments. A research panel session needs one moderator and one discussant/respondent; authors of papers in a panel session should transmit their documents by email to the moderator and the discussant/respondent in advance of the convention. A high-density session needs a moderator and two to five discussants (not respondents). A poster session does not need a moderator, but it needs a discussant (not respondent) for every five to seven papers in the session.

Preference for moderator and discussant positions will go to people based on their research record, as well as their participation as reviewers for PRD and their record of service to the division. Past heads of the division should be considered for these roles as well as others who have made a significant contribution to the division.

Research chair(s) should notify all authors of acceptance/rejection and presentation time slots. Authors should be reminded of presentation requirements, and they should be given presentation format tips. Authors should be instructed to forward their documents via e-mail to moderators/discussants.

Research chair(s) report the top four student papers to the vice head. The vice head should email the authors of the top four student papers, notify them that their papers have been accepted, and ask which authors will attend the convention to present their findings. At least one faculty author of each accepted paper must attend the convention.

Student authors can send proxies to present. However, Plank Center Awards must go to the top three student papers for which at least one author will attend to present findings and to accept the awards (\$300, \$200, \$100) at the PRD business meeting. If a proxy instead of an author will present findings for one of the top three papers, the fourth-place student paper moves up. The Plank Center recipients should then be notified that co-authors may figure out how to share the prize money and the value of one registration per paper.

Vice head should send to the AEJMC office an invoice for \$600, which will be forwarded to Karla Gower at the Plank Center. AEJMC will cut three checks for the awards. The Vice Head or Head can pick up the checks to present at the business meeting. Checks will be payable to the first author of each winning paper.

Complimentary registrations—The vice head files the complimentary registrations form with the AEJMC business manager. Four complimentary registrations may be awarded to the authors of the top student papers. Typically, the division uses its four free registrations to the first author of the top three papers, and also to the Roschwalb award winner.

APPENDICES

Appendix A: [Quick Overview of Officer Roles](#)

Appendix B: [Research Chairs Handbook](#)

Appendix C: [Rubric for Poster Judging](#) (Adapted from the History Division)

Appendix D: [Social Media Cross-Promotion Policy](#)

APPENDIX A: QUICK OVERVIEW OF OFFICER ROLES & DUTIES

Immediate Past Head

- Revise annual report
- Send appropriate sponsorship thank-you notes
- Chair nominating committee
- Set up Past Chairs get together at convention

Head

- Division representative to Council of Divisions and national office
- Monitor, with secretary/treasurer, the Division's finances; submitting refund requests (e.g., speakers' gifts, etc.)
- Create newsletter copy
- Compile and write the annual report
- Assist with programming and ensure that the Division is meeting its PF&R, Research & Teaching responsibilities
- Conceptualize auxiliary activities at annual conference (pre-conference sessions, socials, tours, etc.)
- Assist other division and AEJMC officers as needed
- Create and monitor PRD calendar, in conjunction with Council of Divisions and National calendaring
- Work to find, locate, and communicate with sponsors
- Serve as an information resource for requests
- Review bylaws and if revisions are needed, conduct the revisions
- Plan agenda for convention meeting
- Make financial report to division
- Attend Council of Divisions meetings at convention

Vice-head (Program Chair)

- Distribute call for proposals through variety of channels (e.g., annual conference, newsletter, listserv) and receive panel submissions
- Coordinate selection procedure for programming suggestions (recommend a peer evaluation prior to submitting final program proposals to national)
- Work with other division program planners for co-sponsorship opportunities
- Assist head in developing auxiliary activities at annual conference
- Get panel suggestions (recommend peer evaluation prior to submitting to national)

- Program panels and secure paper slots for the conference
- Notify individuals with panels accepted with co-sponsor, not accepted, etc.
- Coordinate collection and reporting of panel titles and panelists and submit to national for printed program
- Assist panel chairs as needed, and assist with any other scheduled events such as tours, luncheons, socials
- Coordinate all support details for conference (e.g., A-V requests, funding opportunities for panelists, listing professionals for complementary registration, etc.)
- Send out division programming information to newsletter editor, chair and others who may request information
- Work with vice-chair elect to prepare him or her for this role
- Manage the program (Chair will need info for the annual report regarding program; others may request info.; assist with any other scheduled events such as tours, luncheons, socials)
- Work with Chair on Annual report, esp. with regard to programming issues
- Recruit and appoint appropriate officers and chairs (it would be helpful to consult with nominating committee, chair and especially vice-chair elect in this process)
- Manage Incoming Exec meeting at Convention
- Set goals for following year
- Attend Council of Division meetings and Division Head training session

Vice-head elect

- Plan the Edelman luncheon (i.e., work with the Edelman contact, find location, plan menu, work with the speaker)
- Create panel proposals for consideration
- Put together one panel, co-sponsored
- Provide support materials for division meetings at conference (evaluation forms, call for proposals, etc.)
- Distribute and collect evaluation forms for Division panels (Head and Vice-head should help with distribution and collection of forms)
- Collate and report on results of evaluations, and submit to division head, vice-head and all panel coordinators
- Attend Council of Divisions training session at conference

Research Chair

- Conduct research paper competition (including the promotion of competitions to both faculty and students; may work with graduate liaisons to reach students)
- Submit competition forms to national (calls for papers, results, etc.)
- Coordinate with Chair and Vice-Chair
- Assist in meeting research goals of division
- Provide research data for annual report
- Attend Council of Divisions Research Chair training session at convention

Teaching Chair

- Conduct research paper competition (inc. promotion of competitions)
- Submit competition forms to national (calls for papers, results, etc.)
- Coordinate with Chair and Vice-Chair
- Assist in meeting teaching goals of division
- Provide teaching data for annual report
- Attend Council of Divisions Teaching Chair training session at convention

PF&R Chair

- Coordinate assignment of newsletter articles covering PF& R issues
- Assist in meeting PF&R goals of division
- Recognize need for in-convention and out-of-convention activities
- Provide PF&R report for inclusion in annual report
- Attend Council of Divisions PF&R Chair training session at convention

Secretary

- Take notes at business meeting (for the year elected to serve)
- Submit condensed version for newsletter (fall)
- Bring full version to next year's business meeting for approval
- Take notes during monthly conference calls

Elected and Appointed Delegates

- Serve positions on Executive Committee to provide general counsel
- Other duties assigned as needed by division

Membership Chair

- In coordination with Chair, set membership goals
- Develop membership materials
- Attend AEJMC new member breakfast at convention
- Try to identify new members at convention
- Coordinate efforts with Graduate Student Liaison and Research Chair to promote membership to graduate students
- Promote convention especially to peers at universities in the convention's host city
- Work with ListServ, monitoring for relevant information and posting PRD announcements of benefit to membership

Professional Liaison

- Serve as link from division to meet needs of practitioners and professional associations
- Seek ways in which the resources of professional associations, firms and practitioners can enhance the research, teaching and professional development of division members
- Promote convention to practitioners and professional associations in the convention's host city
- Assist with sponsorships as needed
- Assist as needed to identify professionals to serve on panels

Graduate Student Liaison

- Determine opportunities to reach graduate students (membership and research paper competition)
- Promote 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

Student Awards

- Manage Inez Kaiser Awards (soliciting sponsors and student applications)
- Manage Roschwalb Award (obtain student applications and judging)

Nominating Committee

- Manage elections per by-laws (prior to convention, seeking nominations, and managing election of vice-chair elect, secretary/treasurer and elected delegate to the executive committee).

PR UPDATE Editor

- Produce and distribute 4 newsletters annually
- Assist in recruiting copy writers
- Promote convention
- Assist in meeting PF&R, Teaching and Research goals through editorial matter
- Provide newsletter copies as needed to sponsors, etc.
- Coordinate publication of Teaching PR in the Update
- Assist in other desktop publishing needs of division

Journal of PR Research

- Coordinate with publisher, submitters, judges and authors for quarterly publication
- Select and work with associate editor of the journal
- Serve as advocate for research in public relations to professionals and fellow academicians

JPRE

- Publish issues quarterly
- Select and work with associate editor of the journal
- Manage the review process, including recruiting reviewers and delivering feedback to authors in a timely manner
- Serve as advocate for teaching in public relations to professionals and fellow academicians

Web Master

- Update information as needed, especially to review site quarterly for dated material
- Maintain technical operations of the site

Communication Manager

- Manage the communication channels – PR UPDATE (newsletter), website, and social media
- Coordinate content across channels
- Create strategies for effectively communicating with members

ALL OFFICERS

- Participate/subscribe to PRD ListServ
- Provide relevant information to newsletter and annual report
- Prepare report (oral and/or written) for annual business meeting
- Attend appropriate PRD meetings (incoming executive, outgoing executive, general business, etc.)

APPENDIX B: AEJMC PUBLIC RELATIONS DIVISION RESEARCH HANDBOOK

Research Chair's Handbook

by Bey-Ling Sha, Ph.D. APR, 2013 Research Chair

Research Chair Job Duties:

- Manage the division's research paper competition
- Mentor the research co-chair and teaching co-chairs
- Work with the Division Vice Head to program panels
- Communicate activities/challenges/questions to the Division Head
- Compile competition statistics for report
- **The Research Competition Committee:**
- Research Chair
- Research Co-Chair (next year's chair)
- Teaching Co-Chairs
- Division Head

Top Five Reasons to ****NOT**** be the Research Chair

1. You want people to like you.
2. You don't mind bending rules for your friends.
3. You can't say "no" to people, especially "big name" people whose research you respect.
4. You have not yet earned tenure.
5. Your tenure and/or promotion process involves external reviewers.

Getting Reviewers

1. **ASAP:** Prepare "interest survey" to collect information on potential reviewers' areas of interest/expertise.
 - a. Check that the topic areas are current (for example, "reputation" might need to be added for 2014)
 - b. Check that the research methods are current (for example, you might separate "survey-basic stats" and "survey-SEM," or you might add "network analysis")
2. **Fall:** Publicize the "interest survey" to potential reviewers

- a. Email to people who signed up at the conference business meeting (grad students are NOT eligible to serve as reviewers)
 - b. AEJMC PRD listserv
 - c. AEJMC PRD newsletter
 - d. Ask people to share with other PR colleagues (grad students are NOT eligible to serve as reviewers)
 - e. Remind people that they need to sign up EACH YEAR, to reflect people's changing/updated interests/expertise. So, even if they signed up last year, they need to sign up again this year.
 - f. Clearly indicate that completing the "interest survey" is committing to review, although people will not be assigned to review in categories in which they have submitted papers for competition.
3. **When AllAcademic Opens:** Email people from your "interest survey" and ask that they sign up for an AllAcademic account; without doing so, they can't serve as a reviewer.
 4. Designate people in the AllAcademic system to be your reviewers
 - a. Click on "People" tab
 - b. Enter last name (if you can't find them, email them to remind them to sign up for an AllAcademic account; without doing so, they can't serve as a reviewer)
 - c. Verify last name, first name, and affiliation
 - d. Click "Add Reviewer" (if nothing happens, then they are already in your reviewer list)
 5. **After Making Paper Assignments:** Verify that the list of reviewers is indeed your list of reviewers
 - a. Click on the "Reviewers" tab
 - b. Confirm that this list matches your spreadsheet list; rectify discrepancies
 - c. This is the list that AEJMC will use to generate the "paper reviewers" list in the conference program, so it needs to be accurate.
 - d. You should also use this list to send thank-you emails to your reviewers, so that people can have a record of their service

Qualifying Papers for Review (APRIL, Week 1)

1. Review the call for papers/checklist
2. Compile list of items for which papers should be disqualified (DQd)
3. Review each manuscript and make sure that each one qualifies for competition
4. If a manuscript needs to be DQd, capture evidence of the reason for the DQ (e.g., screen shots of the properties file; download of the pdf).
5. Print list of paper titles and authors for your records. Share this information with the NCA research chair, so that duplicate submissions to both conferences can be DQd.

6. Keep good records of which papers are DQd and why; you will need this information to compile your competition statistics.
7. Communicate questions/issues/decisions to the research competition committee.
8. Email DQ list to Felicia at AEJMC, so that these papers can be removed from your queue in AllAcademic. (NOTE: The default numbering of papers in the AllAcademic system is alphabetical by paper title, so when papers get deleted from the queue, the numbering gets messed up. This is a good reason to hold off on assigning papers to reviewers until AFTER all the DQd manuscripts have been deleted).

Assigning Papers to Reviewers (APRIL, Week 1)

This is more of an art than a science. Some things to keep in mind:

- AEJMC requires a minimum of three reviewers per paper. In the interest of not screwing up your statistics, it's best to keep to the same number of reviewers for each paper across all papers.
- PRD traditionally has assigned the three reviewers at different academic levels: 1 full professor, 1 associate professor, and 1 assistant professor. Graduate students, no matter how wonderful and brilliant they may be, should NOT be assigned to review papers.
- Consider the diversity of each paper's reviewers beyond academic rank. For example, try to vary among the three reviewers of any paper such characteristics as gender, age, degree affiliation, etc.
- Do your best to avoid conflicts of interest between reviewers and paper authors. Examples of conflicts of interest include: co-authorship on other work, employment on the same faculty, prior relationship such as dissertation chair and advisee, marriage or other personal relationship, strong personal feelings of infatuation or hatred, etc.
- Reviewers should be assigned papers in areas that they have indicated a willingness to review (this is why we do the "interest survey" with potential reviewers).

Assigning Papers in AllAcademic (APRIL, Week 1)

1. Assign papers to reviewers
 - a. Be on the "Individual Papers" tab
 - b. Click on the "Assign Reviews" link for the paper
 - c. Type in last name of reviewer you wish to assign
 - d. Click on "Assign Reviewer" link when the reviewer's name comes up
 - e. Repeat to 3 reviewers for the paper
 - f. Review the 3 reviewers that you have assigned; verify that this matches your notes.

- g. Make sure that the due date is correct
- h. Click on button “Save Changes and Return”
- i. Repeat until all papers are assigned three reviewers
2. Check that the “Status” for each paper shows “Pending (0/3)”
3. Email your reviewers to let them know that papers are ready for their review in AllAcademic
 - a. You can mass email through the AllAcademic system (this might end up in junk mail)
 - b. You can email the reviewers separately from the system
4. Monitor the status of papers in review, sending reminders as needed to ensure that papers are reviewed by the AEJMC deadline of May 1

Checking the Reviews (on-going in April and definitely after reviews due MAY 1)

You should scan all the reviews and make sure that they are appropriate. If they are not appropriate, you may need to have some conversations with reviewers about how they can review more appropriately in the future.

Ranking Papers (MAY, Week 1)

The AllAcademic system has multiple ways by which papers can be ranked: average raw score, average normalized score, and average transformed score. The 2013 paper competition used the **average transformed score** for the following reasons:

- The average raw score is sensitive to differences in the judgment of any individual reviewer; this would inappropriately privilege those papers that happened to get “easy” reviewers.
- The average normalized score uses the z-scores (transformations of an individual reviewer’s raw scores using that individual reviewer’s standard deviation and average per scoring criteria) to fit a given paper into a perfect bell curve from 0 to 100.
- The average transformed score solves for all reviewers’ raw scores using z-scores, as well as standard deviations and averages.

The AllAcademic system provides detailed explanations of each type of score.

Once the research committee has determined how it will rank the papers, you need to set the AllAcademic system to rank by this method. From there, you figure out how many individual paper slots you will have, and simply count down this list of ranked papers to that number to determine which papers are accepted and which are not accepted. In the AllAcademic system, you need to indicate whether the paper is “accept” or “reject.”

For the 2013 paper competition, we decided to accept a higher proportion of faculty papers than of student papers, with the rationale that faculty papers are stronger in general.

After you figure out which papers are accepted and which are not, you can notify the paper authors. Or, you can wait until the scheduling/programming is all done to send one email that includes all information. Be aware that, once you click “accept” paper in the AllAcademic system, this information becomes available to the paper authors.

Determining Top Papers (MAY, Week 2)

The top three papers for each category (open, student, and teaching) are deemed the top papers and scheduled accordingly. In the event that the third-ranked paper is a tie, you could have 4 papers in the top-paper session.

Scheduling the Paper Presentations (MAY, Week 2)

Once the papers are either accepted or not accepted, you need to program the accepted papers into the conference schedule. Besides the top papers (which are scheduled into their own timeslot), the papers are grouped into themes based on paper topic. You typically would have three to five papers per theme. Then, you figure out which papers and themes fit into which of the schedule slots the PRD has (contact the PRD vice head for this information). Some time slots, like the scholar-to-scholar (read: poster) and high-density sessions, can accommodate more than one theme in the same scheduled time slot.

Assigning the Respondents (MAY, Week 2)

Once you have scheduled all the papers that can be accepted in this year’s competition, you need to assign one respondent to each traditional and top paper session. For the scholar-to-scholar (read: poster) and high-density sessions, you can break up the large group of papers into smaller themes and assigned one respondent per theme. Assignment of respondents should take into account the following:

- Expertise of the respondent in the assigned topic area.
- Availability of the respondent for the scheduled presentation date/time.
- Contribution of the respondent as a paper reviewer this year.
- “Draw” of the respondent as a well-known or senior scholar in the assigned topic area.

Respondents should NOT be assigned for the following reasons:

- They emailed you out of the blue and offered their services, even though you have no idea who they are.
- They desperately need to be listed on the program so that their institution will fund their conference trip.
- They are your colleague/friend/spouse/parent/child/love interest.
- They happen to be available during the scheduled presentation date/time, but otherwise have no interest in or history of support for the PRD.

By May 15, you should notify all authors of their presentation date/time, as well as of their respondent and that individual's contact information. This would be a good time to verify people's affiliations for the program listing, as well as to confirm their understanding that both AEJMC and the PRD require authors of accepted papers to show up and actually present their work.

Filling Out Programming Paperwork (MAY, Week 2)

So, you're done with the paper competition, paper acceptances, and paper scheduling. You think your work is finished? BWAHAHAHAHA. NO! You are not yet done with your duties.

Now, you have to complete the "Conference Program Copy Form" for AEJMC. This includes information on the session title, each author and his/her affiliation, the paper title, and the respondent and his/her affiliation. Also, the paperwork requires a PRD contact person for each session, which basically means that you or another member of the research committee needs to be available all summer long, in case something comes up and AEJMC has a question.

This paperwork is due to AEJMC by May 15, although the world won't end if you are a little late.

Compiling Your Report (by the next AEJMC conference)

Your report needs to include the following information for each paper competition:

- Number of papers submitted
- Number of papers DQd
- Number of papers accepted for presentation
- Paper acceptance rate
 - % of qualified papers accepted for presentation
 - % of submitted papers accepted for presentation
- Number of reviewers

Other Duties

- Submit program information to the PRD newsletter chair (May)
- Prepare call for papers for next year's conference (by next AEJMC conference)

Bey-Ling Sha

August 2013

APPENDIX C: RUBRIC FOR THE POSTER AWARDS
Judging Sheet for AEJMC Poster Session – Public Relations Division
Number of Poster: _____

Name of Judge: _____

Rate each poster on a scale from 1 – 5 (1 is poor, 5 is excellent)

Includes an informative abstract 1 2 3 4 5

 Clearly outlines the thesis, method,
 main points, and results of the paper 1 2 3 4 5

 Uses visuals, such as photos
 and charts, effectively 1 2 3 4 5

 Presents the information in
 an engaging manner 1 2 3 4 5

 Poster attracts the audience's
 attention and stimulates conversation 1 2 3 4 5

TOTAL SCORE

APPENDIX D: CROSS-PROMOTION POLICY

Donors

We look for opportunities to promote the initiatives of our donors, and we build their initiatives into our editorial calendars. When promoting donors' content, we explain that the organization is a donor to our division (except for Twitter promotion due to space limitations).

At this time, we have the following annual donors:

The Arthur W. Page Center for Integrity in Public Communication

- Sponsorship: Our social
- Opportunities: Annual grant, teaching and research resources, other content tweeted by the Page Center

Plank Center for Leadership in Public Relations

- Sponsorship: Top paper awards for graduate students
- Opportunities: Fellowship for educators program, mentoring awards gala, other content tweeted by the Plank Center

Dennis Wilcox

- Sponsorship: Top open paper awards for research and teaching
- Opportunities: Spotlight or social media feature, promotion of any new editions of his textbook

Edelman

- Sponsorship: Bill Adams/Edelman luncheon
- Opportunities: Edelman Trust Barometer Report, infographics, e-books, videos, other content pinned and tweeted by Edelman

We also have donors who provide in-kind contributions, such as books for trivia game prizes. We will promote donated books through our social media channels.

Other Public Relations Organizations

To enable the cross-promotion of items of interest to our members, we consider requests to promote content from other organizations, provided that this promotion comprises no more than 10% of our annual content.

In turn, we request that organizations we help reciprocate by promoting some of our content during the same school year that doesn't necessarily involve the conference, such as promoting a call for papers for a special issue of the *Journal of Public Relations Research*.

Organizations that would like to request content promotion can reach out to the chairs of the newsletter, social media, and website, depending on which channels of promotion are requested.

We do not promote content from other academic public relations organizations unless a request is made that fits our policy.

For outside requests, we clearly label the source of the information and add clarifying language when we anticipate confusion about whether an initiative is an AEJMC effort, which could happen with the promotion of a new journal or related items.

Examples of items that would be of particular interest include the following:

- Grant opportunities
- Publishing opportunities, such as calls for papers for a journal or edited book
- New publications

Due to concerns from our members, we will not promote other organizations' conference opportunities at this time unless they become donors to our division.

When we turn down requests, we can remind people that they are welcome to post as individuals to our fan page and to the hashtag shared by the academic public relations community, #prprofs, on Instagram, Pinterest, and Twitter.