

call for proposals

VICE HEAD and
PROGRAMMING CHAIR

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The Public Relations Division call for panel proposals was distributed via listserv and posted online in mid-September. All PRD members are encouraged to develop panel proposals for the 2008 AEJMC Convention. The deadline for submitting proposals is Friday, October 12, 2007, and the convention will be August 6-9, 2008, in Chicago.

FIRST – GET AN IDEA

The wider the appeal of the proposed panel topic, the better its chances. Of particular interest are panel topics on teaching and PF&R (professional freedom and responsibility).

SECOND – GET A CO-SPONSOR

Each division or interest group has a limited number of slots for the conference – and this is the chip-reduction year for PRD. To increase the number of programs the Public Relations Division can offer, it is important that we work with other divisions and interest groups to jointly sponsor programs that are of interest to the members of both groups. Thus, your proposal has a greater chance of making it to the winter meeting and into the final program if you identify a co-sponsor. Further, the co-sponsor should agree to be listed and to cooperate in the production of the panel.

To find the programming chairs for different divisions, go to www.aejmc.org. Pull down "About" to "groups" and then to "divisions." For each division listed, you can click on "current officers" and look for the programming chair. If the proposal is submitted to both PRD and the co-sponsor, it is more likely to appear in the proposals discussed at the winter meeting.

THIRD – BE FLEXIBLE

Given the importance of co-sponsors, don't pack the panel proposal with PRD members. The co-sponsor will likely want to have some of their members on the panel. Further, do contact those you list on your panel. If those listed do not agree to participate, you seriously damage the panel's chances for selection. Also remember that it is often necessary to merge one or more program proposals or to modify a proposal to find a different co-sponsor.

FOURTH – SUBMIT ELECTRONICALLY OR BY HARD COPY

A proposal should include the following: (1) contact information for the person(s) proposing the panel, (2) contact information for the co-sponsoring division or interest group, (3) a title for the session, (4) a description of 500-1,000 words, and (5) the names and institutional affiliations of proposed panelists. Submit no later than October 12 to Susan Gonders (SGonders@charter.net), Department of Communication, MS 2750, Southeast Missouri State University, Cape Girardeau, MO 63701 (573.339.0774).

Members who propose panels will be notified in December about the panels that have been programmed.

DEADLINE
October 12

call for papers

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DEADLINE
April 1

NOTICE
rules
limiting
paper
submissions
will be
enforced

REVIEWERS
NEEDED

The Public Relations Division calls for online research and teaching paper submissions from both faculty and students for the August 2008 AEJMC national convention in Chicago. Submitters should carefully review the specific details and directions for the Public Relations Division as well as the general requirements contained in AEJMC's Uniform Paper Call at http://www.aejmc.org/_events/convention/papercall/index.php.

DEADLINE: April 1

All papers must be submitted electronically by 11:59 p.m. Central time, April 1, via the PRD process, accessed through <http://lamar.colostate.edu/~aejmcpr/>.

SUBMISSION: Electronic

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.

Papers MUST be submitted electronically and must be in MSWord format. Papers can be no longer than 25 double-spaced pages of text, plus references and figures. Any recognized research method and citation style may be used. Works previously presented, published or under consideration for publication, or papers submitted to another AEJMC division, are not eligible.

Papers employing all methods of inquiry are invited. Papers should include appropriate literature reviews, methodology, findings and discussion. Authors and co-authors must indicate their faculty or student status with their names and institutions ONLY when registering with the online submission system. Identifying information must not appear anywhere in your electronic paper file. Student papers must be authored or co-authored by students only, and all student papers must have the word "Student" on the title page and in the running head.

LIMIT: Two Papers Per Author

No more than two papers may be submitted by any one author or co-author across the three PRD paper categories: (1) open, (2) student papers and (3) teaching. At least 10 AEJMC members, including four in the Public Relations Division, violated the two-paper rule last year. As a result, submissions will be more carefully monitored this year. If it is found that one person is author and/or co-author of more than two submissions, all of the submissions could be disqualified. We hope to be able to offer the author(s) the opportunity to withdraw one or more papers for the 2008 convention rather than disqualify all of the papers involved.

It should also be noted that a paper should not be submitted to more than one division. Some violations of this rule have been detected subsequent to previous conventions.

At least one author of an accepted faculty paper must attend the convention to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented by someone else.

QUESTIONS: Contact Chairs

Questions should be directed to either of the research co-chairs – Lois Boynton and Julie O'Neil. For questions about teaching papers, contact Bojinka Bishop.

Volunteers are also urged to contact the chairs about reviewing papers. Authors cannot review papers for categories in which they are submitting, but they are encouraged to volunteer to review for other categories.

annual
meeting
minutes

Recorded by Patricia Swann

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The Public Relations Division annual meeting was called to order at 6:45 p.m. Aug. 10, 2007, by Division Head Bonita Neff.

1) Minutes were reviewed and approved.

2) **OFFICERS** – Division Head Neff welcomed members and introduced the newly elected officers for the 2007-08 academic year: Michael Parkinson, head; Susan Gonders, vice head; Patricia Swann, vice head elect; Katerina Tsetsura, secretary; and Bey-Ling Sha, elected delegate. She noted that the convention PRD offerings were well attended and noted that the PRD had received the second highest total of conference papers for review programming. Because of the number of papers this year, the division put a priority on programming high-density, scholar-to-scholar and poster sessions. Conference papers are available online at www.aejmc.org using the password “aejdc07.”

3) **STRATEGIC PLAN** – Division Head Neff announced that AEJMC is creating a strategic plan in 2008. She encouraged membership to communicate their feedback to division or AEJMC leadership. She said PRD’s voice needs to be heard since it is one of the largest and most active divisions.

4) **RESEARCH PAPERS** – Vice Head Mike Parkinson announced that this year’s PRD conference paper competition was just one paper short of being the lead division for conference paper submissions. The electronic submission processed worked well and instructions are being refined for next year. He thanked Diana Knott Martinelli and Elizabeth Dougall, research chairs, for their coordination efforts. Next year’s research co-chairs are Lois Boyton and Julie O’Neil. Parkinson asked members to please volunteer as reviewers. He noted that a member can review as well as submit a paper as long as the person does not review within the category he or she is submitting to.

5) **SOCIAL** – Vice Head Parkinson announced that the PRD social was back on site. He thanked Lisa Fall for her help coordinating the event. This year’s reception honored several PRD members who have served in the military with special recognition to Ken Plowman, past division head, who is deploying to the Middle East in September. The reception was sponsored by Texas Tech University.

6) **LUNCHEON** – Vice Head-Elect Susan Gonders announced the annual Bill Adams/Edelman luncheon. This year there were reservations for 90 PRD members and that a few seats were still available.

7) **RESEARCH JOURNAL** – Division Head Neff introduced representatives of publisher Taylor & Francis Associate Editors Tracy Roberts and Concetta Seminara-Kennedy to the membership. Seminara-Kennedy is the main contact for PRD. Taylor & Francis supervises the publication and distribution of the *Journal of Public Relations Research*. They noted no major changes in the publication. (see item #18 for more information).

continued . . .

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Jamila Cupid
Andrea Jones
Kia Folsom
Tamara Forbes
Christina Hardy
Danielle Taylor
Shaunee Wallace

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Judith Brown

UNIVERSITY OF MARYLAND
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Lydia Swindell
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Hazel James Cole
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8) **TEACHING** – Bojinka Bishop, teaching chair, said this year’s conference paper submissions and panels were excellent quality and the conference presentations were strong. Teaching papers this year were selected from the general “call for papers” competition.

9) **PF&R** – Yan Jin, professional freedom & responsibility chair, noted there were five PF&R panels at the conference and all were high quality.

10) **ROSCHWALB** – Colleen Connolly-Ahern and Heidi Hatfield Edwards, co-chairs of the Susanne A. Roschwalb awards, said the Roschwalb memorial presentation at this year’s pre-conference reception included Roschwalb’s family members and colleagues from American University. About 30 people attended the pre-conference event that included a refereed international research paper panel selected from the referred paper pool. This year’s winner of the Susanne A. Roschwalb grant award for graduate students conducting research overseas was awarded to Ai Zhang, University of Maryland. Connolly-Ahern explained that the Roschwalb scholarship fund needs \$6,000 to be self-sustaining to distribute an annual \$250 award. Currently the fund has \$3,158. The hat was passed among members to boost the fund’s balance. Checks payable to AEJMC with a memo “Roschwalb award” are accepted anytime in any amount and can be submitted to Richard Burke, AEJMC business manager. Connolly also asked members to encourage students to apply for this award.

11) **KAISER** – Natalie Tindall, co-chair of the Inez Kaiser awards for graduate students of color, reported that this year 23 graduate students’ AEJMC and PRD membership was sponsored by 26 sponsors. Tindall thanked Susan Gonders for her research to identify past winners. Also, she thanked Richard Burke, AEJMC business manager, for taking care of the financial administration of each sponsorship. Tindall recommended that the Kaiser awards be endowed to ensure their future viability. She also recommended developing a paper competition and procedures for the awards.

This year’s Kaiser sponsors include Linda Aldoory, University of Maryland; Lois Boynton, University of North Carolina-Chapel Hill; Glen Broom, San Diego State University; Pat Curtin, University of Oregon; Rochelle Larkin Ford, Howard University; Barbara Hines, Howard University; Amanda Hall Gallagher, Texas Tech University; Kirk Hallahan, Colorado State University; Kathleen Kelly, University of Florida; Dean Kruckeberg, University of Northern Iowa; Maria Len-Rios, University of Missouri-Columbia; Chuck Lubbers, University of South Dakota; Teresa Mastin, Michigan State University; Bonita Neff, Valparaiso University; Lan Ni, University of Houston; Carol Oukrop, Kansas State University; Maria Len-Rios, University of Missouri; Bey-Ling Sha, San Diego State University; Don Stacks, University of Miami; Natalie Tindall, University of Oklahoma; Elizabeth L. Toth, University of Maryland; and Lynn Zoch, University of South Carolina; and Gaylord College of Journalism and Mass

continued . . .

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Communication, University of Oklahoma; Betsy Plank and the Plank Center for Leadership in Public Relations, University of Alabama; School of Journalism and Media Studies, San Diego State University; and University of Tennessee public relations faculty.

If you have a student you would like to nominate or sponsor for the 2008 awards, contact Natalie Tindall (ntindall@ou.edu). The deadline for nominations is April 30, 2008.

12) **MEMBERSHIP** – Amanda Hall Gallagher, membership co-chair, reported that she attended the conference's New Member breakfast to recruit new members. A letter was sent to members to encourage continued membership and recruitment of department colleagues and graduate students. Additional outreach to graduate students included postings to graduate interest groups, listservs and newsletters. It was suggested that people who submit research papers to PRD be recruited for membership.

13) **PAST HEADS** – Elizabeth Toth, member of Past Heads Council, reported on behalf of Maria Russell, chair, who was not present. The Council did not meet this conference but PRD Chair Neff has asked the Council to be involved providing feedback and direction for the AEJMC strategic plan. Toth announced that Russell was re-elected for another term as chair of the past heads. Past PRD heads were recognized at the meeting.

14) Bey-Ling Sha, PRD elected delegate, had no report.

15) Maria E. Len-Rios, PRD appointed delegate, had no report.

16) **PROFESSIONAL LIAISON** – Lisa Fall, professional liaison, was recognized for her efforts to bring the social reception back on site. Fall said that if anyone has professional contacts in Chicago to contact her so that these people can be part of next year's conference.

17) **GRADUATE STUDENT LIAISON** – Lois Boynton and Emily Kinsky, co-chairs of graduate student liaisons, thanked members for passing on e-mails to graduate students who might be interested in AEJMC/PRD.

18) **RESEARCH JOURNAL** – Linda Aldoory, *Journal of Public Relations Research* editor, updated membership on the Taylor & Francis/LEA transition. She thanked Linda Bathgate, associate editor, for her work with the division. It was announced that nominations for a new editor for the *Journal of Public Relations Research* are being accepted to replace current editor Linda Aldoory. Nominations will be reviewed early in 2008. Each candidate needs to submit a letter of interest and a letter of support from his/her department. In 2006, there were 69 submissions to the *Journal of Public Relations Research* including a special issue. Overall, a little over half of all submissions were rejected and 27% were recommended to be revised and resubmitted. To date, 45 manuscripts have been submitted for 2007.

19) **COMMUNICATIONS** – Susan Gonders, *PR Update News Journal* editor, reported on behalf of the communications officers – Kirk Hallahan,

continued . . .

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Webmaster; Alan Freitag, listserv manager; and Ken Plowman, *Teaching Public Relations* monographs editor. She said the newsletter is completely online with listserv notifications as each issue is posted. Members can join the listserv by contacting Alan Freitag (*arfreita@email.uncc.edu*). Gonders introduced her department colleague, Doug McDermott, who will be working with her on the newsletter. *TPR* monographs are now more flexible because of the online nature of the newsletter. *TPR* submissions should be 3,000 words or less and focus on teaching public relations, and teaching papers that merit top awards at the convention can be submitted without further review. Submissions should be directed to the incoming *TPR* editor, Chuck Lubbers (*clubbers@usd.edu*).

20) **AWARDS** – Parkinson and Gonders presented certificates of achievement in content and visual presentation to the best high-density papers, scholar-to-scholar papers and poster presentations.

- *First-place faculty paper*: Image repair in politics: Testing effects of communication strategy and performance history in a faux pas. Catherine Sheldon, Centers for Disease Control and Prevention, and Lynne Sallot, Georgia.

- *Second-place faculty paper*: From Baby Boomers to Generation X: What has changed and what hasn't for women in public relations. Bey-Ling Sha and David Dozier, San Diego State, and Elizabeth Toth and Linda Aldoory, Maryland.

- *Third-place faculty paper*: Building an integrated crisis mapping (ICM) model: organizational strategies for a publics-drive, emotion-based conceptualization in crisis communication. Augustine Pang, Missouri; Yan Jin, Virginia Commonwealth; and Glen Cameron, Missouri.

- *First-place teaching paper*: Toward an ideal master's curriculum in the 21st century and what hasn't for women in public relations. Hongmei Shen and Elizabeth Toth, Maryland.

- *Second-place teaching paper*: A model for teaching public relations students a continuum of power distribution between organizations and publics in two-way Web site communication tools. Terri Ann Bailey, North Carolina-Chapel Hill.

- *Top student paper*: Managing community crisis: An analysis of a health department's response to the influenza vaccine shortage. Deena Kemp, South Florida.

21) **CONFERENCE SEATING** – Bonita Neff, PRD chair, will recommend to AEJMC that next year's PRD conference presentations be housed in rooms that seat 45. The mid-winter "chipping" conference will be held in St. Louis. Panel proposals are due Oct. 1 and details will be contained in the September PRD newsletter. Panel proposals are more effective if they are jointly proposed with another division or interest group. Panelists in a proposal need to be confirmed and listed in the proposal.

22) The meeting was adjourned at 8:30 p.m.