**TUESDAY, AUGUST 9**

2:00-5:00 p.m. Preconference Workshop ($10 registration) – The Image of the Public Relations Practitioner in Popular Culture
PUBLIC RELATIONS DIVISION and ENTERTAINMENT STUDIES INTEREST GROUP

Part I — The Image: Panelists will explore the image of the public relations practitioner in the movies, television, fiction and other aspects of popular culture. By studying the image of the PR practitioner in popular culture, we can better understand why the public feels as it does about the PR profession and what this means to the profession, the news media and the public. A special preview of the IJPC video, “The Image of the Public Relations Practitioner in Movies and Television, 1901-2011” will also be shown.

Presiding/Moderating: Joe Saltzman, Southern California
Panelists: Carol Ames, California State Fullerton; Emily Kinsky, West Texas A&M; Karen Miller Russell, Georgia

Part II — Image Repair: In the second half of the session, panelists will discuss related media effects theories, ethics, how negative portrayals of practitioners could impact media relations, how academics can help right incorrect perceptions, and how popular culture provides teachable moments in the classroom.

Presiding/Moderating: Emily Kinsky, West Texas A&M
Panelists: PRSA CEO Rosanna Fiske, Florida International; Margot Opdycke Lamme, Alabama; Timothy Penning, Grand Valley State; Andi Stein, California State Fullerton

**WEDNESDAY, AUGUST 10**

7:00-8:00 a.m. Public Relations Division Past Heads Council

Presiding/Moderating: Kenneth Plowman, Brigham Young

8:15-9:45 a.m. PF&R/Teaching Panel – Anticipating Professional Needs: Feedback from the Field
PUBLIC RELATIONS DIVISION and INTERNSHIPS & CAREERS INTEREST GROUP

Presiding/Moderating: Heidi Hatfield Edwards, Florida Tech

Panelists: Alan Freitag, North Carolina Charlotte; Astrid Sheil, California State San Bernardino; Dean Kruckenberg, North Carolina Charlotte; Pamela G. Bourland-Davis, Georgia Southern; Barbara DeSanto, Maryville St. Louis; Chuck Lubbers, South Dakota; Michael Maynard, Temple; Dana Saewitz, Temple

10:00-11:30 a.m. Public Relations Division Top Papers Session

Presiding/Moderating: Denise Sevick Bortree, Penn State

- 1st-place research paper: Relative effectiveness of prior corporate ability vs. corporate social responsibility associations on public responses in corporate crises. Sora Kim, University of Florida

**11:45 a.m.-1:15 p.m. Public Relations High-Density Refereed Papers**

Presiding/Moderating: Richard D. Waters, San Francisco

- Developing a Valid and Reliable Measure of Crisis Responsibility. Kenon A. Brown and Eyun-Jung Ki, University of Alabama
- How Companies Cultivate Relationships with Publics on Social Network Sites in China and the United States: A Cross-Cultural Content Analysis. Linjuan Rita Men and Wanhsiu Tsai, University of Miami

Discussant: Alan Freitag, North Carolina Charlotte

- Motivating Publics to Act: An Analysis of the Influence of Message Strategy and Involvement on Relational Outcomes and Communication Behavior. Kelly Werder and Michael Mitrook, University of South Florida
- The overlooked sector: An analysis of nonprofit public relations literature. Hilary Russell Sisco, Quinnipiac University; Erik Collins and Geah Pressgrove, University of South Carolina
- Private labeling, crisis communication and media influence: The Menu Foods pet food recall. Worapron Worawong and Colleen Connolly-Ahern, Penn State University
- Quiet, Creeping, and Sudden?: Exploring Public Information Officers’ Definitions of Health Crisis. Elizabeth Avery and Tatjana Hocke, University of Tennessee

Discussant: Kenneth Plowman, Brigham Young

- Representational, structural, and political intersectionality of public relations’ publics. Jennifer Vardeman-Winter, University of Houston; Hua Jiang, Towson University, Natalie Tindall, Georgia State University
- Testing the Theory of Cross-National Conflict Shifting: A Quantitative Content Analysis and a Case Study of the Chiquita Brands’ Transnational Crisis Originated in Colombia. Juan-Carlos Molleda and Vanessa Bravo, University of Florida; Andrés Felipe Giraldo Dávila and Luis Horacio Botero, Universidad de Medellin-Colombia
- Women as Public Relations Managers: Show Me the Money. Bey-Ling Sha and David Dozier, San Diego State University

Discussant: Patricia Swann, Utica College
1:30-3:00 p.m. PF&R Panel – Let’s Talk About Vaccines: Expert Thoughts on Reframing the Debate
COMMUNICATING SCIENCE, HEALTH, ENVIRONMENT & RISK and PUBLIC RELATIONS DIVISIONS

Presiding/Moderating: Amanda Hinnant, Missouri

Panelists: Beth Avery, Tennessee; Shari Veil, Kentucky; Brooke F. Liu, Maryland; Jennifer Oh, St. Louis; Mike Smith, Louisville School of Medicine

8:15-9:45 a.m. Public Relations Refereed Papers Poster Session

THURSDAY, AUGUST 11

3:15-4:45 p.m. PF&R Panel – Lion When Blogging, Mouse When Confronted: Sports Bloggers, Their Place in Sport Media, and Their Fight for Credibility

PUBLIC RELATIONS DIVISION and SPORTS COMMUNICATION INTEREST GROUP

Presiding/Moderating: Peggy Beck, Kent State-Stark

Panelists: Experts in the field of blogging in sports, media relations personnel and baseball bloggers from the St. Louis area.

5:00-6:30 p.m. Top Public Relations Division Teaching Papers

Presiding/Moderating: Brad L. Rawlins, Brigham Young

• 1st-place teaching paper: U.S. Student-Run Communication Agencies: Enhancing Students’ Understanding of Business Protocols and Professionalism. Lee Bush and Barbara Miller, Elon University

• 2nd-place teaching paper: Service-Learning for Branding Success: A Case of Student-Client Engagement in Oklahoma State University’s $1 Billion Capital Campaign. Lori McKinnon, Jacob Longan and Bill Handy, Oklahoma State University

• 3rd-place teaching paper: Missing citations, bulking biographies and unethical collaboration: Types of cheating among public relations’ majors. Giselle Auger, Duquesne University

• 4th-place teaching paper: Are we teaching them to be CSR managers? Examining students’ expectations of practitioner roles in CSR. Rajul Jain and Lawrence Winner, University of Florida

Discussant: Carol Ames, California State Fullerton

7:00-8:00 a.m. Outgoing PRD Board Meeting

All members interested in the introduction of new matters or discussion or current matters are urged to attend.

Presiding/Moderating: Colleen Connolly-Ahern, Penn State

8:15-9:45 a.m. Public Relations Refereed Papers Poster Session

Presiding/Moderating: Denise Sevick Bortree, Penn State

Topic: Social Media/New Media


• Is Interactivity always worth it? The Effect of Interactivity and Message Tone on Attitude toward Organization. Kang Hoon Sung, University of Florida

• A Three-Year Longitudinal Analysis Study Measuring New Communications Media Use by Public Relations Practitioners. Don Wright, Boston University; Michelle Hinson, Institute for Public Relations, University of Florida

• “Like” or “Unlike”: How Millennials Are Engaging and Building Relationships with Organizations on Facebook. Tina McCorkindale, Appalachian State University; Marcia DiStaso, Pennsylvania State University

• What Information is Available For Stakeholders on Facebook and How Does This Information Impact Them? Michel Haigh and Pamela Brubaker, Pennsylvania State University; Erin Whiteside, University of Tennessee

• Twittering to the Top: A Proposed Model for Using and Measuring Twitter as a Communication Tool. Haley Edman and Nicole Dahmen, Louisiana State University

Discussant: Emily Kinsky, West Texas A&M University

Topic: Organization-Public Relationship/Relationship Management

• Exploring Negative Organization-Public Relationships (OPR) in Public Relations: Toward the Development of an Integrated Measurement Model of OPR. Bitt Beach Moon and Yunna Rhee, Hankuk University of Foreign Studies


• The Effective of Dialogic Relationship on the Military Public Relationship. Sejin Park, Lisa Fall and Michael Kotowski, University of Tennessee

• Relationship Management With the Millennial Generation of Public Relations Agency Employees. Tiffany Gallicano, University of Oregon

Discussant: Trent Seltzer, Texas Tech University

Topic: Media Communication

• Localization of Public Health News Releases for Publication in Community Newspapers. Rachel Young, Erin Willis, Jon Stemmele and Shelly Rodgers, University of Missouri

• Expecting the unexpected: Nonprofit media responses to anti-abortion terrorism. Beth Sundstrom, Rowena Briones and Melissa Janoske, University of Maryland

Discussant: Barbara DeSanto, Maryville St. Louis

Topic: Crisis and Risk Communication

• Presidential Apology and Level of Acceptance: The U.S. beef import negotiation upheaval in South Korea. Yungwook Kim and Yujin Lim, Ewha Womans University

• Communication and the D.C. Sniper: Toward a response typology for public safety crises. J Suzanne Horsley and Kenon A. Brown, University of Alabama

Discussant: Colleen Connolly-Ahern, Penn State
• Legitimacy Disputes and Social Amplification of Perceived Risk.  
Joon Soo Lim, Kwansik Mun and Sung-Un Yang, Middle Tennessee State University  
Discussant: Brooke Fisher Liu, University of Maryland

3:15-4:45 p.m. PF&R Panel –  
Military Ethics and Media Ethics: Conflicts for Practitioners  
PUBLIC RELATIONS and MEDIA ETHICS DIVISIONS  
Presiding/Moderating: Michael Parkinson, Texas Tech  
Panelists: Shannon Bowen, Syracuse; Kenneth Plowman, Brigham Young; Robert Pritchard and John Schmeltzer, Oklahoma; Joseph Sanders and Mark Swiatek, United States Air Force Academy

8:30-10:00 p.m. PRD Members’ Meeting  
Presiding/Moderating: Colleen Connolly-Ahern, Penn State  
• PLANK CENTER AWARDS, University of Alabama, for top student papers  
• WILCOX AWARDS, San Jose State University, for top teaching and open category papers  
• SupPRstar Awards

FRIDAY, AUGUST 12

7:00-8:00 a.m. Incoming PRD Board Meeting  
All members interested in active PRD leadership roles are urged to attend.  
Presiding/Moderating: Heidi Hatfield Edwards, Florida Tech

8:15-9:45 a.m. Public Relations Refereed Papers Poster Session  
Presiding/Moderating: Richard D. Waters, San Francisco  

Topic: Public Relations and Ethics  
• Determinants of Ethical Practices of Public Relations Practitioners. Eyun-Jung Ki and William Gonzenbach, University of Alabama; Hong-Lim Choi, Sun Moon University; Junghyuk Lee, Kwangwoon University  
• How a Public Evaluate an Organization’s Official Statement to Pursue Organizational Transparency: An Impact of Organizational Claims to Truth on the Public’s Perception of Credibility toward the Content. Bo Kyung Kim and Seoyeon Hong, University of Missouri  
• The Impact of Organizational Social Capital on Transparency and Trust: Communication Adequacy and Accuracy. Bumsub Jin, State University of New York at Oswego; Moonhee Cho and Maria De Moya, University of Florida  
Discussant: Brad Rawlins, Brigham Young

Topic: Corporate Social Responsibility  
• 2nd-place student paper: Impact of corporate social responsibility on consumers’ attribution of a crisis responsibility: A buffer against reputation withdrawal or a backfire. Hanna Park, University of Florida  
• The Impact of Corporate Social Performance on Customer Satisfaction: A Cross-Industrial Analysis. Weiting Tao, University of Florida  
• Corporate Social Performance and Reputation: Effects of Industry and Corporate Communication. Weiting Tao and Mary Ann Ferguson, University of Florida

• Finding antecedents of CSR perceptions and Relationship Outcomes: Individual-Level Collectivist Orientation and CSR Genuineness. Hyunmin Lee, Ye Wang, Glen Cameron and Shelly Rodgers, University of Missouri  
Discussant: Dean Kruckeberg, North Carolina Charlotte

Topic: Public Relations Profession  
• Integrated Impression Management: How NCAA Division I Athletics Directors Understand Public Relations. Angela Pratt, Bradley University  
• Toward A Theory of Public Relations Practitioners’ Own Conflict: Work vs. Life. Hua Jiang, Towson University; Hongmei Shen, San Diego State University  
• Strategize - Implement - Measure – Repeat: Are We Evaluating Our Way to PR Accountability. Susan Grantham, University of Hartford; Edward Vieira, Simmons College  
• Effective Public Relations Leadership in Organizational Transformation: A Case Study of Multinationals in Mainland China. Yi Luo, Montclair State University  
Discussant: Natalie Tindall, Georgia State

Topic: Credibility and Persuasion  
• Exploring the Impact of CEO Credibility on Perceived Organizational Reputation and Employee Engagement. Linjuan Rita Men, University of Miami  
• The affect of receiver expertise on perceptions of source credibility and message believability. Austin Sims, Texas Tech University  
Discussant: Spiro Kiousis, Florida

Topic: Teaching Public Relations  
• Students’ Motivations and Expectations for Service Learning in Public Relations. Nancy Muturi and Samuel Mwangi, Kansas State University; Soontae An, Ewha Womans University  
• College vs. Credential: What Do Entry-Level Practitioners in Public Relations Need? Bey-Ling Sha, San Diego State University; John FORde, Mississippi State University; Jay Rayburn, Florida State University  
• Perceptions of public relations students’ empowerment, faculty interaction, and perceived relationship investment as determinants of relationship quality with their academic department. Moonhee Cho, University of Florida; Giselle Auger, Duquesne University  
Discussant: Susan Gonders, Southeast Missouri State

12:15-1:30 p.m. Bill Adams/Edelman Public Relations Division Luncheon  
Sponsor: Edelman Public Relations Worldwide  
Presiding/Moderating: Colleen Connolly-Ahern, Penn State  
Speaker: Alan VanderMolen, President and CEO, Global Practices and Diversified Insights Businesses  
Off-site location (walking distance from the conference hotel):
Seating is limited. NO FEE but pre-registration is required.
2:00-5:00 p.m. Fleishman-Hillard Agency Headquarters Tour

Presiding/Moderating: Natalie Tindall, Georgia State, and Heidi Hatfield Edwards, Florida Tech

Off-site location (walking distance from the conference hotel): Fleishman-Hillard, 200 N. Broadway. NO FEE but pre-registration is required.

7:00-8:30 p.m. PRD Social

Sponsors:
• The Arthur W. Page Center for Integrity in Public Communication, Pennsylvania State University
• Center for Risk, Health & Crisis Communication Research Unit, University of Tennessee
• St. Louis University
• University of North Carolina School of Journalism & Mass Communication
• Georgia State University

Hosting: Katie Place, St. Louis University, and Jennifer Vardeman-Winter, University of Houston

Off-site location (walking distance from the conference hotel): Tigin Irish Pub & Restaurant, 33 Washington Ave. (314-241-8666). NO FEE but pre-registration is required.

Saturdays, August 13

8:15-9:45 p.m. PF&R Panel – Analyzing Journalism, Public Relations and Content Creation in the Arab World

PUBLIC RELATIONS and INTERNATIONAL COMMUNICATION DIVISIONS

Presiding/Moderating: Alma Kadragic, Wollongong, Dubai

Panelists: Serajul Bhuyian, Auburn; Tina Lesher, William Paterson and Dean Kruckeberg, North Carolina Charlotte

11:45 a.m.-1:15 p.m. Teaching Panel – How the Management Function at Marketing Communication Firms is Changing

ADVERTISING and PUBLIC RELATIONS DIVISIONS

CONVENTION HOTEL
RENAISSANCE GRAND, 800 Washington Ave. in St. Louis (314-621.9600). Rates include internet access in rooms: $170 single, $190 double, $200 triple, $210 quad.

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Ames, Carol: cames@exchange.fullerton.edu
Bortree, Denise Sevick: dsb177@psu.edu
Connolly-Ahern, Colleen: ccc15@psu.edu
DeSanto, Barbara: bdesanto@maryville.edu
Freitag, Alan: arfreita@uncc.edu
Gonders, Susan: SGonders@gmail.com
Kinsky, Emily: emily.kinsky@pepperdine.edu
Kiousis, Spiro: skiousis@jou.ufl.edu
Kruckeberg, Dean: Dean.Kruckeberg@uncc.edu
Liu, Brooke Fisher: bflu@umd.edu
Plowman, Kenneth: kenneth_plowman@byu.edu
Rawlins, Brad: bradley_rawlins@byu.edu
Seltzer, Trent: trent.seltzer@ttu.edu
Swann, Patricia: pswann@utica.edu
Toth, Elizabeth: eltoth@umd.edu
Waters, Richard: rdwaters@usfca.edu