

## Overview –

This list was generated to provide an overview of publishing outlets for the research work conducted by PRD members. This does not mean that there are not other publications, but rather that the journals on this list include the journals that focus on topics generally in alignment with public relations research.

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## Manuscript preparation tips –

1. **Find the right journal** - Matching your manuscript with the right journal saves you and the journal editors and reviewers time. Look for topics and research methods that are in line with your research.
2. **Follow the submission/resubmission directions** – Journal requirements may vary in terms of citation style, maximum number of pages, where they want tables and figures placed, etc. Improve your chances of having your manuscript read, by double-checking the directions and following them!
3. **Know the journal’s editorial board** – Most journal submissions are reviewed by people that populate that publication’s editorial board. You should look at these names and make sure your manuscript is appropriate for review by likely reviewers.
4. **Become acquainted with the journal’s copyright policy** – Have you developed a model or graphic interpretation based on your research? The truth is, if you use that image in a journal article you may need to get permission to use it in another article or book chapter even if the graphic is based on your intellectual and/or artistic development. It is possible that you may even have to pay to reuse your graphic somewhere else.
5. **Special issues and calls for manuscripts** – The Public Relations Division does a nice job communicating about the calls for special issues of journals, so make sure you are on the listserv and get these notifications, or just browse the journals periodically to see if you have content that is a good fit for a special issue. Note that special-issue decisions are usually either accept, accept with minor changes, or reject. Special issues are typically a one-time deal for a specific topic, which means you are unlikely to get a “revise and resubmit” – so make that initial submission as perfect as possible.
6. **ALWAYS submit your best work** – Do not submit “rough drafts” of any manuscript to any journal; this is a waste of everybody’s time, including your own. Make every submission count by making it your best work possible. If you are submitting to a journal something that has been presented at a conference, you should incorporate conference feedback into the manuscript before submitting it. If you are submitting a manuscript that

has been rejected by a journal, fix the problems identified in the first submission effort before sending the manuscript to a second journal.

The list of journals below, in alphabetical order, include a URL, the Impact Factor if known, and a brief overview about the journal. Most of the information about these journals was taken directly from the submission guidelines for each journal and was accurate as of November 18, 2013.

***Case Studies in Strategic Communication***- <http://cssc.uscannenberg.org/>

***Case Studies in Strategic Communication (CSSC)*** is dedicated to the study of strategic communication through the case study method. Case studies illustrate the strategies, tactics, and execution of communication campaigns through in-depth coverage of a single situation. CSSC is a peer-reviewed online publication housed at the University of Southern California's Annenberg School for Communication & Journalism.

***Communication Monographs*** – (Impact Factor 2.029) -

<http://www.tandfonline.com/action/authorSubmission?journalCode=rcmm20&page=instructions#.Uoo8IyjuPgQ>

***Communication Monographs***, published in March, June, September & December, aims to provide a venue for excellent original scholarship that contributes to our understanding of human communication. The scholarship should endeavor to ask questions about the diverse and complex issues that interest communication scholars, including areas such as media studies, interpersonal and relational communication, organizational and group communication, health and family communication, rhetoric, language and social interaction, intercultural communication and cultural studies, and others. The journal especially welcomes questions that bridge boundaries that have traditionally separated scholars within the communication discipline.

***Communication Research*** (Impact Factor 1.819) -

<http://www.sagepub.com/journals/Journal200941#tabview=manuscriptSubmission>

The editorial goal of ***Communication Research*** is to offer a special opportunity for reflection and change in the new millennium. To qualify for publication, research should, first, be explicitly tied to some form of communication; second, be theoretically driven with results that inform theory; third, use the most rigorous empirical methods; and fourth, be directly linked to the most important problems and issues facing humankind. Criteria do not privilege any particular context; indeed, we believe that the key problems facing humankind occur in close relationships, groups, organizations, and cultures. Hence, we hope to publish research conducted across a wide variety of levels and units of analysis.

***Communication Research Report*** - <http://www.tandfonline.com/toc/rcrr20/current#.UIR6jqPD-JA>

***Communication Research Reports*** publishes brief empirical articles (10 pages or less, excluding tables and references) on a variety of topics pertaining to human communication. Studies in the general areas of interpersonal, intercultural, life-span, nonverbal, small group, organizational, instructional, health, persuasive, mass, political, and computer-mediated communication are appropriate. Although the main portion of the paper should be devoted to a thorough reporting and interpretation of results, a concise but cogent theoretical rationale and literature review must also be included.

***Corporate Communications: An International Journal*** - <http://www.emeraldinsight.com/journals.htm?issn=1356-3289>

***Corporate Communications: An International Journal*** addresses the issues arising from the increased awareness that an organization's communications are part of the whole organization, and that the relationship an organization has with its external public requires careful management. The responsibility for communications is increasingly being seen as part of every employee's role and not simply the function of the marketing/PR departments. This journal will illustrate why communications are important and how best to implement a strategic communications plan.

***Journal of Communication*** (Impact Factor 2.026) - <http://www.wiley.com/bw/submit.asp?ref=0021-9916&site=1>

The ***Journal of Communication*** is the flagship journal of the International Communication Association and an essential publication for all communications specialists and policy makers. The Journal of Communication concentrates on communication research, practice, policy, and theory, bringing to its readers the latest, broadest, and most important findings in the field of communication studies. *Journal of Communication* also features an extensive book review section, and the symposia of selected studies on current issues. *JoC* publishes the best available scholarship on all aspects of communication. Since the journal seeks to be a general forum for communication scholarship, it is especially interested in research whose significance crosses disciplinary and sub-field boundaries.

***Journal of Health Communication*** (Impact Factor 1.61) - <http://www.tandfonline.com/loi/uhcm20#.UISAhqPD-JA>

***Journal of Health Communication*** is a scholarly, peer-reviewed quarterly that presents the latest developments in the field of health communication, including research in social marketing, shared decision making, communication (from interpersonal to mass media), psychology, government, and health education in the United States and the world. The journal seeks to advance a synergistic relationship between research and practical information to help readers build a New Health Order. With a focus on promoting the vital life of the individual as well as the good health of the world's communities, the journal presents research, progress in areas of

technology and public health, ethics, politics/policy, and the application of health communication principles. Qualitative and quantitative studies, ethical essays, case studies, and book reviews are also included.

***International Journal of Strategic Communication*** – <http://www.tandfonline.com/loi/hstc20>

The ***International Journal of Strategic Communication (IJSC)*** aims at fostering understanding of the processes, prospects, and challenges of communication for organizations in a changing global society. Manuscripts submitted to the ***International Journal of Strategic Communication*** must be clearly positioned within the broad framework of strategic communication and contribute to its body of knowledge, informing scholarship and practice from various sub-disciplines. Papers based in single disciplines, i.e. traditional public relations or marketing communications theory, are not suitable. Moreover, research questions and topics addressed should be valuable for a global readership. While international, comparative and cross-cultural topics are especially welcome, research with a regional or national focus is suitable if insights or results can be transferred to strategic communication in other parts of the world. Contributors should reflect the scope of the journal and reflect the audience of ***IJSC*** when writing manuscripts for this journal.

***Journal of Applied Communication*** – (Impact Factor: .741)  
<http://www.tandf.co.uk/journals/pdf/editor/rjacEdPolicy.pdf>

The ***Journal of Applied Communication Research*** publishes original scholarship that addresses or challenges the relation between theory and practice in understanding communication in applied contexts. ***JACR*** aims primarily to contribute to how people practice communication across multiple contexts. All theoretical and methodological approaches are welcome, as are all contextual areas. Of utmost importance is that an applied communication problem or issue is the motivation for the research. Submissions should be based securely in existing understandings of communication processes, informed by relevant theory, and should substantively advance our understanding of communication in practical settings. Of particular interest are studies that focus on contemporary social issues. Authors are encouraged to clearly and explicitly identify and describe the *communication* problem or issue early in the manuscript.

***Journal of Business and Management*** - <http://www.chapman.edu/asbe/academics-and-research/journals-and-essays/>

The primary editorial objective of the ***Journal of Business and Management*** is to provide a forum for the dissemination of theory and research in all areas of business, management, and organizational decisions that would be of interest to academics and practitioners.

***Journal of Communication Management*** – (Impact Factor: .67)

<http://www.emeraldinsight.com/products/journals/journals.htm?id=jcom>

***Journal of Communication Management*** strives to be the definitive international quarterly publication for communications and public relations professionals in private and public sector organizations as well as academics in universities and business schools. It is a formal partner of the European Public Relations Education and Research Association (EUPRERA), and the preferred publishing partner of the Chartered Institute of Public Relations (CIPR).

***Journal of Promotion Management***-

<http://www.tandfonline.com/toc/wjpm20/current#.UISISaPD-JA>

***The Journal of Promotion Management*** will keep you up-to-date on applied research and planning in various areas of business such as promotion, communication, marketing, operations and management among others. It is designed for academicians and practitioners who are interested in conducting research in or acquiring knowledge about the theory, methodology, strategy, applications of new philosophy and/or policy that can benefit the business and academic community. The journal aims to create a forum for scholars and practitioners to exchange ideas in a multi-disciplinary environment.

***Journal of Public Relations Research*** (Impact Factor: 0.875)

<http://www.tandfonline.com/toc/hpr20/current>

***JPPR*** publishes scholarship that creates, tests, or expands public relations theory. Manuscripts may examine why organizations practice public relations as they do and how public relations can be conducted more effectively; analysis of the publics of public relations; scholarly criticism of public relations practice; and development of the history, ethics, or philosophy of public relations. Because of the wide range of influences on and effects of public relations, interdisciplinary research is particularly encouraged. Two kinds of articles can be submitted: reviews of major programs of research (20-60 double-spaced manuscript pages) and reports of original research (approximately 20 double-spaced manuscript pages). All methodologies are appropriate, including critical, historical, legal, philosophical, and social scientific.

***Journalism & Mass Communication Educator*** - <http://www.aejmc.org/home/publications/jmc-educator/>

***Journalism & Mass Communication Educator*** addresses itself to the professional needs of the journalism and mass communication educator and administrator on both secondary and collegiate levels. Articles on teaching techniques, new courses and technology help promote excellence in the classroom. Statistical information on student enrollments and career interests, trends in curriculum design, surveys and opinion polls are featured. Refereed. *Journalism & Mass Communication Educator* is published four times a year.

***Journalism & Mass Communication Quarterly*** – (Impact Factor .566) -  
<http://www.aejmc.org/home/publications/jmc-quarterly/>

***Journalism & Mass Communication Quarterly*** focuses on research in journalism and mass communication. Each issue features reports of original investigation, presenting the latest developments in theory and methodology of communication, international communication, journalism history, and social and legal problems. *Journalism & Mass Communication Quarterly* also contains book reviews. Refereed. Published four times a year.

***Nonprofit & Voluntary Sector Quarterly*** (Impact Factor .648)  
<http://www.sagepub.com/journals/Journal200775#tabview=manuscriptSubmission>

***Nonprofit and Voluntary Sector Quarterly***, the journal of the Association for Research on Nonprofit Organizations and Voluntary Action, is an international, interdisciplinary journal that seeks to enhance the quality of life and general welfare of humanity through effective and appropriate voluntary action by reporting on research and programs related to voluntarism, citizen participation, philanthropy, and nonprofit organizations in societies around the world.

***PRism*** Online PR Journal - <http://www.prismjournal.org/homepage.html>

Each ***PRism*** issue contains full-length refereed scholarly articles, shorter non-refereed commentary pieces, and a range of book reviews, opinion pieces, and/or conference reports. We welcome both practical and critical perspectives on public relations and public communication. We use 'public relations' in its broadest sense, to encompass all communication within and between organizations or individuals and their social, environmental, and political context, including but not limited to community relations, industry relations, lobbying, media communication, corporate social responsibility, marketing communication, internal communication, reputation management, financial relations, fundraising, issues management, public affairs, relationship management, crisis communication, social marketing, and more. In our special issues we have also published articles on broader aspects of communication such as journalism and visual communication, and on the intersections of communication with other disciplinary fields such as education.

***Public Relations Inquiry*** - <http://pri.sagepub.com/>

***Public Relations Inquiry*** is an international, peer-reviewed forum for conceptual, reflexive and critical discussion on public relations. The journal aims to stimulate new research agendas in the field of public relations through inter-disciplinary engagement and to encompass a broad range of theoretical, empirical and methodological issues in public and organizational communications in diverse cultural contexts.

***Public Relations Journal*** - <http://www.prsa.org/Intelligence/PRJournal/>

To be considered for publication, articles submitted to the ***Public Relations Journal*** must make significant contributions to the profession's development, offer insight to further the scholarship of public relations, and share practical information to enhance practitioners' job performance. Submissions will also be judged on writing quality and clarity.

***Public Relations Review*** (Impact factor: 1.02) <http://www.journals.elsevier.com/public-relations-review/>

The ***Public Relations Review*** is the only journal published five times a year devoted to articles that examine public relations in depth. Articles based on empirical research undertaken by professionals and academics in the field are welcomed. Also encouraged are notes on research in brief, book reviews, and precis of new books in the fields of public relations, mass communications, organizational communications, public opinion formation, social science research and evaluation, marketing, management, and public policy formation.

***Science Communication*** (Impact Factor 2.41) - <http://scx.sagepub.com/>

***Science Communication (SC)***, published quarterly, is an international, interdisciplinary social science journal that examines the nature of expertise, the diffusion of knowledge, and the communication of science and technology among professionals and to the public. *SC* addresses theoretical and pragmatic questions central to some of today's most vigorous political and social debates. This discourse crosses national, cultural, and economic boundaries on issues such as health care policy, educational reform, international development, and environmental risk.

***Teaching PR Monographs*** -- <http://www.aejmc.us/PR/teach.htm>

***Teaching Public Relations*** is a periodic monograph series designed to facilitate the exchange of ideas about effective classroom instruction.