

PR UPDATE

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



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AUGUST 2016

MINNEAPOLIS



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Public Relations Division
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August 3, 2016
1-5 p.m.

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Teaching, Research & Service
presented by

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PAGE CENTER

Integrity in Public Communication

The 2016 Offsite Tour at the
Mall of America



Friday, August 5
9 a.m. to Noon

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Minneapolis: More than meets the eye

Do you have a bucket list? I don't. It's not that I don't like the idea of having aspirations and goals, nor does it mean there aren't things I would like to do, I just don't have one.

But, if I did have a bucket list, I can say with a fair amount of certainty traveling to Minneapolis wouldn't have been on it - and quite honestly if our annual conference weren't being held there, I might have been quite content to live without ever having been. And I doubt my epitaph would focus on my lack of travel to Minnesota.

However, our annual conference is being held there, and as your humble PR UPDATE editor/pre-conference co-chair/potential paper presenter (still "polishing" - read "writing" my entry), I will also be there. The bigger question is, will you?

I've come to discover Minneapolis, and Minnesota, is much more than just the land of 10,000 lakes. Rumor has it there's a statue of Dean Kruckerberg in his boyhood home of Owatonna, just an hour's drive south of Minneapolis. (A close second choice for our offsite tour I'm told.)

But let's focus on confirmed sightings for the moment. Some of the panels being done this year are pretty incredible, and if you don't mind the free advertising, the pre-conference will be spectacular. Our schedule is already packed full of top corporate PR folks, great research and the promise of discussions that will rival any conference to date (including an awesome social). And we haven't even programmed the research and teaching papers yet!

Additionally, during the weekend of the conference, there are multiple art and theater festivals, several interesting museums, and lots of opportunities for tons of outdoor activities.

I can honestly say I'm looking forward to Minneapolis, and I hope you are too.

DS



message from the head

An update on PRD activities

Conference planning is underway, and I am excited to share some highlights with you, as well as insight into our recent activities.

Conference Highlights

I first want to recognize Vice Head Emily Kinsky for her outstanding performance in overseeing all of the panels and conference activities.

Pre-conference

The Arthur W. Page Center has agreed to sponsor our pre-conference from 1-5 p.m. on Aug. 3. The pre-conference is focused on leadership and will cover the following topics:

- Teaching: What we need to teach our students about leadership to become industry leaders
- Research: Issues in leadership research
- Service: Moving from the classroom to leadership positions

Special thanks to co-chairs Dustin Supa (Boston University) and Karen Freberg (University of Louisville) and the committee members for their efforts.

Offsite Tour

We have a sponsor for our offsite tour this year to cover the cost of chartering buses. The Institute of Public Relations is sponsoring our Mall of America tour, which is scheduled for Friday, Aug. 5, from 9 a.m. to noon. The tour will include presentations about the following topics:

- The challenges the mall faces as one of the most visited tourist destinations in the world
- An overview and general history of the Mall of America and the organization's successful public relations strategies over the years
- The Mall of America's experience with agreeing to be a one-season reality TV show (called Mall Cops)

Participants will also tour Mall of America's advanced social media monitoring room. Special thanks to our chair, Nathan Gilkerson (Marquette University), co-chair, Brooke Weberling McKeever (University of South Carolina), and the PF&R committee members for their work.

Bill Adams/Edelman Luncheon

The Bill Adams/Edelman Luncheon will happen after the tour on Friday, Aug. 5, from 12:15-1:30 p.m. Many thanks to our vice head elect, Richard Waters (University of San Francisco), for his efforts in planning this event.

Membership Social

Our Social Event Committee, led by Chair Julia Fraustino (West Virginia University) and Vice Chair Amanda Kennedy (University of Maryland), has found an exciting location for our social, which will occur on Saturday, Aug. 6, 7-9 p.m. The social will be held in The Newsroom (a few blocks from the hotel), which is an old-time news-themed lounge. On our monthly leadership conference call, we have been brainstorming some exciting ideas to facilitate relationship building. The Membership Committee, led by Brigitta Brunner (Auburn) and Hua Jiang (Syracuse) has also been working hard to facilitate relationship building both at the social and throughout the conference.

Graduate Student Luncheon

The Graduate Liaison Committee, led by Chair Holly Ott (Penn State), is planning a hosted luncheon, which is scheduled for Saturday, Aug. 6, from 1-3 p.m. If your department/school/college is interested in sponsoring this event, please reach out to Holly at hko104@psu.edu.

PRD's Recent Activities

Our volunteers work year-round to plan the conference and provide opportunities for relationship building, teaching assistance and learning outside of the classroom.

Past Twitter Chat and Upcoming Twitter Chat

This month, we held a great Twitter chat about women in leadership in public relations. The chat attracted 43 contributors and 100 tweets. Special thanks to our Social Media Chair Geah Pressgrove (West Virginia) for planning this event and to our featured speaker, Katie Place (Quinnipiac), and our co-sponsor, PRSA.

Our next Twitter chat is about teaching digital analytics, which will occur on Thursday, April 21, at 8 p.m. Eastern. Two of our speakers will be our Website Chair Katie Stansberry (Cleveland State) and Michael Brito (head of U.S. digital marketing for LEWIS Pulse). Special thanks to our PRSA Educators Academy Liaison Michele Ewing (Kent State) for leading a team in planning this event.

I would also like to thank our Communications Manager, Karen Freberg (Louisville) and the Social Media and Communication Committees for their role in supporting the Twitter chats.

Recruitment for the Inez Kaiser Graduate Student of Color Awards

Committee Chair Rowena L. Briones (Virginia Commonwealth University) secured funding from the PRSA Foundation to fund three graduate students of color for conference travel and lodging expenses, as well as AEJMC and PRD membership fees. Details, including the online application, can be found at <http://aejmc.us/prd/students/inez-kaiser-award>

Guest Speaker Teaching Resource

Our Teaching Committee, led by Chair Giselle Auger (Duquesne) and Vice Chair Lucinda Austin (Elon), has created a guest speaker teaching resource as a membership benefit to assist members with guest lectures while providing opportunities to demonstrate a national or even international reputation for expertise in particular areas. We have received 20 volunteers for this exchange program. Planning for the launch of this program is underway.

Reviewer Recruitment

Research Chair Weiwu Zhang (Texas Tech) and Vice Chair Lan Ni (University of Houston) are recruiting paper reviewers for our open, graduate student-only and teaching competitions. The Public Relations Division is offering drawing prizes for early reviews and is giving a best reviewer award. Graduate students are not eligible to review papers. To volunteer, start by creating a new account for the 2016 conference:

<http://convention2.allacademic.com/one/aejmc/aejmc16/>

Next, please complete the following survey to help the research and teaching teams match papers to reviewers' expertise:

https://ttucome.az1.qualtrics.com/SE/?SID=SV_0d2afbjdLTiHPed

JCOPE Position Statement

Also this month, PRD developed a position statement in response to an advisory opinion from the New York State

Joint Commission on Public Ethics. This advisory opinion requires public relations practitioners to register as lobbyists if their communication affects legislation. Past Head Dean Kruckeberg is helping with the creation of AEJMC's statement, which will be informed by PRD's position. Nathan Gilkerson (Marquette University), Emily Kinsky (West Texas A&M University), Brian Smith (Purdue University), and Katie Stansberry (Cleveland State) helped me create PRD's statement.

Formalization of Leadership Procedures

As our organization continues to grow, we continue to develop policies and procedures to ensure fair, consistent decision-making. Past Head Denise Bortree started this initiative by establishing required and preferred qualifications for vice head elect. We have built upon her efforts by establishing vice chair positions and a succession policy for determining how committee members can move through the process of reaching vice chair and chair positions. If you are interested in becoming involved in the PR Division, please email our next division head, Emily Kinsky, at ekinsky@wtamu.edu. She will be coordinating volunteers for the next year in the coming months.

Recruitment for an International Study Grant for a Graduate Student

Chair Brian Smith (Purdue University) and Vice Chair Eyun-Jung Ki (University of Alabama), along with their committee, are recruiting applicants for the Susanne A. Roschwalb Grant for International Study and Research. This award is intended for both graduate and undergraduate students in public relations whose plans include study or research outside of the United States. The grant provides the winning student with \$250 to offset the cost of travel associated with international study or

Tiffany

Watch for sign-ups for this year's conference events including:

**Pre-Conference,
Offsite Tour &
Bill Adams/Edelman
Luncheon**

Information will be sent out to members first, and then made available via the listserv.



2016 Annual Conference

PRD will offer a wide variety of panels in Minneapolis

In the last edition of PR Update, I shared our three research-focused panels that are programmed for this summer's conference. In this issue, I will share the other four non-refereed panels, which cover both teaching and professional freedom and responsibility (PF&R) issues. You'll notice not only a variety of topics, but also a wide diversity of panel styles. I'm excited to attend each of them and hope you will be, too!

Seeing the Message: Public Relations and Visual Communication Strategies

Co-Sponsor: Visual Communication Division

Friday, August 5, 3:15-4:45 p.m.

This panel will look at some intersections of public relations and visual communication: visuals in crisis communication, the ethics of using certain visuals over others, how to help an organization put forward a cohesive visual picture, and how infographics can be used to explain complicated information. Instead of the typical four panelists, this one will feature 10 speakers. Each speaker will cover his/her topic in 3-5 minutes and will include handouts with summaries and suggestions for the classroom.

Melissa Janoske, University of Memphis

Visual representation of crisis events is a severely understudied area within crisis communication. This presentation will look at how and which visuals are chosen to help discuss a crisis event, and how an organization can gain better outcomes by understanding visuals used by a variety of publics to discuss the event, and choose visuals effectively for their own messaging. Visuals surrounding #BlackLivesMatter (particularly related to events in Baltimore, MD) will be discussed.

Matt Haught, University of Memphis

Consistent visual messaging and branding must be applied throughout an organization's online presence, including

its social media. Considering case studies of NPOs using social media, the presentation examines how organizations are using visuals on social media for special campaigns and to communicate brand culture messages. Matt will discuss the importance of applying visual strategy and branding reflecting the organization's voice.

Nicole Dahmen, University of Oregon

Dahmen will discuss the fundamentals of what visuals do and why visuals make effective tools for public relations communications. She will also speak to the ethical considerations for using images in public relations campaigns.

Julia Daisy Fraustino, West Virginia University

The rise of social and mobile media has broadened the communication landscape for individuals and organizations before, during, and after disasters. Americans increasingly turn to visual-based media to seek and share disaster information. Yet with scholarship lagging behind this trend, research is needed to explain and predict how people react to disaster visuals—not only visuals from organizations attempting to promote public safety but also visuals from individuals snapping photos and shooting videos to share with their family and friends. In that vein, this presentation discusses the benefits and pitfalls of social and mobile media for visual disaster communication.

Nicole Lee, Texas Tech University, **Megan Mallicoat**, University of Florida, and **Matthew VanDyke**, Texas Tech University

Visuals can help organizations present complex scientific findings. However, intentionally or unintentionally, visuals often fail to accurately and honestly portray data. This presentation will cover ethical considerations surrounding visual representations of scientific findings and how scientists and science communicators can avoid misrepresenting data.



Candace Parrish, Virginia Commonwealth University

There has been a rise in use of infographics—a visual-text combination—as crisis communication, media relations, and reputation management tactics. As it is important that public relations’ infographics are properly utilized and presented online, this presentation will explore methods and strategies for visibility of these graphical displays. More specifically, discussion will surround strategic use of public relations’ infographics in terms of customization for various social media platforms and use of search engine optimization for maximum organizational exposure.

Geah Pressgrove, West Virginia University

As competition for available dollars and volunteers in the nonprofit sector continues to increase, demonstrating good stewardship of resources is critical. An important and understudied area for developing and maintaining relationships with stakeholders is visual storytelling. Building on emerging research surrounding the conceptualization of stewardship, this presentation will explore ways that nonprofits visually communicate their stewardship across myriad channels, as well as the ways they approach narrative in these contexts.

Erin Willis, University of Colorado—Boulder

This presentation will discuss the role of visual communication in health and how it contributes to patients’ health literacy and health behaviors. Willis will discuss direct-to-consumer advertising and the role of visuals in persuading audiences to talk to their physicians about pharmaceutical medications and the impact that has on subsequent attitudes and behaviors.

Moderator: **Karen Freberg**, University of Louisville

Looking Ahead: Top Corporate Communications Officers Share Trends, Threats, and Predictions

Co-Sponsor: Internships and Careers Interest Group
Thursday, August 4, 3:15-4:45 p.m.

How can educators future-proof ourselves? At a minimum, we need a vision of what the future will look like and its implications for our role and how best to prepare our students. We all know the corporate environment is changing, and most of us frequently update what we teach in the classroom, but are we really ready for the future? This panel of top corporate communications officers will identify how societal and technological changes are reshaping the skills students need while providing practical advice and challenging attendees to think about the future of public relations.

Rob Clark

Vice President, Global Communications
Medtronic

Mike Fernandez

Corporate Vice President, Corporate Affairs
Cargill

Dustee Jenkins

Senior Vice President Communications
Target

Mark Kaplan

Vice President, Public Affairs
The Mosaic Company

Moderator: **Marcia DiStaso**, Penn State University

Work-Home Life Balance Among Public Relations Practitioners: It’s More Than a “Woman’s Issue”

Co-Sponsor: Commission on the Status of Women
Sunday, August 7, 11 a.m.-12:30 p.m.

Women are “still earning just 77 cents for every dollar a man does—even less if you’re an African American or Latina woman. Overall, a woman with a college degree doing the same work as a man will earn hundreds of thousands of dollars less over the course of her career. So closing this pay gap—ending pay discrimination—is about far more than simple fairness. When more women are bringing home the bacon, but bringing home less of it than men who are doing the same work, that weakens families, it weakens communities, it’s tough on our kids, it weakens our entire economy,” President Barack Obama. April 6, 2012

This panel shall debut new data/findings that offer important updates to the work-life-balance-in-public-relations issue. Since the 1980s, feminist public relations scholars have recognized female practitioners’ second-shift responsibilities in the private sphere as just one possible explanation for their slow ascent to the top-most management positions in organizations. Why men still out-earn women and reap faster promotions in the U.S. has prompted hundreds of correlational studies by sociologists, economists and others who seek to discover why gender inequity persists in the workplace. Examining this set of issues as a limitation on some practitioners’ ability to fully realize their potential has received modest attention in the public relations



literature – perhaps because researchers historically have focused more on gendered salary differentials and leadership capabilities. Both outcomes may be criticized as “blaming the victim” rather than interrogating systemic roots linked to broader social roles which promote gender discrimination in the workplace. Realities are further complicated when gender intersects with age, culture, ethnicity/race, and other social identity dimensions.

Dynamics are particularly relevant to public relations as a feminized field and panelists shall explore the tensions and complexities of gender identities. Collectively, panelists shall examine the potential of public relations practitioners to express themselves as fully engaged members of both public and private spheres – in a context of organizations’ ethical commitment to accommodate practitioners as employees.

Katie Place, Quinnipiac University: “Developing and Refining Research Methods for Studying Work-Life Balance”
Public relations scholarship must examine the social construction of gender and work in organizations to better understand the root causes of these issues. How can scholars apply qualitative methods/scholarship from other disciplines to PR in order to expand our understanding of work/life balance or fit?

Donnalyn Pompper, Temple University, and **Taejin Jung**, SUNY-Oswego: “Work-Home Life Balance and Social Identity Intersectionalities in Public Relations, Communication Management and Strategic Communication: A Preliminary Analysis of Survey Data”
New survey findings suggest degrees to which nuances among public relations, strategic communication and communication management work impacts perceptions of work-home life balance – as examined through lenses of social identity intersectionalities.

Bey-Ling Sha, San Diego State University: “Work-Life Fit Through the Academic Ranks”
As faculty members grow from assistant professors seeking tenure to full professors seeking relevance, and then perhaps to administrators seeking sleep, we all must consider the role of work-life fit, in terms of not only how our work and home lives fit together, but also how our work-life fit matches that of our employer.

Hua Jiang, Syracuse University: “Employees’ Work-Life Conflict and Work-Life Enrichment”
Increasingly, scholars have recognized the importance of studying employees’ perceptions of work-life conflict and work-life enrichment and how such perceptions are related to individual (e.g., career aspirations and personal development) and organizational outcomes (e.g., employee engage-

ment, trust, commitment, and long-term business success). How can this body of literature be applied in the field of public relations? What factors contribute to public relations practitioners’ positive and negative work-life experiences?

Moderators: **Katie Place**, Quinnipiac University;
Donnalyn Pompper, Temple University

Integrating Specialized Business/Marketing Topics into the Advertising and Public Relations Curriculum

Co-Sponsor: Advertising Division
Saturday, August 6, 12:15-1:30 p.m.

A recent survey of Public Relations Division members indicated that integrated communication was one of the top five areas of interest to the respondents. With a greater integration of efforts between an organization’s advertising, public relations and marketing activities, it is critical that faculty members are prepared to teach topics that may be unfamiliar to them. The rapidly combining fields have sometimes forced faculty members to teach business/marketing topics that are not as common to advertising and public relations faculty. To help bridge business curriculum into our classes, the presenters will present teaching materials on several topics.

This teaching panel is designed to provide practical materials to aid in the instruction of topics that until relatively recently would have been reserved to teaching in business programs. All of the presenters teach these topics in their advertising and/or public relations courses and will offer techniques and tactics to help colleagues to teach these topics. Panel participants will share practical application materials, such as assignments, case studies, teaching resources and lecture materials.

Jay Newell, Iowa State University: “Ad/PR by the Numbers: Integrating Data-Driven Communication into the Curriculum”
Students sometimes enroll in Ad/PR programs because they appreciate the aesthetics of mass communication, but for many, it’s the ability to work with numbers that will provide employment opportunities after graduation. To deal with this issue, Jay Newell will discuss his program’s approach to integrating analytics, “big data,” and financial reports into the curriculum. The presentation will cover some of the tools they use, from SEC 10K’s to big data streams, and present the outcomes of an ad creative course



team-taught by Computer Science and Advertising with input from Google's Creative Partnerships team.

Amy Struthers, University of Nebraska-Lincoln: "Teaching Agency Business Practices Through an Entrepreneurial Startup"

Amy Struthers will discuss working with students, investors and clients to create a self-sustaining startup student-run ad agency that mixes students in advertising, public relations, marketing, accounting, graphic design, business administration, and film and new media.

Charles A. Lubbers, University of South Dakota and **Lisa T. Fall**, University of Tennessee: "Helping Students to Understand the Critical Role of Consumer Behavior"

Public relations courses delineate the importance of understanding your publics/stakeholders. While all managers should understand the importance of such analysis, having the ability to use the terminology of the consumer behavior field (e.g., trend analysis, perceptual mapping) will help the strategic communication-trained student to communicate with others in the organization. Lubbers will discuss the instruction of some of these topics from consumer research.

Pamela Bourland-Davis, Georgia Southern University: "Branding: Helping Students Connect Established Ad/PR Practices with Business Models"

Pam Bourland-Davis will continue the linkage to business by providing information that connects established practices in advertising and public relations to business models of operation.

Pat Swann, Utica College: "ROI: How Smart Managers Coordinate the Power of Marketing, Advertising and Public Relations"

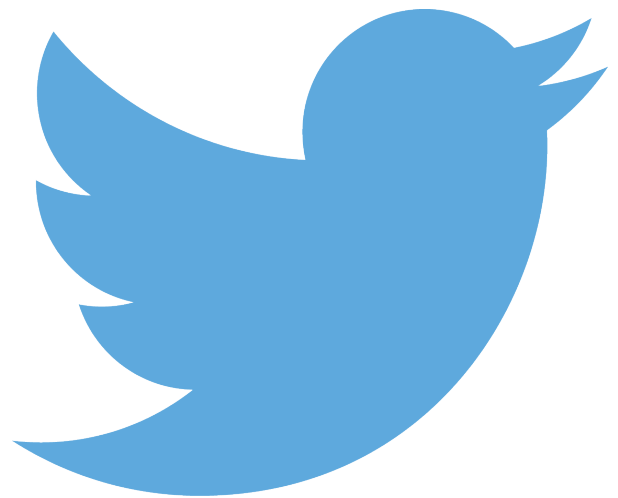
Pat Swann will discuss the use of ROI in the coordination of marketing, advertising and public relations activities.

Moderator: **Jami Fullerton**, Oklahoma State University

teaching digital analytics

join us for a
twitter chat

thursday, april 21
8 p.m. est



featuring:

katie stansberry, cleveland state

michael brito, head of u.s.
digital marketing, lewis pulse



Doug Newsom's Legacy Honored through new Named Award

Last August, the Public Relations Division announced the creation of the Doug Newsom Award for Global Ethics and Diversity, which quickly achieved endowment status thanks to her friends and supporters and will be awarded for the first time in Minneapolis. The award honors Dr. Newsom's legacy in public relations, specifically her research regarding issues of diversity and ethics in the global workforce.

While issues related to global diversity and ethics have gained more attention in recent years, Dr. Newsom has been a pioneer in this area for decades. She has worked with various research and policy institutes such as the International Center for Economic Growth and the University of Georgia's Cox International Center for Education and Training in Journalism and Mass Communication. As a result, Dr. Newsom has given workshops in several countries, including Latvia, South Africa, Hungary, Bulgaria, Romania, Poland and Vanuatu. She also served as a Fulbright lecturer in India and Singapore. As Dr. Judy Van Slyke Turk summarized, "The words integrity and inclusion summarize much of what Doug has accomplished through her teaching and writing. Working with her on many editions of *This is PR: The Realities of Public Relations* has been an uplifting and inspiring experience. This award ensures that contributions to her legacy of global diversity and ethics continue."

Dr. Newsom's own perspective provides important insight for the goals of this award. She explained that organizations today must evaluate internal and external factors that affect its reputation regarding global ethics and diversity—where global ethics depends on the daily practice of transparency and fairness in all communications, and diversity depends on equity and inclusiveness in all communications. She added that public relations should guide this process by listening actively and attentively, providing clarity and transparency in word and action, and correcting missteps and misinformation. Moreover, individuals and organizations at all levels on a global stage—governments, profit-making establishments, non-profit groups and activists—must take

responsibility. As she explained, "The impact of not doing so can affect the diplomacy and trust necessary for a civil society."

Accordingly, there are many contexts—including and beyond traditional organizations—in which to investigate communication practices related to global issues that threaten a civil society and affect the global workforce. Dr. Newsom emphasized, for example, the importance of stopping the theft of people and wild animals for trafficking, educating girls and women for all careers their desires and talents suggest, preparing children for conscientious leadership regardless of their current circumstances, and caring for the planet.

Certainly, Dr. Newsom's contributions to public relations go beyond her global work. She served as the 1974-75 head of AEJMC's PR Division and was the first woman to receive PRSA's Educator of the Year award. She was the second woman president of AEJMC and the first public relations educator to hold that office. The Doug Newsom Award for Global Ethics and Diversity honors that legacy by honoring Dr. Newsom's global focus. Accordingly, the Doug Newsom Award Committee invites scholarly submissions that use qualitative or quantitative methods to investigate and highlight the issues of global issues and diversity, and public relations' role in fostering equity, inclusion, clarity and transparency on the global stage. Papers about global diversity that qualify for this award must be focused on the context of the public relations workforce in honor of Doug Newsom's legacy.

To be eligible for the Doug Newsom Award, authors must indicate their intent to submit to the competition by clearly marking their title page with "Submission for Newsom Award." The winning paper will receive the Doug Newsom Award for Global Ethics and Diversity, which includes a plaque and a \$250 cash prize. The award will be presented at the Public Relations Division business meeting during the 2016 conference.



What PR Educators Need to Know about the CPPR Exam

April is accreditation month and what better time to learn about the certification exam for graduating seniors studying public relations.

The Certificate in Principles of Public Relations is an entry-level certificate administered through the Universal Accreditation Board (UAB) and is designed to demonstrate that recent graduates have the knowledge necessary to succeed in the public relations profession. Tina McCorkindale, Ph.D., APR, President & CEO of the Institute for Public Relations and a member of the UAB, was interviewed by Marlene Neill, Ph.D., the PRSA Liaison Co-Chair for the AEJMC PR Division.

Q. Why should PR educators encourage students to pursue the Certificate in Principles of Public Relations?

The Certificate in Principles of Public Relations is a great way to give graduating seniors an extra boost in a competitive job market, and it helps to distinguish students from other recent graduates.



It's also a refresher for students, and helps students to enhance their understanding and application of theories.

Q. How does the Certificate in Principles of Public Relations fit with the APR program?

Both the Certificate and APR are offered by the Universal Accreditation Board (UAB). The process by how questions are vetted on the two exams is similar—the Certificate in Principles of Public Relations was tested for five years, and then beta-tested before its official launch. The formats of the exam portions are similar, but the Certificate is shorter. The Certificate also does not have the Readiness Review process that the APR exam does. The Certificate is the first step in a

lifelong learning process for students, and hopefully students will continue on this process by becoming accredited with their APR after they gain experience.

Q. How much does it cost and who is eligible to take the exam?

Students must be within six months of graduation (before or after), be a major in public relations or a related area of study, and be member of a UAB participating organization (such as PRSSA, Florida Public Relations Association or the Southern Public Relations Association). If a university or college does not have a PRSSA chapter, students can become PRSSA affiliates, which offers the same benefits. Finally, students will have to take a preparatory course specifically designated for the Certificate.

The costs for the exam is \$150 (\$125 examination fee and \$25 processing fee). To take the online preparatory course, students will have pay an additional \$50. Students can take an in-person course for free if it is offered by their university.

Q. How can universities and colleges be added to the approved list of programs?

Any university or college can participate in the program if they have a public relations program, or a related area of study. Students just have to follow the requirements.

Q. What study resources are offered and recommended for students preparing for the Certificate in Principles of Public Relations?

The UAB offers an online study guide, and students are also required to take a preparatory course (in-person OR online). The UAB also recommends textbooks and resources, but offers a short list of four specific public relations textbooks and the Associated Press Stylebook.

For more information on the CPPR exam
<http://www.praccreditation.org/apply/certificate/>



Award Opportunity:

Nominations sought for Inez Kaiser Graduate Students of Color Award

Nominations for the Inez Kaiser Graduate Students of Color Awards are accepted by the Public Relations Division every spring through the early summer deadline. The award honors Inez Kaiser, the first African-American woman to belong to PRSA and to head a public relations agency with national clients. Inez Kaiser & Associates was the first African-American, female-owned PR agency. The Kaiser Awards are supported by a grant from the PRSA Foundation.

Three award recipients will receive free one-year memberships to AEJMC and the Public Relations Division as well as travel and lodging at the AEJMC National Conference. In addition, recipients will be assigned a Public Relations Division mentor and take part in the PRD social, business meeting, and other recommended sessions. The total amount of each award is \$1,260

Eligible students of color must be enrolled in graduate study in a public relations program and intending to pursue a career as a public relations educator. The awards seek to encourage these students' academic career aspirations, and in turn, their involvement broadens the diversity within the Public Relations Division, AEJMC and the public relations profession. Previous winners of a Kaiser Award are not eligible to apply again.

Preference will be given to applicants who are:

- Doctoral students
- Students of minority/emerging minority status
- Students presenting a paper at the AEJMC conference

Nomination process:

Self nominations by eligible graduate students or nominations by PRD/AEJMC members on behalf of eligible graduate students are accepted via the online [application form](#).

Required:

- Completion of online nomination and application form: <http://bit.ly/1YuYN0B>

Optional (but recommended):

- Letter of recommendation from student's faculty adviser
- Current curriculum vitae of student

Deadline:

The deadline for nominations and materials is **June 18, 2016.**

Please contact Kaiser Awards committee chair Dr. Rowena Briones (Virginia Commonwealth University) at PRDInezKaiserAward@gmail.com for more information.



"I am a very dedicated person in what I believe in."

Inez Kaiser



Call for applications

Susanne A. Roschwalb Grant for International Study and Research

Applications are now being accepted for the Susanne A. Roschwalb grant. This grant is intended for both graduate and undergraduate students in public relations whose plans include study or research outside of the United States. The grant, awarded annually by the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC), provides the winning student with \$250 to offset the cost of travel associated with international study or research.

Award Criteria

Full-time undergraduate and graduate students majoring in or emphasizing public relations at four-year colleges and universities in the United States are eligible to apply.

Application Process

Applicants must provide a one-page description of their intended international program of study or research, a letter of support from a full-time public relations faculty member, and the completed application form. Complete application requirements are attached to this email and can also be found online at: <http://goo.gl/forms/QVi5zI0qWH>

Deadline

Deadline for receipt of applications is May 1, 2016, at 5 p.m. (EST), for international study or research during the 2016-2017 academic year. The Roschwalb Grant Committee will notify the winner and unsuccessful applicants no later than July 1, 2016, and will send a check for the amount of the award by August 15, 2016.

Have you ever considered submitting a teaching paper?

Why should YOU conduct pedagogical research?

1. You're already doing amazing things in your classes.
2. Your PR prof peers could benefit from hearing about your assignments/projects/new teaching methods.
3. Adding a research component to your class can help you refine what you're doing.
4. You already have a sample of subjects at your fingertips.
5. You won't get criticized by reviewers for using students.
6. Research + teaching in one? Genius.
7. Pedagogical research can double as assessment.
8. How brilliant is that to kill three birds with one stone? research + teaching + assessment
9. There are great opportunities to present your research through PRD at AEJMC.
10. Did we mention the top teaching prizes (\$500, \$300, \$200) generously donated by PRD Past Head Dennis Wilcox?
11. You might be able to publish what you find in the Journal of Public Relations Education!

Emily Kinsky, PRD Vice Head



Things to do when not attending sessions, offsite visits, pre-conferences, luncheons or meetings in Minneapolis during AEJMC:

the 2016 Minnesota Fringe Festival runs from August 4-14th www.fringefestival.org

Fringe is an annual performing arts festival in the Twin Cities. For 11 days, over a thousand artists present works in every discipline and genre. No one selects the participating shows. Instead, a lottery determines which of over 500 applicants win production slots in the festival. This year, there are 170 different productions running, each lasting no more than 60 minutes.

the 2016 Uptown Art Festival runs from August 5-7th www.uptownfair.com

Uptown is quite possibly one of the most URBAN areas in the entire great state of Minnesota. By definition, it functions almost as its own mini-city, and is certainly one of the liveliest communities in the Twin Cities METROPOLITAN area. Bordered by 28th Street to the north, Dupont Street to the east, 31st Street to the south, and Lake Calhoun to the west—its heart is located where Hennepin Avenue and West Lake Street intersect. The Art Festival features professional artists, youth art fair, beer garden, culinary arts competitions, and interactive art installations.

the 25th Annual Powderhorn Art Fair August 6-7th www.powderhornartfair.com

For two days each August, white tents dot the landscape around Powderhorn Park bringing individuals from all over the country together to enjoy an abundance of creativity and skill that flows through the artists participating in the Powderhorn Art Fair. Set in a pastoral, 66-acre city park, Powderhorn Art Fair features 184 regional and national artists of varied disciplines, as well as a Community Showcase and group exhibitors from the Powderhorn area.

The Minneapolis Institute of Art www.new.artsmia.org

The American Swedish Institute www.asimn.org

The Museum of Russian Art www.tmora.org

*Minneapolis is apparently also home to a particular type of cheeseburger, known as the 'Jucy Lucy' - a local delicacy worthy of carnivorous investigation. See the PR UPDATE editor for more details.

Our next issue will be out in July. 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!