

# PR UPDATE

Volume 52, No.1  
February 2016

The newsletter for the Public Relations Division of AEJMC



## Winter Issue



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# PR UPDATE

Vol. 52, No. 1; February 2017

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## No Alternative Facts Here!

Indeed, everything in the subsequent pages has been verified and double-checked, and we stand behind every word! Ok, so I probably just jinxed myself and there is most likely a major, glaring error in the very next paragraph. Regardless, as you'll see by the content of this issue, there is a LOT happening in the PRD.

2017 is gearing up for to be a stellar year for the Division, and we have many initiatives... all leading up to our annual conference in Chicago. I'll admit that I'm excited to have a chance of flying **TO** Chicago this time, rather than trying to fly **THROUGH** Chicago. Lesson learned: never, ever fly through O'Hare during the holidays, (or during any month that has more than 27 days).

Actually, it was another lesson during my O'Hare holiday adventures that has stuck with me this year. As we were waiting at our gate, on our way to NC, they announced we were delayed because they were trying to find the aircraft. As my husband and I chuckled, a man turned to us and said, "Oh, they're not joking. I take this flight all the time, and that's code for 'canceled flight.'" It turned out that the man traveled between Greensboro and Chicago because of regular cancer treatments. Recently, they had waited until 1:30 a.m. to cancel the flight, and he had to sleep in the terminal--after having received one of his treatments. He told us to prepare ourselves (and he turned out to be right). But he also smiled as he walked away, and said, "No worries, though, there will be another flight in the morning. There's always another flight in the morning."

In the stress of a new year, new term, and uncertain times, I've thought of that exchange; it really puts things in perspective. There's always tomorrow, and it will work out. So... **Onward! To Chicago we go!**

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)

# 2017 Measuring Up to be a Great Year

a message from the Division Head:

Emily Kinsky

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



I hope this semester or quarter has started smoothly for you. We have some fantastic opportunities in 2017, and this issue of PR Update will highlight several of them. A special thanks to Dean Mundy for pulling together this issue for us!

We are celebrating a Semester of Service. See p. 23 for more, and let [Brooke McKeever](#) know what you and your students are doing to serve others this semester.

For the first time, PRD will have its own GIFT competition. Those entries were turned in by Feb. 1, and the results will be shared soon. The top GIFT submissions will be shared along with the top teaching papers in the Teaching High Density.

JPRR has three special calls for manuscripts. See p. 17 to find out whether one of them fits your specialization.



Julie O'Neil, one of our PRD-PRSA liaisons, has arranged a Twitter Chat for Feb. 15 on the timely topic of fake news. Be sure to join the conversation on Twitter at noon ET using the hashtags #PRProfs and #FakeNews.

In addition to our regular call for papers in traditional research (open), teaching research and student research, we also have two special categories this year, which both come with a cash prize: the Newsom Award (papers on the topic of global diversity or global ethics) and the Museum of Public Relations History Award. Also, we received exciting news from PRD Past Head Dennis Wilcox, who has increased the award funding for our top open and teaching papers! See p. 5 for more.

Also, please consider signing up to review submissions to our paper competitions. PRD Research Chair Lan Ni has sent out directions and links to register and indicate your expertise areas for reviewing. See p. 9 for more.

Our Vice Chair Richard carried the heavy load of programming for us this year. You can read more about how that process works with regard to panel selection on p. 12. In the next issue, he'll tell you more about the panels you can attend in August.

In each issue of PR Update this year, we will profile a member. This time we are pleased to share a profile of David Dozier. David has been honored through the years for both his scholarship and teaching excellence. I know you'll enjoy learning more about him!

Across PRD, each of our committees is working hard to prepare a great conference for you in Chicago and many other opportunities during the year. Thank you to everyone who has served PRD this year in planning these activities and opportunities for us all!



## Special Announcement: Wilcox Awards Increase for 2017

This year, the Wilcox awards for the top three papers in the teaching and “open” paper competition in the Public Relations Division (PRD) will increase to \$750 for first place, \$500 for second place, and \$250 for third place.

Dennis L. Wilcox, professor emeritus of public relations and former director of the School of Journalism & Mass Communications at San Jose State University, has funded the awards since 2010 to, as he explained, “give back to AEJMC and the members of PRD who have been an integral part of my professional life for more than 40 years.” He served as chair of the PRSA Educator’s Academy in 1980 and was chair of PRD in 1981.

“Although many of my friends in PRD are now retired or near retirement and slowing down on our teaching and scholarship, I think it’s important that we continue to support a new generation of teachers and scholars who are now replacing us in the classroom and adding to the body of knowledge,” Wilcox said. “As for me, I’m extremely grateful for the support of PRD members who have used my textbooks through the years.”

Wilcox is the primary author of *Public Relations Strategies & Tactics* (11e) with Bryan Reber and Glen Cameron, *Public Relations Writing & Media Techniques* (8E) with Bryan Reber, and *Think: Public Relations* (forthcoming in 3E) with Bryan Reber and Jae-Hwa Shin.

“It’s really quite impressive to see how the PRD has grown and matured through the years to become one of AEJMC’s outstanding divisions,” Wilcox continued. “Back in the 1980s, we were still struggling to get a seat at the table, but the division’s leadership and innovative initiatives in recent years have really been outstanding.”

“I am so grateful for Dennis’ generosity and for his strategic thinking about how to motivate more and better scholarship in our two main PRD paper competition categories for faculty,” said Emily Kinsky, 2016-17 PR Division head. “His leadership in this area is much appreciated. He has set an excellent example of giving for us all.”



## PR Division **Call for Papers:** AEJMC 2017 Conference Chicago, Ill.

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

**Submission Categories:** A paper may be submitted in one of the five PRD categories this year: (1) open, (2) student, (3) teaching, (4) Newsom Award, or (5) PR History Award.

**Top Papers:** Monetary awards are given for the top three papers in the teaching, open and student categories. Thanks to a generous gift from Dennis Wilcox, Professor Emeritus, San Jose State University, top papers in open and teaching categories will be awarded: **\$750** for the top paper, **\$500** for the second-place paper, and **\$250** for the third-place paper. Top teaching papers will also receive expedited review in the *Journal of Public Relations Education*, provided they are submitted by December 31, 2017. Thanks to the generous support of The Plank Center for Leadership in Public Relations at the University of Alabama, the first author of each of the top three student research papers will receive \$300, \$200, and \$100, respectively.

**The Doug Newsom Award**, created in honor of Doug Newsom, Professor Emeritus, Texas Christian University, will be given for the top paper that fits the theme of global ethics or global diversity. For the context of this award, global ethics promotes the free flow of accurate information, open communication and informed decision-making, protection of confidential information, and fair competition while avoiding conflict of interest across the world. Global diversity encompasses racial, ethnic, national identity, gender, sexual orientation, and cultural diversity as a matter of

fairness and justice in the global public relations workforce. The winning paper's author will receive \$250 and a plaque.

**A new award** will be given for the first time in 2017. **The Museum of Public Relations** is awarding \$250 for the best paper about the role of public relations in history. The paper can be by faculty or students and can be pedagogical research or "open" research. The historical figures do not need to self-identify as public relations people and can include social and political movement leaders. People who are not typically cited in public relations textbooks are of particular interest.

If your paper is submitted to one of these two award categories (Newsom or history) but does not win, it will be moved to the appropriate main category (open, teaching, student) for consideration.

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

A paper may NOT be under review: (1) simultaneously with more than one of the PRD categories, (2) simultaneously with more than one division within AEJMC, (3) simultaneously with the AEJMC conference and any other conference, or (4) simultaneously with the AEJMC conference and any potential publication, including refereed journals, book chapters, etc.

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

**Author Identification:** All authors and co-authors, their institutional affiliations and contact information must be included WHEN REGISTERING on the online system. If there are three co-authors, for example, information about all three must be included in the registration. Student papers must be authored or co-authored by students ONLY (no faculty co-authors), and all student papers must have the word "STUDENT" on the title page and in the running head. Author-identifying information MUST NOT appear anywhere in the attached paper file. Identifying information includes (1) listing of authors' names and/or affiliations, (2) references to authors' previous work in a way that reveals authorship of the current work, and (3) links to authors' websites, e-mail addresses, or social media accounts. Inclusion of identifying information will result in automatic disqualification of the paper. It is the responsibility of the paper author(s) to verify that no identifying information is contained in the paper text or in the document file properties. Please follow the directions for removing your identifying information from the properties. This will need to be done EACH time you submit your paper to All-Academic.

All paper submitters are strongly encouraged to submit at least a day or two before the deadline so they can check to make sure that the uploaded document does not contain any self-identifying information in its properties, as can happen sometimes, mysteriously, via "save as pdf" or as a result of some other technical issues. An early submission will allow all submitters to fully check submissions as they are entered into the system so that a resubmission prior to the deadline is possible.

**Paper Content:** Any recognized research method and citation style may be used. Papers should include appropriate literature reviews, methodology, findings and discussion. Papers should test, refine or expand public relations theory or practice; critically review issues relevant to public relations theory and research; or explore methods of effective public relations practice. Teaching papers should test, refine or expand principles or practices associated

with public relations pedagogy. All submissions should represent research COMPLETED by the conference submission deadline, not research proposals or reports on research in progress.

**Paper Formatting:** A paper cannot exceed 25 pages EXCLUDING abstract, references, figures and tables, as long as they are placed after the text of the paper. Tables and figures will be counted toward the page limit unless placed at the end of the paper. Papers must be typed in a 12-point font, using Times New Roman, Times, or Arial font. Paper text must be formatted with double line spacing with 1-inch margins on all sides of the document; references may be single spaced, with a double space between citation entries. All papers must contain continuous page numbers; if multiple files are merged for the paper, then the author must ensure that the page numbers are continuous and do not repeat or start over from page 1.

Because of past conversion issues with the All-Academic system that resulted in papers being longer than the established requirement, all papers must be submitted in PDF format. For those using the newest version of Microsoft Word, you can save your paper as a PDF file using the "Save As" function. For those not using this version, you may use a free web service, such as [www.freepdfconvert.com](http://www.freepdfconvert.com). Failure to follow these formatting guidelines will result in an automatic disqualification of the paper.

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

**Questions?** Please contact Research Chair Lan Ni, University of Houston, [Ini@uh.edu](mailto:Ini@uh.edu) or Vice Chair Nathan Gilkerson, Marquette University, [nathan.gilkerson@marquette.edu](mailto:nathan.gilkerson@marquette.edu).



## The PRD @ AEJMC Midwinter Conference: University of Oklahoma | March 3-4, 2017

**The PRD is excited to participate in the AEJMC midwinter conference for the first time.**

Thanks to the leadership of Juan Meng, University of Georgia, we have a stellar line-up planned. Below she shares more details. And congrats to those who had their papers accepted, listed to the right.

In total, we received 18 paper abstract submissions, and 12 were accepted. So the acceptance rate for this Midwinter is 66.7% for the Public Relations Division.

**In all, the PRD's line up includes...**

\* Three research paper sessions featuring 12 research presentations and one top paper abstract award.

\* Two panels: One on "Modern PR Theories" and the other on "Beating Burnout."

**Stephanie Schartel Dunn**, Missouri Western State

**Gwendelyn Nisbett**, The University of North Texas

**Matt Tidwell**, University of Kansas

**Angela Corbo**, Widener University

**David Cleveland**, Ball State University

**Michelle O'Malley**, Ball State University

**Douglas Wilbur**, The University of Missouri

**Yanjun Zhao**, Cameron University

**Emily S. Kinsky**, West Texas A&M University

**Mary E. Brooks**, West Texas A&M University

**Chad Perry**, University of Central Oklahoma

**Sara Champlin**, The University of North Texas

**Gwendelyn Nisbett**, The University of North Texas

**Jasper Fessmann**, University of Florida

**Meta G. Carstarphen**, University of Oklahoma

**Jernsen Moore**, University of Oklahoma

**Kevin Kemper**, Univ. of OK Dept. NAS





# We need reviewers:

Help us with the 2017 AEJMC PRD Paper Competition

**We need your help** to review submissions for the upcoming AEJMC PRD paper competition. We rely on all of our members to make this competition work well. It is a great opportunity to add this reviewer experience on your vita, and a great chance to encourage others along in the field!

As we did last year, in order to increase the overall quality of paper reviews, we are offering reviewer awards for reviews that have substantive comments. The research chairs will award \$50 and the title of "Best Reviewer" to the best reviewer in each of our three main categories: open, teaching, and student paper competitions.

To participate as a reviewer, you must be a faculty member. Graduate students are not eligible to serve as reviewers.

You will not be assigned to review in categories in which you have submitted papers for the competition.

First, please sign up at AllAcademic: <https://convention2.allacademic.com/one/aejmc/aejmc17/>

Even though you may have done this service last year, the AllAcademic website is unique each year and you must sign up for this year to serve as a reviewer. Please do so by Friday, March 10, 2017.

In order to assign papers that best match your areas of topical and methodological expertise, please click the following link for our reviewer interest survey:

[https://houstoncommunication.co1.qualtrics.com/SE/?SID=SV\\_0ePqszthuGAAzgV](https://houstoncommunication.co1.qualtrics.com/SE/?SID=SV_0ePqszthuGAAzgV)

We will do our best to match your interests with the papers submitted, though that is not always possible.

Please contact Lan Ni ([lni@uh.edu](mailto:lni@uh.edu)) or Nathan Gilkerson ([nathan.gilkerson@marquette.edu](mailto:nathan.gilkerson@marquette.edu)) for further information.



# Don't divide communicators: Spotlight on PF&R

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

I'm a proud member of an academic organization that takes a stand on important civic and social issues; recently, AEJMC joined 63 professional and academic organizations to [offer advice](#) to the new president about effective media relations. "I'm in," I thought, as someone who appreciates transparency and supports the PRSA Code of Ethics provision for "[free flow of information](#)."

But the subsequent wholesale generalization that public information officers impede that free flow concerns me, particularly coming from an association that supports education and research in a broad range of disciplines, including public relations.

Have PIOs jammed up reporters? Of course. [A 2015 white paper](#) documented 28 instances when PIOs during Obama's presidency stonewalled reporters, ignored their inquiries or denied access to sources. (You'll find not-so-ethical reporters, too, but I digress).

The love-hate relationship between the executive branch and news media has deep roots. Although Jefferson was quoted in the AEJMC-supported statement saying, "Our liberty depends on the [freedom of the press](#)," he is less famous for [this](#)

[quote](#): "Nothing can now be believed which is seen in a newspaper. Truth itself becomes suspicious by being put into that polluted vehicle."

Lincoln issued an [executive order](#) for the "arrest and imprisonment of irresponsible newspaper reporters and editors."

And [Nixon's administration](#) illegally tapped phones of reporters who criticized him and backed federal prosecutors who "drafted legislation to make it a felony for journalists to receive unauthorized leaks."

What's at stake today hinges on trust among those who set the agenda, those who contribute toward building it, and citizens who consume information about it.

According to the [2017 Edelman Trust Barometer](#) report, trust in media continues to drop, in part because of perceived political bias. But public affairs hasn't sustained citizens' trust either: "Sixty-four percent of the general population say they find leaked information more believable than press statements."

Ouch.

*continued next page*



# Don't divide communicators: Spotlight on PF&R (cont'd)

Keep in mind that the AEJMC-supported letter and Edelman report both came before memos surfaced within the [EPA](#) and [other federal departments](#) to control official communication, whether through news releases, social media, reporter inquiries, or even agency websites. How do we know about these restrictions? From individuals (could some be PIOs?) who leaked content to news media.

Yes, procedural changes occur with each new administration. Southern Methodist University [law professor Nathan Cortez](#) said proponents argue procedures “represent nothing more than a temporary ‘pause’ or ‘reset’ button as a new administration shifts policies from its predecessor.” Whether the changes are designed to retrain or restrain depends on your perspective.

Take the [National Association of Government Communicators](#) statement: “The realignment of messaging, reprioritization of communication and assessing an agency’s digital footprint can be achieved without the draconian measures being taken by some federal agencies.”

With the tagline “good government requires good communication,” the [NAGC](#) further emphasized, “government communicators, at all levels of the administration, must be allowed to practice their

profession, to serve the public interest by being the timely, credible and trusted source of factual information about government.”

PRSA chair Jane Dvorak’s [statement](#) echoes NAGC’s defense of ethical practitioners: “Encouraging and perpetuating the use of alternative facts by a high-profile spokesperson reflects poorly on all communications professionals. PRSA strongly objects to any effort to deliberately misrepresent information. Honest, ethical professionals never spin, mislead or alter facts. We applaud our colleagues and professional journalists who work hard to find and report the truth.”

Public relations researchers also have responsibilities. We must continue exploring ethics and professionalism, and study journalist-practitioner relationships through co-orientation theory, agenda building and information subsidies, mediatization, and mediated-moderation.

I hope colleagues throughout AEJMC will judge communication and communicators as a whole, rather than a myopic focus on a few parts. That’s our responsibility to the academy and professions we represent and serve.



# How an Idea Becomes a Panel

By [Richard Waters](#), University of San Francisco

*I've got an idea.*

*Yes, I've got an idea.*

*And, I want to sit and talk about it.*

*Well, it's a convoluted process  
to get to the conference plan.*

*It's a long, long wait  
to hear my idea's fate.*

*But I know it'll be a panel someday.*

Okay, so maybe trying to parody School House Rock isn't the best way to explain how AEJMC conference panels are chosen, but the "How a Bill Becomes a Law" kept creeping into the back of my mind when I sat down to work on the Chicago conference panels. Before we officially announce the panels chosen for the August 2017 conference, I wanted to write this column to explain how the process works. It was really eye-opening for me going through the process, and it answered a lot of my past questions, especially "Why wasn't my panel accepted?"

First, let me explain the ground rules AEJMC has for conference planning. Divisions have 6 scheduling points to use to program their divisions' conference content. The first four research sessions cost ½ point each. So, 2 of our 6 points are automatically used up for the top open paper session, the top student paper session, the top teaching papers session, and our poster session.

The remaining 4 points can be used as a sole sponsored session where the division doesn't have to work with anyone else; these sessions cost 1 point. Alternatively, co-sponsored sessions only cost ½ point because each of the co-sponsors is charged ½ point to reach the 1 point cost per session. So, the Public Relations Division automatically uses 2 points for our research sessions and then has 4 points for panels, which could range from 4 sole sponsored panels to 8 co-sponsored panels. Given the diversity of our field, we try to cosponsor panels with our remaining 4 scheduling points to maximize our conference offerings to match members' interests. Hopefully, I haven't lost you with that explanation because that's not the nerve-racking part of conference planning.

On the last day of each conference, incoming officers complete a training session, where pre-planning for the following year's conference begins. Even though the official call for panels is sent out electronically after the conference, I would encourage you to think about panels before then and to pitch the idea to the incoming Vice Head at the business meeting so that face-to-face conversations with potential co-sponsors can be held during the training session. After the conference, the call for panels is sent out electronically to gather as many ideas as possible. This year, the PRD had the most panel proposals of all divisions and interest groups, and we were listed as a potential cosponsor for 20%

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## How an Idea Becomes a Panel (cont'd)

of the 188 panel proposals received by all AEJMC divisions and interest groups.

The Public Relations Division's executive committee and the chairs and co-chairs of the research, service, and teaching committees review the proposals that were submitted to us or that listed us as a potential cosponsor from other divisions or interests groups. We rank them based on the proposal content, relevance to the discipline, and the interest of our members based on conference evaluation surveys.

Once rankings are compiled and discussed, the Vice Head then approaches various divisions and interest groups to see if they are willing to co-sponsor our preferred panels. In many cases, they are, and we each allocate ½ of our available points to ensure that panel is scheduled.

There are other situations, however, that cause great panels to go unscheduled. For example, some divisions simply did not want to co-sponsor a panel. In these situations, the PRD could have scheduled the panel by itself. However, this would cost us 25% of our remaining scheduling points. This is the main reason we stress that people proposing panels reach out to potential co-sponsors to gauge their willingness to co-sponsor the panel.

Also, other divisions may have already used all of their scheduling points. So co-sponsorships aren't

available, and we again face the difficult decision of sponsoring the panel alone or seeing what other co-sponsorship possibilities exist for other favorably reviewed panel proposals.

When our top choices for panels at the conference can't be cosponsored, we ultimately move to the second, third, or fourth choice depending on what opportunities are available.

When I sent out notifications in December about panel proposals, I was thrilled to send out emails of acceptance. No one likes sending or receiving rejection emails, but I was disheartened to see replies asking if a proposal wasn't good enough or what could be done to strengthen it for future conferences. More often than not, rejected proposals were liked and favorably reviewed. Proposals aren't selected for the conference because of a combination of the limited number of panels we can schedule, an unwillingness to co-sponsor a panel by a proposed diversion, and the inability to co-sponsor a panel by a proposed division because they already used their scheduling points.

Being part of the process was eye-opening for me, and I wanted to share the inside details for our members so that the selection process becomes more transparent. I hope this explanation of the panel selection process was helpful, and I look forward to sharing the panels that have been scheduled for Chicago.

*I love trying new techniques in teaching and seeing how students respond to them. But my inner research geek loves seeing if the new approach actually challenged students to see new perspectives. That's where PR curricular research has helped me publish and change my classroom's dynamics.*  
~ Richard Waters, PRD vice head

## TEACHING SPOTLIGHT: Pedagogical Research in PR

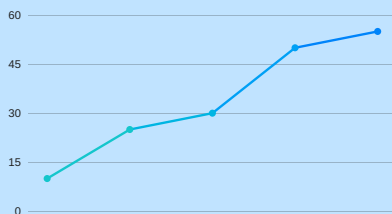
By [Lucinda Austin](#),  
University of North Carolina

Have you considered conducting pedagogical research in public relations? If you haven't tried it out, what's holding you back?

Past PRD Head [Tiffany Derville Gallicano](#) authored a [guest post](#) this month on PRD's blog outlining reasons to "consider pedagogy as a research area." Building a robust stream of teaching research and scholarship can contribute to your scholarly agenda, as well as inform your teaching in the classroom.

"Pedagogical research has helped me to gauge how my public relations students are evolving as critical thinkers and how I am growing as an educator. It's been an excellent way for me to combine my love of research with my commitment to excellent teaching."

*Katie Place,  
PRD Teaching Vice Chair*



As Gallicano said, "Some people might not expect that pedagogical research counts heavily toward tenure/promotion; however, institutions such as the University of Oregon and UNC Charlotte count and assess pedagogical research toward tenure/promotion in the same way as they count and assess non-pedagogical research."

In 2015, the AEJMC PR Division relaunched *Teaching Public Relations Monographs* as the *Journal of Public Relations Education*, to expand our focus on teaching research and teaching briefs. Editor Chuck Lubbers and Associate Editor Emily Kinsky report that submissions to the journal have increased substantially and are still on the rise.

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## TEACHING SPOTLIGHT (Cont'd): Pedagogical Research in PR

The PR Division has also upped its focus on pedagogy this year through creation of a special high-density format session for the top teaching papers, as well as presentations of a new paper format: Great Ideas for Teaching.

Here we share with you some additional thoughts about pedagogical research from members of the AEJMC PRD Teaching Committee, as well as PRD Leadership.



“Conducting research focused on teaching and curriculum inspires me to become a better teacher and mentor. This research helps students succeed and taps into the heart and soul of being a professor.”

*Michele Ewing,  
PRD Teaching Committee Member*



“The Journal of Public Relations Education is fortunate to publish some of the best pedagogy research in the field, including nearly all of the top papers from recent AEJMC competitions. That research offers insights to instructors into best practices for PR classrooms around the globe.”

Chuck Lubbers, editor  
*Journal of Public Relations Education*





## An Update from Dr. Bey-Ling Sha

**MANUSCRIPT STATISTICS:** Calculation of manuscript statistics is a confusing business, complicated by limitations of the submission management program used by the publisher. The best we can do is be very clear and transparent in what exactly is getting reported, and how those figures were attained.

In calendar year 2016, the Journal received 127 original manuscripts. As of January 26, 2017, the disposition of those manuscripts was: Accepted=5; Rejected=82; In revision for resubmission=4; and In review=36.

Since Editor Bey-Ling Sha (San Diego State University) began her term, the journal has processed 272 original manuscripts, as of December 31, 2016. As of January 26, 2017, the disposition of those manuscripts was: Accepted=13; Rejected=194; In revision for resubmission=27; Withdrawn=2; and In review=36.

Acceptance rate of original manuscripts under Editor Sha, as of January 26, 2017: 4.8%  
(13 manuscripts accepted to date, divided by 272 original manuscripts processed to date)

From the time Editor Bey-Ling Sha began processing manuscripts to December 31, 2016, the Journal processed 336 manuscripts, of which 272 were original and 64 were resubmitted after revisions. The latter group includes manuscripts processed by Immediate-past Editor Karen Russell (University of Georgia). Manuscripts that required multiple revisions were counted once for each revision. Thus, Manuscript M accepted after two revisions (i.e., M-R1 and M-R2) would have been counted three times, once as an original and twice as a revised manuscript.

As of January 26, 2017, the disposition of those 336 manuscripts was: Accepted=61; Rejected=206; In revision for resubmission=29; Withdrawn=2; and In Review=38. It makes sense that, toward the end of

her term, Editor Russell was wrapping up decisions on revised manuscripts.

As of January 26, 2017, the "prior 12 months" data for the Journal showed 129 manuscripts submitted, with no indication as to whether these were original or revised manuscripts, but probably both kinds were included. For the "prior 12 months," the average number of days from manuscript submission to final decision was 76.5 days. The acceptance ratio from the "prior 12 months" was 16.3% (15 manuscripts accepted to 92 manuscripts rejected over the "prior 12 months.") Note that this calculation of the acceptance ratio – not acceptance rate – does not include manuscripts in review or withdrawn.

**EDITORIAL BOARD:** Notification of editorial board status has been delayed to February.

**SPECIAL ISSUES:** Volume 29, Issue 1, is in print. This will be a special issue on public relations history that was guest-edited by Anastasios Theofilou of Bournemouth University in the United Kingdom. Upcoming special issues will cover political public relations, digital dialogic public relations, and identity and public relations. See the Calls for Manuscripts for details and timelines.

**NEED REVIEWERS:** The need for manuscript reviewers, particularly with expertise in higher-level statistical analyses (multiple regressions and above) remains CRITICAL. Interested parties must possess an earned doctorate and may sign up at <https://mc.manuscriptcentral.com/hpr>.

**ASSOCIATE EDITOR TRANSITIONS:** As we begin 2017, Hilary Fussell-Sisco (Quinnipiac University) transitions from associate editor to senior associate editor. The new associate editor, responsible for the initial processing of manuscript submissions, is Sung-Un Yang (Indiana University).





**Journal of Public Relations Research**  
San Diego State University • School of Journalism & Media Studies  
The Glen M. Broom Center for Professional Development in Public Relations

### **Call for Manuscripts: Special Issue - Digital Dialogic Public Relations**

Guest Co-editors: Erich Sommerfeldt and Aimei Yang

Editor-in-Chief: Bey-Ling Sha | Senior Associate Editor: Hilary Fussell Sisco | Associate Editor: Sung-Un Yang

In contemporary public relations practice, the question is not “if” but “how” and “when” to best use digital communication platforms to engage in dialogue with publics. Nearly 20 years ago, Kent and Taylor (1998) introduced the notion of online dialogic relationship building by proposing five theory-based dialogic principles of website communication. The dialogic principles have since become a touchstone for public relations research, and they continue to be used by public relations and communication scholars in numerous studies of dialogue and digital media. However, much of this research has failed to adapt or expand the dialogic principles—which were created to examine websites—to newer and more interactive digital communication platforms. The constant emergence of new communication technology calls for continued theory building on digital dialogue and dialogic relationship building in public relations. To that end, a special issue of the Journal of Public Relations Research invites the submission of theoretical essays and theory-driven empirical manuscripts that challenge, elaborate, redefine, or re-examine the notion of digital dialogic public relations. Submissions should advance the theoretical conceptualization of digital dialogic communication and dialogic relationship building for the next generation of public relations scholars and practitioners. Approaches from varied theoretical traditions and methodologies are welcomed.

#### **Manuscript and Technical Requirements**

- \* Content shall further the Journal’s primary purpose, which is to create, test, refine or expand theory in public relations. Authors should explicitly articulate how their scholarship serves the purpose of the Journal.
- \* Content shall reflect the highest standards of scholarship, regardless of the research methods used.
- \* Manuscripts shall be submitted in APA style and edited to the highest standards of English-language grammar, spelling, punctuation, sentence structure, etc.
- \* Manuscripts shall conform to the Journal’s standard limit of 20 pages of text (not including references, figures, tables). Manuscripts that exceed the standard page limit may be considered if the authors (a) justify the manuscript length in their cover letter; (b) report qualitative and/or historical data; and (c) keep to a reasonable length appropriate for the nature of the research method and the subject studied.
- \* Authors shall take care to indicate in the online manuscript submission system that their submission is, in fact, intended for the special issue on digital dialogic public relations. Failure to make this indication (in the cover letter AND in the appropriate selection box) will lead to the manuscript being entered into the Journal’s regular review process, rather than the special issue process.

#### **Important Dates**

December 1, 2017: Initial manuscript submissions due from authors

March 15, 2018: Decisions announced to authors

May 15, 2018: Final manuscripts due from authors for publication

July 2018: Final manuscripts due from authors for publication

October 2018: Publication of special issue in hard copy

#### **Questions?**

About the special issue, contact Erich Sommerfeldt at [esommerf@umd.edu](mailto:esommerf@umd.edu).

About manuscript and technical requirements, contact Sung-Un Yang at [yang223@indiana.edu](mailto:yang223@indiana.edu)



**Journal of Public Relations Research**  
San Diego State University • School of Journalism & Media Studies  
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### **Call for Manuscripts: Special Issue - Identity and Public Relations**

Editor-in-Chief: Bey-Ling Sha | Senior Associate Editor: Hilary Fussell Sisco | Associate Editor: Sung-Un Yang

Identity is multifaceted, situational, avowed, and ascribed. The intersection of identity and public relations can take several forms, including racial identity in the segmentation of publics and the prediction of activism; the role of identity and identification in engendering organizational commitment, engagement, and loyalty; the identity of public relations as a professional field and the identities of those who practice public relations; and the identities of products, corporations and nations, as expressed through reputation, branding, and image. We welcome manuscripts that advance the theoretical conceptualization and/or methodological operationalization of scholarship at the intersection of public relations and identity. Diverse approaches from all research methodologies and theoretical perspectives are welcomed, when their contribution to public relations is clearly articulated.

#### **Manuscript and Technical Requirements**

- \* Content shall further the Journal's primary purpose, which is to create, test, refine or expand theory in public relations. Authors should explicitly articulate how their scholarship serves the purpose of the journal.
- \* Content shall reflect the highest standards of scholarship, regardless of the research methods used.
- \* Manuscripts shall be submitted in APA style and edited to the highest standards of English-language grammar, spelling, punctuation, sentence structure, word usage, etc.
- \* Manuscripts shall conform to the Journal's standard limit of 20 pages of text (not including references, figures, tables). Manuscripts that exceed the standard page limit may be considered if the authors (a) justify the manuscript length in their cover letter; (b) report qualitative and/or historical data; and (c) keep to a reasonable length appropriate for the nature of the research method and the subject studied.
- \* Authors shall take care to indicate in the online manuscript submission system that their submission is, in fact, intended for the special issue on identity and public relations. Failure to make this indication (in the cover letter AND in the appropriate selection box) will lead to the manuscript being entered into the Journal's regular review process, rather than the special issue process.

#### **Important Dates**

July 15, 2017: Initial manuscript submissions due from authors  
September 15, 2017: Initial decisions announced to authors  
October 15, 2017: Final manuscripts due from authors for publication  
November 2017: Accepted manuscripts published online first  
January 2018: Publication of special issue in hard copy

**Questions?** Contact Sung-Un Yang at yang223@indiana.edu.



## Journal of Public Relations Research

San Diego State University • School of Journalism & Media Studies  
The Glen M. Broom Center for Professional Development in Public Relations

### Call for Manuscripts: Special Issue - Political Public Relations

Editor-in-Chief: Bey-Ling Sha | Senior Associate Editor: Hilary Fussell Sisco | Associate Editor: Sung-Un Yang

Political public relations has been defined as “the management process by which an organization or individual actor for political purposes, through purposeful communication and action, seeks to influence and to establish, build, and maintain beneficial relationships and reputations with its key publics to help support its mission and achieve its goals” (Strömbäck & Kiousis, 2011, p. 8).

With the 2016 political elections in the United States and timeless, recurrent political issues around the globe, the Journal of Public Relations Research welcomes manuscript submissions that report original research findings related to political public relations, as defined above. In addition to election-related research, manuscripts may deal with such political challenges as the rise in violent extremism, the marketing of political candidates, the promotion of immigration reform, government dealings with humanitarian crises, etc.

We welcome manuscripts that advance the theoretical conceptualization and/or methodological operationalization of political public relations and its related constructs/issues. Approaches from all research methodologies are welcomed, as are theoretical perspectives originating from other disciplines.

#### Manuscript and Technical Requirements

- \* Content shall further the Journal's primary purpose, which is to create, test, refine or expand theory in public relations. Authors should explicitly articulate how their scholarship serves the purpose of the journal.
- \* Content shall reflect the highest standards of scholarship, regardless of the research methods used.
- \* Manuscripts shall be submitted in APA style and edited to the highest standards of English-language grammar, spelling, punctuation, sentence structure, etc.
- \* Manuscripts shall conform to the Journal's standard limit of 20 pages of text (not including references, figures, tables). Manuscripts that exceed the standard page limit may be considered if the authors (a) justify the manuscript length in their cover letter; (b) report qualitative and/or historical data; and (c) keep to a reasonable length appropriate for the nature of the research method and the subject studied.
- \* Authors shall take care to indicate in the online manuscript submission system that their submission is, in fact, intended for the special issue on political public relations. Failure to make this indication (in the cover letter AND in the appropriate selection box) will lead to the manuscript being entered into the Journal's regular review process, rather than the special issue process.

#### Important Dates

- February 15, 2017: Initial manuscript submissions due from authors
- April 15, 2017: Initial decisions announced to authors
- May 15, 2017: Final manuscripts due from authors for publication
- July 2017: Accepted manuscripts published online first
- October 2017: Publication of special issue in hard copy

**Questions?** Contact Hilary Fussell Sisco at [hfsisco@quinnipiac.edu](mailto:hfsisco@quinnipiac.edu)



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**Dozier, D. (2017). Meet the Citations. *PR Update*, 52(1). Pgs 20-21.**

## **A faculty profile of Dr. David Dozier** by [Matt Kushin](#), Shepherd University

(A [version of this profile](#) recently ran on our PRD blog.) David M. Dozier, Ph.D., is a professor of public relations and communication management in the School of Journalism & Media Studies at San Diego State University.

### **What skills or knowledge would you like to see students develop in order to become successful PR practitioners? / What are you doing in your classroom to help students in this area?**

In addition to technical communication skills, I think the most valuable tools for new practitioners is the ability to conduct and analyze research on publics. The PR practitioner needs to be the eyes and ears of an organization, as well as its mouthpiece. To accomplish this at SDSU, we have a course dedicated to applied PR research. We chose not to try to cover this important content in a generic "mass comm research methods" course, as many programs do. We use community-based service learning projects to make applied research come to life in a real-world setting.

### **What teaching advice do you have for PRProfs?**

I have a love/hate relationship with new classroom technology. When teaching applied research methods in PR, for example, a "smart" classroom

allows the instructor to show statistical analysis on the screen and invite interaction with students trying to master complex concepts. The down side is that the technology has to work. When it doesn't, the instructor is better off in a "dumb" classroom.

### **What technology, tools or techniques have you adopted to enhance your pedagogy? Explain why you adopted it and how it assisted students.**

Classroom technology tends to be a double-edged sword. Critically, the technology has to work pretty much all the time or it becomes a barrier to learning, not an assist. I teach the Statistical Package for the Social Sciences (SPSS) to PR undergraduates. PR majors find this challenging, since many picked PR as a major because they have been socialized to think they are not good at "math." As they progress through the semester, students learn basic analytic skills through "canned" exercises. At semester's end, they use those skills to analyze survey data that they have collected for a client. Community-based service learning projects are a great way for students to learn by solving real-world problems.

### **Can you share one of your students' favorite assignments or activities?**

I don't think any particular assignment could be considered a student "favorite." The best

*continued next page*

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### **Dozier, D. (2017). Meet the Citations. *PR Update*, 52(1). Pgs 20-21.**

moments happen when a student is struggling with a concept or idea. She or he is just not getting it. As a professor, you try to explain the concept or idea in a variety of ways. Suddenly, the student has an "ah ha!" moment. She or he gets it! It's a real high for the student and a golden moment for any professor.

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

That's easy. Late one fall semester, one of my students was in a terrible auto accident. She was in a coma, with major brain damage. There was only some hope that she would live; there was less hope that she would recover full mental functioning. While she was in the coma, I told her (with her mom's permission) that she could earn "extra credit" to earn an A- in my class. Her grade was in the B+/A- range. However, while in a coma, she obviously wasn't completing some late-semester assignments. The "extra credit" assignment? She had to come out of the coma. On Christmas Eve, she did come out of the coma. She needed an extra semester to graduate. One of my most joyful moments was watching her walk across the stage to receive her diploma.

**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?**

I have two daughters. Both are successful biologists today. When they were young, I was their only custodial parent. I recall weekends when they wanted to go to the beach. I still recall their disappointment when I told them I had "important work" to do for the university. What I can't recall is what that "important work" was. Work/life balance? That's easy. Live your life like you have only six months to live. A short life expectancy is a great way to know what's important in your life--and what's not. Put your family first.

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

I think we've undergone something of a paradigm shift. I started teaching PR in 1980. I had the good fortune of having Glen Broom as a mentor. San Diego State was already moving away from the journalistic "trade school" model of providing only tactical skills for entry-level work. PR is an applied social science; practitioners are not journalists-in-residence. By the way, the manager-technician distinction isn't an either/or proposition. As we learned from the Excellence Study, excellent PR departments are good at both roles.

# Mark your calendars ...and make your way to our Feb. 15 Twitter Chat

Join our guest commentators, Dr. Shannon Bowen, University of South Carolina, and Dr. Terry Flynn, McMaster University, to discuss how public relations practitioners and educators can combat fake news and preserve trust in media.

A light blue poster with a gold border and decorative stars. The text is centered and reads: 'SAVE THE DATE TWITTER CHAT' at the top. Below that, 'The Role of Public Relations in a Fake News Era'. Underneath, 'Guests' lists Shannon Bowen, Ph.D. (University of South Carolina, @DRBOWEN) and Terry Flynn, Ph.D. (McMaster University, @TERRYFLYNN). 'Hosts' lists Ai Zhang, Ph.D. (Stockton University, @AIADDYSONZHANG) and Julie O'Neil, Ph.D. (Texas Christian University, @JULIESONEIL). The date 'Feb. 15 2017' is on the left, and the time 'Noon PST / 3 p.m. EST TO 1 p.m. PST / 4 p.m. EST' is on the right. At the bottom, it says 'FOLLOW THE CHAT. WWW.TWEETDECK.COM #FAKENEWS' and features logos for 'PRD' and 'PRSA Educators Academy'.

**Hosted by**  
Ai Zhang, Stockton University &  
Julie O'Neil, Texas Christian University

Last, but far from least  
Please Remember Our



Between now and April 30, the PRD is highlighting some of the activities that PRD members are doing related to public service.

What does that mean for you? Well, we're hoping you will tell us what you're doing, so that we can share that information with our members via social media and through the PRD website.

Whether you're working with a great public service-oriented client through a service learning class or working with students to manage social media for a local nonprofit organization, we want to hear your success stories.

Please share them with PF&R Co-Chairs:

- **Brooke McKeever** ([brookew@sc.edu](mailto:brookew@sc.edu))
- **Chris Wilson** ([chriswilson@byu.edu](mailto:chriswilson@byu.edu))

...and we will share them with the division.