

SUBMIT
SuPRstar
CREDITS

SuPRstar Awards in PF&R and Teaching

Submit your credits for the PRD annual report – and maybe a SuPRstar Award!

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. Any member who delivers a presentation on a PF&R topic or a teaching topic, such as best practices, should state they are representing PRD. Presentations, articles and other accomplishments in PF&R and teaching in non-convention forums should be reported to **Cathy Rogers** <crogers@loyno.edu>, Loyola University-New Orleans, and **Tricia Farwell** <tricia.farwell@gmail.com>, Middle Tennessee State University.

Rogers is particularly interested in emphasizing PF&R issues related to internships and pro bono work, but all 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 in such possible categories of competition as “PF&R SuPRstar,” “Teaching SuPRstar” and “Rising SuPRstar in Teaching.” Plans are to present certificates at the 2009 PRD convention business meeting. One of those certificates would be a nice little “extra” for an assistant professor facing tenure review.

SUBMIT FOR
SYLLABI
WEB EXCHANGE

Web Updates Include a Syllabi Exchange

Submit your syllabi for a new Web-based exchange – and other new Web stuff!

Tricia Farwell <tricia.farwell@gmail.com>, Middle Tennessee State University, is working with long-time Webmaster **Kirk Hallahan** <kirk.hallahan@colostate.edu>, Colorado State University to transfer the PR Division homepage onto the AEJMC site. This should make it easier for members to access our site, and we hope to complete the process before the summer convention.

Members are also urged to submit their syllabi to Farwell for a new Web-based exchange. Microsoft Word or pdf format preferred.

VOLUNTEER TO
REVIEW
PLEASE!!!

Reviewers Needed for PRD Convention Papers

We desperately need more reviewers – we need YOU!

Volunteers are urged to contact **Barbara DeSanto** or **Pamela Bourland Davis** (see p. 2) 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.

More than 100 papers are usually submitted to be reviewed by at least three judges – that’s 300-plus papers. Yikes! We need help!

DEADLINE
APRIL 1
RULES APPLY

RESEARCH CHAIRS

Barbara DeSanto

<barb.desanto@washburn.edu>
Washburn University
785/670.1804

Pamela Bourland-Davis

<pamelagb@georgiasouthern.edu>
Georgia Southern University
912/681.5138

TEACHING CHAIRS

Bojinka Bishop

<bishopb@ohio.edu>
Ohio University
740/593.2675

Tricia Farwell

<tfarwell@mtsu.edu>
Middle Tennessee State University
615/898.2987

STUDENT PAPER AWARDS

\$300 first place
\$200 second place
\$100 third place

sponsored by

**The Plank Center
for Leadership in
Public Relations**

at the
**University of
Alabama**

Call for 2009 Convention Papers

The deadline is April 1 – and paper limit and presentation rules will be enforced.

Submitters should carefully review the specific details and directions for the Public Relations Division as well as the general requirements contained in the AEJMC Uniform Paper Call at www.aejmc.org/_events/convention/papercall/index.php.

CATEGORIES/LIMITATIONS

Works previously presented, published or under consideration for publication, or papers submitted to another AEJMC division, are not eligible. A paper may be submitted for one of the three PRD categories: (1) open, (2) student or (3) teaching.

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.

No more than two papers may be submitted by any one author or co-author across the three PRD categories. 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 will be disqualified. Authors will NOT be allowed to withdraw any papers – ALL WILL BE DISQUALIFIED. 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.

SUBMISSIONS DEADLINE/PROCEDURES

All papers must be submitted electronically in MSWord or pdf format by 11:59 p.m. CST, April 1, through the AEJMC Uniform Paper Call. Directions for submitting clean copies of academic papers must be followed – with complete identification in the registration but no identification in the actual paper file. Papers can be no longer than 25 double-spaced pages of text, including references and figures.

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. Identifying information must not then appear anywhere else in the paper file.

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. Name(s) and contact information for the student author(s) must be provided with registration, but nowhere else in the electronic paper file.

PRESENTATION REQUIREMENTS

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. Failure to provide a presenter for any paper will result in a one-year ban on the review of papers by any of the authors involved.

OUTREACH: Graduate Students

Paper Awards • Roschwalb Awards • Kaiser Awards

PRD Graduate Student Liaison **Susan Grantham** <ctprprof@aol.com>, University of Hartford, and the associate liaisons, **Susan Allen** <sallen10@umd.edu>, University of Maryland, and **Weiwu Zhang** <weiwu.zhang@ttu.edu>, Texas Tech University, urge faculty to encourage students to take advantage of opportunities provided by PRD.

A special category is reserved exclusively for students in the research paper competition, and the **Plank Center for Leadership in Public Relations** is providing cash awards of \$300, \$200 and \$100 for this year's top student papers.

In addition, the Roschwalb grant offsets the cost of travel for a student studying or conducting research in public relations outside of the U.S., and the Kaiser Awards program brings graduate students of color into the PRD membership.

Susanne A. Roschwalb Award for Study Abroad

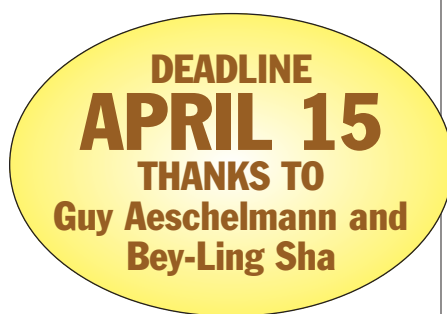
April 15 is the deadline – applications and contributions are invited.

Named in honor of the associate professor at American University who was an active PRD member until her death in 1996 at age 56 from complications related to breast cancer, 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.

Full-time graduate and undergraduate students majoring in or emphasizing public relations at four-year colleges and universities in the U.S. are eligible to apply. An applicant must provide a one-page description of the international program of study or research planned for the 2009-10 academic year, a letter of support from a full-time public relations faculty member, and the completed application form available on the PRD homepage: <http://lamar.colostate.edu/~aejmcpr/roschwalbform.htm>.

PRD member **Bey-Ling Sha** and her husband, **Guy Aeschelmann**, have pledged \$1,200 toward endowment of the fund in honor of three special women in their lives: \$400 in 2008 in memory of Bey-Ling's grandmother, **Chen Chu Chiou**, who died in August 2008; \$400 in 2009 in honor of Bey-Ling's aunt, **Teng I-Wen**, a breast cancer survivor who lives in Taiwan; and \$400 in 2010 in honor of Guy's mother, **Erna Aeschelmann**, a bladder cancer survivor who lives in France.

The *Journal of Public Relations Research* publisher, **Taylor & Francis**, annually contributes the \$250 that is granted to the recipient, and we have been working to endow the fund. When we began the program more than a decade ago, \$5,000 was required for an endowed fund, but the minimum is now \$6,000. With the \$3,800 currently banked and the \$1,200 pledged by Sha and Aeschelmann, Roschwalb Chairs **Heidi Hatfield Edwards** <heidihat@fit.edu>, Florida Institute of Technology, and **Robert Wakefield** <robert_wakefield@byu.edu>, Brigham Young University, are working to raise the \$1,000 balance needed – \$500 per year would endow the fund in two years.



Submit nominations for
Vice Head-Elect, Secretary and
Elected Delegate by May 1 to the
NOMINATIONS COMMITTEE:

Michael Parkinson
IMMEDIATE PAST HEAD and
NOMINATIONS COMMITTEE CHAIR
<michael.parkinson@ttu.edu>
Texas Tech University

Dean Kruckeberg
<dean.kruckeberg@uncc.edu>
University of North Carolina-Charlotte

Teresa Mastin
<tmastin@depaul.edu>
DePaul University-Chicago

Maria Russell
<mprussel@syr.edu>
Syracuse University



Be watching for listserv and homepage notices about revisions in progress for the PRD constitution and bylaws.

DEADLINE
APRIL 15
NEW CRITERIA

Inez Kaiser Graduate Student of Color Awards

April 15 is the deadline – nominations and sponsorships are invited.

For the past decade, we have worked to increase diversity in PRD through the Inez Kaiser Graduate Student of Color Awards, named for the first African-American woman to belong to PRSA and to head an agency with national clients. By providing graduate students of color with one-year members in AEJMC and PRD, the awards encourage the academic career aspirations of these students. In turn, the students' involvement broadens the diversity of voices within PRD.

Current and future doctoral students from underrepresented groups (including but not limited to African-American/black, Asian-American, Hispanic/Latino, Native-American, Pacific Islander) are eligible to be nominated. Priority will be given to students who have enrolled in doctoral programs and to students who are presenting research at the AEJMC National Conference.

The nominator submitting a letter of recommendation must have worked with the student in some capacity (including but not limited to the classroom or research collaboration). The nominator must be familiar with the student's work ethic, research and grades.

Many PRD members have been long-time sponsors whose commitment to these awards runs deep. We hope the pool of sponsors will grow in response to the new giving levels:

- \$25 – Platinum sponsor
- \$35 – Silver sponsor
- \$50 – Gold sponsor
- \$65 – Diamond sponsor

A Diamond sponsorship will cover the cost of one student's year-long membership in AEJMC and PRD.

To nominate a student or to be a sponsor, contact the Kaiser co-chairs, **Natalie Tindall** <ntindall@ou.edu>, University of Oklahoma, and **Maria Elena Vilar** <mevillar@fiu.edu>, Florida International University, or visit the PRD homepage: <http://lamar.colostate.edu/~aejmcpr/roschwalbform.htm>.

JOURNAL
CITATION
INDICES

Thomson Reuters Selects PR Research Journal

Increases in submissions and a dip in acceptance rate merit eight more pages.

The *Journal of Public Relations Research* has been selected for coverage in Thomson Reuters products and services. Beginning with V.20(1) 2008, the publication will be indexed and abstracted in the following: Social Sciences Citation®, SocialSciresearch®, Current Contents®/Social and Behavioral Sciences, and Journal Citation Reports/Social Sciences Edition. Thanks go to previous editor **Linda Aldoory**, University of Maryland, for the hard work to achieve this distinction.

Manuscripts should be submitted to [http://mc.manuscript central.com/HPRR](http://mc.manuscriptcentral.com/HPRR) for electronic review. Questions may be directed to the new editor, **Karen Miller Russell** <JPRR@grady.uga.edu>, University of Georgia.

aejmcprd@listserv.uncc.edu

Subscribe to the PRD listserv to receive notices about Web postings and other breaking news.



PRD CONVENTION CHAIR

Patricia Swann

<pswann@utica.edu>

Utica College

AUG 4 TUE

3:00-5:00 p.m.

Lessons in Corporate Social Responsibility from Practitioners and Educators

Sponsors: Arthur W. Page Center for Integrity in Public Communication at Pennsylvania State University and Business Wire

Moderator: Patricia Swann, Utica College

Panelists: C.B. Bhattacharya, Boston University; Mark Feldman, CSR consultant, Boston College Center for Corporate Citizenship; Susan Nickbarg, principal, SVN Marketing LLC; Steve Young, senior vice president, Wainwright

AUG 5 WED

8:15-9:45 a.m.

Past PRD Heads Council Meeting

Presiding: Chuck Lubbers, University of South Dakota

10:00-11:30 a.m.

Panel: Working Social Media Before It Works You: Best Practices for Advertising and Public Relations

Moderators: Tricia Farwell, Middle Tennessee State University
Scott Hamula, Ithaca College

Panelists: Benjamin Bryant, strategic communications project manager, CorpComm, Inc.; C.P. Chapman, founder and president, The Advanced Guard; Kim Gregson, coordinator of Game Design and Immersive Media Program, Ithaca College; John Moore, executive vice president, director of ideas and innovation, Mullen Advertising & Public Relations; Kevin Rettig, associate director, digital strategy, MediaVest Worldwide

11:45 a.m.-1:15 p.m.

High-Density Research-1

1:30-3:00 p.m.

High-Density Research-2

AUG 6 THU

7:00-8:00 a.m.

PRD Outgoing Board Meeting

Presiding: **Susan Gonders**, Southeast Missouri State University

1:30-3:00 p.m.

Scholar-to-Scholar Poster Session

3:15-4:45 p.m.

Panel: Strategies to Attract and Keep Diverse Students and Faculty

Moderator: **Judy VanSlyke Turk**, Virginia Commonwealth University

Panelists: **Lauri Grunig**, University of Maryland; **Thomas R. Martin**, University of Charleston; **Hayg Oshagan**, Wayne State University; **Elizabeth L. Toth**, University of Maryland; **Brenda Wrigley**, Syracuse University

5:00-6:30 p.m.

Top Teaching Papers

6:45-8:15 p.m.

PRD Members Business Meeting

Presiding: **Susan Gonders**, Southeast Missouri State University

8:30-10:00 p.m.

PRD Off-Site Social

Seating limited to 90 – RSVP: **Lisa Fall** <lfall@utk.edu>, University of Tennessee-Knoxville (865/974.8155, cell 216.2507)

AUG 7 FRI

7:00-8:00 a.m.

PRD Incoming Board Meeting

Presiding: **Patricia Swann**, Utica College

8:15-9:45 a.m.

Poster Session

12:15-1:30 p.m.

Bill Adams/Edelman Luncheon

Sponsor: **Edelman Worldwide**

Presiding: **Susan Gonders**, Southeast Missouri State University; **Patricia Swann**, Utica College

Seating limited to 90 – RSVP: **Colleen Connolly-Ahern** <cuc15@psu.edu>, Pennsylvania State University (814/865.3072, cell 441.2028)

3:30-5:00 p.m.

Poster Session

SPONSORS NEEDED
PRD SOCIAL
RSVP REQUESTED

“THE”
HIGHLIGHT
**EDELMAN
LUNCHEON**
RESERVATIONS
REQUIRED

PRD MEMBERS in
AEJMC LEADERSHIP POSITIONS

AEJMC PRESIDENT

Barbara Hines

Howard University

AEJMC VICE PRESIDENT

Carol Pardun

University of South Carolina

AEJMC RESEARCH CHAIR

Don Stacks

University of Miami

AEJMC TEACHING CHAIR

Diana Rios

University of Connecticut

ASJMC PRESIDENT

Judy VanSlyke Turk

Virginia Commonwealth

AEJMC COMMISSION ON THE
STATUS OF WOMEN CHAIR

Brenda Wrigley

Syracuse University

5:15-6:45 p.m.

Panel: Leadership in Journalism and Mass Communication: Are We Teaching Students What They Need to Know?

Moderator: **Kurt Wise**, Quinnipiac University

Panelists: **Bojinka Bishop**, Ohio University, Global Leadership Center of the E.W. Scripps College of Communication; **Yoonhyeung Choi**, Hanyang (Korea) University, Plank Center grant recipient; **Kelly Page Werder**, University of South Florida, Plank Center grant recipient

AUG8SAT

8:15-9:45 a.m.

Leadership Training for Incoming Officers

8:15-9:45 a.m.

Panel: USA's Image Overseas: Contributing Factors, Image Effects and Public Diplomacy Implications

Moderator: **Joseph Straubhaar**, University of Texas-Austin

Panelists **Michael G. Elasmr**, Boston University; **Shahira Fahmi**, University of Arizona; **Lisa T. Fall**, University of Tennessee-Knoxville; **Kathy R. Fitzpatrick**, Quinnipiac University; **Erik C. Nisbet**, Ohio State University; **Candace White**, University of Tennessee-Knoxville

10:00-11:30 a.m.

Panel: Publish or Perish: Tips on Starting Your Scholarly Research Agenda

Moderator: **Deborah A. Silverman**, Buffalo State College

Panelists **Barbara DeSanto**, Washburn University; **Vincent Filak**, University of Wisconsin-Oshkosh; **Robert S. Pritchard**, Ball State University; **Donald K. Wright**, Boston University

11:45 a.m.-1:15 p.m.

Top Research Papers

1:30-3:00 p.m.

Panel: Beyond Greenwashing: Improving Our Understanding of Ethical Environmental Communication

Moderating: **Lee Ahern**, Pennsylvania State University

Panelists: **Joe Brewer**, director, Cognitive Policy Works; **Sharon Dunwoody**, University of Wisconsin-Madison; **Nick Guroff**, communications director, Corporate Accountability International; **E. Bruce Harrison**, founder and president, EnviroComm; **Emily Stone**, Shareholder Advocate, Green Century Funds

Convention Technology

LCD projectors for PowerPoint will be available for traditional paper and panel presentations – not in poster, high-density or scholar-to-scholar rooms. Presenters must bring their own laptops. No conventional overhead projects, microphones or Internet access will be available.