PUBLIC RELATIONS DIVISION SCHEDULE San Francisco AEJMC 2015

1 p.m. to 5 p.m. Social Media Measurement: Essentials for the Classroom and Profession, Sponsored by the Institute for Public Relations

CLUB ROOM - 2nd LEVEL

Pre-registration Required

Trying to get a handle on social media measurement for your classes?

Our pre-conference will feature hands-on demonstrations of social media measurement features, examples of classroom projects, and a glimpse into the future of social media measurement by a panel of professionals. The pre-conference is co-sponsored by the Public Relations and Mass Communications and Society divisions.

The format includes an educator panel, round table demonstrations and a professional panel.

The educator panel will feature Michele E. Ewing, Kent State University; Tina McCorkindale, IPR; Melissa Adams, North Carolina State, and Juan Liu, Wayne State, and include the following topics:

- Social media measurement 101
- Creating online social media dashboards that connect with communication strategies
- How to create client listening reports using social media
- Big data in social media research
- Engaging influencers and measuring empowerment in social media

Moderating/Presiding: Patricia Swann, Utica

Part I — Teaching Social Media: Essentials for the Classroom Tina McCorkindale, Institute for Public Relations Melissa Adams, North Carolina State Michele Ewing, Kent State Juan Liu, Wayne State **Part II** — Round table demonstrations

- Google Analytics Melissa Adams & Carolyn Kim
- Hootsuite Analytics Michele Ewing & Emily Kinsky
- Twitter metrics- Juan Liu & Karen Freberg
- Facebook Insights Tina McCorkindale & Melissa Janoske
- Cision Pat Swann

Professionals will be at the roundtables for a Q&A opportunity, as well.

Part III — Professional Panel: Reflections about Teaching Social Media Measurement and Where Social Media Measurement is Headed

Michael Brito, Head of Social Strategy, WCG

Logan Cullen, Vice President of Measurement and Insights, Edelman Brian Gendron, Senior Business Leader of Worldwide Communications, MasterCard Sara Hassell, Corporate Communications Social Media Strategy Lead, Wells Fargo

Sponsor:



7-8 a.m. Editorial board meeting for the <i>Journal of Public Relations Research</i> (open to current editorial board members only)	NOTES:	
PACIFIC B -LEVEL 4		
Presiding: Bey-Ling Sha, San Diego State		
10-11:30 a.m. Approaches to Social Media Assignments Based on the Ethical Considerations and		
Legal Limits Every Faculty Member Should Know		
PACIFIC J - LEVEL 4		
This panel will explore: • Student privacy considerations when requiring social media use within courses • Ethical management of students' information when		0
requiring them to use social media platforms that then sell that profile information for a profit		(5
 FERPA considerations in light of public, required work by students for grades through social media Newsjacking, particularly teaching students when not to comment on a crisis 		
 Digital shadows and the long-term consequences on students' online reputation How to teach students what to do when their employer is 		
confronted by trolls on social media Moderating: Mitzi Lewis, Midwestern State		Q
Panelists: Jeremy Harris Lipschultz (Nebraska-Omaha); Chip Stewart (TCU); Karen Freberg (Louisville); Melissa Dodd (Central Florida)		
		_
11:45 a.m. ¬1:15 p.m. Global Bridges Over Troubled Waters: Communication in the Wake of Humanitarian Crises		4
SALON 15 - LOWER B2 LEVEL		
Our division's global bridges panel, co-sponsored by the International Communication Division, has been awarded one of only two programming spots by AEJMC as a featured panel.		
reduced parier.		V
This panel will: •Address the contemporary communications challenges with regard to helping refugess •Explore the communication strategies used to support refugees		Image: Control of the
 Discuss insights from theory and research Establish a research agenda for subsequent communication studies that serve refugees' interests 		
Moderating: Pat Curtin, University of Oregon		

Panelists: Adrian Edwards (United Nations); Colleen Connolly-Ahern (Penn State); Peter Laufer (Oregon)

1:30-3 p.m. Past Heads Luncheon (open to past heads only)	NOTES:
Buca Di Beppo 855 Howard Street	
Presiding: Colleen Connolly-Ahern, Penn State	
Directions: From the hotel's Mission Street Exit, take a right on Mission Street, then a left on 4th Street. After approximately 500 feet, take a right onto Howard Street. The restaurant is approximately 450 feet on your left. If you have reached the Intercontinental Hotel, you have gone too far, and need to redirect.	
3:15-4:30 p.m . LinkedIn Tour	
LinkedIn 505 Howard Street	48
Pre-registration Required	
Presiding: Lucinda Austin, Elon, and Nathan Gilkerson, Marquette	
Directions: Meet the PF&R team in the lobby at 3 p.m. Alternatively, from the hotel's Mission Street exit, take a left onto Mission Street and travel approximately 1250 feet. Take a left onto 2nd Street, travel approximately 600 feet. Take a left onto Howard Street. LinkedIn is approximately 750 feet on your left.	
5-6:30 p.m. Examining the Practice and Ethical Implications of Native Advertising for Public Relations and Advertising	
SALON 15 - LOWER B2 LEVEL	
The panelists will define native advertising, discuss it from an instrumental perspective, share recent examples, address key challenges and opportunities, and explore ethical implications. They will also address the potential implications native advertising has on the advertising and public relations fields, as well as the democratic function of the media industry.	
Moderating: Beth Egan, Syracuse University	
Panelists: Steve Rubel (Edelman); Shannon Bowen (South Carolina); Guy Golan (Syracuse); Debbie Yount (Oklahoma); Bartosz Wojdynski (Georgia).	

7-8 a.m. Outgoing Executive Committee Meeting (open to current PRD committee chairs)	NOTES:
SALON 12 - LOWER B2 LEVEL	
Presiding: Denise Bortree, Pennsylvania State	
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0.15 0.45	
8:15-9:45 a.m. Developing Global Leaders: Best	
Practices for Helping Students Develop Vital	
Leadership Skills	
SALON 14 - LOWER B2 LEVEL	
The development of leadership skills is of utmost importance in public relations education, particularly leaders who can	
cross borders and work within multiple cultures and countries.	
Panelists will discuss ways in which to foster leadership	
within students both in the classroom and throughout the	
world.	
Moderating: Carolyn Kim, Biola	
Panelists: Dave Remund (Oregon); Bruce Berger	
(Alabama); John Williams (Principia); Bey-Ling Sha	
(San Diego State); Erica Clarke (Penn State - Greater Allegheny).	
Timegneny).	
11.45 1.15 DULL	
11:45 a.m 1:15 p.m. Bill Adams/Edelman	
Luncheon	
Pre-registration Required	
Duggiding: Emily Vinelay West Toyog A &M	
Presiding: Emily Kinsky, West Texas A&M	
SF Green Space at EEFG	
657 Mission Street, Suite 200	
San Francisco, CA 94105	
Divertional From the hestel's Mission Street suit takes a left	
<i>Directions</i> : From the hotel's Mission Street exit, take a left onto Mission Street and travel approximately 900 feet. The	
entrance will be on your right - and signs will be posted.	
Richard Waters will lead a walking group from the hotel	
lobby at 11:20 a.m. If you have a reserved luncheon spot,	
and not joining the walking group, please plan on being there	
by 11:30 a.m.	
The annual Dill A dame/Edalman Lyncheson will feeture	
The annual Bill Adams/Edelman Luncheon will feature two speakers in honor of the PRD's 50th anniversary. John	
Edelman, managing director of global engagement and	
corporate responsibility, and Steve Rubel, Edelman's chief	
content strategist, will speak about the history and future	
of PR and will share examples from the agency.	
and the uponey.	
Edelman	

1:30-3 p.m. Top Open Competition Papers	NOTES:
SALON 12 - LOWER B2 LEVEL	
Presiding: Weiwu Zhang, Texas Tech	
Discussant: Eyun-Jung Ki, Alabama	
Making Social Media Work: Modeling the Antecedents and Outcomes of Perceived Relationship Investment of Nonprofit Organizations* Giselle Auger, Duquesne University Moonhee Cho, University of Tennessee *First Place Paper	
Never Easy to Say "Sorry": Exploring the Interplay of Crisis Involvement, Brand Image and Message Framing in Developing Effective Crisis Responses** Soyoung Lee, The University of Texas at Austin Lucy Atkinson, University of Texas at Austin **Second Place Paper	4
Time-lagged Analysis of Third-level Agenda-building: Florida's Debate on Medical Marijuana*** Tiffany Schweickart, University of Florida Jordan Neil, University of Florida Ji Young Kim, Bradley University Josephine Lukito, Syracuse University Tianduo Zhang, University of Florida Guy Golan, Syracuse University Spiro Kiousis, University of Florida ***Third Place Paper	
Examining the Role of CSR in Corporate Crises: Integration of Situational Crisis Communication Theory and the Persuasion Knowledge Model Jeesun Kim, California State University, Fullerton Chang-Dae Ham, University of Illinois 3:15-4:45 p.m. Presidential Panel: Getting it Right in Double Time: Journalists and Communicators as Interpreters	
SALON 15 - LOWER B2 LEVEL	
Presiding: Elizabeth Toth, Maryland, 2014-15 AEJMC President In our fast-paced journalism and communication professions, we rarely reflect on how cognitive and social processes influence the stories we tell. We are rewarded for meeting deadlines, providing content and assuring our audiences of our interpretations. Panelists who do simultaneous interpreting to bridge language differences will share their craftsmanship along with experts from journalism and public relations who have come to grips in a multi-cultural world with just how complex their interpreting of events can be.	
Panelists: Holly Mikkelson (Middlebury Inst. of Intl. Studies at Monterey); Felix Gutierrez (Southern Cal); Janine Zacharia	

(Stanford); James E. Grunig (Maryland)

3:15-4:45 p.m. High Density Refereed Paper Research Session: Credibility and the Reputation of Public Relations, Crisis Communication, and Societal Roles of Public Relations	NOTES:	
NOB HILL A-D - LOWER B2 LEVEL		
Presiding: Hyoungkoo Khang, Alabama Discussants: Don Wright (Boston); Dustin Supa, (Boston); Lynn Zoch, (Radford)		
PR Credibility as News Unfolds: How Perceptions Gauged in Real Time and Post Exposure Differ Matthew S. VanDyke, Texas Tech University Coy Callison, Texas Tech University		
Towards Effective CSR in Controversial Industry Sectors: Effect of Industry Sector, Corporate Reputation, and Company-cause Fit Baobao Song, University of Florida Jing (Taylor) Wen, University of Florida Mary Ann Ferguson, University of Florida		0.5
Crowd Endorsement on Social Media: Persuasive Effects of Organizations' Retweeting and Role of Social Presence Young-shin Lim, The Ohio State University Roselyn J. Lee-Won, The Ohio State University		N
Iwo Wrongs Don't Make a Right: Journalist Perceptions of Reputation and Errors in Corporate Communication Melanie Formentin, Towson University Kirstie Hettinga, California Lutheran University Alyssa Appelman, Northern Kentucky University		U
Informing Crisis Communication Preparation and Response through Network Analysis: An Elaboration of the Social-Mediated Crisis Communication Model. Itai Himelboim, University of Georgia Yan Jin, University of Georgia Bryan Reber, University of Georgia Patrick Grant, University of Georgia		
The Role of Company–Cause Congruence and the Moderating Effects of Organization–Public Relationships on the Negative Spillover Effects of Partnerships Sun Young Lee, Texas Tech University Hyejoon Rim, University of Minnesota		>
Crisis Communication and Corporate Apology: The Effects of Causal Attributions and Apology Types on Publics' Cognitive and Affective Responses Surin Chung, University of Missouri - Columbia Suman Lee, Iowa State University		\(\frac{1}{2}\)
Communicating Sustainability: An Examination of Corporate, Nonprofit, and University Websites Holly Ott, The Pennsylvania State University Ruoxu Wang, Penn State University Denise Bortree, Penn State University		
cont. on p.6		L

Examining the Importance and Perceptions of Organizational Autonomy among Dominant Coalition Members

Christopher Wilson, Brigham Young University

Public Relations as Development Communication? Conceptual Overlaps and Prospects for a Societal Paradigm of Public Relations

> Katie Brown, University of Maryland Sylvia Guo, University of Maryland Brooke Fowler, University of Maryland Claire Tills, University of Maryland Sifan Xu, University of Maryland Erich Sommerfeldt, University of Maryland

5-6:30 p.m. Commission on Public Relations Education Meeting (open to representatives of CPRE)

WILLOW - B2 LEVEL

Presiding: Karla Gower, Director, Plank Center for Leadership in Public Relations, University of Alabama

6:45-8:15 p.m. Division Members' Meeting

PACIFIC H - FOURTH LEVEL

Presiding: Denise Bortree, Pennsylvania State

All PRD members are encouraged to attend the annual business meeting. Several new items will be introduced this year, and a special surprise for attendees!

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7-8 a.m. Incoming Executive Committee Meeting SIERRA B - FIFTH LEVEL Presiding: Tiffany Gallicano, Oregon All members interested in leadership roles in the Public Relations Division are invited to attend the meeting of	\ 2
Presiding: Tiffany Gallicano, Oregon All members interested in leadership roles in the Public	N 2
All members interested in leadership roles in the Public	\ 2
•	N 2
the incoming board.	
8:15-9:45 a.m. Scholar-to-Scholar Refereed Paper Research Session	
GOLDEN GATE C - B2 LEVEL	
Session Title: Crisis Communication	O
1. Stealing Thunder and Filling the Silence: Twitter as a Primary Channel of Police Crisis Communication Brooke Fowler, University of Maryland	46
2. Ethical Approaches to Crisis Communication in Chemical Crises: A Content Analysis of Media Coverage of Chemical Crises From 2010 to 2014	
Xiaochen Zhang, University of Florida Jonathan Borden, Syracuse University	
B. I am One of Them: A Social Identity Approach to Crisis Communication Liang Ma, University of Maryland	
4. SeaWorld vs Blackfish A Case Study in Crisis Communication Ken Cardell, University of South Carolina	
Discussant: Lucinda Austin, Elon University	
Session Title: The Effects of Strategic Communication	>
5. If Anything Can Go Wrong, It Will: Murphy's Law, and the Unintended Consequences of Deliberate Communication Timothy Penn, University of Maryland	4
5. Reputation from the Inside Out: Examining How Nonprofit Employees Perceive the Top Leader Influencing Reputation Laura Lemon, University of Tennessee	
7. Fashion Meets Twitter: Does the Source Matter? Perceived Message Credibility, Interactivity and Purchase Intention Yijia Wang, West Virginia University Geah Pressgrove, West Virginia University	
Shugofa Dastgee, University of Oklahoma	
Discussant: Kenneth Plowman, Brigham Young University	
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Session Title: International Public Relations	NOTES:	
9. Within-border Foreign Publics: Micro-diplomats and Their		
Impact on a Nation's Soft Power	1	
Kelly Vibber, University of Dayton		
Jeong-Nam Kim, Purdue University		
10. Public Relations Role in the Global Media Ecology:		\sim
Connecting the World as Network Managers		V
Aimei Yang, University of Southern California		
Maureen Taylor, University of Oklahoma		
Wenlin Liu, University of Southern California		
11. A Case Study of the Chinese Government's Crisis		_
Communication on the 2015 Shanghai Stampede Incident		
Lijie Zhou, University of Southern Mississippi		
Jae-Hwa Shin, University of Southern Mississippi		\sim
12. Another Crisis for Government After Crisis: A Case Study		W
of South Korean Government's Crisis Communication on the		
Sewol Ferry Disaster		
Se Na Lim, University of Alabama		45
Eunyoung Kim, University of Alabama		(1)
Discussant: Jangyul Kim, Colorado State University		
Discussant. Jangyui Kini, Colorado State Oniversity		
Session Title: Organization-Public Relationships		
13. A New Look at Organization-Public Relationship:		
Testing Contingent Corporation-Activist Relationship (CCAR)		
in Conflicts		
Yang Cheng, University of Missouri		
14. Relational Immunity? Examining Relationship as Crisis		
Shield in the Case of Purdue's On-Campus Shooting		
Arunima Krishna, Purdue University		'
Brian Smith, Purdue University		
Staci Smith, Purdue University		
15. Making "a good life" in Professional and Personal Arenas: A		
SEM Analysis of Fair Decision Making, Leadership,		
Organizational Support, and Quality of Employee-Organization		
Relationships (EORs)		
Hua Jiang, Syracuse University		
16. The Value of Public Relations: Different Impacts of		
Communal and Exchange Relationships on Communicative		
Behavior		IY
Jarim Kim, Kookmin University		
Minjung Sung, Chung-Ang University		
Discussant: Denise Bortree, Pennsylvania State University		
Discussion. Define Bottlee, Pennsylvania State University		
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NOTES: Session Title: Public Relations Models, Theories, and Research 17. Estimating the Weights of Media Tonalities in the Measurement of Media Coverage of Corporations Xiaogun Zhang, University of North Texas 18. Minding the Representation Gap: Some Pitfalls of Linear **Crisis-response Theory** Yi-Hui Huang, The Chinese University of Hong Kong Hiu Ying Choy, The Chinese University of Hong Kong Fang Wu, The Chinese University of Hong Kong Qing Huang, The Chinese University of Hong Kong Qijun He, The Chinese University of Hong Kong Deva Xu, The Chinese University of Hong Kong 19. Reassessment of Audience in Public Relations Industry: **How Social Media Reshape Public Relations Measurements** Surin Chung, University of Missouri – Columbia Harsh Taneja, University of Missouri - Columbia 20. Is There Still a PR Problem Online? Exploring the Effects of Different Sources and Crisis Response Strategies in Online Crisis Communication via Social Media Young Kim, Louisiana State University Hyojung Park, Louisiana State University Discussant: Juan Meng, University of Georgia **12:15-1:30 p.m.** Top Student Papers SALON 14 -LOWER B2 LEVEL Presiding: Flora Hung-Baesecke, Massey Discussant: Giselle Auger, Duquesne Enhancing OPR Management through SNSs: The Role of Organizations' SNS Message Strategies and Message Interactivity* Xinyu Lu, University of Minnesota, Twin Cities Hao Xu, University of Minnesota, Twin Cities *First Place Paper An Examination of Social TV & OPR Building: A Content Analysis of Tweets Surrounding "The Walking Dead"** Lauren Auverset, University of Alabama **Second Place Paper To Whom Do They Listen? The Effects of Communication Strategy and eWOM on Consumer Responses*** Zifei Chen, University of Miami Cheng Hong, University of Miami ***Third Place Paper CSR without Transparency Is Not Good Enough: Examining the Effect of CSR Fit and Transparency Efforts on Skepticism and Trust toward Organizations Hyosun Kim, University of North Carolina at Chapel Hill Tae Ho Lee, University of North Carolina at Chapel Hill

1:30-3 p.m. Graduate Stude	ent Luncheon	NOTES:	
Bluestem Brasserie			
One Yerba Buena Lane			
Presiding: Holly Ott, Pennsylvania State			
Graduate students are invited to luncheon, which will be held at Registration is full . To join the https://www.surveymonkey.com	the Bluestem Brasserie. wait list, please visit		0
Attendees must check in at the papers session before proceeding Attendees who do not check in v	e top graduate studenting to the restaurant.		
	FLORIDA		00
sponsored by:	College of Journalism and Communications		
1:45-3:15 p.m. Overcoming Re-energizing your research a			
SALON 15 -LOWER B2 LI	EVEL		
This panel seeks to provide a forum post-tenure slump. By bringing togowho have successfully overcome deproductivity and avoided profession advice to current associate professoreducational burnout and need advice research agenda and commitment to the state of the s	ether a panel of full professors eclines in research nal burnout, this panel will offer ors who may be feeling see on how to re-energize their or higher education.		4
Moderating: Richard Waters, Sa	n Francisco		
Panelists: Kim Bissell (Alabama Hon (Florida); Tom Reichert (G Diego St); S. Shyam Sundar (Pe	eorgia); Bey-Ling Sha (San		>
*This panel is presented by the AD	V & MCS Divisions		4
3:30-5 p.m. Scholar-to-Sch Research Session	olar Refereed Paper		
GOLDEN GATE C - B2 LE	EVEL		M
Session Title: Crisis Response			
Session Title: The Effects of Corp	orate Social Responsibility		
16. Understanding Shareholder E Corporate Social Responsibility Nur Uysal, Marquette Uni			
17. The Effect of CSR Expectancy Attitudinal and Behavioral Respo			Q (C

Application of Expectancy Violation Theory NOTES: Moonhee Cho, University of Tennessee Sun-Young Park, Rowan University Soojin Kim, University of Florida 18. Campaign and Corporate Goals in Conflict: Exploring **Corporate Social Initiative Types and Company Issue** Congruence Lucinda Austin, Elon University Barbara Miller, Elon University Discussant: Dennis L. Wilcox, San Jose State University 19. Attribution Error of Internal Stakeholders in Assessments of **Organizational Crisis Responsibility** Jonathan Borden, Syracuse University Xiaochen Zhang, University of Florida 20. Crisis Response Strategies of Sports Organizations and Its Fans: The Case of Ray Rice Eunyoung Kim, University of Alabama 21. Care in Crisis: Proposing the Applied Model of Care **Considerations for Public Relations** Julia Daisy Fraustino, West Virginia University Amanda Kennedy, University of Maryland 22. Understanding an Angry Hot-Issue Public's Response to The **Interview Cancellation Saga** Arunima Krishna, Purdue University Kelly Vibber, University of Dayton Discussant: Barbara DeSanto, Kansas State University **Session Title: CSR Communication** 23. Institutional Pressure and Transparency in CSR Disclosure: A Content Analysis of CSR Press Releases at CSRwire.com Tae Ho Lee, University of North Carolina at Chapel Hill 24. Engaging the Public with CSR Activities Through Social Media Alan Abitbol, Texas Tech University Sun Young Lee, Texas Tech University 25. The Importance of Authenticity in Corporate Social Responsibility Mary Ann Ferguson, University of Florida Baobao Song, University of Florida Discussant: Suman Lee, Iowa State University Session Title: Political Organization-Public Relationships 26. Political Organization-Public Relations and Trust: Facebook vs. Campaign Websites David Painter, Full Sail University 27. The Effects of Framing in Mainstream and Alternative Media on Government Public Relationships Ganga Dhanesh, National University of Singapore Tracy Loh, National University of Singapore

28. Understanding Public and Its Communicative Actions as **NOTES:** Antecedents of Government-public Relationships in Crisis Communication Young Kim, Louisiana State University Andrea Miller, Louisiana State University Hyunji Lim, University of Miami 29. Government Relationship-Building Practices Online: An **Analysis of Capital City Websites** Lindsay McCluskey, Louisiana State University Discussant: Judy VanSlyke Turk, Florida International Session Title: Public Relations Education and Professions 30. Do You See What I See? Perceptions between Advertising and Public Relations Professionals Dustin Supa, Boston University 31. Biological Sex vs. Gender Identity: Nature vs. Nurture in **Explicating Practitioner Roles and Salaries in Public Relations** Bey-Ling Sha, San Diego State University Courtney White, San Diego State University Elpin Keshishzadeh, San Diego State University David Dozier, San Diego State University 32. Crucial Linkages in Successful Public Relations Practice: Organizational Culture, Leadership, Engagement, Trust and Job Satisfaction Juan Meng, University of Georgia Bruce Berger, University of Alabama 33. If Organizations Are People, They Need to Have the Same Values: Personal Values and Organizational Values in Stakeholder Evaluations of Organizational Legitimacy John Brummette, Radford University Lynn Zoch, Radford University 34. More Than Just a Lack of Uniformity: Exploring the **Evolution of Public Relations Master's Programs** Rowena Briones, Virginia Commonwealth University Hongmei Shen, San Diego State University Candace Parrish, Virginia Commonwealth University Elizabeth Toth, University of Maryland Maria Russell, Syracuse University Discussant: Heidi Edwards, Florida Institute of Technology Session Title: Social Media and Mobile Media Engagement 35. Between Ignorance and Engagement: Exploring the Effects of Corporations' Communicatory Engagement with Their **Publics on Social Networking Sites** Eun Go, Pennsylvania State University 36. Mobile Technology and Public Engagement: Exploring the Effects of College Students' Mobile Phone Use on Their Public Engagement Yuan Wang, University of Alabama

37. An Analysis of Tweets by Universities and Colleges: Public **NOTES: Engagement and Interactivity** Jason Beverly, University of Southern Mississippi Jae-Hwa Shin, University of Southern Mississippi Discussant: Bryan Reber, University of Georgia Session Title: Social Media and Public Relations 38. Taking the Ice Bucket Plunge: Social and Psychological **Motivations for Participating in the ALS Challenge** Soojin Roh, Syracuse University Tamara Makana Chock, Syracuse University 39. Experimenting with Dialogue on Social Media: An Examination of the Influence of the Dialogic Principles on ngagement, Interaction, and Attitude Brandi Watkins, Virginia Tech 40. Mascot Nations: Examining University-driven College **Football Fan Communities** Matthew Haught, University of Memphis Discussant: Tiffany Gallicano, University of Oregon **Session Title: Strategic Messaging** 41. Change Management Communication: Barriers, Strategies & Messaging Marlene Neill, Baylor University 42. Too Much of a Good Thing: When Does Two-way Symmetric Communication Become Unhelpful? Yi Grace Ji, University of Miami Cong Li, University of Miami 43. "How Negative Becomes Less Negative": The Interplay between Comment Variance and the Sidedness of Company Response Hyejoon Rim, University of Minnesota Doori Song, Youngstown State University 44. Understanding Consumer Resentment Before It's too Late: **Empirical Testing of A Service Failure Response Model** Zongchao Li. University of Miami Don Stacks, University of Miami Discussant: Dean Kruckeberg, UNC-Charlotte **5:15-6:45 p.m.** Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Nonprofit Causes This panel will examine the intersection of cause-related fundraising and entertainment. Additionally, this panel will explore the relationship between fans of various popular entertainment franchises and engagement with nonprofits, philanthropic causes, and charitable organizations via digital and social media. Moderating: Brad Yates, West Georgia Panelists: Erin Ryan (Kennesaw); Lisa Fall (Tennessee); Chuck Lubbers (South Dakota); Bonita Neff (IU-Northwest);

Cynthia King (Cal-Fullerton); Jack Karlis (SUNY-Buffalo)

7-8:30 p.m. Public Relations Division Social

S&R LOUNGE

55 5th St

Pre-registration Required

Directions: Meet the Social team in the lobby at 6:55 p.m. Alternatively, from the hotel's Mission Street exit, take a right onto Mission Street and travel approximately 800 feet. Take a right onto 5th Street, travel approximately 300 feet. S&R Lounge will be on your right.

Hosting: Denise Bortree, Pennsylvania State

Public Relations Division members, friends and family are cordially invited to attend the annual off-site social reception. At this year's event, we will celebrate the PRD's 50th anniversary. It will take place at S&R Lounge (short for "salvage and rescue") in the Hotel Zetta San Francisco, a 5-minute walk from the conference hotel. A taste of San Francisco, S&R Lounge features an award-winning chef and is "set to a tune of Silicon Valley start-up speak."

Registered guests may show their badges to receive one free drink ticket upon entrance while supplies last; a cash bar will be available at all times. Light hors d'oeuvres will be served.

Join us for networking, socializing, book raffles, door prizes, special guests and a celebration of 50 wonderful years of PRD service to AEJMC.

Many Thanks to our PRD Social Sponsors

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Arthur W. Page Center for Integrity in Public Communication at Penn State University

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College of Media & Communication
University of Oregon, School of Journalism and Communication

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Texas Christian University
West Virginia University, Reed College of Media

Silver Sponsors

Baylor University, Department of Journalism, Public Relations & New Media Donnalyn Pompper, Ph.D., APR, Temple University School of Media & Communication

NOTES:

9:15-10:45 a.m. Top Teaching Papers

SALON 15 -LOWER B2 LEVEL

Presiding: Chuck Lubbers, South Dakota Discussant: Hongmei Shen, San Diego State

Hootsuite University: Equipping Academics and Future PR Professionals for Social Media Success*

Emily S. Kinsky, West Texas A&M University Karen Freberg, University of Louisville Carolyn Kim, Biola University Matthew Kushin, Shepherd University William Ward, Syracuse University *First Place Teaching Paper

"The Best of Both Worlds": Student Perspectives on Student-Run Advertising and Public Relations Agencies**

Joyce Haley, Abilene Christian University Margaret Ritsch, Texas Christian University Jessica Smith, Abilene Christian University **Second Place Teaching Paper

Teaching, Tweeting, and Telecommuting: Experiential and Cross-institutional Learning through Social Media***

Stephanie Madden, University of Maryland Rowena Briones, Virginia Commonwealth Julia Daisy Fraustino, West Virginia University Melissa Janoske, University of Memphis ***Third Place Teaching Paper

Exploring Diversity and Client Work in Public Relations Education

Katie Place, Quinnipiac University Antoaneta Vanc, Quinnipiac University

ADDITIONAL NOTES
