



SPECIAL CONFERENCE EDITION PR UPDATE

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The news journal for the Public Relations Division of the Association for Education in Journalism & Mass Communication



The paradox
semester

Dustin Supa

3

Message from the
Division Head

Tiffany Gallicano

4

A final word from
Denise

Denise Bortree

5

Profiles in
Leadership

Dean Mundy

6

Conference Recap:
Featured Section

7

Behind the scenes at
the Journal

Bey-Ling Sha

13

Join PRSA at Super
Saturday

Michelle Ewing

14

Division Updates

15

Job Ads

The following programs have openings for public relations faculty - find out more either via the listserv or search for the openings by these universities in the usual places.

Disclaimer: The PR UPDATE publication schedule may mean some of the submission dates may have passed, and this list does not contain all open positions in public relations.

The UPDATE staff is very sorry if we failed to include your program's posting.

Appalachian State University

Boston University

California State- Long Beach

Central Connecticut State

DePaul University

Emerson College

Florida Institute of Technology

Grand Valley State

Indiana University

Louisiana State University

Marquette University

Syracuse University

UNC-Asheville

UNC-Charlotte

University of Colorado-Boulder

University of Memphis

University of San Francisco

We here at UPDATE, in concert with the PRD, are currently working toward the development of an advertising policy, which will ensure both fairness and transparency in advertising across all of the PRD media channels. We will keep you updated as progress continues toward this goal. Until the new policy is in place, PR UPDATE will not be accepting outside advertising. We thank you for your understanding.

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from the editor

Dustin Supa

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The paradox semester

Is it possible that two months have passed since we gathered in San Francisco? I know it is, because if you go more than 30 days without handing in your travel receipts, you tend to get in your trouble with your finance people. Some of us tend to stretch that deadline a bit (at least, I've heard of people stretching that deadline a bit...).

Speaking of deadlines, your humble *PR UPDATE* editor would like to apologize for the lateness in delivering the post-conference edition.

But isn't the fall an exciting time to be in academia? Aside from the temperature changing more than 30 degrees between the time you leave your house and the time you teach your afternoon class (this wasn't so much an issue during my graduate studies in Miami), the start of a new school year invigorates our yearly cycle of teaching, research and service. Of course, at the same time of feeling refreshed, fall conference paper deadlines, new names to be learned and lesson plans to be updated, and the follow-up work from committees that wasn't completed in the spring all tends to loom large in the fall.

So with the paradox of fall (both exciting and draining) in full swing, we provide you with this issue of *UPDATE* to remind you of a simpler time, namely, the annual conference in San Francisco. We here at *UPDATE* hope you enjoy the articles and the photos, and for at least a few minutes, you can transport yourself back to a time when your biggest concern may have been which social to attend, or deciding if you had time for breakfast before the first research presentation of the day.

Ah, the simple things.

DS

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message from the head

Immediate and long-term strategic planning in our 50th year as a division

This year's conference was special because we kicked off our 50th year as a division. Thanks to a team of 17 Anniversary Committee members, led by Denise Bortree in her role as division head, we celebrated our anniversary in many ways. From our 50th anniversary-themed social (thanks to Julia Fraustino's social committee) to the past heads video (thanks to Emily Kinsky for creating the compilation), we enjoyed time to reflect on the challenges we have overcome as a division, reminisce on our old traditions and celebrate our future successes.

In addition to the video that describes the [history of PRD from the perspectives of past heads](#), each participating head's video can be viewed on the website (thanks to Chris Perry and Katie Stansberry). The videos are an incredible resource for depicting our division's rich history and strong leadership. I would like to thank the past heads who invested significant time and thought in sharing their stories with us. We plan to continue this tradition of past head videos to contribute to the historical records of this shared journey we are on together as a community of dedicated graduate students, researchers, teachers, administrators, public relations professionals, and retirees.

In this 50th year of our history, the leadership is reflecting on how we can strive toward improving our activities and engaging in long-term planning for the financial health of the division. With regard to our planning for the immediate future, the membership survey has been a great resource. Many thanks to our 156 colleagues who participated in our membership survey and to Brigitta Brunner, Hua Jiang and the Membership Committee for their efforts.

In terms of our activities, our highest-rated activities are the listserv (thanks to Alan Freitag and Denise Bortree) and social media (thanks to Karen Freberg, Geah Pressgrove and the social media team). Our lowest-rated activity is the quality of reviews for the research competition, followed by the quality of reviews for the teaching competition.

In response to this survey feedback, Emily Kinsky (vice head), Richard Waters (vice head elect), and I are trying out several initiatives this year to improve the paper review process:

- Award four \$25 checks in a drawing for people who submit their PRD reviews at least 10 days early and provide substantive feedback.
- Award a \$50 check and "Best Reviewer" award.
- Lobby AEJMC to improve the process with regard to author information that is included in the PDF of submissions.

We know these initiatives will not fix every problematic review, but we do believe that they will be helpful, and we invite feedback from the membership about other feasible ways to improve the review process. With regard to our initiative about lobbying AEJMC, I submitted a letter on behalf of our division that was reviewed by AEJMC's Committee on Research. Marcia DiStaso, who serves on the committee, reported that the committee followed up on our concerns with AEJMC headquarters. It is too expensive for AEJMC to improve the technology for submissions by automatically removing author information from the PDFs, but there is a possibility that an instructive pop-up message could appear reminding authors to remove author information from the PDF versions of papers. The committee is continuing to work with AEJMC to see if an improvement can be made.

The qualitative feedback on the survey was also informative. Some people reported feeling like outsiders at our activities, so we will work on our outreach at the next conference, and I would also like to encourage people to volunteer with us. It is one of the best ways to build relationships in our community.

My next column will focus on our long-term planning with regard to our financial health. Our awards, even our endowed awards, do not yet have enough funding to be self-sustaining, so we will be working on fundraising this year, and I hope you will consider even a small contribution to our long-term financial health. Many thanks to Richard Waters who is using his expertise to design our fundraising plan and assist with its implementation.

And finally, I want to thank our past head Denise Bortree for her outstanding leadership this past year. In addition to chairing the 50th Anniversary Committee and overseeing all of the division's activities, she led us in transitioning to a new website, launching the Journal of Public Relations Education and its accompanying website, adopting a new logo, creating a new award named after Doug Newsom to recognize research about global ethics and diversity, and establishing preferred and required criteria for vice head elects. She is also continuing to work on an initiative that will provide division members with electronic access to the Journal of Public Relations Research without an embargo for members who want to forgo their mailed copy of the journal. I'm also thankful that she has taken on a new role as our listserv manager. Also, many thanks to our volunteers who worked hard throughout the year to implement these initiatives and plan our annual activities, which enrich our understanding and foster our relationships with one another. You will find a list of these volunteers on p. 16.

Tiffany



a final word from Denise

What I learned during my year as head of the public relations division

Last month during the AEJMC conference in San Francisco, I officially handed over the reins of the PRD to the new leadership. Reflecting on my year as head, I realized that I learned a few things about the division during my service.

1. The PRD has the best programming at the conference. Maybe I'm a little biased, but when I looked at the preconference, the off-site tours, the luncheons, the Global Bridges panel, and all the amazing research that our members presented this year, I could only conclude that we had the most to offer our members. As the division head, I was so proud of the work of the programming chair (Tiffany Gallicano) and the vice head elect (Emily Kinsky), as well as the many committees who helped plan these events.

2. The PRD has the best volunteers in the association. During the August business meeting I put up a slide with a list of all of the volunteers from the PRD. There were nearly 50 names on it, yes, 50. And some people volunteer for multiple committees. Our division supports 12 committees, and the leaders meet monthly on a conference call, year round, to plan for the conference. Now, that is dedication. The volunteers are the reason our programming and events are the best at the conference!

3. The past heads can be a good resource for the division. Before taking on the role of vice-head elect, I didn't know there was a past heads council for the division. Maybe I had my head in the sand, but I wasn't aware that this group of highly-involved members cared deeply for the division and could help open doors for us. Many of them

sit on committees at the highest level at AEJMC, and they strongly advocate at all levels for us. I'm so glad we could take time to honor them this year during our 50th anniversary.

4. This job is much tougher than you'd think. For years I heard that being the division head was the easy year because the vice head does all the programming. Turns out, the vice head year IS very busy, but these days, with all the communication and activities that our amazing division plans for members, the head is every bit as busy. So, be sure to thank our incoming head, because she will be working hard this year for the PRD members!

5. The division is in good hands for the coming years. I've worked closely with the new division head Tiffany Gallicano, vice-head Emily Kinsky, and vice-head elect Richard Waters. All three are amazingly productive and creative. They are motivated by the desire to make the division great, and they will work tirelessly over the next few years to make the division even better than it has been.

I enjoyed my time as the head of the division, and I think my favorite part of the experience was getting to know so many of the volunteers. They are amazing people with a passion for research and education. And, I see great things for the future of the division.

Signing off,

Denise



Profiles in leadership: Introducing our executive committee

Division Head



The 2015-16 PR Division Head is Tiffany Gallicano, associate professor in the University of Oregon's School of Journalism and Communication. Gallicano specializes in relationship management, social media, and PR pedagogy. She has written 18 refereed journal articles, often with co-authors, and has won awards for her scholarship from AEJMC's PR Division, the Institute for Public

Relations, the International Public Relations Research Conference, and PRSA's Public Relations Journal. She has started pursuing several of the following goals for the upcoming year:

- Make progress toward improving our paper review process
- Increase the visibility of our volunteers
- Increase division membership
- Make progress toward endowing our awards
- Attract additional submissions to our teaching competition and the Journal of Public Relations Education (JPPE)

She is excited to work with an incredible group of volunteers in our 50th anniversary year and to continue the practices that our esteemed past head, Denise Bortree, implemented, such as inclusive communication through monthly conference calls.

Vice Head

The PR Division welcomes Dr. Emily Kinsky as our new Vice Head. Dr. Kinsky is an assistant professor in West Texas A&M University's Department of Communication, where she researches social media, crisis communication, and representation of PR in the media. In 2015, she was



recognized with the Sybil B. Harrington College of Fine Arts & Humanities Award for Intellectual Contributions. Dr. Kinsky's research has been published in a range of journals, including Journal of Public Relations Research, Public Relations Review, PRSA's PR Journal, and Communication Quarterly. Along with her co-authors, their work earned the top paper award in PRD's teaching category at AEJMC in 2015. Her research earned the Arthur W. Page Center Benchmarking Award in 2013 and placed among the top papers at the International PR Research Conference in 2008. Dr. Kinsky recently became associate editor for the Journal of Public Relations Education. In her role as Vice Head, Dr. Kinsky is excited to work with our new Division Head Tiffany Gallicano and Vice Head Elect Richard Waters. She looks forward to continued growth in Division membership, an increased focus on pedagogy with the Journal of Public Relations Education, and all of the impressive research she knows will be shared at the conference.

Vice Head-Elect

The PR Division welcomes Dr. Richard D. Waters as the 2015-2016 vice head-elect. Dr. Waters is an associate professor in the School of Management at the University of San Francisco, where he teaches strategic communication courses in the business, nonprofit, and public administration graduate programs. He is the author of more than 75 peer-reviewed journal articles and book chapters and serves as the associate editor of the online journal, Case Studies in Strategic Communication. He also is on the editorial review boards of the Journal of Public Relations Research, Public Relations Review, PRISM, and the Journal of Promotion Management. As vice head-elect, Waters looks forward to creating a fundraising initiative for the Roschwalb and Kaiser awards, planning the 2016 Edelman luncheon in Minneapolis, and supporting the PR Division leadership on a variety of new initiatives.





Global bridges panel addresses the public relations challenges involved with helping refugees

According to panelist Adrian Edwards, the head of news and spokesperson for the United Nations High Commissioner for Refugees, one in every 122 humans is a refugee – someone who is internally displaced or seeking asylum. If this group were the population of a single country, they would make up the world's 24th largest country, somewhat comparable to Italy. Fifteen conflicts have occurred in the past five years that have displaced tens of millions; topping that list are the following conflicts:

- Syria (more than 11 million displaced)
- Iraq (more than 4 million displaced)
- The Democratic Republic of the Congo (more than 4 million displaced)

Last year, most refugees came from Syria, Afghanistan, and Somalia. The large majority of refugees and internally displaced people (86 percent) are in economically less developed countries.

Edwards noted that the number of people in need can be so overwhelming that it is difficult to mobilize adequate support. He highlighted the following strategic challenges involved in UNHCR's work to help refugees:

- Social: Xenophobia and negative stereotyping, countries shifting responsibility to others
- Financial: the global refugee crisis needs \$6 billion in funding but has only half that amount
- Political: the search for peace

UNHCR works extensively with the media by telling individuals' stories, with the hope of drawing reporters in to the refugee experience. Its media relations work is greatly needed, given the significant amount of reporting that continues to use metaphors that encourage xenophobia and negative stereotyping.

For example, Peter Laufer, a panelist who serves as the co-director of the University of Oregon-UNESCO Institute of Conflict Sensitive Reporting and Intercultural Dialogue, pointed to storm and insect metaphors, such as waves, tides, and swarms. He called for reporters to use humanitarian framing.

Colleen Connolly-Ahern, representing Penn State, focused her research presentation on the groundbreaking studies funded by the Arthur W. Page Center that are focused on helping refugees. Thanks to our panel's co-sponsor, the International Communication Division, a special issue of the International Communication Research Journal will be dedicated to studies inspired by the panel.

Special thanks goes to AEJMC for funding Adrian Edwards' trip from Geneva to San Francisco, and thanks also to our moderator, Pat Curtin (Oregon).



Adrian Edwards addresses the audience during the Global Bridges panel.



PRD members visit LinkedIn offices

Among the many great division events held during the August AEJMC convention, a large group of PRD members had the opportunity to visit the downtown San Francisco offices of the fast-growing and influential business-oriented social networking company LinkedIn. Members who attended the event first heard from LinkedIn Corporate Communications

Manager Yumi Wilson, who provided attendees with an overview of the site's key features for PR students, educators and professionals. Wilson showed members how LinkedIn can be used as a platform for promoting research scholarship and other academic activities. One memorable moment during Wilson's presentation came when she highlighted several existing LinkedIn profiles, citing them as exemplars of how a PR educator can effectively utilize and leverage the site's various features, only to discover that two of her examples were created by current PRD members sitting there in the room!

Lou Hoffman, the founder and CEO of The Hoffman Agency, a global PR firm with a major presence in San Francisco, also gave attendees a primer on how both educators and students can strategically optimize their LinkedIn profile and take advantage of the site's various self-publishing tools and search features. Hoffman highlighted the importance of considering keywords and search terms when populating a LinkedIn profile, and stressed how students and recent graduates can proactively use the site for professional networking, and hunting for job and internship opportunities.

Citing how his own agency uses LinkedIn to recruit and hire top PR talent, Hoffman noted many industry professionals today evaluate applicants' LinkedIn profiles over traditional resumes. Along with tips on incorporating portfolio and multimedia items, Hoffman also advised users to avoid stiff writing, clichés and buzzwords on the site. Hoffman stressed that "content is key" for a LinkedIn profile, and that students in particular should use the platform as a venue for conveying their personality to potential employers, showing off writing and storytelling skills, and demonstrating general social media savvy.



Yumi Wilson, manager for Corporate Communications at LinkedIn, addressed PRD visitors on optimizing their LinkedIn profiles and provided an overview of the site's key features for public relations usage.



Lou Hoffman, founder of the Hoffman Agency, spoke to his agency's use of LinkedIn to recruit candidates.



Social Media Measurement Pre-Conference shared valuable insights for classroom and public relations practice

The PRD pre-conference offered insightful perspectives from educators and professionals about social media measurement, as well as hands-on demonstrations of measurement tools. The program was co-sponsored by the Public Relations and Mass Communications and Society divisions.

“How great is it to get to hear real-world scenarios from experienced pros, to find out more about specific programs we can use to teach our students social media analytics, and to learn social media teaching and research tips from fellow academics all in one afternoon,” said Emily Kinsky, West Texas A&M University.

For the educator panel, Melissa Adams, North Carolina State; Juan Liu, Wayne State; and Tina McCorkindale, Institute for Public Relations joined me to discuss teaching best practices in social media measurement.

We were fortunate to have a dynamic professional panel of social media measurement experts offer insight about the future of social media measurement. The experts included Michael Brito, Head of Social Strategy, WCG; Logan Cullen, Vice President of Measurement and Insights, Edelman; Brian Gendron, Senior Business Leader, Worldwide Communications, MasterCard; and Sara Hassell, Corporate Communications Social Media Strategy Lead, Wells Fargo.

Roundtable discussion leaders were Melissa Adams and Carolyn Kim/ Google Analytics; Michele Ewing and Emily Kinsky/ Hootsuite Analytics; Juan Liu and Karen Freberg/ Twitter metrics; Tina McCorkindale and Melissa Janoske/ Facebook Insights and Pat Swann/Cision.

Some insights shared:

1. **Big data is not always better data.** For example, Twitter doesn't represent all people. – Juan Liu.
2. **We can't teach students every social media tool, but we can teach the fundamentals.** – Michele Ewing.
3. **Assign the client to the students for social monitoring.** They won't always get to work for their dream employer. – Tina McCorkindale.
4. **Having administration access is helpful in establishing Google analytic goals.** Set up a blog or site to use in class. – Melissa Adams.
5. **Four barriers to reaching online audiences: content and media surplus; attention deficit; tunnel vision (focus on relevancy); changing content consumption patterns.** – Michael Brito.
6. **Tips for social media listening: Inspire to move from data to insights and from listening to engagement; bring data and insights into the open; start and end every communication initiative with data and insights; demonstrate value to the business** – Brian Gendron.
7. **Not all data is created equal.** Ask questions. Metrics should provide useful and actionable information that can impact the business. – Sara Hassell.
8. **Measuring what matters to you.** Drive awareness. Create engagement. Change perceptions. Build Affinity. Impact business. It's not brand first. It's audience first. – Logan Cullen.





Get your emoji on and embrace social in the classroom!

Social media took center stage when educators provided tips, tools and cautions in the use of social media in the classroom in *Approaches to Social Media Assignments Based on the Ethical Considerations and Legal Limits Every Faculty Member Should Know*, moderated by Mitzi Lewis (Midwestern State).

Karen Freberg (Louisville) reported that social media use has a 30% penetration rate worldwide and urged educators to recognize the role of social media in crisis communication. She identified four types of social media use that students need to understand: enthusiastic aggregators who ignite topics but may disguise their intent; real time marketing, including trend jacking (using a trending hashtag for another purpose), brandjacking (assuming another's identity), and social etiquette; the need to turn data into information by tracking trends in social media analytics; and "dark" social media, including cyber attacks, terrorism, cyberbullying, privacy concerns, and false rumors.

Jeremy Harris Lipschultz (Nebraska-Omaha) encouraged the teaching of social media metrics but identified the challenge of using social media to expand businesses. He suggested using data to teach key concepts, such as innovation, problem solving, community engagement and measurement. He emphasized the need for a campus social media policy, a curriculum approval process, and a mechanism for addressing students' objections to the use of social media in the classroom, including work-arounds and possibly an opt-out policy.

Daxton "Chip" Stewart (TCU) addressed ways to bring legal aspects of social media into the classroom, including assigning students to discuss a social media policy in class and write a reflective paper about it; read a social media site's terms of service and understand what they are giving up, how long their

information will be stored, their rights if terminated; and their rights to sue. He warns students to be cautious about online trolls (those who post comments in order to be disruptive), and



Jeremy Harris Lipschultz (Nebraska-Omaha) suggests using data to teach key concepts.

cautioned that under the Family Education Rights and Privacy Act (FERPA), students cannot be required to self-identify as students.

Melisa Dodd (Central Florida) focused on social media policies and their importance to faculty. To illustrate personnel actions prompted by social media, she cited the firing by Delta Air Lines of a flight attendant who posted pictures on her personal blog of herself in uniform on an airliner, the firing of a barista by Starbucks for the berating a customer that went viral on social media, and the firing by HMV of numerous employees that was reported live on the company's official Twitter account. She cited a 2010 Manpower study that reported that more than 75% of United States companies had no social media policy, and she pointed to one university's "acceptable use policy" as an example of policy-making regarding Internet use.



Is native advertising unethical or the salvation of news and earned media?

Advertising and public relations scholars and practitioners came together for “Examining the Practice and Ethical Implications of Native Advertising for Public Relations and Advertising.”

Ji Yoon (Karen) Han, Ph.D. student at the University of Texas-Austin, spoke about examining the effectiveness and the ethics of native advertising in the context of digital media. She specifically discussed the role of trust in mediating consumers responses to native advertising..

Guy Golan (Syracuse) argued that journalism, public relations and advertising are losing trust with the public and that the blending of advertising and news on social media, which allows advertising to “borrow the credibility” of news, will diminish trust for all three. He argued that blurring the line between editorial and advertising content undermines the role of the news media in society and urged participants to consider the long-term impacts of native advertising and not just the number seeing the ads.

Debbie Yount (Oklahoma) dispelled four myths about native advertising, including that it is not working (it is very effective for those who skip ads, the “skip generation”); that it’s a fad (\$21 billion will be spent on native ads by 2018); that it is deceptive (there has been no backlash, and consumers seem to be taking the good with the bad); and that it can’t be measured (social media sharing is a major metric, along with time spent with content). She proposed overcoming the myths with transparency.

Bartosz Wojdyski (Georgia) continued the theme of transparency by identifying three types of media content: sponsored social media posts, sponsored recommendations, and sponsored articles (native advertising). The only apparent difference between native ads and news content is the disclaimer in native ads that the content is sponsored. His research found that students recognized sponsored content as ads only 7% of the time, and that disclaimers in the middle of the article and at the bottom were the best placement to prompt recognition.

Steve Rubel, EVP/Global Strategy and Insights for Edelman, had the last word by reminding participants that native advertising isn’t new and isn’t going away, that all digital advertising is native advertising, that platforms are in control and mobile is the primary player, that ethics will be decided by the consumer, and that paid media is needed to amplify earned and owned media.



Beth Egan (Syracuse) introduces the panel and the concept of native advertising to the audience. The panel marked one of many standing-room only crowds for PRD panels at the conference.



PRD's Graduate Student Luncheon in San Francisco

The AEJMC Public Relations Division hosted its first-ever Graduate Student Luncheon in San Francisco on August 8, 2015. This event was generously sponsored by the University of Florida's College of Journalism and Communications and the College's Graduate Division and Department of Public Relations. Twenty graduate students from various universities attended the luncheon at the Bluestem Brasserie restaurant in San Francisco during the AEJMC 2015 conference.

The Graduate Student Liaison Committee led a walking group to the restaurant near the conference hotel. Those 20 graduate students had a wonderful time during the luncheon, enjoying their food, talking with each other, and taking some group pictures. They came from different universities (e.g., University of Florida, University of Maryland, Pennsylvania State University, University of Minnesota, University of Alabama, and University of Miami) and presented their papers at the AEJMC annual conference.

As part of the celebration activities for the 50th anniversary of PRD, the first Graduate Student Luncheon supported the student members of the PRD and provided a great networking opportunity for graduate students specializing in public relations. Thanks again for the generous support from the University of Florida.



Graduate students gather for the first-ever graduate student luncheon.



Behind the scenes at the Journal:

An update on what's happening at JPRR

This edition of the editor's column recaps major announcements made at the AEJMC conference that pertain to the Journal:

Submissions Statistics:

- 132 original manuscripts were received by the Journal in 2014, with October and September being the most popular months for receipt of original manuscripts. Of those 132 original manuscript received in 2014, their disposition as of July 31 was:
 - 3 Accepted
 - 5 Accepted with Minor Revision
 - 5 Awaiting Reviewer Scores
 - 94 Rejected
 - 25 Revise and Resubmit
- 37 revised manuscripts were resubmitted in 2014, with December and June being the most popular months for receipt of revised manuscripts, followed closely by November and July (tied). Of the 37 revised manuscript received in 2014, their disposition as of July 31 was:
 - 17 Accepted
 - 12 Accepted with Minor Revision
 - 3 Rejected
 - 5 Revise and Resubmit
- From January through July 2015, the Journal received 87 original manuscripts, compared to only 54 original manuscripts received January-July 2014. This represents a 61% increase in year-over-year submissions for the first seven months of the year.

Expectations for Editorial Board Members:

Members of the current editorial board must complete at least three high-quality, professional reviews of original manuscripts submitted in 2015 to retain their board-member status for 2016. New membership on the Journal's editorial board will be offered to reviewers who meet these same criteria.

Associate Editor Transition:

Hongmei Shen (San Diego State) will transition out of the associate editor role at the end of this year, to be succeeded by

Hilary Fussell Sisco (Quinnipiac University). Dr. Sisco's work in 2016 will be recognized in the issues published in 2017.

Updated Cover Design:

In coordination with graphic designers at Taylor & Francis, I developed a new cover for the Journal:



The newly designed JPRR cover was revealed this year in San Francisco.



JPRR editorial board members gather for a meeting in San Francisco. The journal has made public its expectations for board members, and those who are interested should contact editor-elect Bey-Ling Sha.



Join PRSA Educators Academy on Super Saturday in Atlanta

Interested in tips for the classroom? Study away programs? Global public relations education? Teaching Online? PRSA Educators Academy members are invited to attend Super Saturday on Saturday, November 7 at Georgia State and the Atlanta Marriott Marquis.

Event schedule

8 a.m. - 1 p.m. Panel and Research Presentations. Breakfast will be provided. Location: Georgia State University, 25 Park Place

Learning by Traveling: How to Design Public Relations Courses with a Travel Component (Close to Home or Abroad). Brooke Weberling McKeever and Lisa Sisk, South Carolina; Michele Ewing, Kent State; David Remund, Oregon.

Public Relations History, Public Relations Leadership, and the Practice of Public Relations. Denise Hill, Elon; Karen Miller Russell, Georgia; Meg Lamme, Alabama; Shelley Spector, Spector & Associates and Baruch College

Lost opportunities: An Analysis of the Conversation and Connections Developed on Twitter by Health Insurers and their Stakeholders. Heather Hether, University of the Pacific

The Role of Situational Awareness and Participation Benefits on Motivating Publics' Online Social Campaign Participation Behavior Intentions: Moderating Effects of Social Ties Influence. Jungyun Won, Linda Childers Hon and Ah-Ram Lee, Florida

Antecedents of Green Reputation and the Strategic Role of Public Relations. Sumin Shin, Alabama

Shield and Sword: Public Relations and the Emerging Field of Public Interest Communications. Jasper Fessmann and Ann Christiano, Florida

Why is the Public Angry? Publics' Relationship with an Organization and Their Communicative Behaviors in a Crisis. Myounggi Chon, Louisiana State and Jeong-Nam Kim, Purdue

CEO Social Media Engagement: The Effects of Communication Styles and Para-Social Interaction on Public Relational and Behavioral Outcomes. Linjuan Rita Men and Wan-Hsiu, Florida and Sunny Tsai, Miami

The Effects of Corporate Social Responsibility on Organization-Employee Relationships: The Moderating Role of Perceived Fit. Zifei Chen, Cheng Hong and Aurora Occa, Miami

Roles in Social Media: How the Practice of Public Relations is Evolving. Marlene Neill, Baylor, and Nicole Lee, Texas Tech

What Motivates the Public? The Power of Social Norms in Driving Public Participation with Organizations. Fan Yang and Holly Ott, Pennsylvania State

Integrating Digital Media Concepts and Practices in the Graduate Public Relations Curriculum. Aileen Izquierdo and Jennifer Floto, Florida

International; Kathy Fitzpatrick, American; and Hilary Fussell Sisco, Quinnipiac

Old Dogs Doing New Tricks. Judy VanSlyke Turk, Virginia Commonwealth; Natalie T.J. Tindall, Georgia Southern; Donald K. Wright, Boston; Christie Kleinman, Belmont

Successfully Mediating Our Way Across the Online Classroom – One Keystroke at a Time: Sharing Best Practices for Public Relations Education. Pamela Bourland-Davis, Brigham Young; Lisa T. Fall, Tennessee; Katie Place, Quinnipiac; Darrin M. Devault, Memphis

What You Should Know About the Certificate in Principles of Public Relations. John Forde, Mississippi State; Tina McCorkindale, Institute for Public Relations; Kathleen Rennie, New Jersey City University

1 p.m. - 3:30 p.m.: Break on your own

3:30-5:00 p.m.: Pedagogical Poster Session
Location: Atlanta MarriottMarquis

5 p.m. - 6:30 p.m.: Educators Academy Awards Ceremony and Reception, Location: Atlanta Marriott Marquis

Registration

The Super Saturday fee is \$75. For more information and registration, visit prsa.org

If you are a PRSSA advisor and registered to attend PRSSA (which includes many of the PRSA activities), registration for Super Saturday was not included as part of your PRSSA package.

Sponsors

Special thanks to sponsors for supporting Super Saturday.

Primary Super Saturday Sponsor: KIND Snacks

Breakfast and Reception Sponsors: American University, Georgia Southern University, Georgia State University, Home Depot and The Institute for Public Relations



Division Updates

PR UPDATE is happy to introduce a new feature to our readers. Division Updates will provide committees, programs and individuals the opportunity to send short pieces on happenings of interest to the PRD membership. Please email your updates to supa@bu.edu for inclusion in this section.

from the Membership Committee - Brigitta Brunner-Johnson

The Membership and Mentorship Committee is happy to report 30 mentoring pairs were made for this academic year. This group is the largest the committee has ever had, and it includes four returning pairs from the previous year. Those in the program will receive monthly emails with articles related to mentoring.

Our membership survey has been sent. If you have not already completed it, it can be found at <http://bit.ly/HelpPRD>. Your responses are very important to us and will help the PRD to be even stronger.

from the PF&R Committee - Brooke McKeever & Nathan Gilkerson

To help celebrate News Engagement Day with AEJMC, the PR Division established a campaign for faculty to engage in conversations with students, asking the question: "What's News in Your World?" Along with these classroom conversations, students and faculty were encouraged to engage in #NewsEngagementDay conversations on social media by taking photos of "what's news" in all of our various parts of the world and using the hashtags #News2Me and #NewsEngagementDay.

During News Engagement Day, our PR Division social media team collected images shared with these hashtags via Twitter, Instagram, Facebook and LinkedIn. The day was curated using [storify](#).

from the Website Committee - Katie Stansberry

The new website is up and running. Look for more details in the November issue of *PR UPDATE*.

from the 50th Anniversary Committee

The Doug Newsom Award seeks scholarly contributions focusing on global ethics and/or global diversity in public relations.

The Global Alliance for Public Relations and Communication Management, a confederation of more than 70 of the world's major PR and communication management associations and institutions representing 160,000 practitioners and academics around the world, has adopted a global code of ethics. The Public Relations Society of America (PRSA), as a charter member of the Global Alliance, endorses this global code of ethics that embodies the free flow of accurate information, fosters open communication and informed decision-making, protects confidential information and promotes fair competition while avoiding conflicts of interest.

Global diversity encompasses the promotion of racial, ethnic, national identity, gender, sexual orientation, and cultural diversity as a matter of fairness and justice in the world-wide public relations workforce. More than ever, organizations recognize the need for inclusive practices as a function of strategic public relations in a global environment.

We invite scholarly submissions that investigate and highlight the best practices in these areas. Please adhere to the guidelines for the Uniform AEJMC Paper Call and any specific PRD Paper Call instructions when submitting your paper.



Many thanks to our 2014-15 committee members

Research Co-Chairs

Eyun-Jung Ki
Weiwu Zhang

Teaching Co-Chairs

Hongmei Shen
Giselle Auger

PF&R Team

Lucinda Austin, Chair
Nathan Gilkerson, Co-Chair
Hua Jiang
Brooke Weberling McKeever
Dave Remund

Membership Team

Brigitta Brunner-Johnson, Chair
Katie Reynolds Place, Co-Chair
Yi Luo
Barbara Hines

Roschwalb Team

Brian Smith, Chair
Hua Jiang, Co-Chair

Kaiser Team

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Terry Flynn
Nell Horowitz
Amanda Kennedy
Andy Lingwall

PRSA Educators Academy Liaisons

Michele Ewing, Co-Chair
Marlene Neill, Co-Chair

*Please thank these members for their service, and
ask their advice as you seek out your own
volunteer opportunities!*

Many thanks to the donors who helped us reach the initial fundraising goal of the Doug Newsom Award for Global Ethics & Global Diversity

The Arthur W. Page Center

TCU's Bob Schieffer College of Communication & the School of Strategic Communication

Susan Grantham
Jim & Lauri Grunig
Dean Kruckeberg
Charles A. Lubbers
Teresa Mastin
Douglas A. Newsom
Carol Oukrop
Elizabeth Toth
Judy VanSlyke Turk
Dennis L. Wilcox
Donald K. Wright



The Newsom award is fully endowed in accordance with AEJMC requirements. Because we are only allowed to spend the interest earned each year, we will continue to raise funds to grow the award so that the prizes can be given out in similar amounts to our PRD research paper awards.

Our next issue will be our winter issue in November-December. Our normal production schedule is January, March, July and November, with a special post-conference issue.

We look forward to your feedback and story contributions, which can be sent to PR UPDATE at supa@bu.edu