



Call for Panel Proposals

Public Relations Division Deadline: September 23, 2016

We invite you to submit a panel proposal for the 2017 AEJMC Conference in Chicago.

Ideas to Start the Brainstorming Process

This year during the conference several ideas were proposed to me and other members of the PRD Executive Committee for panels for the 2017 conference in Chicago.

Listed below are some ideas that came up in discussion at the conference. Perhaps these will spark other ideas or be adopted. Please let me know if you'd like to pursue one of these, and I will connect you with others who have expressed interest:

- Tensions and Cooperation between Legal Counsel and Public Relations Practitioners
- Measuring the Effectiveness of Visual Communications for PR
- Management issues with Client/Agency Relationships
- How to Best Prepare Students for Entry-level Positions and Internships
- Fulbright Opportunities in Mass Communication and Public Relations
- Becoming a Better Reviewer for Journals and Conferences
- Debating the Ethics of Advocacy
- **Breaking the Cycle of Burnout for Minority Professors**

This list is only the start of what may be programmed for the 2017 Chicago conference. We want to hear from you! What are your ideas for what you would like to see? The instructions for submitting panel proposals are on pages 2-4 of this document.

FYI: Our pre-conference will focus on sports communication, so we will not program any other panels on that topic.

Please let Richard know if you are working on an idea, so he can let you know if anyone else reaches out with a similar idea.

Steps for Organizing a Panel Proposal

- 1. Find an idea:** Consider the criteria we will use for selecting a panel at the end of this document, as well as the ideas listed above to help you brainstorm.

PRD Teaching Vice Chair Katie Place (Katie.Place@quinnipiac.edu) is available to help with developing teaching topics.

PRD PF&R Vice Chair Chris Wilson (chriswilson@byu.edu) is available to help with developing Professional Freedom and Responsibility topics.

- 2. Recruit a possible co-sponsor:** Each division and interest group has a limited number of spots for panels. To increase the number of programs we can offer, we work with other divisions and interest groups to jointly sponsor panels of mutual interest. *Avoid making promises.* At this stage, we still need to see all of the proposals before we choose panels.

A list of divisions can be found here: <http://www.aejmc.org/home/about/groups/divisions/>

A list of interest groups can be found here:
http://www.aejmc.com/home/?page_id=410

Please include members of the co-sponsoring division on the panel. Keep in mind that many of our members also belong to interest groups and other divisions.

To find the programming chairs (also titled vice head) for different divisions, visit the following link, find the division description, and choose the accompanying link to the division's officers: <http://www.aejmc.org/home/about/groups/divisions/>

To find the programming chairs for interest groups, visit the following link, find the interest group description, and choose the accompanying link to the group's officers: http://www.aejmc.com/home/?page_id=410

At the time that this call is being sent, the list of officers on AEJMC's website has not been updated, so you may need to contact the person listed as the programming chair/vice head and ask to be referred to this year's officer.

- 3. Write and submit the proposal:** Submit your proposal to Richard Waters in a Microsoft Word or PDF document at rdwaters@usfca.edu by September 23, 2016, 11:59 p.m. Pacific Standard Time.

The proposal must include the following information:

- 1. Panel type:** Is the focus on teaching or PF&R?
- 2. Potential co-sponsor:** Include the contact information for the proposed co-sponsoring division or interest group.

3. **Proposed panel title:** Create a title that is true to the content and will motivate people to attend. Don't limit the title to something that is so specific to PR that it would be difficult to recruit a co-sponsoring division/interest group.
4. **Panel description:** What will each person discuss? (500-1,000 words)
5. **Proposed moderator:** Include the moderator's division or interest group.
6. **Possible panelists:** There should be five. Make sure to balance the speaking time with the co-sponsor. Whichever party has two speakers rather than three should get the moderator spot. Identify which of the panelists are members of the PR Division and who represents the partnering sponsor.
7. **Panel contact:** Include your name, affiliation and email address.

We will notify you by December about whether the panel has been accepted.

Panel Selection Process

The division head, vice head, and vice head elect will use consensus to select the panels. We will consult with the Professional Freedom and Responsibility (PF&R) Committee for feedback on the PF&R panel proposals and will seek feedback from the Research and Teaching Committee for the research-focused and teaching panel proposals, respectively.

All panels must have a co-sponsoring interest group or division to be considered.

We will then select the best panels based on the following:

- How engaging is the topic? Did we have a similar panel in San Francisco or Minneapolis?
- How substantive is the content based on the panel summary?
- To what extent is the panel summary organized and articulated well?
- To what extent do the speakers' topics cover different ground while being cohesive with the panel topic?
- Does the panel help us balance the number of panels we have in the categories of teaching and PF&R?
- How many of the panelists are PR Division members?

If we need to reduce our list of panels further, we will do so based on the **topic:**

- Does the panel cover one of the areas of interest (listed on page one), and is there another panel that covers the same area of interest?

If we need to continue to narrow the list of panels, we will do so based on whether the topic fits a **Professional Freedom and Responsibility (PF&R) theme**, and we will attempt to balance the following PF&R themes in our programming:

- Free expression
- Ethics

- Media criticism and accountability
- Diversity and inclusion
- Public service

In the past, we have not been able to program some of our top panels because the co-sponsoring interest group or division decided to drop the panel. Thus, even if your panel is among our best, we will only be able to program it if the panel makes the partnering division or interest group's top list, as well, which won't be determined until mid-October.

Thank you so much for your time and effort.