

PR UPDATE

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January
2016

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

Get to Know Minnesota!

Minnesota has 90,000 miles of shoreline - more than California, Florida and Hawaii combined.

Minnesota waters naturally flow in three directions - North, South and East.

Minneapolis' famed skyway connects 52 blocks of downtown.

Houses the Sea Life Minnesota Aquarium.

Minnesota inventions include masking & scotch tape, Wheaties cereal, Bisquick, HMO's, the bundt pan, Aveda beauty products, & the stapler.

Mall of America, just 10 minutes south of Minneapolis, is the largest mall in North America, complete with indoor theme park.

Home of the tallest indoor waterpark in the United States - Water Park of America

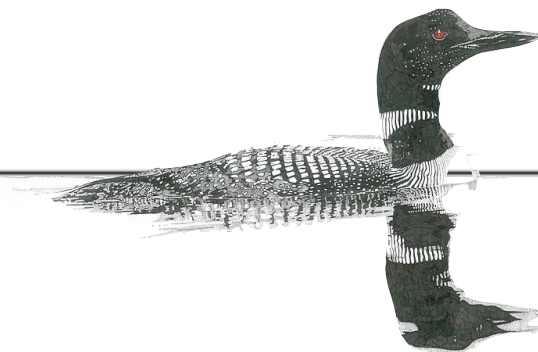
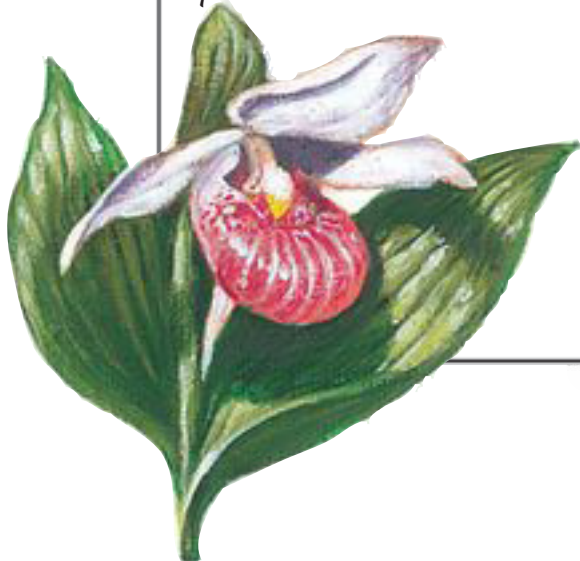




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Thinking about involvement

I recall my first AEJMC conference, 2005 in San Antonio, and the encouragement I received to get involved with PRD. It was wise advice for this particular graduate student. My involvement with PRD has led to numerous opportunities for growth as a scholar, a teacher and a colleague. Most importantly though, it has allowed me to create a network of mentors, co-authors and friends.

My first involvement was on the membership committee. To be fair, I didn't do much. I might have reviewed the membership survey that year for typos, but it did allow me to add a line to my fledgling CV, a line which, to this day I am proud of. Not necessarily because of the scope of work, but because it represents my first involvement with PRD, which to me represents my transition from practice to academia.

As we prepare for the upcoming annual conference, PR UPDATE would like to encourage you to start thinking about involvement. Minneapolis this year will represent the 51st time we have come together, and no matter if it will be your first time joining us or...not your first time, involvement both in the PRD and at the conference is vitally important to the health and growth of the division.

Whether it is as a paper reviewer, donor, moderator, panelist, presenter, officer, committee member, or even an active participant, involvement is the lifeblood of our division.

As we gear up for Minneapolis, I encourage all the division members to think about involvement. Perhaps to think about how you can either become involved for the first time - or to reinvigorate your involvement. Our division will be stronger because of it.

DS



message from the head

Planning for the long-term financial health of PRD

As part of our 50th anniversary of PRD this year, we have launched a \$50 for 50 years campaign. To kick off the campaign, all of the PRD executive officers and chairs of every committee have donated, resulting in a 100% participation level. We hope that you will join us by donating at any level with which you feel comfortable. Your contribution will help us secure our future through the sustainability of our awards.

We are currently in a financially stable position; however, not all of our awards are endowed, and the ones that are endowed do not generate enough interest to pay for the awards at the levels desired:

Inez Kaiser Graduate Student of Color Award

- * Provides up to \$1,260 per winner to cover conference costs.
- * Covered the costs of three graduate students of color last year.
- * Is in its last year of funding from the PRSA Foundation with the possibility of renewal.
- * Lacks any funding that can be used toward securing the award in an endowment.

Susanne A. Roschwalb Grant for International Study and Research

- * Provides \$250 to offset travel for graduate students in the U.S. to conduct research in another country — we think the award amount should be increased once the award is self-sustaining.
- * Primarily funded by membership dues — we make very little interest off of the \$6,000 that sits in the endowment.

Doug Newsom Award for Global Ethics and Diversity

- * Provides a monetary award for a paper that investigates global ethics and diversity in public relations and will be awarded for the first time at our next conference.
- * Carries a \$10,000 endowment, thanks to many of our past heads, The Arthur W. Page Center, and TCU's Bob Schieffer College of Communication & the School of Strategic Communication.

*Will be primarily funded by membership dues until the endowment carries enough money to be self-sustaining.

Based on these needs, the executive leadership of PRD has established a long-range goal to generate enough funding to make all of our awards self-sustaining at the desired award levels.

Although we have dues of \$30 for members and \$20 for graduate students, we only keep \$5 per regular member and \$0 per graduate student after subtracting the funds we send to our flagship journal, the *Journal of Public Relations Research*.

It is remarkable how much PRD is able to provide from the \$5 per member that we receive. Our activities, communications, and services are largely due to the generosity of our hard-working volunteers (see a list of this year's volunteers on the back page of this issue of UPDATE) and donors to whom we are incredibly grateful, such as the Arthur W. Page Center, Arthur W. Page Society, Dennis Wilcox, Edelman, Institute for Public Relations, International Public Relations Research Conference, the Plank Center for Leadership in Public Relations, the Public Relations Society of America Foundation, and the universities that donate to our graduate student luncheon and social.

Many thanks to our leadership team for their generous support. I would also like to thank Richard Waters, our vice head elect, for his leadership role in this

fundraising drive, and to Emily Kinsky, our vice head, for her planning assistance.

Thanks so much for your consideration of supporting our campaign. Every little bit helps, and your support means a great deal to us. Together we can make sure that the PRD's vision is financially secure and able to sustain itself in the years ahead.

To give to the \$50 for 50 years campaign, you can donate online at <https://aejmc2.wufoo.com/forms/aejmc-contributions/>. This is a general AEJMC form that is used for fundraising efforts. When completing the form, please designate the category that you wish to give (PRD General Fund, PRD Kaiser Award, PRD Newsom Award, PRD Roschwalb Award) by selecting "Other" in the "Contribution Choice" pull down menu. Then, write in where you would like your donation to go in the "Write-in Contribution Choice." **You must write in the choice for the donation to help the Public Relations Division.**

Tiffany



2016 Annual Conference

Additional research panels programmed for Minneapolis

In response to feedback about the need for more research panels at AEJMC, we have programmed three themed research panels to accompany our top paper panels. I have highlighted these research panels in this article and will share descriptions of the other panels we programmed in the next few issues of PR Update.

We received outstanding proposals from our members. In September and October, a mad scramble occurs each year as divisions and interest groups seek to make the most of their chip allotment. By mid-October, the dealing was done, and we had seven fascinating panels with partnering groups officially entered in the AEJMC panel auction system. Here are three of the panels:

Beyond Products and Services: Institutional Parasocial Engagement with Publics and Implications for Social Responsibility

Partner: Mass Communication and Society Division

Coombs and Holladay (2015, in press), in an examination of how PR has focused on relationships between organizations and publics, have pointed out that PR scholarship has tended to align the notion of organization-individual relationships to interpersonal communication. They recommend parasocial engagement as a new direction for organization-public research. To that end, this panel will feature how institutional actors engage in parasocial interactions and how such interactions have implications for social responsibility beyond the realms of product- and service-based connections with stakeholders. This panel features diverse methods of analysis of parasocial engagement across different contexts and time periods.

Melissa Dodd, University of Central Florida, uses parasocial interaction theory to explore the relationship between stakeholders and controversial CEOs who choose to engage in highly charged social-political issues. Dodd points to the implications of parasocial engagement for such arenas as issues management, corporate social responsibility, and ethics.

Cylor Spaulding, Towson University, discusses the parasocial strategies employed by the organizations of the New Religious Movement, specifically the Church of Scientology, during the founding of the movements and in their continued efforts to foster and maintain relationships with stakeholders.

Rebecca Swenson, University of Minnesota, points out that, long before blogs and social networks, corporations relied upon another public relations tactic: the company press. Her presentation focuses on the Ford Times, a notable company magazine created by the Ford Motor Company.

Lauren Bayliss, University of Florida, examines the Schwartz Theory of Basic Human Values and how it can be used to assess corporate personality. Understanding how human values necessarily constitute parasocial engagement can help organizations to be more consistent in communicating their CSR and aid them in developing relationships with their publics.

Burton St. John III, Old Dominion University, reports on an experimental study that examined whether the presence or absence of photographs in a corporate newsletter article indicates a parasocial effect – specifically the degree to which respondents indicate that the corporation projects a relatable corporate persona.

Network Approaches to Digital Media Research

Partner: Communication Technology Division

This panel will focus on digital media and the use of social network analysis as a research tool. Panelists will use recent research projects to illustrate various ways that social network analysis can be used to complement and expand both quantitative and qualitative social media research. Special emphasis will be placed on hybrid social activism and cases where network analysis of social media were used to confirm, refute and/or illustrate findings from more traditional public relations and mass communication research methodologies. The goal of the panel is to highlight innovative research methodologies and projects using network analysis and to share “best practices” of the approach.

Jeremy Harris Lipschultz, University of Nebraska at Omaha, will present a 2015 case study of top news media and other organizations that reveals important group patterns of influence and argues that network analysis may be applied to a variety of contexts – from journalism and broadcasting, to public relations, advertising and marketing.

Adam Saffer, University of North Carolina-Chapel Hill, will present a longitudinal case study of the SOPA/PIPA protest, where hyperlink network data and co-occurrence data were combined to study the evolution of activist groups’ relationships and the political media ecology. The public relations implications – from both a relationship management perspective and an agenda-building perspective – will be discussed.

continued on page 6



continued: Additional research panels programmed for Minneapolis

Melissa Adams, North Carolina State University, will present a study of the Saturday Chores (#saturdaychores) counter-protest July 2014 viral media event. Expanding Nahon and Hemsley's notion of viral media as social diffusion (2013), this study used a two-part network analysis to triangulate interview data and to gain insight into the types of content, networks and media flows present in such events.

Sue Robinson, University of Wisconsin-Madison, will discuss a mass communication study using network ethnography (a mixed quantitative-qualitative technique combining in-depth interviews, content analysis and network analysis) to help understand and illustrate how social media is reconstituting the local media ecology, particularly around issues involving race.

Kate Keib, University of Georgia, will present a recent study of the #BlackLivesMatter movement on Twitter. Researchers used both content analysis and network analysis to look at the intersection of emotion, content, and engagement (RT) when a topic of importance is discussed on social media.

Itai Himelboim, University of Georgia, will present on a social networks approach to public relations and crisis communication. Publics are conceptualized as social networks clusters, and the unique content that crosses cluster lines is identified and discussed as it allows organizations to reach publics that do not interact with them directly.

The Next Frontier: LGBT Issues in Strategic Communication

Partner: LGBT Interest Group

In 2013, Tindall and Waters edited the first ever book on LGBT issues and strategic communication, "Coming Out of the Closet: Exploring LGBT Issues in Strategic Communication With Theory and Research." This panel pushes forward inquiries sparked by authors in this original text, addressing questions at the intersection of public relations and LGBT issues. This panel works to further theory and practice as it relates to public relations and LGBT public/stakeholders, LGBT activism, and LGBT-related corporate social responsibility.

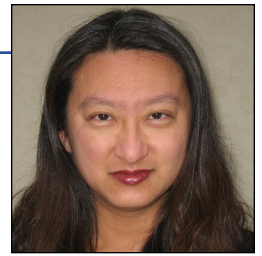
Joseph Cabosky, University of North Carolina Chapel Hill, will focus on public relations, LGBTQ publics and measurement. He will discuss how a better appreciation of minority publics should change the way we approach PR

measurement. This includes a better appreciation of LGBT media outlets, communication patterns, and how to problematize social media usage and sharing. Finally, this allows for a discussion of how to measure and value other types of PR that may be of value to LGBT groups and publics.

Erica Cizek, University of Houston, introduces queer post-colonial theory to public relations research in an examination of transnational LGBT activism. Through in-depth interviews with activists from 12 international organizations, the goal of this project is to learn how LGBT activists make meaning of global strategic advocacy campaigns and how they shape the identity of transnational LGBT activism.

Dean Mundy, University of Oregon, examines how PR theory has long focused its attention to "publics" and how organizations engage those publics on various platforms, the public voice in the public relations process, and best practices that create mutually beneficial OPR relationships. Mundy contends that, while the concept of "publics" should remain central, PR theory should better-engage the role of the stakeholder, and the LGBTQ community provides an ideal opportunity to do just that.

Richard Waters, University of San Francisco, will share a content analysis of Fortune 500 organizations' CSR efforts that specifically examines whether their websites and reports made available to the public list LGBT-related issues, whether that's for internal audiences with employees and benefits or its external audiences and community relations efforts.



Behind the scenes at the Journal:

An update on what's happening at JPRR

Submission Statistics

In calendar year 2015, associate editor Dr. Hongmei Shen and I processed 144 original manuscripts. As of January 6, 2016, the disposition of those manuscripts was:

6	Accepted
59	Rejected
11	In revision for resubmission
66	In review
2	Withdrawn

What's New

Volume 28, Issue 1, is slated for publication by late March 2016. It will contain 4 articles; 3 were accepted by me and 1 by Karen Russell. Changes that you will see in the Journal starting with 28-1 include:

- *Editor's essay at the start of the issue;
- *New cover art created by graphic designers at Taylor & Francis in consultation with me;
- *Acknowledgement of the Journal's past editors on page C2, the page inside the front cover;
- *Abstracts translated to Chinese and Spanish for online versions of the articles, to facilitate international scholarly access to research published in JPRR;
- *An editorial board whose members actively reviewed journal submissions in the last calendar year; and
- *Acknowledgement (with their consent) of formerly blinded reviewers whose feedback helped the authors of articles published in this issue.

Editorial Board and Manuscript Reviewers

On January 6, I formally appointed 64 individuals to the JPRR editorial board for 2016. The appointments were based on the quantity and quality of review work completed in 2015 by these individuals. Congratulations and thank you to our board members!

If you would like to serve as a reviewer for the Journal (which is the first step to potentially becoming a member of the editorial board), please register yourself with the Journal's online

manuscript submission site: <https://mc.manuscriptcentral.com/hpr>. A terminal degree is required, and reviewers with expertise in higher-level statistical analyses (multiple regressions and above) are sorely needed. When signing up (or updating your profile), please be strategic in your selection of keywords, as these are used to help connect a manuscript with a potential reviewer.

Get What You've Paid For

If you are not receiving the hard copy of the Journal, which you've paid for as part of your membership dues to the Public Relations Division, please verify the accuracy of your mailing address on file with AEJMC. The publisher gets the mailing labels directly from AEJMC.

Meet the Editor

I will hold two informal breakfast sessions during the International Public Relations Research Conference in Miami, on March 3 and 4, starting at 6:45 a.m. Space for these get-to-know-you sessions is limited, and priority will be given to as-yet-untured assistant professors on tenure track. RSVP at <https://www.surveymonkey.com/r/JPRRatIPRRC2016>.

Associate Editor Transition

Thank you to Hongmei Shen (San Diego State) for her service as the associate editor over the last year; she will continue to tie up a few loose ends pertaining to manuscripts currently in review/production. New associate editor Hilary Fussell Sisco (Quinnipiac University) is now handling all new submissions, so please direct your questions to her first.



Looking backwards and forwards: An update and challenge from your teaching chairs

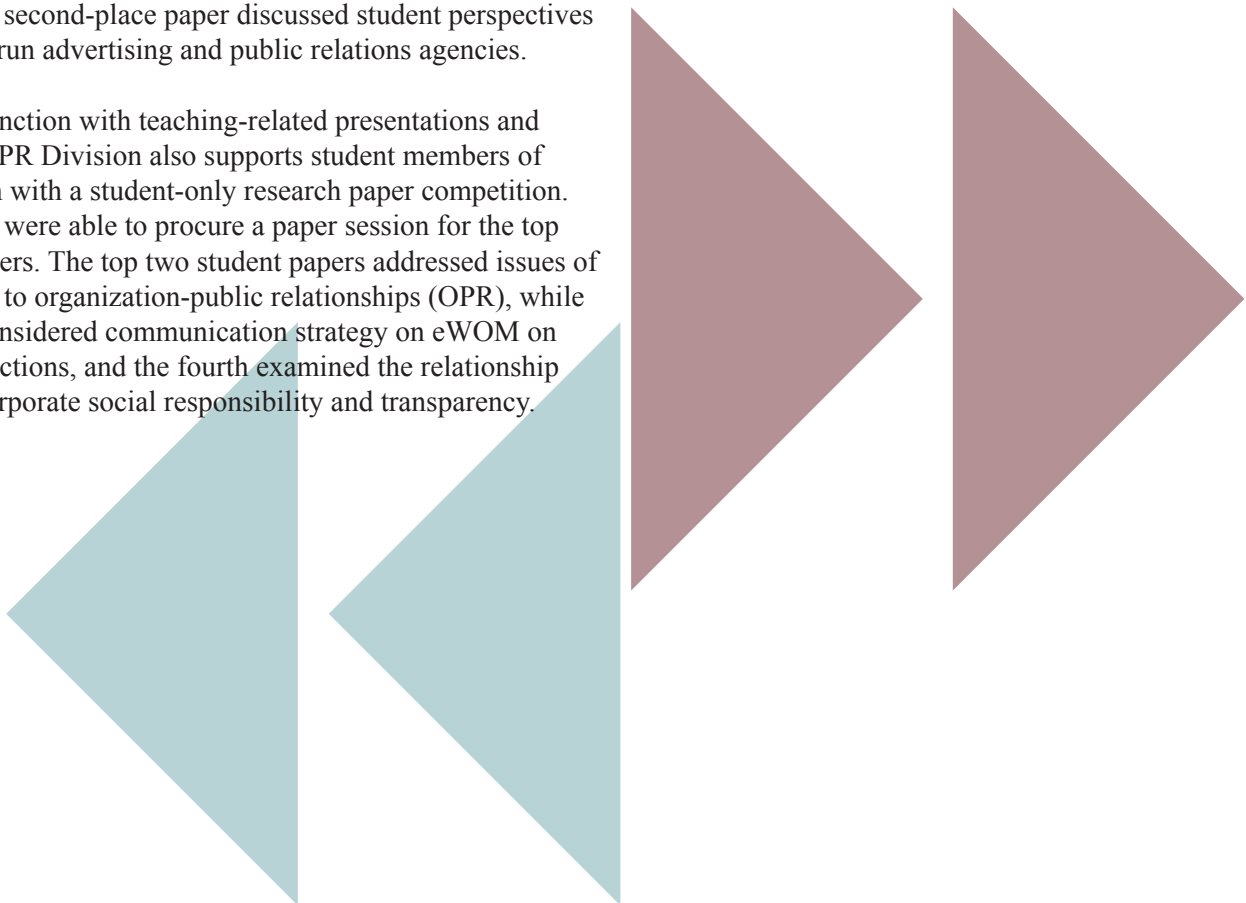
Looking Backwards

There is much to celebrate about the PRD's teaching activities in the past year. We launched a new journal, the *Journal of Public Relations Education*, saw a 70% increase in the number of paper submissions to the teaching category, and were pleased to offer many stellar paper and panel presentations at the San Francisco conference. Cash prizes were awarded for the top three papers in the teaching category among which two of the three top teaching papers addressed issues of education and social media. The first-place paper considered how to equip academic and future PR professionals for social media success while the third-place paper considered the benefits of experiential and cross-institutional learning through social media. The second-place paper discussed student perspectives on student-run advertising and public relations agencies.

In conjunction with teaching-related presentations and panels, the PR Division also supports student members of the division with a student-only research paper competition. In 2015 we were able to procure a paper session for the top student papers. The top two student papers addressed issues of importance to organization-public relationships (OPR), while the third considered communication strategy on eWOM on consumer actions, and the fourth examined the relationship between corporate social responsibility and transparency.

Looking Forwards: A Challenge to PRD Membership

Despite the increase in the number of submissions to the teaching category, overall numbers remain low and just 12 papers were received for the 2015 paper competition. So, we ask all of our wonderful PRD members to consider submitting a pedagogical paper for the Minneapolis conference in 2016. We understand that teaching papers take time and planning and sometimes extensive wrangling with the IRB process, but they are important and necessary to our roles as scholars and educators. The challenge? Let's try to increase submissions by another 70% and bring to the total to 20 as we come together to celebrate the end of our 50th anniversary year!





If it was news to you it was #News2Me

PRD members celebrated News Engagement Day with AEJMC on Tuesday, Oct. 6, 2015, by engaging with students in classroom and online discussion that focused on the question “What’s News in Your World?”

Recent research has found that students consume news in different ways. Moreover, what’s news to younger students may not necessarily be news to older faculty members. AEJMC members were encouraged to participate in News Engagement Day to find out what exactly “news” means to their students in different parts of the world - and many of our PRD members joined the effort.

PRD faculty members got the conversation started on social media, challenging their students to participate. Throughout the

@EfeAbugo

An aggregate of all my favorite news sources in one app? Now that is #News2Me #NewsEngagementDay #UMDCOMM353

day more than 500 people engaged in the online discussion by posting comments, links and images using #NewsEngagementDay and #News2Me.

Students posted about a variety of different stories ranging from significant crises (e.g., South Carolina flooding), to

@Nicole_Dowd22

Microsoft launches first laptop #NewsEngagementDay #News2Me #chirpfeed #HendricksBSU @sweet_carolinev

@AnitaNejat

Don't you love getting the most imp. news sent in one email? #News2Me #NewsEngagementDay #UMDCOMM353

international news (e.g., Doctors Without Borders hospital bombing in Afghanistan), to music and entertainment (the Grand Ole Opry’s 90th anniversary), to new research (e.g., radio is used more than any other media), to local events. Some posted about the common sources of their news (e.g., Daily Skimm, mobile news apps, social media, world news subreddit).

The PRD’s PF&R committee put together email, blog and social media materials, which were distributed to division members to promote the event.

“It was great to see public relations students and faculty from across the nation participating in News Engagement Day this year,” said Brooke McKeever, co-chair of the PRD PF&R committee. “News and public relations are so closely connected (or they should be), and I hope this activity helped students think about the various ways we engage with news on a daily basis.”

@andrea_moran95

Found students raising awareness and fighting the stigma of mental illness today! #News2Me #azpr #NewsEngagementDay

The PRD social media team curated posts from News Engagement Day with Storify. The curated story is available at https://storify.com/AEJMC_PRD/if-it-was-news-to-you-it-was-news2me-on-tuesday-fo .

@howell_august

Surfing could be in the 2020 Olympics in Tokyo! #UOJ201 #News2Me #NewsEngagementDay



2016 Annual Conference: Public Relations Division call for papers

The Public Relations Division invites submissions of original papers that advance the theories and practices of public relations. Submitters should carefully review the specific instructions for the Public Relations Division as well as the general requirements contained in the AEJMC Uniform Paper Call.

Submission Categories: A paper may be submitted in one of the three PRD categories: (1) the open competition, (2) the teaching competition, or (3) the student-only competition.

Top Papers in Open, Teaching, and Student-Only Competition: Monetary awards are given for the top three papers in each of the three categories. Thanks to a generous gift from Dennis Wilcox, Professor Emeritus, San Jose State University, top papers in the open and teaching categories will be awarded: \$500 for the top paper, \$300 for the second-place paper, and \$200 for the third-place paper. Top teaching papers will also receive expedited review in the *Journal of Public Relations Education*, provided they are submitted by December 31, 2016.

Thanks to the generous support of **The Plank Center for Leadership in Public Relations at the University of Alabama**, the first author of each of the top three student-only research papers will receive \$300, \$200, and \$100, respectively.

In addition, the **Doug Newsom Award**, created in honor of Doug Newsom, Professor Emeritus, Texas Christian University, will be given for the first time in 2016. The award in the amount of \$250 is for the top paper that fits the theme of global ethics or global diversity. For the context of this award, global ethics promotes the free flow of accurate information, open communication and informed decision-making, protection of confidential information, and fair competition while avoiding conflict of interest across the world. Global diversity encompasses racial, ethnic, national identity, gender, sexual orientation, and cultural diversity as a matter of fairness and justice in the global public relations workforce. Those who wish to compete for this award should clearly label their papers for consideration of this award. A special Doug Newsom Award Committee will evaluate the papers and choose a finalist.

Submission Limitations: No more than two papers may be submitted by any one author or co-author across the three PRD categories. If it is found that one person is author and/or co-author of more than two submissions across the three PRD categories, all of the submissions will be automatically disqualified.

A paper may not be under review: (1) simultaneously with more

than one of the three PRD categories, (2) simultaneously with more than one division within AEJMC, (3) simultaneously with the AEJMC conference and any other conference, or (4) simultaneously with the AEJMC conference and any potential publication, including refereed journals, book chapters, etc.

Authorship: When submitting co-authored papers, permission to submit the paper should be sought and obtained from all authors on the paper. Paper authorship cannot be added, deleted, or changed after submission of the paper.

Author Identification: All authors and co-authors, their institutional affiliations and contact information must be included when registering on the online system. If there are three co-authors, for example, information about all three must be included in the registration. Papers entered into the student-only competition must be authored or co-authored by students only (no faculty co-authors), and all of these papers must have the word "Student" on the title page and in the running head.

Author-identifying information must not appear anywhere in the attached paper file. Identifying information includes (1) listing of authors' names and/or affiliations, (2) references to authors' previous work in a way that reveals authorship of the current work, (3) links to authors' websites, e-mail addresses, or social media accounts, and (4) identifying information in the file properties. Inclusion of identifying information will result in automatic disqualification of the paper. It is the responsibility of the paper author(s) to verify that no identifying information is contained in the paper text or in the document file properties. Please follow the directions for removing your identifying information from the properties. This will need to be done each time you submit your paper to All-Academic.

All submitters are strongly encouraged to submit at least a day or two before the deadline so they can check to make sure that the uploaded document does not contain any personal identifying information in its properties. When a clean Microsoft Word document is converted to a PDF file, the PDF file typically adds the personal identifying information back in, so you will need to remove it from the Properties area (under "File") after you have converted your document to a PDF.

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continued: Public Relations Division call for papers

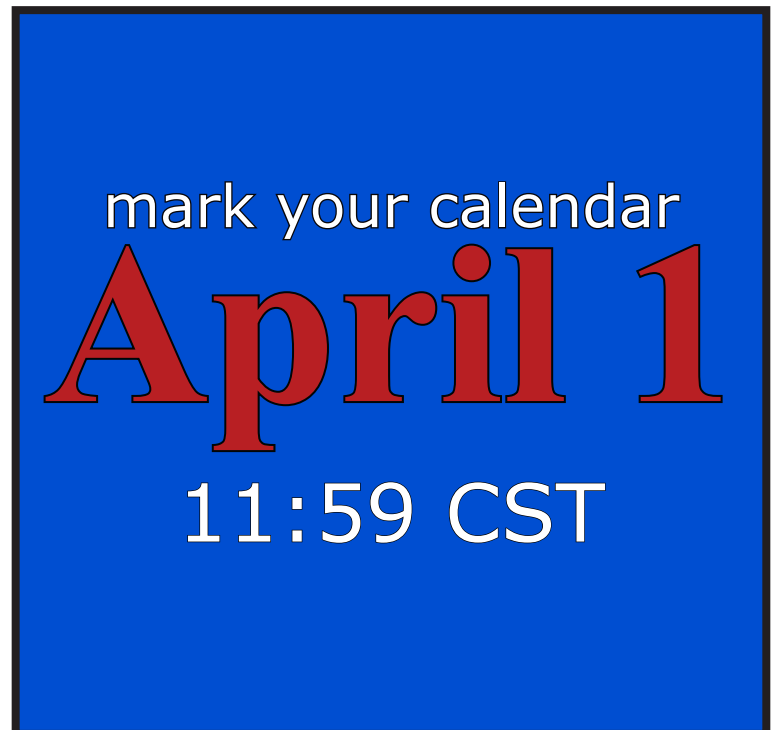
Paper Content: Any recognized research methodology and citation style may be used. Papers should include appropriate literature reviews, methodology, findings and discussion. Papers should test, refine, expand or critically review public relations theories, research or practices; or explore methods of effective public relations practices. Teaching papers should enhance principles or practices associated with public relations pedagogy. All submissions should represent research completed by the conference submission deadline, not research proposals or reports on research in progress.

Paper Formatting: A paper cannot exceed 25 pages, excluding abstract, references, figures and tables. Papers must be typed in a 12-point font, using Times New Roman, Times, or Arial font. Paper text must be formatted with double line spacing with one-inch margins on all sides of the document. All papers must contain continuous page numbers; if multiple files are merged for the paper, then the author must ensure that the page numbers are continuous and do not repeat or start over from page 1.

All papers must be submitted in **PDF format**. For those using the newest version of Microsoft Word, you can save your paper as a PDF file using the “Save As” function. For those not using this version, you may use a free web service, such as www.freepdfconvert.com. Failure to follow these formatting guidelines will result in an automatic disqualification of the paper. Again, remember to remove your name from the Properties area of the document after converting it to a PDF.

Presentation Requirement: At least one author of an accepted faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented by someone else. Failure to be present or provide a presenter for any paper will result in a one-year ban on the review of papers for all of the authors involved. Authors of accepted papers are required to forward papers to discussants and moderators prior to the conference. Presentations at the AEJMC conference may be disseminated via social media; presenters may opt out of social media dissemination by requesting so at the time of the presentation.

Questions? Please contact our research chairs, Weiwu Zhang, Texas Tech University, weiwu.zhang@ttu.edu or Lan Ni, University of Houston, lani@uh.edu.





Public Relations Division: Fundraising campaign underway

At this year's conference in San Francisco, the Public Relations Division's leadership team kicked off our 50th anniversary with celebrations designed to honor the division's past. Now, it's time for us to rally together to secure another 50+ years for the division.

In November, 20 PRD leaders and committee chairs participated in a fundraising campaign to help secure the division's financial well-being. I'm proud to say that 100% of the division's leadership team participated.

We are raising funds for two purposes. First, we need to increase the PRD general fund. We receive only \$5 of the \$30 division membership dues from professors and none from a graduate student's \$25 membership dues. The \$25 goes to secure the production and distribution of the *Journal of Public Relations Research*. Our second goal is to grow the accounts of our three named awards presented at the annual conference (Kaiser, Roschwalb, and Newsom). We want to boost the endowments of these awards so that we're able to sustain them for years to come.

The fundraising campaign has, so far, resulted in the following contributions: \$2,100.50 total (\$1,350.50 for general fund, \$150 to Roschwalb, \$325 to Newsom, and \$275 to Kaiser). With your continued support, we can reach our goals and better support our continued activities. Please consider making a donation. We are challenging members to give \$50 in support of the 50th anniversary, but any amount will move us closer to our goals.

To give to the \$50 for 50 years campaign, you can donate online at

<https://aejmc2.wufoo.com/forms/aejmc-contributions/>.

This is a general AEJMC form that is used for fundraising efforts. When completing the form, please designate the category that you wish to give (PRD General Fund, PRD Kaiser Award, PRD Newsom Award, PRD Roschwalb Award) by selecting "Other" in the "Contribution Choice" pull down menu. Then, write in where you would like your donation to go in the "Write-in Contribution Choice."

You must write in the choice for the donation to help the Public Relations Division.

Thank you to those members and programs who have so generously donated to our campaign!

Anonymous

American University's School of Communication,
Public Communication Division

Linda Aldoor, *University of Maryland*

Giselle Auger, *Duquesne University*

Denise Bortree, *Penn State University*

Rowena L. Briones, *Virginia Commonwealth University*

Hyunji Doh, *Temple University*

Kelly Bruhn, *Drake University*

Brigitta Brunner, *Auburn University*

Michele Ewing, *Kent State University*

Julia Fraustino, *West Virginia University*

Karen Freberg, *University of Louisville*

Tiffany Gallicano, *University of Oregon*

Nathan Gilkerson, *Marquette University*

Lauri and Jim Grunig, *University of Maryland*

Kathleen Kelly, *University of Florida*

Sora Kim, *The Chinese University of Hong Kong*

Emily Kinsky, *West Texas A&M University*

Dean Kruckeberg, *University of North Carolina at Charlotte*

Diana Martinelli, *West Virginia University*

Rita Men, *University of Florida*

Marlene Neill, *Baylor University*

Holly Ott, *Penn State University*

Geah Pressgrove, *West Virginia University*

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Our next issue will be out in March.
Our normal production schedule is January, March,
July and November with a special
post-conference issue. We look forward to your
feedback, and even more so to seeing you in
Minneapolis in August!