

PR UPDATE

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



Many thanks to our sponsor for this year's Graduate Student Luncheon, the University of North Carolina School of Media and Journalism.



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Public Relations Ethics Month



**Let's Talk Ethics! Best Practices for Ethics Curriculum in Public Relations
#PREthics Chat**

September 20, 2016 8:00 p.m. ET

Tiffany Gallicano (UNC-Charlotte), Carolyn Mae Kim (Biola) & Elizabeth Toth (Maryland)

Moderators: Marlene Neill (Baylor), Katie Place (Quinnipiac) & Diana Sisson (Auburn)



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PR UPDATE

The News Journal for the Public
Relations Division of the Association
for Education in Journalism &
Mass Communication

Vol. 51, no.3; July 2016

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The views in this column are those of the editor's and do not necessarily reflect those of Boston University, the Public Relations Division, or of AEJMC.

AEJMC - A season to be thankful

Attending an academic conference is often a double-edged sword. On the one hand, we use the opportunity to present papers and appear on panels (thus adding to our CV's), also to meet with colleagues and collaborators, explore the latest in research, and gain knowledge that advances both our teaching and research. On the other hand, the time away often means losing some prep time for the coming semester, being away from our families, and spending a week of summer sitting in hotel conference rooms, not to mention the costs and travel problems. But in the end, many of us have decided that the positives generally outweigh the negatives, and we get to enjoy each other's company a few times a year.

We are fortunate. For many of our colleagues around the world, the freedom to attend conferences, to share in the dissemination of knowledge and to advance our scholarly and professional careers is not a given. I recently had the opportunity to attend the International History of Public Relations Conference, which included five presentations on the history of public relations in Turkey, presented by colleagues from six universities there. These educators will not be at AEJMC this year, as scholars in Turkey have been banned from traveling abroad for work, that is, the ones who are still employed following a failed coup attempt two weeks ago. While presented as a temporary measure, it is certainly not the first time the pursuit of knowledge has been subverted across the globe. As of this column being written, 31 academics have been detained in Turkey.

So it is the hope of your PR UPDATE editor that we look to the upcoming conference not as a responsibility, but as a chance to exercise the great freedom given to us. The freedom to share knowledge, to travel without restriction, and to gather in an environment that not only challenges us to embrace new ideas, but encourages us to do so.

And when we do, let us pause for a moment and think of those silent voices - and hope they will be able to join us soon.

DS



message from the head

Our innovations this year

I would like to thank you for the honor of serving as Division head this year. I am grateful for the opportunity to work with incredible colleagues in our shared goals of planning a great conference, strengthening member and donor relationships, and building capacity for the PR Division. In my previous column, I highlighted conference activities. In this column, I reflect on our innovations this year.

Building capacity

- Past Head Denise Bortree kicked off our 50th anniversary celebration at our conference last year, which continued with a year-long membership fundraising drive, led by Vice Head Elect Richard Waters. This fundraising drive resulted in funds for helping to secure the financial future of our awards. Thanks to your donations, we raised \$2,450.50 (\$1,500.50 for the general fund, \$150 to Roschwalb, \$525 to Newsom, and \$275 to Kaiser). We also established a new policy for ensuring that our award donors for our paper competitions receive thank you notes from the recipients of the top paper awards.
- Emily Kinsky and I attracted our first corporate donor to our social this year (Sysomos) as the title sponsor of our event. We also recently recruited a second corporate donor for the social (My News Wizard).
- Julia Fraustino and the Social Event team launched a new category for honoring and congratulating people at the social at an affordable level for individuals or groups of individuals.

Supporting research

- As you might already know, Bey-Ling Sha used her negotiation skills to secure six issues of the *Journal of Public Relations Research* rather than five per year when negotiating our contract with Taylor & Francis. In our world, this change is like them volunteering to teach an extra class, so please thank Bey-Ling and our associate editors (Hongmei Shen, outgoing; Hilary Fussell Sisco, incoming) when you see them.
- Past Head Denise Bortree, with support from Bey-Ling Sha, continued the project that was started last year of negotiating online access, without an embargo, to the *Journal of Public Relations Research* for our members. Part of the challenge has been for AEJMC to provide our

members' address information to Taylor & Francis. The AEJMC Board of Directors will vote on this proposal at the conference, which would allow us to provide another membership benefit.

- A donor approached us with a new award opportunity for the next five years (details to be shared at the Business Meeting).
- We started a new tradition. We are awarding \$50 Best Reviewer Awards in each of our competitions (open, teaching and graduate-student only). We want this award to recognize outstanding reviewers and incentivize future reviewers to write comments that are helpful to authors. We hope to inspire reviewers to see this as a valuable mentoring opportunity.
- Most of us have probably received a review without helpful comments. We took two steps in the right direction this year.

First, I followed up individually with the people who left no comments to explain why it matters so much to us that they leave helpful comments to the author and to encourage them to write helpful comments in the future if planning to review for us next year.

Second, I reached out to the chair for AEJMC's Standing Committee on Research to propose that we change the existing language in the "comments to author" box, which invites reviewers to write "none" if they do not have comments. In conversation with Emily Kinsky and Richard Waters, we proposed to have the committee request that reviewers write a certain number of words that are helpful to the author. The chair expressed support for our proposal and will address it with the committee at the conference.

- Reviewer training, among other topics, will be addressed during a special "Demystifying the Peer-Review Process: Everything You've Wanted to Ask an Editor but Were Afraid to Ask" panel at the conference. Richard Waters is preparing a helpful guide for reviewing that will be shared during the panel and will be presented again during the spring reviewing season. If you are teaching a class that involves training graduate students, you might also want to share this guide with them.

Investing in teaching

• Editor Chuck Lubbers, Associate Editor Emily Kinsky, and Website Manager Robert French collaborated to publish the first year's worth of the *Journal of Public Relations Education*, which debuted at the conference last year. The journal received 18 submissions.

• The Teaching Committee initiated a database of PR Division members willing to participate as guest speakers, via Skype or other online platform, in PRD members' classes. The initiative, led by Katie Place, has resulted in a guest speaker roster of 20 PR educators. Be on the lookout for it in the upcoming academic year, and let Katie know if you would like to join the list.

• We have a new PR Division partner, Sysomos, which is offering opportunities to apply for social media analytics use for teaching and research.

Broadening the Professional Freedom & Responsibility category

• Our programming each year is counted in our annual report toward the areas of research, teaching, and PF&R to fulfill AEJMC's mission.

On behalf of the PR Division, I partnered with PRD member Dean Mundy, in his role as LGBTQ Interest Group head, to propose that AEJMC's diversity category of PF&R be expanded from racial, gender and cultural inclusiveness to "diversity and inclusion (addressing topics such as race, ethnicity, gender, and the LGBTQ community)." The AEJMC PF&R Committee approved this change, and the AEJMC Board of Directors will vote on this initiative at the conference.

Strengthening membership benefits

Our ongoing membership benefits include a mailed copy of the *Journal of Public Relations Research*, inclusion in PRD promotion when running for office in a general AEJMC election, and eligibility to serve on a PRD committee and have a voice in the direction of the PR Division.

We added the following membership benefits this year:

• We gave members access to early registration via email for the Bill Adams/Edelman Luncheon, the membership social, the offsite tour, and the graduate student luncheon.

• The mentorship program is now exclusively available to PR Division members.

• The new Guest Speaker Teaching Resource is a benefit we developed this year, which will launch in the fall.

• If the AEJMC Board of Directors supports our proposal, members will receive online access, without an embargo, to the *Journal of Public Relations Research*.

Developing our internal relations

As described in a previous PR Update article, we developed a succession system to guide volunteers through the levels of leadership, which involved moving from a co-chair system to a chair/vice chair system and defaulting to having the chairs cross-train on other committees in preparation for the possibility of executive leadership.

We also started a new tradition of sending winter holiday appreciation cards to our chairs and leaders who serve in major PR Division positions.

Business meeting

And finally, I would like to invite you to attend the PR Division's Business Meeting, which will be held on Friday, Aug. 5, at 6:45 p.m. Here is a sneak peek at some of the big announcements that will be made:

• A new award opportunity for the next five years by a new donor.

• The winners of our best reviewer awards and other annual awards.

• The AEJMC Board of Directors' vote on whether we can give online access, without an embargo, to the *Journal of Public Relations Research* for our members.

• The AEJMC Board of Directors' vote on whether the PF&R category will be broadened to a general "diversity and inclusiveness" area that includes the LGBTQ community.

I am happy to pass the torch to two incredibly smart, productive people who are a joy to work with: incoming head Emily Kinsky and incoming vice head Richard Waters. I am excited to see the upcoming year unfold under their great leadership.

Tiffany

**Did you sign up for the
Pre-Conference,
Offsite Tour &
Bill Adams/Edelman
Luncheon? Did you RSVP to the
social? The grad student
luncheon?**

**It may not be too late to attend
some of the events, check to
make sure you don't miss out!**



2016 Annual Conference

Thank you!

Each year, the division receives papers for open, teaching and student paper competitions. If not for our volunteer reviewers, there would be no paper competition - so our thanks go to those who graciously gave of their time for this important task.

In addition to volunteering, several reviewers agreed to take on additional reviews when some volunteers were unable to complete theirs. Those volunteers are marked with an asterisk.

Open Paper Competition Reviewers

Giselle Auger, *Duquesne*
 Elizabeth Avery, *Tennessee*
 Kati Berg, *Marquette*
 Pamela Bourland Davis, *Georgia Southern*
 Janet Bridges, *Sam Houston State*
 *Brigitta Brunner, *Auburn*
 Pamela Brubaker, *Brigham Young*
 Karen Cannon, *Nebraska-Lincoln*
 Carrie Sipes, *Shippensburg*
 Eunji Chung, *Auburn*
 Marcia DiStaso, *Penn State*
 James Eppensperger, *Iona*
 Betsy Emmons, *Samford*
 Michele Ewing, *Kent State*
 Lisa Fall, *Tennessee*
 Terry Flynn, *McMaster*
 Melanie Formentin, *Towson*
 *Tiffany Gallicano, *Oregon*
 Emily Garrigues Maret, *Mississippi State*
 Serra Gorpe, *Zayed*
 Susan Grantham, *Hartford*
 Avery Green, *Mary Hardin Baylor*
 Kirk Hallahan, *Colorado State*
 Robert Heath, *Houston*
 Nell Horowitz, *Cal Poly - Pomona*
 Christina Jackson, *U Nebraska Medical Center*

Rosie Jhang, *Hope*
 Melissa Johnson, *NC State*
 Kathy Previs, *Eastern Kentucky*
 Leysan Khakimova Storie, *Zayed*
 Christie Kleinmann, *Belmont*
 Han Kyung Jung, *Akron*
 Maria Len-Rios, *Georgia*
 Diana Martinelli, *West Virginia*
 Nance McCown, *Messiah*
 Dean Mundy, *Oregon*
 Cayce Myers, *Virginia Tech*
 Sorin Nastasia, *Southern Illinois - Edwardsville*
 *Marlene Neill, *Baylor*
 Michael Palenchar, *Tennessee*
 Pam Parry, *Eastern Kentucky*
 Tim Penning, *Grand Valley State*
 Katie Place, *Quinnipiac*
 Angela Pratt, *Clemson*
 Cindy Price-Schultz, *Wyoming*
 Maureen Shriner, *Wisconsin - Eau Claire*
 *Bey-Ling Sha, *San Diego State*
 Peter Simmons, *Charles Sturt*
 Burton St. John III, *Old Dominion*
 Kang Hoon Sung, *Cal Poly - Pomona*
 Natalie Tindall, *Georgia State*
 Katerina Tsetura, *Oklahoma*
 Antoneta Vanc, *Quinnipiac*
 Brandi Watkins, *Virginia Tech*
 Lan Ye, *SUNY - Cortland*
 Lynn Zoch, *Radford*

Teaching & Student Competition Reviewers

Denise Bortree, *Penn State*
 Rowena Briones, *Virginia Commonwealth*
 Erica Ciszek, *Houston*
 Pat Curtin, *Oregon*
 *Heidi Hatfield Edwards, *Florida Institute of Technology*



*Geah Pressgrove, *West Virginia*
 Cary Greenwood, *Middle Tennessee State*
 Linda Hon, *Florida*
 Flora Hung-Baesecke, *Massey*
 Melissa Janoske, *Memphis*
 Hua Jiang, *Syracuse*
 Eyun-Jung Ki, *Alabama*
 Jangyul Kim, *Colorado State*
 *Emily Kinsky, *West Texas A&M*
 Cheryl Ann Lambert, *Boston*
 Sun Young Lee, *Texas Tech*
 Suman Lee, *Iowa State*
 ZongChao Li, *South Carolina*
 *Charles Lubbers, *South Dakota*
 Yi Luo, *Montclair State*
 Brooke McKeever, *South Carolina*
 Rita Men, *Florida*
 Patrick Merle, *Florida State*
 Seth Oyer, *SUNY - Buffalo*
 Hyojung Park, *Louisiana State*
 *Kenneth Plowman, *Brigham Young*
 Matt Ragas, *DePaul*
 David Remund, *Oregon*
 Hyejoon Rim, *Minnesota*
 Hongmei Shen, *San Diego State*
 Jae-Hwa Shin, *Southern Mississippi*
 Diana Sisson, *Auburn*
 Erich Sommerfeldt, *Maryland*
 Kathleen Stansberry, *Cleveland State*
 Jessalyn Strauss, *Elon*
 *Dustin Supa, *Boston*
 Weiting Tao, *Miami*
 Natalie Tindall, *Georgia State*
 Judy Turk, *Virginia Commonwealth*
 Jennifer Vardeman-Winter, *Houston*
 Kelly Vibber, *Dayton*
 Richard Waters, *San Francisco*
 Christopher Wilson, *Brigham Young*
 John Wirtz, *Illinois*
 Ai Zhang, *Stockton*

Also, many thanks to the volunteers who served on the paper competition committees.

Open Competition (Research Chairs)

Chair: Weiwu Zhang, *Texas Tech*
 Vice chair: Lan Ni, *Houston*

Graduate Student Competition & Teaching Chairs

Chair: Giselle Auger, *Duquesne*
 Vice chair: Lucinda Austin, *Elon*

**The 2016 Offsite Tour at the
 Mall of America**



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 9 a.m. to Noon**



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Advice for graduate students attending AEJMC

This is the first in a series of columns sponsored by the Graduate Student Liaison Committee providing advice to graduate students both as they attend conferences and begin their academic career. Dr. Hung-Baesecke provides her insights in this issue's column.

I am honored to be invited to write here to share my conference experiences when I was a Ph.D. student. This also provides me with an opportunity to reflect what I think I did well, and what I should have done better. What I am going to share here are some recommendations based on my own experience and suggestions based on my own reflection.

When presenting a paper, in addition to listening to the discussants' comments, **find the time to talk with the discussant outside of the session to get more comments and feedback.** In my experience, discussants are usually very friendly and encouraging. They may have different approaches, and critique your methodology, theoretical framework, and research design. Oftentimes, these discussions are genuinely helpful to your learning process and manuscript revision. On one occasion when I presented at a conference, one scholar kept asking me "So? So what?" This gave me the opportunity to reflect upon my views on the research topic and stimulate possible revision ideas.

Read the conference program carefully, not only the part of the PR division. I am grateful that during my Ph.D. study time, I was encouraged to explore theories from different disciplines so as to enrich the body of knowledge in public relations. Once I decided my dissertation topic to be on relationship management, whenever I got the big, thick conference programs (before the paperless option), I would read carefully page by page to find the papers that I thought relevant to my dissertation topic. I went to listen to the presentations and discussions, read the papers, and pondered how those theories could fit my topic.

Following the previous suggestion, you can **identify and join other interest groups or divisions that you think might be relevant to your research interest.** The theory of public relations can be developed further by employing relevant theories from other disciplines, and we are able to demonstrate how public relations can more effectively contribute to organizations' engagement with stakeholders.

Join division receptions/luncheons/dinners and mingle with other scholars and graduate students from other campuses. One of the best pieces of advice on attending conferences I received during my Ph.D. time was from Professor Larissa Grunig. The first time attending a conference, my classmates and I were excited, but we were all standing as a group chatting in the reception. Then Prof. Grunig came to us and told us that we should use the time to get to know those public relations scholars whose insightful works were part of our readings in the graduate seminars. Following her good advice, we had many opportunities to introduce ourselves to, and get to know those scholars whose works we usually read in journals and books. In addition, besides engaging in research discussions, listening to how the scholars talk about their programs – curriculum approaches, support in teaching and research, etc. – can help you get some ideas as to whether their respective campuses might really suit you.

When I was a Ph.D. student, I sometimes introduced myself to other scholars at conferences whose works inspired me in my study. I listened to them with great admiration, sharing how they developed their theories and research, and I learned from their wisdom and experience. Looking back at those experiences, what I now want to suggest to graduate students is you can **introduce yourself to scholars whose research you're interested in and explore collaboration opportunities.** The public relations academy is very supportive and has many mentoring opportunities. Scholars enjoy discussing and working with graduate students. You can learn a lot in this process!



Volunteer to help. Nowadays, there are more opportunities than before for students to volunteer for conference activities – registration, division receptions and committees and, even for some conferences, graduate students reviewing student papers, etc. If your time allows, this will be useful to expand your network, and give you the precious opportunity to know the academic world better. Make sure you perform well – showing a good attitude, team spirit, responsibility, and collegial leadership – and you can impress the organizers and other scholars.

Finally, **social media.** There was no social media when I was a Ph.D. student. Now, with social media, I believe graduate students can fully utilize the advantage brought by this exciting technology. You can not only connect yourself with scholars and graduate students, but also share immediately what you have just learned from conference presentations and discussions. You are also able to continue the dialogue and build relationships after the conference.

Take every opportunity in the conference to learn, and keep working hard. You will be amazed how much you can gain and achieve!

Get Engaged with PRD on Social Media!

<https://www.facebook.com/AEJMCPRD>

https://twitter.com/aejmc_prd

<https://instagram.com/aejmcprd/>

<https://www.pinterest.com/aejmcprd/>

<https://www.linkedin.com/grp/home?gid=4067864>

https://storify.com/AEJMC_PRD

and be sure to visit the website

www.aejmc.us/prd

Interested in Volunteering?

Are you:

a grad student looking to make connections?

an assistant professor wanting to add a service component?

a senior faculty member hoping to give back to the division?

Join us at the Incoming Executive Meeting on Saturday August 6 at 7 a.m.
(yeah, we know).

Marquette III
2nd Floor

Not attending AEJMC this year and still want to volunteer? Contact Incoming Division Head Emily Kinsky at ekinsky@mail.wtamu.edu



2016 Conference:

Inez Kaiser Graduate Students of Color Award Winners

The 2016 Inez Kaiser Graduate Students of Color Award winners are Camila Espina (University of Georgia), Yeunjae Lee (Purdue University) and Esi Thompson (University of Oregon). The Kaiser awards seek to encourage the academic career aspirations of graduate students of color and broaden the diversity within the Public Relations Division, AEJMC and the public relations profession. The awards honor Inez Kaiser, the first African-American woman to belong to PRSA and to head an agency with national clients.

The expanded Kaiser awards program is made possible thanks to a diversity grant from the PRSA Foundation. The total amount of each award, including conference registration, conference travel funds, and AEJMC and Public Relations Division memberships is \$1,260. The award winners will be formally recognized at the Public Relations Division business meeting at the AEJMC National Conference in Minneapolis this August. A special thank you to the selection committee and those who were a part of the nomination process.

About This Year's Kaiser Awardees

Camila Espina is a fourth-year mass communication Ph.D. student at the University of Georgia specializing in emerging media crisis communication. Her research interests focus on digital media as well as the role of the Internet and social media affordances on audience perceptions, attention and behavior. She is currently working on her dissertation, which explores the nuances of online social-mediated crisis, disaster and risk communication in hopes of leveraging these tools for effective public emergency management.



Yeunjae Lee is a graduate student at the Brian Lamb School of Communication, Purdue University. Her areas of research include public relations and strategic management, with a specific interest in the employee communication and digital activism. Her research projects include an examination of managerial efforts of an organization (i.e., communication strategies) and individual factors (i.e., empowerment), and how those contribute to organization-employee relationships as well as their communicative behaviors both online and offline.



Esi Thompson is a third-year Ghanaian doctoral student at the University of Oregon. Her research interests lie at the intersection of strategic, health and development communication. Her studies focus on how strategic communication can be used to facilitate development and health in developing countries. Thompson's career aspiration is to influence policy and create change through her teaching, scholarship and advocacy.



The 2016 Annual Public Relations Division Pre-Conference

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Also featuring current trends in leadership research, moderated by **Bruce Berger**, founding director of the **Plank Center for Leadership in Public Relations**, as well as roundtable discussions featuring faculty leaders from the **Arthur W. Page Center**, **The Arthur W. Page Society**, **The Plank Center for Leadership in Public Relations**, the **Institute for Public Relations**, and the **Public Relations Division of AEJMC**.

Register today: <https://aejmc2.wufoo.com/forms/2016-conference-workshopluncheon-form/>

Our next issue will be the special post-conference issue.
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!