

# PR UPDATE

Volume 52, No.3  
July 2017

The newsletter for the Public Relations Division of AEJMC



## Pre-Conference Issue





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# PR UPDATE

Vol. 52, No. 2; March 2017

## Division Leadership

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Dean Mundy

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## The Oregon Coast

Oregon is an absolutely beautiful state. In fact, when we first drove into the state, I commented, "Wow, this must be where Subaru commercials are filmed." What surprised me when we moved here, though, is the vast diversity of the state's natural treasures. It's not just filled with giant evergreens and mountains with year-round snowy peaks. The rivers, waterfalls, high-desert, miles-and-miles of vineyards (producing the world's best pinot noirs), and wonders such as Crater Lake are all breathtaking.

As the pictures in this issue indicate, what I love most is the Oregon Coast. It's completely different from what I'm used to, having grown up in North Carolina with the Crystal Coast and Outer Banks, which are gorgeous in their own right. The Oregon Coast is dramatic, with steep slopes of rocks disappearing into the Pacific and crashing waves that continue to create amazing formations such as the "Devils Churn" at Cape Perpetua (see page 2).

That said, I love the Coast for two reasons in particular. First, basically the state's entire coast is protected; there is very little commercial development. Second, and more importantly, there aren't really beaches (you would never want, or be able, to spend a day lying in the sun). Instead, the coast forces you to really observe, watch and listen to the waves, and marvel at the power of the ocean.

It's the closest I've experienced to seeing Mother Nature doing her work in real time, and it reminds me that creating lasting work takes constant and consistent effort. So, alas, as we march into summer... diving head first into new research, looking toward AEJMC... I remind myself every now and then to stop, be patient, and appreciate the process, but then to keep going.

PR UPDATE is published quarterly, with a special post-conference edition. You can find past issues [here](#).

Please send all inquiries and contributions to [dmundy@uoregon.edu](mailto:dmundy@uoregon.edu)





# Grateful to serve

a message from the Division Head:

**Emily Kinsky**

[ekinsky@mail.wtamu.edu](mailto:ekinsky@mail.wtamu.edu)



What a tremendous honor it has been to serve as head of PRD this year! It feels like I've been running a marathon that has lasted 3 years, and what an amazing run it has been for me. It's been a wonderful experience to work under the previous two heads, **Denise Bortree** and **Tiffany Gallicano**, and to work this year with Vice Head **Richard Waters** and Vice Head Elect **Giselle Auger**.

The past 3 years on the executive board have allowed me to be part of some exciting milestones, including the 50th anniversary celebration, the re-launch of **Teaching Public Relations** as the **Journal of Public Relations Education**, and having PRD sessions at the Midwinter Conference. There have also been new conference-programming initiatives in the past few years such as a sponsored graduate student luncheon, sharing an HD session with the Advertising Division for the benefit of our top student paper authors, which will happen again this year, and the Global Bridges bonus panel Tiffany won and programmed for San Francisco. We have had fascinating panels, a great diversity of topics, some big-named guest speakers, and we have maintained our much-anticipated annual events like the Bill Adams/Edelman Luncheon, off-site tour and the social. This year we also have innovative offerings, including a PR-specific GIFT session and a debate thanks to Richard's planning.

In addition to new sessions in the past couple of years, we added new awards: the [Doug Newsom Award for Global Ethics and Diversity](#), which achieved endowment status quickly because of our fantastic past heads and

others who wanted to honor Past Head Doug Newsom, and the PR History Award, which was added this year thanks to the [Museum of Public Relations](#) and **Shelley Spector**. This year, we maintained our [Inez Kaiser Graduate Student of Color Award](#) amount thanks to the PRSA Foundation; and we expanded our [Susanne A. Roschwalb Grant for International Study and Research](#) amount to \$1,000 thanks to a temporary matching grant from the Mass Communication & Society Division and a donation from American University, where Susanne taught.

None of these activities would be possible without our volunteers. Thank you, all!

Thank you, Tiffany and Denise, for your continued guidance. A number of other past heads also shared advice along the way. Our past heads love this organization and many have stayed heavily engaged with PRD, for which I am grateful. Thank you, Richard, for carrying the large job of programming this year. You did a great job, and I'm looking forward to all of the sessions and events you were able to get into our schedule!

Thank you, **Lan Ni** and **Nathan Gilkerson**, for managing the open research competition, including the paper call, and to **Lucinda Austin** and **Katie Place**, who managed our PRD GIFT, teaching research and student-only research competitions.





## Grateful to serve



Thank you, PF&R Chair **Brooke McKeever** and Vice Chair **Chris Wilson**, for planning the off-site tour, managing our participation in News Engagement Day and for launching a new initiative this spring: Semester of Service.

Thank you, Membership Chair **Hua Jiang** and Vice Chair **Marlene Neill**, for creating surveys to monitor membership opinions, managing our mentorship program and helping launch a new event for our mentorship pairs – a coffee sponsored by **The Plank Center for Leadership in Public Relations**.

Thank you, **Geah Pressgrove**, for serving as communication manager. You did a FANTASTIC job helping maintain communication and consistency across our channels and prompting us to set up our MailChimp account, which has provided valuable insights.

Thank you, **Katie Stansberry**, for keeping our website looking sharp and up-to-date and for being so quick in your responses to our requests for posts. Your website committee kept our public face looking good!

Thank you, Denise, for continuing to serve as our listserv manager and for your continued support of PRD activities through the **Arthur W. Page Center for Integrity in Public Communication** sponsorship of our pre-conference.

Thank you, **Dean Mundy**, for creating beautiful newsletters with such helpful content to keep all of

our members informed, and a special thanks to **Lois Boynton** for writing several columns for us this year!


**Diana Sisson**, you carried a big load by chairing the social media committee; thank you for managing that team along with Vice Chair **Melissa Janoske**. You and the whole team did so well with your posts throughout the year!

We couldn't have our awards without funding or the committees that help to select the winners. Thank you, **Dennis Wilcox**, for your generous increase in funding this year for the open research and teaching awards. Thank you, **Karla Gower**, from **The Plank Center for Leadership in Public Relations**, for your continued funding of the top paper awards in our three main categories. Thank you, **Candace Parrish** and **Eyun-Jung Ki**, for managing the Kaiser Awards; thank you, **Kevin Stoker** and **Natalie Tindall**, for administering the Newsom Award; and thank you, **Brian Smith** and **Kelly Vibber**, for overseeing the Roschwalb Grant.

Thank you, **Yuan Wang**, for arranging the graduate student luncheon in Chicago. Thank you, **Texas Tech University**, for sponsoring this meal! Thank you, **Julia Fraustino**, for serving as the faculty adviser for our Graduate Student Liaison Committee.

Thank you, **Susan Grantham**, for organizing the past heads' luncheon and for your service as the past heads council chair. I was grateful for your insights throughout the year.





## Grateful to serve (cont'd)

One of the most-anticipated events is our PRD annual social. **Amanda Kennedy** and **Holly Ott**, you did a fabulous job in planning this year's social. Thank you for the many hours you invested in what is sure to be a big hit!

Three Twitter chats were hosted by PRD this year thanks to our PRSA liaisons **Julie O'Neil** and **Carolyn Kim**. Thank you both for your work arranging the guests, promoting the chats and helping with hosting duties. The chats were valuable sessions for our members!

I'd like to offer a HUGE thank you to our journal editors. We have two peer-reviewed journals representing our Division, which give us (and others) insights into research and teaching in our field and which give us outlets for our own work. Thank you, **Bey-Ling Sha**, for your dedication to maintaining the quality of the *Journal of Public Relations Research*. Thank you, **Hilary Fussell Sisco** and **Sung-Un Yang**, for your help with that top-notch journal. Thank you, **Chuck Lubbers**, for your investment into publishing pedagogical research in both *TPR* and *JPRE*. Thank you for your eagerness and willingness to start the plans in 2014 to re-brand and launch *JPRE* and for your continued selfless service in managing that journal. And thank you, **Robert French**, for helping us achieve such great visibility with *JPRE* as we launched the journal. We greatly appreciate your service as the journal's website manager these past 2 years.

Thank you to all of our conference **event sponsors**, including the **Arthur W. Page Center for Integrity in Public Communication**, which is sponsoring our pre-conference; **Edelman**, which is sponsoring our luncheon; the **University of North Carolina at Chapel Hill**, our title sponsor of the social; diamond sponsors for the social: **Meltwater** and the **Lou Hoffman Agency**; the **Plank Center for Leadership in Public Relations**, which sponsors our new mentorship coffee; and **Texas Tech University**, which is sponsoring our graduate student luncheon.

Thank you to our award sponsors: **PRSA Foundation**, **Dennis Wilcox**, **Plank Center**, **American University**, the **Mass Communication & Society Division**, and other individual member donors.

Finally, thank you to **all of our members** for your continued support of our activities, awards and other efforts. I'm grateful to have each of you on our PRD team!





# AEJMC Conference Snapshot

by [Richard Waters](#), U. of San Francisco

**Tuesday, August 8, 1 p.m. to 5 p.m.:** PRD will host a preconference on working with media and developing trust with stakeholders in an environment clouded with fake news and alternative facts. The preconference is sponsored by the Page Center for Integrity in Public Communication, and we are co-hosting it with the Mass Communication & Society Division.

**Wednesday, August 9, 11:30 a.m. to 1:30 p.m.:** Past Heads Luncheon and the Graduate Student Luncheon.

**Wednesday, August 9, 3:15 p.m. to 4:45 p.m.:** The five winning PRD GIFTS will be presented during a High Density session with our top five Teaching Paper competition winners.

**Thursday, August 10, 1:30 p.m. to 4:30 p.m.:** Off-site tour will take place at the Art Institute of Chicago. Currently full, with waiting list.

**Friday, August 11, 7 a.m. to 8 a.m.:** A combined outgoing and incoming officers meeting will take place for all PRD committees and leadership team. These meetings are being combined to allow people to share ideas about what worked in the previous year in an easier manner with those who are joining committees or taking on new roles.

**Friday, August 11, 8:15 a.m. to 9:45 a.m.:** The PRD business meeting will be held. The move to a morning

meeting is in response to member feedback about not being able to attend other divisions' business meetings and socials scheduled at the same time when we had evening business meetings.

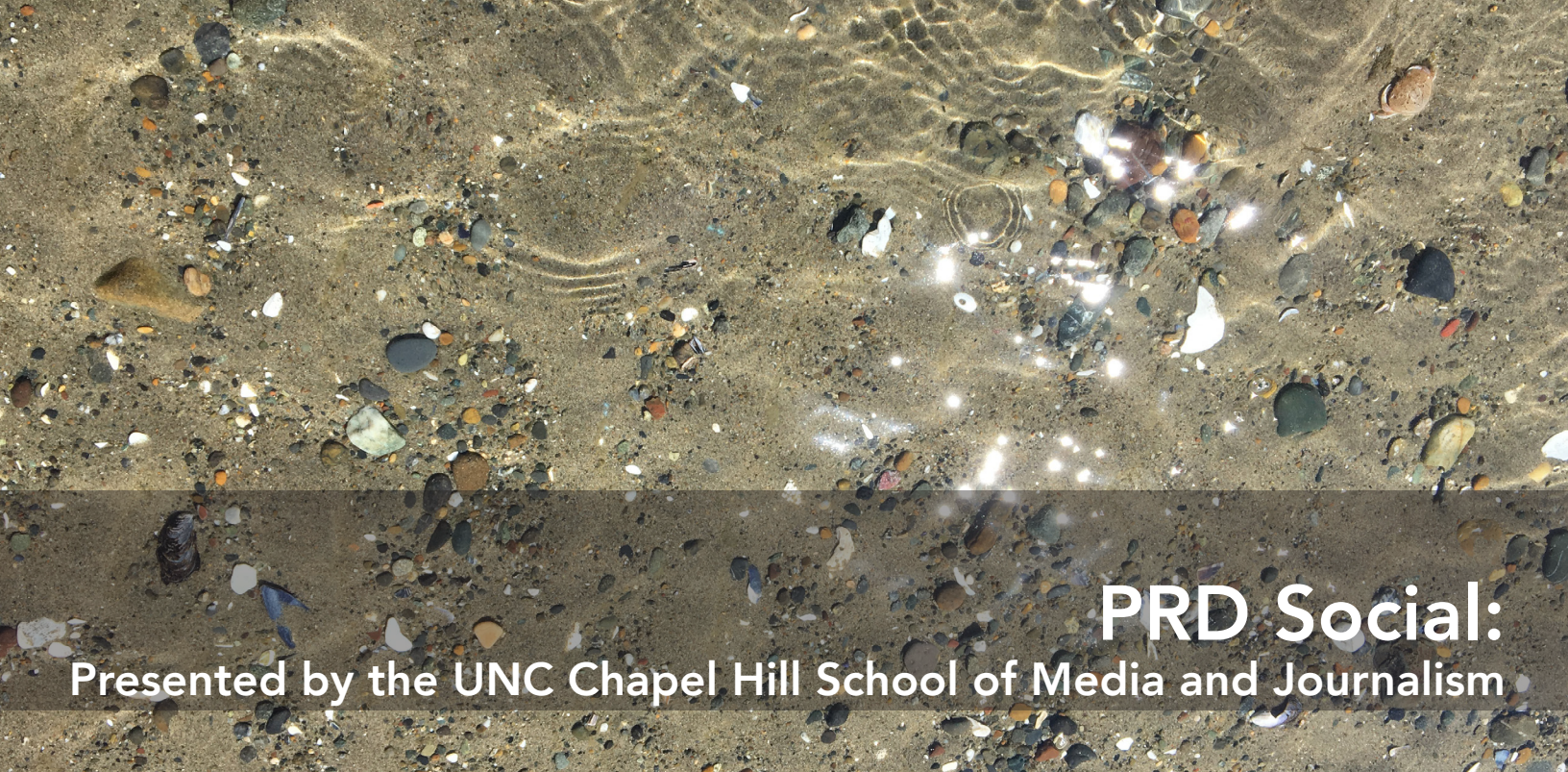
**Friday, August 11, 11:30 a.m. to 1:30 p.m.:** Bill Adams/Edelman luncheon. Currently full, with waiting list.

**Friday, August 11, 7 p.m. to 9 p.m.:** PRD social will be held with more drink and food options than any other event in the history of PRD events. See page 8 for details. If you or your school is interested in sponsoring the social, please contact Amanda Kennedy at [akennedy4@stmarytx.edu](mailto:akennedy4@stmarytx.edu).

**Saturday, August 12, 11 a.m. to 12:30 p.m.:** PRD is sponsoring an old fashioned debate with the Media Ethics Division. Two teams will debate the ethics of advocacy for organizations, and a panel of judges will announce the winner after a Q&A with the audience.

All of these events are **in addition to...** the **7 panels already announced**; the **top research paper panel** featuring the top 3 open competition papers plus the winners of the Newsom Award and History Award; the **top student research paper high density session** being held in conjunction with the top student research paper winners from the Advertising Division; and **two scholar-to-scholar poster sessions**.





# PRD Social: Presented by the UNC Chapel Hill School of Media and Journalism

by [Amanda Kennedy](#), St. Mary's University

**Where:** Join us for this year's PRD Social, which will be held at [Howells & Hood](#) in the iconic Tribune Tower, home to the Chicago Tribune and Tribune Media in Downtown Chicago on the "Magnificent Mile." Only a short walk from the conference hotel, Howells & Hood offers premium and local cocktails, wines, and 119 craft beers on tap, boasting "the largest draft beer selection in the city, and likely, the world."

**When:** Friday, August 11, 7-9 p.m., enjoy an open bar, featuring wine, beer, and a selection of top shelf liquors, along with non-alcoholic beverages to quench anyone's thirst. Appetizers will be served 7:30-8:30 p.m. and highlight the best of Howells & Hood's "globally inspired" modern American menu, including several meat and vegetarian options.

**RSVP info:** You must [RSVP](#) to attend. Also, because of the high price associated with hosting such a fabulous event, our costs for the 2017 division social are steeper than in years past. Therefore, in addition to magnanimous support from sponsors garnered through rigorous fundraising efforts, this year's event will in part be made possible by a \$10 fee per guest, which you can pay when you RSVP [here](#).



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A huge Thank You to our **Title Sponsor,**  
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Telling Stories for 30 Years



and a shout out to our **Diamond Sponsors,**  
**Meltwater and The Hoffman Agency.**

**Sponsors still welcome!** Consider sponsorship at the following levels:

- Platinum (\$500-\$1,000)
- Gold (\$300-\$499)
- Silver (\$100-\$299)
- Bronze/Honor level (\$50-99) for individuals.

**Please note: The deadline to become a sponsor is July 15, 2017.**



# PRD Bill Adams/Edelman Luncheon

by [Giselle Auger](#), Rhode Island College

The Bill Adams/Edelman luncheon is always a highlight of AEJMC and this year we intend to continue the tradition. The luncheon will take place on Friday, August 11 from noon to 1:30 p.m. at The River Roast, 315 N. LaSalle Street.

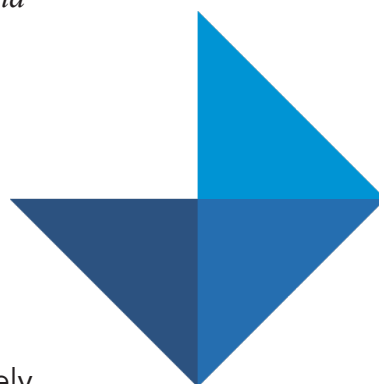
\*\*\*Unfortunately, both the reservation list and waiting list were filled shortly after the RSVP links were sent. If additional spaces become available, we will let you know and we look forward to seeing you in Chicago.

Participants will join Jay Porter, president Edelman Chicago, as he discusses Trust in the Era of Populism. As he explains...

If you have any questions, please contact Giselle A. Auger, VHE, [gauger.ric@gmail.com](mailto:gauger.ric@gmail.com).

*As populism plays an ever-growing role in the global political landscape, it is becoming a force that cannot be ignored. At its essence, populism represents a crisis in trust, a sense that the institutions of government, business, the media and even NGOs—and the people who lead them—no longer represent the best interests of the general population, creating a global implication of mistrust.*

Porter will incorporate these concepts as they relate to the results of the 2017 Edelman Trust Barometer and provide suggested actions that organizations can take to earn trust and ultimately restore belief in the system.



**Edelman**





## Register today: PRD Graduate Student Luncheon

By [Yuan Wang](#), Graduate Student Committee

The AEJMC's Public Relations Division will host the third annual Graduate Student Luncheon in Chicago on August 9, 2017 during the 100th AEJMC conference.

**The Luncheon is sponsored by the College of Media & Communication at Texas Tech University** and organized by the Graduate Student Liaison Committee of the Public Relations Division. This event offers social and networking opportunities for graduate students specializing in public relations.

The Graduate Student Luncheon will be held in the **Copper Fox Gastropub between 11:30 a.m. and 1:30 p.m. on August 9, 2017**, which has a three-minute walking distance from the conference hotel. Twenty graduate students are expected to attend the Luncheon. Dr. Weiwu Zhang, chair of the Department of Public Relations at Texas Tech University, will be invited to speak with graduate student attendees during the Luncheon.

Graduate students are invited to join the Luncheon by registering via the following link: <https://www.surveymonkey.com/r/R2WD5V2>.

For any inquiries about the Luncheon, please contact Mr. Yuan Wang, co-chair of the PRD's Graduate Student Liaison Committee, at [ywang176@crimson.ua.edu](mailto:ywang176@crimson.ua.edu).

### **Graduate Luncheon Committee:**

Julia Fraustino, Faculty Adviser (West Virginia)  
Yuan Wang, Co-Chair (Luncheon) (Alabama)  
Tiffany Schweickart, Co-Chair (Membership) (Florida)  
Baobao Song (Florida)  
Barbara Myslik (Florida)  
Jennifer Harker (UNC Chapel Hill)  
Mila Khalitova (Florida)  
Stephanie Mahin (UNC Chapel Hill)

**Many Thanks to the Sponsor for the  
2017 Graduate Student Luncheon:  
College of Media & Communication,  
Texas Tech University**



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College of Media & Communication™





## Looking ahead to our off-site tour!

By [Christopher Wilson](#), BYU

The PR Division's 2017 off-site visit is to the [Art Institute of Chicago](#). On Thursday, Aug. 10 from 2-4 p.m., we will meet with Amanda Hicks, the executive director of public affairs, and the public affairs team for this world-renowned nonprofit art museum.

They will discuss the launch of their summer special exhibition, "[Gauguin: Artist as Alchemist](#)." They were tasked with building awareness of and driving attendance to the exhibition featuring Gauguin, an early 20th-century artistic rebel whose work has been described as "[a hodge-podge of inconsistent and seemingly incompatible styles and manners, half-digested and invented myth, symbols, stories and allusions](#)."

They will discuss how they have encouraged museum members to make a return trip to see this show, non-members to add the exhibit to their museum visit, how they have generated traditional media coverage, and moved the needle on social and digital channels. Following the presentation, attendees can move into the galleries for a self-guided tour of the exhibition.

The Gauguin exhibition is just one example in a long line of the Institute's innovative marketing and public relations initiatives. Last year, to promote an exhibition of three Van Gogh paintings of his bedroom in Arles, France, [the museum recreated the bedroom in a downtown apartment and rented it on Airbnb for just \\$10 a night](#). This year, the museum [won a Webby award for its mobile app](#) and [developed an integrated advertising campaign to push the technology to connect with families and millennials](#).

Space is limited to 25 people and has reached capacity (with a waiting list). The PF&R committee hopes to broadcast part of the visit on social media and/or share lessons learned with division members following the visit.

The Institute is a 20-minute walk from the main AEJMC conference hotel. The PF&R Committee will lead a walking group to the event from the hotel lobby starting at 1:30 p.m. Registered attendees are welcome to join the walking group or meet at the Institute. Either way, attendees must arrive by 2 p.m. to check in. The walking group will return to the conference hotel by 4:30 p.m. The Institute is also accessible via a short cab ride down Michigan Avenue. For those who wish to stay in the vicinity after the visit, Millennium Park and other attractions are within walking distance.

Questions? Please email [Brooke McKeever](#) or [Christopher Wilson](#).







Join us for our Pre-Conference

Wading through the Waters of  
**FAKE NEWS**  
& Alternative Facts

1-5 p.m.  
Tuesday  
August 8

This AEMC pre-conference will focus on how we can better prepare students to build trust with stakeholders, including members of the general public as well as media outlets. The pre-conference will have three panels featuring senior-level communication practitioners, Chicago-area media professionals, and faculty who will discuss how they approach these issues in their classes.

Followed by a networking event hosted by the Arthur W. Page Center for Integrity in Public Communication







Join us for our Pre-Conference (cont'd)

#### PR Practitioner Panel

**Calmetta Coleman**, Director of Civic Engagement at the University of Chicago

**Ron Culp**, Professional in Residence, DePaul University

**Phil Gomes**, Senior Vice President, U.S. B2B Digital, Edelman

**Gene Reineke**, CEO, Hawthorne Strategy Group

**Juan-Carlos Molleda** (moderator)

Dean, School of Journalism and Communication, Oregon

#### Media Professional Panel

**Margaret Holt**, Standards Editor, Chicago Tribune

**Carol Marin**, Political Editor at NBC5 News in Chicago, co-director DePaul Center for Journalism Integrity & Excellence

**Don Moseley**, Investigative Producer at NBC Chicago, co-director DePaul Center for Journalism Integrity & Excellence

**Mark Tatge**, former senior editor at Forbes' Midwest bureau, current USC Ph.D. student

**Jay Hmielowski** (moderator)

Assistant Professor, Edward R. Murrow College of Communication, Washington State

#### Professor Panel

**Meta Carstaphen**, University of Oklahoma

**Dean Cummings**, Georgia Southern University

**Aimee Meader**, Winthrop University

**Danny Shipka**, Oklahoma State University

**Stephanie Willen Brown**, University of North Carolina

**Cheryl Proctor-Rogers** (moderator)

APR, Strategist at A Step Ahead PR Consulting and Coaching

## Pre-conference Participant Line-Up





## Congratulations to our 2017 Susanne A. Roschwalb Grant Recipient

By [Brian Smith](#), Purdue

The Susanne A. Roschwalb Grant is awarded annually to a graduate or undergraduate student in public relations or mass communication programs whose plans include study or research of public relations and how the field interacts with society outside the United States. It has been awarded annually by the AEJMC Public Relations Division since 1996 and currently is matched by the Mass Communication & Society Division as part of a 3-year trial partnership.

This year, the 5-person award committee selected **Devin Knighton**, a Ph.D. student at Purdue University, to receive the Roschwalb Grant.

Knighton will study a particularly innovative subject, examining public relations' role in entrepreneurship in Brazil through the lens of the situational theory of publics. By applying STP to a positive form of public relations (rather than as a potential threat to an organization, like activism), he hopes to add new insights to STP while establishing PR insights on entrepreneurship in a global context.

This grant will help Knighton pursue this project during the 2017-18 academic year. Please join me, and the Roschwalb committee, in congratulating Knighton.







## Congratulations to our 2017 Inez Kaiser Award Winners

By [Candace Parrish](#), North Carolina Central

The PRD is pleased to announce that Sylvia (Jiankun) Guo, University of Maryland, Yen-I Lee, University of Georgia, and Denetra Walker, University of South Carolina have been named recipients of the 2017 Inez Kaiser Graduate Students of Color Award.

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 oldest African-American, female-owned PR agency. The Kaiser Awards are supported by a grant from the PRSA Foundation.

Recipients receive \$1260 to cover a one-year membership 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 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.

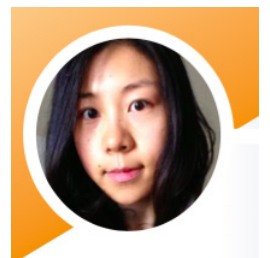
### About our winners:

Yen-I Lee is a doctoral student at the University of Georgia. Her primary research focus is strategic health communication, particularly interested in public relations, strategic use of technology, emotional appeals, cultural psychology in health risk and crisis message design.

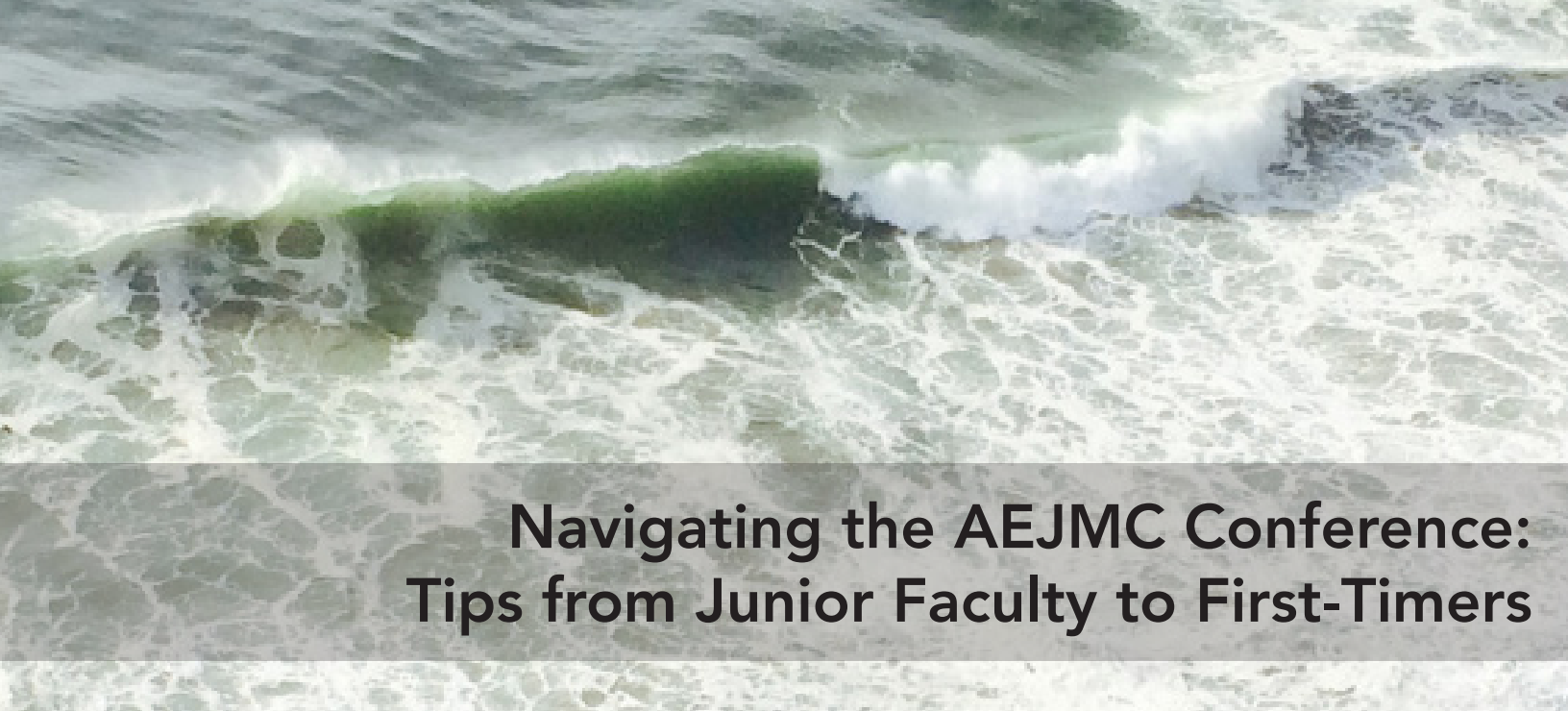


Denetra Walker is pursuing a Master of Arts degree in Journalism and Mass Communication from the University of South Carolina, where she is currently a Teaching and Research Assistant. Denetra worked in several television markets from coast to coast. Her most recent role was the Assistant News Director in Columbia, SC.

Sylvia Jiankun Guo is a Ph.D. candidate at the University of Maryland. Her research interests center on (1) workplace resilience and organizational renewal discourse, and (2) public relations ethics from a behavioral and discursive focus.







# Navigating the AEJMC Conference: Tips from Junior Faculty to First-Timers

By [Brandi Watkins](#), Virginia Tech

Going to your first AEJMC Conference as a junior faculty member can be intimidating. It can be especially hard if you are an introvert (like myself) and have to navigate the conference for the first time by yourself. But fear not, beyond the great research presentations and poster sessions, there are other ways to get make the most out of your AEJMC experience. Below are a few suggestions for cutting through the awkwardness to take advantage of all AEJMC has to offer.

**Be visible.** One of the main advantages to conferences like this is the opportunity to network. You can meet with possible research collaborators, connect with potential guest lecturers for your class, and meet those all-important outside reviewers if you are on the tenure track. So how do you make yourself visible at a conference with hundreds of attendees?

First, I would strongly encourage you to **go to the business meetings** for your division or interest group. The business meeting is a great place to meet others who share your research interests. This smaller group setting can make it easier to introduce yourself to other people and you already have something in common. Going to the business meetings is one of the first things I remember being told by senior faculty when I was in graduate school and it is probably the most valuable advice I've received to date.

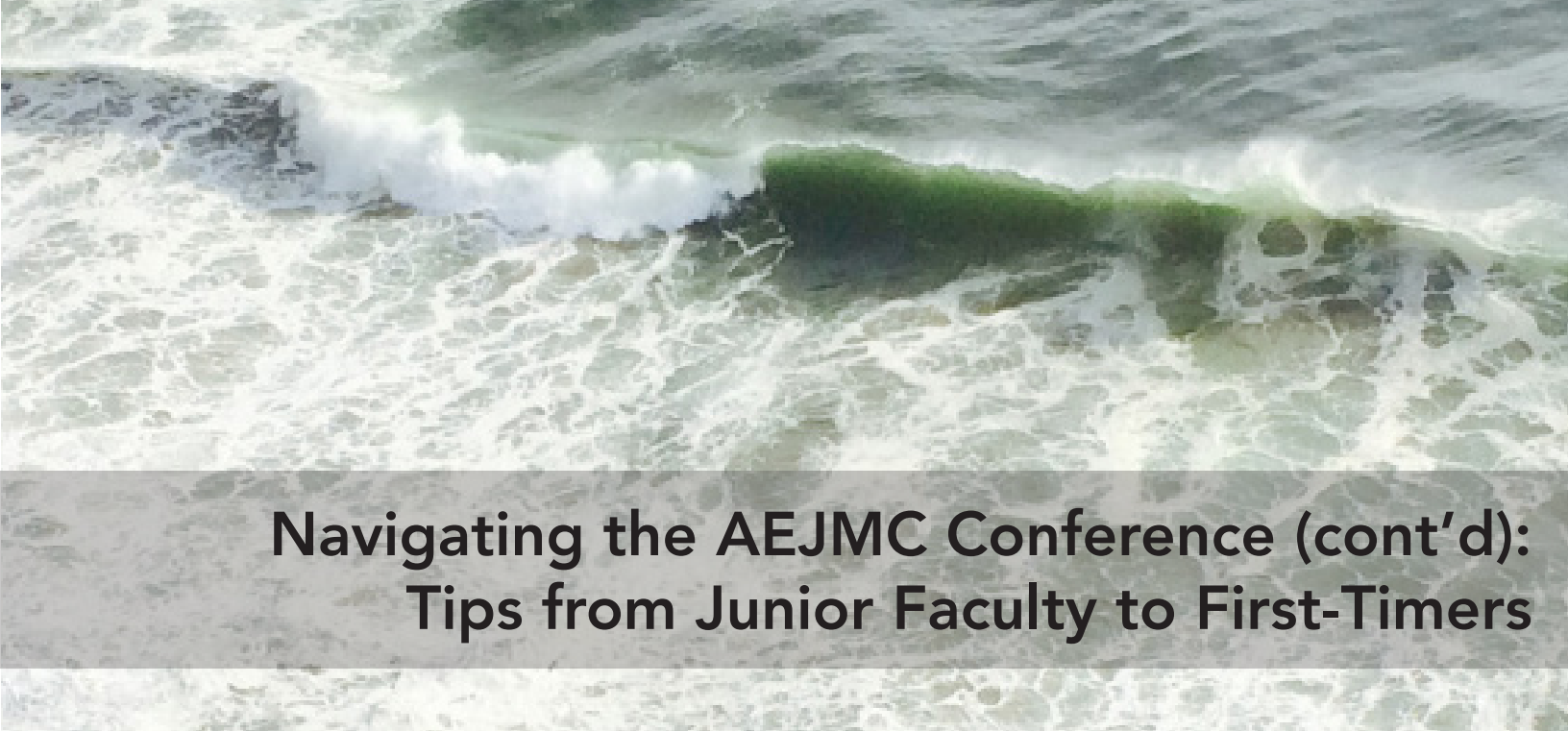
A second way to be visible at the conference is to **go to the receptions**. Receptions are a casual place to meet new people and there is usually food and drink available. This more casual environment can make it less intimidating to walk up and introduce yourself to someone. Another idea is to make plans to meet up with a new friend from the business meeting at the reception.

**Get involved.** Getting involved with the Division is another way to make the most out of your AEJMC experience and meet new people. Volunteer to review papers (always needed!) or moderate a panel. Those are both really easy ways for you to not only feel like you are part of the Division, but it also helps you make contact with leaders in the division.

In the PRD, there are several committees that you can get involved with to showcase your skills. If you are an amazing graphic designer, check out the newsletter or social media committees. If you are really into teaching, consider joining the teaching committee. There are a number of ways to get involved. Check out the [PRD website](#) to see what committees are available and try to connect with the leader of each committee during the conference.

Another resource when it comes to getting involved is to contact the division chair. Now, during the conference, this person is going to be busy, but I would suggest right before the conference sending them an email and express your interest in wanting





## Navigating the AEJMC Conference (cont'd): Tips from Junior Faculty to First-Timers

to get involved. In my experience, the people in leadership positions in the division are really invested in junior faculty and helping find places for you to get involved.

**Have fun.** Last, but certainly not least, have some fun! AEJMC is usually in a great city that has a lot to offer. Plan at least one day for sightseeing and doing touristy things. If you are an introvert and need this time to recharge, then don't be afraid to go exploring on your own. If you want to continue the group fun, the PRD offers tours and group

outings during the conference. Conferences can be a great time for you to revive your professional interests and enrich your personal interests through travel.

Hopefully these tips will help you make the most out of AEJMC. If I can leave you with one last piece of advice it would be this – when in doubt, just ask. There are people who have attended AEJMC for years and are ready and willing to share their insights for navigating the conference. See you in Chicago!

---

### Getting connected: *from Melissa*

*Adams and the PRD Membership team*



When you joined the Division you may have been added to the PRD listserv and MailChimp list. If in doubt, you can request to be added. These are core information channels for the Division as conference news, open position announcements and new CFPs are circulated. Public Relations Update is the division's quarterly news publication. Once you're a member and our leadership is notified, you will be added to our members list and will receive emails with news from the Division. You can access previous issues on the PRD website. Also be sure to find PRD on social media and our division website.

**Division website:** <http://aejmc.us/prd/>

**PR Update Archive:** <http://aejmc.us/prd/newsletter/>

**Listserv:** <http://aejmc.us/prd/join-our-listserv/>

**Facebook:** <https://www.facebook.com/AE-JMCPRD>

**Twitter:** @aejmc\_prd (check out #prprofs for past chats)

**LinkedIn:** <https://www.linkedin.com/groups/4067864>





## Teaching Spotlight: Infusing leadership and inclusiveness into courses

By [Michele Ewing](#), APR, Fellow PRSA  
Kent State University

Developing leadership skills and a deep understanding of diversity is essential in preparing the next generation of public relations practitioners. Based on past scholarship plus original interviews with 19 public relations educators representing 17 U.S. universities, integrating leadership and inclusiveness into all core public relations courses is one best practice to help students become inclusive leaders. As you prepare your syllabi and classes for next semester, here are some suggestions to consider.

Assess your expertise in leadership and/or fostering inclusiveness. Read recent research in these areas, collaborate with faculty and practitioners who have relevant experience and explore leadership and diversity training at your university.

To assist with creating exercises and assignments and facilitating classroom discussions, access resources from AEJMC PRD, The Arthur W. Page Center, Institute for Public Relations, the Museum of Public Relations, Plank Center for Leadership in Public Relations, PRSA and other online resources. These resources feature

interviews with public relations leaders, sample syllabi, research, case studies and other ideas for discussion topics and assignments. For example, using multicultural case studies as reading materials help students learn about diversity and inclusion within the public relations practice.

Create opportunities for students to interact with public relations practitioners. Host diverse guest speakers who can help students understand different viewpoints, share leadership expertise and create opportunities for mentoring. Require students to interview and write about industry leaders. Then, facilitate class discussions about these interviews, analyze themes and share how lessons learned can be applied as college students and public relations practitioners.

Provide coaching on leadership and inclusiveness before, during and after group projects, service learning, and capstone campaigns courses. Assign students to complete peer and self-reviews with a focus on analyzing leadership skills and abilities to promote and understand differences among team members, as well as target audiences for campaigns. Ask student to reflect about unconscious bias, failure to address conflict and





## Teaching Spotlight: Infusing leadership and inclusiveness into courses

other obstacles with being an inclusive leader. Further, work with teams to ensure each member assumes a leadership role at some point during the project.

Consider PR-specific labs for some courses, so that students can apply their talents and grow in a controlled, focused environment. Make a conscious point of having students identify and discuss specific populations for cases or campaigns. Meet with students to discuss abilities to motivate others, recognize and embrace differences, manage conflict, and other issues related to leadership and inclusiveness.

Explore ways to capitalize on current events. Students can lead a class and/or online discussion about leadership and/or inclusiveness implications related to current events.

Evaluating student growth as an inclusive leader can be challenging. Recommendations include incorporating peer reviews, conducting interviews with students, and assigning reflections, either as individual writing project or group discussion.

If attending the 2017 AEJMC Conference in Chicago, check out the "Great Ideas for

Teaching" (GIFT) presentations for additional ideas about how to integrate leadership and inclusiveness into courses. For example, Kelly Bruhn, Drake University, will share a fun, interactive assignment: "Improving PR Campaigns with a Roll of the Dice: Assuming New Identities to Strengthen Diversity and Inclusion." Several research presentations also will be helpful including "Public Relations at the Intersections: An Examination of Gender, Race, Ethnicity, Class and Sexuality in Action."

Overall, emphasize the importance of embracing diverse viewpoints, not just simply involving people in a process. All students should feel comfortable voicing their opinions, listening to different perspectives, and leading others inside and outside the classroom.

*Note: These recommendations are based on findings of a 2016 research study focused on exploring leadership development and inclusiveness within accredited and/or certified U.S. public relations programs on behalf of the Plank Center for Leadership in Public Relations. Special recognition to my co-researcher, David Remund, Ph.D., APR, Fellow PRSA, Drake University.*





## Where to go & what to see in Chicago (when you're not soakin' up all of that knowledge)

By [Lois Boynton](#), UNC Chapel Hill

Far be it from me to assume anyone wants to break away from the 7 a.m.-midnight activities of the AEJMC conference, but, it's safe to assume that all work and no play can have some less-than-enjoyable consequences. Here are some ideas that can take you out of the hotel and into the heart of the Windy City. ***(With a fun map at the end!)***

### What a sight!

I guess you could call Chicago's [Cloud Gate](#) the world's largest Bean, topping out at 110 tons, 66 feet long and 33 feet tall. Located in Millennium Park on East Randolph Street, it derived its official name, sculptor Anish Kapoor says, because it reflects the sky. Tourists enjoy taking photos of themselves beneath the sculpture, which creates distortions like a carnival fun house mirror.

The [Tribune Tower](#) is across Michigan Avenue from the hotel. You may tour the lobby, which has some beautiful carving work associated with the First Amendment. And, [Chicago Architecture blog](#) has catalogued 149 artifacts embedded in the tower that come from the Taj Mahal, Berlin Wall, Bunker Hill, and more.

Those of us with perennially tired feet can enjoy a walking tour of sorts at the [360 Chicago Observation Deck](#), 94 floors above North Michigan Avenue. For the thrill-seekers among you, check out TILT, which gives you a face-down view 1,000 feet over Chicago's skyline.

The [Art Institute of Chicago](#) (site of our off-site tour, p. 11) has collections and exhibits for everyone – paintings, sculptures, photography, textiles by artists from around the world.

### Critters!

Like hangin' out with the animals (other than fellow AEJMC presenters)? [Lincoln Park Zoo](#) showcases the Black-necked Stilt, Japanese Macaque, Kagu and Klipspringer... as well as the more-recognizable beasts like lions, tigers and bears, oh my! Best part has to be that your visit is free. It's about 3 miles from the hotel.

The [Shedd Aquarium](#) is home to 32,000 freshwater and saltwater animals. Tip from the top – buy tickets ahead online, or you'll face up to 2 hours in line! In addition to the wildlife, Shedd provides the nightlife with [Jazzin' at the Shedd](#) on Wednesday evenings, including Aug. 9.

### Take me out to the ballgame

Although last year's World Series champion Chicago Cubs will be on the road, you might catch a White Sox game against the Houston Astros (Aug. 8-10) or Kansas City Royals (Aug. 11-13) at [Guaranteed Rate Field](#), 333 West 35th Street. [Tickets](#) in the outfield upper corners are \$7 – take your binoculars! Yes, they have pricier seats, too.

Preseason NFL action pits the [Chicago Bears](#) against the Denver Broncos on Thursday, Aug. 10 at Soldier Field, less than 3 miles from the conference hotel. Tickets start at \$23 apiece.

If fútbol is more to your liking, the [Chicago Fire](#) has a soccer match before AEJMC's conference gets underway, Aug. 5, against the New England Revolution at Toyota Park, about 16 miles from the hotel. The cheap seats are \$26 each.





## Where to go & what to see in Chicago (cont'd)

### Bygone days

History buffs will enjoy any number of museums and monuments that Chicago offers:

- The [Chicago Cultural Center](#) features – among many other things – [Chicago Landmarks Before the Lens](#), an exhibit of dozens of the city's attractions. It's located less than a mile from the conference hotel at 78 E. Washington Street.
- The [Monument to the Great Migration](#) (Dr. Martin Luther King Jr. Dr. & 26th Place, less than 4 miles from the hotel) commemorates the journeys innumerable African Americans made from the South in the early 1900s.
- The [Victory Monument](#) (35th Street and King Drive, 5 miles from the hotel), which honors African American veterans of the Great War (WWI).
- The Federal Reserve Bank of Chicago has a [Money Museum](#) on South LaSalle Street. No charge to visit, although I don't think they provide any freebies.
- You'll need to take a cab or public transportation south less than 10 miles to visit the [DuSable Museum of African American History](#), the country's first African American museum. Tickets are \$10 to tour exhibits about African American experiences.

### Out(doors) and about

There are several river cruise offerings – [Chicago Traveler](#) provides info on many.

The century-old [Navy Pier](#) on East Grand Avenue is less than 2 miles from the hotel, a good walk for

the hale and hardy. Visit [Navy Pier Park](#), take a high-riser ride on the Centennial Ferris Wheel and check out various [events](#) – among them, [summer fireworks](#) displays on Saturday and Wednesday evenings. There are a variety of restaurants, too, including [Bubba Gump's Shrimp Co.](#), [City Porch](#), and [Riva Crabhouse](#).

### Food, glorious food

Seems like everyone I asked recommended [The Purple Pig](#) restaurant, located at 500 N. Michigan Avenue. Its menu, the website says, features "cheese, swine and wine" that incorporate Italian, Greek and Spanish flavors.

Also close by is [Chicago Eatery](#) that includes a collection of restaurants, counters and markets inspired by chef Mario Batali.

You can't go to Chicago without having deep-dish pizza... and pizzerias abound! [Foursquare Lists](#) showcases 11 that get rave reviews.

For a Chicago hot dog (skip the catsup!), see [Chicago Eater](#). The wiener connoisseur, frankly, will want to take in the [Chicago Hot Dog Fest](#) in Lincoln Park, Aug. 11-13. And, save some dough by purchasing Dog Dollars (Yep... you can't make that up!) in advance. Proceeds support the [Chicago History Museum](#), another stop on your to-do list.

**Keep reading:**

***the nifty map is on the very next page***





# Where to go & what to see in Chicago (cont'd)

## Entertainment

We lucked out this year – Cirque du Soleil’s [Luzia](#) continues its run in Chicago through Aug. 20 at the [United Center](#) on West Madison Street. Tickets start at \$35.

Watch movies under the stars at [Millennium Park](#), on East Randolph Street. The 40-foot screen will show Ghost and The Shining on Aug. 8, beginning at 6:30 p.m. No charge!

The [Grant Park Music Festival](#) in Millennium Park has concerts featuring traditional Mexican folk music on Aug. 9, and Tchaikovsky on Aug. 11 and 12. The [summer music series](#) will feature music steeped in Senegal and Syrian cultures. Continue your cultural infusion with the [Ginza Holiday](#) Japanese festival and [Festival Cubano](#), both held Aug. 11-13.

It’s a little more than a mile from the hotel to the [Adler Planetarium](#). A \$12 general admission ticket opens the door to various exhibits as well as Cosmic Wonder and other shows.

Whew – there are zillions of opportunities. And, just about as many info sites. Here are a few:

- [Chicago Events Calendar](#) for August
- Chicago Traveler’s [Things to Do](#) in Chicago
- [What to see in Chicago](#), Sygic Travel
- [E-Visitor Guide of Chicago](#)
- You may chart your activities using this [interactive map](#).

Enjoy! Oh, and when you’re not touring the city, maybe attend a few research presentations and the PRD luncheon and social, too! Just sayin’...



Map courtesy of Livi Gosling for The Peninsula Chicago



## “Thank You!” To our paper reviewers

By [Lan Ni](#), University of Houston

Each year, the division receives papers for open, teaching, and student paper competitions, as well as two award competitions: the Doug Newsom Award for Global Ethics Global Diversity and the Museum of Public Relations PR History Award.

We had a great number of division members who signed up to serve as reviewers this year. If not for these volunteer reviewers, there would be no paper competition - so our thanks go to those who graciously gave of their time for this important task.

### Reviewers for Open Papers

Colleen Connolly-Ahern, Penn State University  
 Linda Aldoory, University of Maryland  
 Bill Anderson, Elon University  
 Giselle Auger, Rhode Island College  
 Michelle Baum, Metropolitan State, Denver  
 \*Ray Begovich, Franklin College  
 \*Jon Bekken, Albright College  
 Brett Borton, University of South Carolina Beaufort  
 Lois Boynton, UNC-Chapel Hill  
 Pamela Brubaker, Brigham Young University  
 Brigitta Brunner, Auburn University  
 \*Lisa Burns, Quinnipiac University  
 Egle Butkeviciene, Kaunas University of Technology  
 Moonhee Cho, University of Tennessee  
 Erik Collins, University of South Carolina  
 Ioana Coman, University of Wisconsin-Green Bay  
 Angela Corbo, Widener University  
 Deborah Davis, Ball State University  
 Heidi Hatfield Edwards, Florida Inst. of Technology  
 Joseph Erba, University of Kansas

Michele Ewing, Kent State University  
 Margaret Finucane, John Carroll University  
 Hilary Fussell Sisco, Quinnipiac University  
 Tiffany Gallicano, UNC Charlotte  
 Salma Ghanem, Depaul University  
 Tamara Gillis, Elizabethtown College  
 Kyla Hedding, University of Iowa  
 Marcie Hinton, Murray State University  
 Linda Hon, University of Florida  
 Pauline Howes, Kennesaw State University  
 Amber Hutchins, Kennesaw State University  
 Amanda Kennedy, St Mary's University  
 Carolyn Kim, Biola University  
 Eunyong Kim, University of Alabama  
 Yungwook Kim, Ewha Womans University  
 Emily Kinsky, West Texas A&M University  
 Christie Kleinmann, Belmont University  
 Matthew Kushin, Shepherd University  
 Jeremy Langett, Lynchburg College  
 Sang Lee, West Virginia University  
 Sun Young Lee, Texas Tech University  
 Zongchao Li, San Jose State University  
 \*\*Charles Lubbers, University of South Dakota  
 Yi Luo, Montclair State University  
 Terri Manley, Texas Tech University  
 Curtis Matthews, Kansas State University  
 Lindsay McCluskey, SUNY Oswego  
 Nance McCown, Messiah College  
 Brooke McKeever, University of South Carolina  
 Patrick Merle, Florida State University  
 Jensen Moore, University of Oklahoma  
 Dean Mundy, University of Oregon  
 Cayce Myers, Virginia Tech University  
 Sumit Narula, Amity University  
 Julie O'Neil, Texas Christian University  
 Soo Kwang Oh, Pepperdine University  
 David Painter, Rollins College  
 Hyojung Park, Louisiana State University  
 Candace Parrish, North Carolina Central University  
 Jeffrey Joe Pe-Aguirre, Manila Broadcasting





## Thank you reviewers, cont'd

Tim Penning, Grand Valley State University  
 Mildred Perreault, Appalachian State University  
 Kenneth Plowman, Brigham Young University  
 Angela Pratt, Clemson University  
 Matt Ragas, DePaul University  
 Azmat Rasul, Florida State University  
 Karen Russell, University of Georgia  
 Sandro Serpa, University of the Azores  
 Bey-Ling Sha, San Diego State University  
 Burton St. John, Old Dominion University  
 Kathleen Stansberry, Cleveland State University  
 \*\*Kevin Stoker, Texas Tech University  
 Leysan Storie, Zayed University  
 Doug Swanson, California State, Fullerton  
 Rebecca Swenson, University of Minnesota  
 Lisa Tam, Queensland University of Technology  
 \*\*Natalie Tindall, Lamar University  
 Kevin Trowbridge, Belmont University  
 \*\*Judy Turk, Virginia Commonwealth University  
 Matthew VanDyke, Appalachia State University  
 Kelly Vibber, University of Dayton  
 \*Kimberly Voss, University of Central Florida  
 Justin Walden, North Dakota State University  
 Adrienne Wallace, Grand Valley State University  
 Brandi Watkins, Virginia Tech University  
 Kristen Wilkerson, Michigan State University  
 Laura Willis, Quinnipiac University  
 Christopher Wilson, Brigham Young University  
 Kurt Wise, University of West Florida  
 Sung-Un Yang, Indiana University  
 Ai Zhang, Stockton University  
 Hui Zhang, Bridgewater State University  
 Weiwu Zhang, Texas Tech University  
 \*\*Lynn Zoch, Radford University

\*: Reviewers for History Award Papers

\*\* : Reviewers for Newsom Award Papers

### Reviewers for Student Papers

Alan Abitbol, University of Dayton  
 Denise Bortree, Penn State University  
 Egle Butkeviciene, Kaunas U. of Technology  
 Yang Cheng, North Carolina State University  
 Erik Collins, University of South Carolina  
 Ioana Coman, Wisconsin Green Bay  
 Angela Corbo, Widener University  
 Betsy Emmons, Samford University  
 Melanie Formentin, Towson University  
 Julia Daisy Fraustino, West Virginia University  
 Tamara Gillis, Elizabethtown College  
 Linda Hon, University of Florida  
 Melissa Janoske, University of Memphis  
 Minjeong Kang, Indiana University  
 Eyun-Jung Ki, University of Alabama  
 Eunyong Kim, The University of Alabama  
 Soojin Kim, Singapore Management University  
 Young Kim, Marquette University  
 Emily Kinsky, West Texas A&M University  
 Arunima Krishna, Boston University  
 Hyunmin Lee, Drexel University  
 Nicole Lee, North Carolina State University  
 Sang Lee, West Virginia University  
 Charles Lubbers, University of South Dakota  
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 Stephanie Madden, University of Memphis  
 Diana Martinelli, West Virginia University  
 Nance McCown, Messiah College  
 Juan Meng, University of Georgia  
 Holly Ott, University of South Carolina  
 Michael Palenchar, University of Tennessee  
 Hyojung Park, Louisiana State University  
 Candace Parrish, North Carolina Central  
 Geah Pressgrove, West Virginia University  
 Kathy Richardson, Westminster College



## Thank you reviewers, cont'd

### Reviewers for Teaching Papers

Alan Abitbol, University of Dayton  
Bill Anderson, Elon University  
Michelle Baum, Metropolitan State, Denver  
Denise Bortree, Pennsylvania State University  
Lois Boynton, UNC Chapel Hill  
Tiffany Gallicano, UNC Charlotte  
Tamara Gillis, Elizabethtown College  
Soojin Kim, Louisiana State University  
Emily Kinsky, West Texas A&M University  
Hyunmin Lee, Drexel University  
Diana Martinelli, West Virginia University  
Nance McCown, Messiah College  
Dean Mundy, University of Oregon  
Cayce Myers, Virginia Tech  
Soo Kwang Oh, Pepperdine University  
Tim Penning, Grand Valley State University  
Geah Pressgrove, West Virginia University  
Katrina Quinn, Slippery Rock U. of Pennsylvania  
Katie Stansberry, Cleveland State University  
Matthew VanDyke, Appalachian State University  
Jennifer Vardeman-Winter, University of Houston  
Richard Waters, University of San Francisco  
Brandi Watkins, Virginia Tech

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

Open Competition (Research Chairs)  
Chair: Lan Ni, Houston  
Vice chair: Nathan Gilkerson, Marquette

Teaching Committee and Graduate Student Paper Competition Chairs  
Chair: Lucinda Austin, UNC Chapel Hill  
Vice chair: Katie Place, Quinnipiac  
Committee Members: Brigitta Brunner, Auburn, and Michele Ewing, Kent State.

### # of Reviewers?

For Teaching and Student Reviews:  
**23 Reviewers** for Teaching Submissions  
**35 Reviewers** for Student Submissions

...a total of **58 reviewers** compared to a total of 45 reviewers in 2016

For the Open Competition:  
**94 Reviewers** compared to 54 reviewers in 2016.

In all? We had a whopping **118 reviewers**. Thank you!





## Sallot, L. M. (2017). Meet the Citations. *PR Update*, 52(3). Pgs 26-27.

A faculty profile of  
**Lynne M. Sallot, Ph.D., APR, Fellow PRSA**  
Josiah Meigs Distinguished Teaching Professor  
Grady College, University of Georgia

by [Diana Sisson](#), Auburn

### **What skills or knowledge would you like to see students develop in order to become successful PR practitioners?**

Three sets of skills/knowledge I believe are essential for young professionals entering “the real world” of public relations practice are solid writing abilities across a variety of platforms and the understanding of what styles are most effective in varying applications; strong problem-solving capabilities grounded in theory; and a basic understanding of how business works so that new graduates’ competence to converse intelligently in the profession will strengthen their confidence to enter it.

### **What are you doing in your classroom to help students in this area?**

Every course I teach requires a considerable amount of writing, usually involving substantial individual final projects at the undergraduate level. For example, my Public Relations Administration students produce a 30-35 page communications audit of a Fortune 500 company individual to them; I have had up to 36 students in that course, which makes for a lot of grading. But each student ends up with a substantial portfolio item. Every undergraduate course I teach has a service-learning component for a real-life client,

which helps build problem-solving capabilities. And to advance business understanding, my PR Administration students have to produce financial statements analyses for their public companies, among other assignments.

### **What teaching advice do you have for PR Profs?**

Invest in the latest edition of ***Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator***. Judy Turk edited the first edition in the early ‘90s, I edited the second and third editions in 1998 and 2003, and Terri Johnson and Bonnie Neff edited the fourth edition published in late 2015 by the Educators Academy of PRSA. I learn something new every time I read a chapter, and the book provides creative solutions to all kinds of classroom challenges.

### **What technology, tools or techniques have you adopted to enhance your pedagogy?**

Some years ago when my university was considering yet another iteration of “Blackboard” or “eLC” that was frustrating my students and me, I started setting up a gmail account for each of the courses I teach. This has provided an easy way for students and me to share work, and for classes involving teams – such as PR Campaigns – Google docs readily facilitates collaborations among teams and teammates. Many of my students use gmail for their personal email addresses, so it’s a natural progression for them to use gmail for their courses with me.

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### **Sallot, L. M. (2017). Meet the Citations. *PR Update*, 52(3). Pgs 26-27.**

#### ***Identify one of your students' favorite assignments or activities.***

As much as possible, I structure my courses so that the students take turns leading class discussion for a significant portion of the course. At the undergraduate level, students co-lead in teams of two or three; at the graduate level students lead individually. I always provide guidance in the form of background to assigned readings and I contribute as needed, usually for clarification or to give an example. This approach empowers the students in that they "own" the course with me, and student leaders often introduce creative methods I had not considered before.

#### ***What is one of your most memorable teaching moments?***

Every class has its own rewards, but some of my most memorable moments have come from teaching PR Campaigns. In recent years, my Campaigns students have worked with units/issues on our own campus that needed help. Over five semesters, my Campaigns students were able to significantly reduce utilities usage and increase recycling efforts and even convinced administration to establish an Office of Sustainability. Similar series of classes have helped improve emergency preparedness on campus, and most recently my Campaigns students have worked with our college development and alumni relations efforts.

#### ***Many faculty face challenges in the classroom, in teaching and in other areas of their professional life. Through your career, in what ways have you learned to address and overcome challenges that new faculty may find helpful?***

Develop and nurture mentor relationships with more experienced faculty you admire. Various mentors throughout my academic career helped me be more productive in publishing while I consulted others with specific classroom challenges and other career decisions. I want to add that I have found mentoring graduate students who have gone on to their own teaching careers has been my way of "paying back" and has been very satisfying.


#### ***What trends in public relations teaching have you observed throughout your career?***

Technology has changed a lot of how we "do things" in public relations practice, which in turn has changed curriculum content to some degree; at the same time, what we do carries on – I'm thinking here of problem-solving, counseling, serving as the ethical conscience in an organization – these require mind-set maturation that remains fairly stable.





Be on the lookout for two upcoming Twitter chats




PRSA EDUCATORS ACADEMY  
&  
SOCIAL MEDIA PROFESSORS GROUP

**#PATHTOPUB  
TWITTER CHAT**

WEDNESDAY, AUGUST 2  
4 P.M. ET

TURN YOUR CONFERENCE PRESENTATION  
INTO A PUBLICATION SUBMISSION



Live Recap at 5 p.m. ET

**PR Division**  
Twitter Chat

Coming **October 2017!**

The new report from  
the **Commission on  
Public Relations Education**

Key findings and takeaways  
informing a new generation  
of PR education

Stay tuned for details!