

CALL FOR PANEL PROPOSALS

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Consult Teaching and PF&R Chairs about Panels

DEADLINE: October 20, 2009

FIRST – get an idea. The wider the appeal of the proposed panel topic, the better its chances of getting programmed for the 2010 convention in Denver. Contact PF&R and teaching chairs if you want help developing topics in those areas.

SECOND – plan for a co-sponsor. Each division or interest group has a limited number of slots for the convention. To increase the number of programs PRD can offer, it is important that we work with other groups to jointly sponsor panels of interest to 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” or “Interest Groups.” for each division or interest group, 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 make the cut.

THIRD – be flexible. Given the importance of co-sponsors, don't pack the proposal with PRD members. The co-sponsor will likely want to have some of their members on the panel – which should not total more than four or five panelists. Remember that it is often necessary to modify and merge proposals.

FOURTH – submit electronically. A proposal should be submitted to Programming Chair Colleen Connolly-Ahern (cuc15@psu.edu) by October 20 and include the following: (1) contact information for the person(s) proposing the panel, (2) contact information for the proposed co-sponsoring division or interest group, (3) a title for the session, (4) a description of 500-1,000 words, and (5) names and institutional affiliations of possible panelists.

FIFTH – wait and hope. Members who propose panels will be notified in December about panels that have been programmed. Then the real work begins – solidifying arrangements by about mid-February so the final program copy can be submitted to AEJMC.



First SuPRstars Recognized at Boston Convention

DEADLINE: Submit credits any time – decisions made in July

Body of Work SuPRstars – Kirk Hallahan and Glen Broom.

For his two decades in the practice, serving such clients as the Rose Bowl and the Academy Awards, as well as several major financial institutions . . . for his teaching at the Universities of Wisconsin and North Dakota, and 13 years at Colorado State University . . . the 2003 recipient of the Jackson Jackson & Wagner Behavioral Science Prize and the 2007 PRSA Pathfinder recipient . . . the author of more than 60 scholarly works, and for the past 11 years, the PRD Webmaster . . . the first Body of Work SuPRstar, Kirk Hallahan, was recognized at the PRD business meeting in Boston. See photo at www.aejmc.net/PR.

For his work in Jordan and Australia . . . at the Universities of Illinois, Wisconsin and Texas, and 30 years at San Diego State University . . . the 1987 PRSA Pathfinder recipient, 1993 recipient of the Jackson Jackson & Wagner Behavioral Science Prize . . . the author of 35 articles and papers, and the co-author of legends Scott Cutlip and Allen Center . . . the second Body of Work SuPRstar, Glen Broom, was recognized at the PRD social in Boston. See photo at www.aejmc.net/PR.

Teaching and PF&R SuPRstars – Lisa Fall and Deb Silverman.

For her work on the PRSA Learning To Teach initiative, for her PRSA paper on online graduate learning, and for her workshop, “From Brick to Black: Blackboard and Beyond: Discussing Online Pedagogy,” this year’s Teaching SuPRstar is Lisa Fall from the University of Tennessee.

For her presentation on ethics at the PRSSA student regional conference in Buffalo, her panel presentation on ethics at the PRSSA National Conference in Detroit, and for her service as PRSA National Board liaison to the Board of Ethics and Professional Standards, which oversees the PRSA Code of Ethics and provides programming guidance for chapters in advance of Ethics Month in September, this year’s PF&R SuPRstar is Deborah Silverman of Buffalo State College.

Next year’s SuPRstar – YOU?

We need to know what members are doing in PF&R and teaching throughout the year. This is important for the PRD annual report – and you could win a SuPRStar award. Members who deliver presentations on PF&R and teaching topics should state they are representing PRD. Presentations, articles and other accomplishments in PF&R and teaching in non-convention forums should be reported the PF&R and teaching chairs throughout the year.

PF&R activities should be reported in the five professional freedom and responsibility emphases: (1) free expression; (2) ethics; (3) media criticism and accountability; (4) racial, gender and cultural inclusiveness; and (5) public service.

In July, the PF&R and Teaching Committees will identify recipients for awards certificates that will be presented at the 2010 PRD convention business meeting in Denver. One of those certificates would be a nice little “extra” for an assistant professor facing tenure review.

2010 DIVISION HEAD

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CALL FOR
SuPRstar
CREDITS

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[http://www
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SYLLABUS EXCHANGE

submit your PR course syllabi in “doc” or “pdf” format
to tfarwell@mtsu.edu

**CALL FOR
EQUITY & DIVERSITY
APPLICATIONS**

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**CALL FOR
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PRD Plays Lead Role in Equity & Diversity Program

DEADLINE: February 15

A proposal suggested by public relations scholars has developed into a new AEJMC program designed to recognize racial and gender equity and diversity in academic programs.

This is the pilot year for the AEJMC Equity & Diversity Award (EDA), that was based on a proposal by Ramona Rush, Carol Oukrop and Pamela Creedon in their book, *Seeking Equity for Women in Journalism and Mass Communication Education* (2004).

PRD member Linda Aldoory, University of Maryland, reported at the AEJMC business meeting in Boston on the activities of the initial five-member EDA committee. Of five applications that were submitted, the 2009 award went to the Louisiana State University Manship School of Mass Communication.

Next year the committee will be comprised of seven members appointed on staggering two-year terms, and the program will be administered by the AEJMC Committee on PF&R. Applications received by February 15 will be assessed on diversity and equity within the academic unit, based on recruitment and hiring practices, status of current faculty, climate and institutionally embedded support. Supporting letters may be submitted.

An academic unit that receives EDA recognition will be recognized in the AEJMC directory and convention program, as well as on the AEJMC Website and in *AEJMC News*. An announcement will be made at a prominent convention session, and a convention slot will be programmed for the unit. Additional incentives may include a cash prize and/or plaque, and the AEJMC president will come to the school's campus for a presentation ceremony.

Contact laldoory@umd.edu for more information.

Paper Rules Will Be Enforced, Judges Needed!

PERIOD OF REVIEW: April 1-30

Due to the increasingly large quantity of papers submitted for the AEJMC convention, the need for more reviewers is acute and the necessity of enforcing rules is imperative.

Of 1,770 papers submitted, 881 (49.8%) were accepted by the whole of AEJMC. Of all divisions, PRD had the largest number of accepted papers, 90 out of 160 submitted.

Reviewers were acknowledged in both the AEJMC convention program and the PRD newsletter. However, although 140 authors benefited from papers accepted by PRD, only 90 served as reviewers. Faculty authors can review student papers, which constituted about 40% of the papers accepted for the 2009 convention. If you did not sign up in Boston to be a reviewer, contact the research co-chairs and volunteer.

One author violated the two-paper limit, resulting in the elimination of three papers from review in the PRD competition. Several authors pushed the 25-page limit with extensive appendices. As a result, the limit in 2010 will be 30 pages inclusive of appendices. Although the authors of three papers failed to present findings at the convention, two authors were granted a dispensation because of a traffic accident. The author of the third no-show paper will be ineligible for review for the 2010 convention.

CALL FOR SCHOLARS APPLICATIONS

GRADUATE STUDENT LIAISONS

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Jr. Faculty Scholars Eligible for \$3,000 in Funding

DEADLINE: October 15

Four junior faculty will receive \$2,500 grants and \$500 in travel money for the 2010 AEJMC convention through the inaugural Scholars Program. Designed to recognize some of AEJMC's most promising scholars, the program encourages innovative and timely projects in mass communication. Each proposal selected for funding will be matched with a recognized scholar to serve as a mentor throughout the project. The mentor will be a resource and sounding board as the work progresses.

An individual or a team of individuals may apply, but each person may participate in only one proposal. This is not for dissertation research, but professionals who have recently transitioned to full-time work in academe are among the junior faculty members eligible for consideration.

Proposals may be research or teaching projects, but teaching projects must be research-based or include a research component. Applications should be submitted no later than October 15 to Jennifer McGill, AEJMCCHQ@aol.com, by "doc" or "pdf" attachment. The cover sheet should include the applicant's name, address, phone and e-address, along with a 200-word biography of the scholar, a 300-word abstract of the project, and contact information for the appropriate media person on the applicant's campus to be notified if the proposal is selected. A three-page proposal of the project should include a statement of the scope and purpose of the project, how the project will expand knowledge, components of the project, current status of the project, timeline for completion, anticipated outcomes and a list of potential publication venues for the finished project. A one-page budget for the \$2,500 grant should not include the purchase of equipment or software. Two letters of reference in support of the project and a three-page vita of the applicant should conclude the application package.

Recipients will be notified in January 2010, and the selection committee will evaluate the project at various stages of progress. A five-page report will be due to AEJMC by July 15. The four projects will be showcased in Denver, and they must be completed by January 1, 2011.

Students Eligible for Cash and Membership Awards

DEADLINES: April 2010

Students are encouraged to plan ahead for Roschwalb, Kaiser and Plank Center opportunities through PRD.

The Susanne A. Roschwalb grant offsets the cost of travel for a student studying or conducting research in public relations outside of the U.S., and the Inez Kaiser Graduate Student of Color Awards program provides AEJMC/PRD memberships designed to increase the diversity of the division. We are working to endow both funds.

A special category is reserved exclusively for students in the PRD research paper competition, and the Plank Center for Leadership in Public Relations sponsors cash awards of \$300, \$200 and \$100 for the top student papers. In addition, one complimentary convention registration goes to each of the top four student papers.

CALL FOR MEMBERSHIP AFFILIATIONS

2009 DIVISION HEAD
NOMINATIONS COMMITTEE CHAIR
COMMUNICATIONS DIRECTOR and
PR UPDATE EDITOR

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Past Heads in Service Lead Division Advancement

CALLS: Report affiliate memberships; help with history of past heads

Past PRD heads are engaged in initiatives to document the division's history and plan for future accomplishments. At the Past Heads Council meeting in Boston, outgoing head Susan Gonders (2009) and Council chair Chuck Lubbers (2006) conferred with Dennis Wilcox (1981), Mark McElreath (1986), Elizabeth Toth (1988), Dean Kruckeberg (1993), Don Stacks (1997), Pamela Bourland-Davis (2001), Patricia Curtin (2004), Teresa Mastin (2005) and Bonita Neff (2007). Also participating in other convention activities were Douglas Ann Newsom (1975), Donald K. Wright (1982), Judy VanSlyke Turk (1987), John Pavlik (1989), Larissa Grunig (1990), Maria Russell (1994) and Barbara DeSanto (2000), for a total of 18 past heads in service.

Bios of Past Heads – Help is needed to complete the collection of biographical sketches on past heads. Information is needed about James Young (1965-67), West Virginia; Ernest Andrews (1967-69), Iowa; William Caldwell (1969-71), Southern California; Hunter McCartney (1972), West Virginia; H. Frazier Moore (1974), Georgia; Frederick Whitney (1978), San Diego State; Michael Hesse (1980), Kentucky/Alabama; Frank Kalupa (1983), Texas/Georgia; Norman Nager (1984), California State-Fullerton; John Pavlik (1989), Rutgers; and Carolyn Cline (1996), Southern California. Contact SGonders@charter.net.

Candidates for AEJMC Standing Committees – To elevate the presence of PRD, past heads are conferring about possible candidates for the AEJMC standing committees on research, teaching and PF&R. Stacks just completed a term as chair of research, and Linda Aldoory was elected to join Curtin on teaching. Contact clubbers@usd.edu.

Candidates for PRD vice head-elect – Searching for viable candidates for the position of vice head-elect on the PRD board are the members of the Nominations Committee, including Wilcox, McElreath, Thompson and Gonders. Nominations should be submitted by May 15. Contact SGonders@charter.net.

Call for information about affiliate memberships – In order to get an idea of the presence of PRD members in such affiliate organizations as PRSA, IABC, NCA, ICA and IPRA, please let Kruckeberg (dean.kruckeberg@uncc.edu) know about your activities.

Money, Honey – it's a surprisingly bright picture

PLEASE CONSIDER ROSCHWALB AND KAISER DONATIONS

Although the national economy tanked, AEJMC and PRD are in relatively good shape. AEJMC members approved a modest \$5 dues increase, but PRD has not increased division dues for five years.

After \$8,360 in credits and \$7,989 in debits, the general PRD treasury has \$8,809. After \$7,145 in credits and \$5,780 in debits, the JPRR account has a balance of \$12,786.

Taylor & Francis provides the \$250 Roschwalb grant each year. We passed the hat in Boston and raised \$1,000 in donations and pledges, bringing the Roschwalb fund to \$5,297 of the \$6,000 needed for endowment and thus an increase to a \$500 grant. We need just \$703 more for endowment. Contact robert_wakefield@byu.edu.