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## Call for Panel Proposals

Deadline: **October 15**

Programming Chair: **Heidi Hatfield Edwards**, [heidihat@fit.edu](mailto:heidihat@fit.edu)

It is time to propose your ideas for the 2011 AEJMC National Convention in St. Louis. New topics are welcome, especially those relevant to current events and happenings in the industry. Every division has less programming this year because new divisions and interest groups mean fewer chips for every group. So co-sponsoring with other groups is vital. If you had a great idea last year that just didn't make it, try again. Consider revising and updating the proposal, follow the steps listed below and submit your panel proposal to the programming chair.

### FIRST – GET AN IDEA

The wider the appeal of the proposed panel topic, the better its chances of being programmed. Contact PF&R and teaching chairs if you want help developing topics in those areas.

### SECOND – GET A CO-SPONSOR

Each division or interest group has a limited number of slots for the conference. 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. The odds are even better if you contact a co-sponsoring group in advance. To find the programming chairs for different divisions and interest groups, go to [www.aejmc.org](http://www.aejmc.org). Pull down "about" to "Groups" and then to "Divisions" and "Interest Groups." For each group, click on "current officers" and look for the programming chair. If the proposal is submitted to both PRD and the prospective co-sponsor, it is more likely to make the cut.

### 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. Remember that it is often necessary to modify and merge proposals.

### FOURTH – SUBMIT ELECTRONICALLY

A proposal should be submitted to the programming chair by October 15 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 proposed 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 mid-February so the final program copy can be submitted to AEJMC.

# 2010 CONVENTION WINNERS

## TOP RESEARCH PAPERS

### First-Place

**Kester Tay, Rasiah Raslyn Agatha, May O. Lwin and Augustine Pang** (Nanyang Technological University). Crisis Preparedness versus Paranoia: Testing the crisis message processing model on the effects of over communication of crisis preparedness messages by governments.

### Second-Place

**Richard Waters** (North Carolina State University). It's Not a Small World After All: Using stewardship in a theme park's daily operations.

### Third-Place

**Brooke Liu** (University of Maryland), **Abbey Blake Levenshus** (University of Maryland), **Suzanne Horsley** (University of Alabama). Bureaucrats, Politicians, and Communication Practices: Toward a new model of government communication.

### Fourth-Place

**Richard Waters** (North Carolina State University). Indeed, It Does Depend: Examining public relations leaders through the lens of the contingency theory of leadership.

## TOP TEACHING PAPERS

### First-Place

**Cathy Rogers and Valerie Andrews** (Loyola University-New Orleans). The RFP Solution: One response to client/service learner issues.

### Second-Place

**Moonhee Cho and Giselle A. Auger** (University of Florida). Meeting the Needs of the Practice: An evaluation of the public relations curricula.

### Third-Place

**Barbara DeSanto** (Maryville University-St. Louis) and **Susan Gonders** (Southeast Missouri State University). Big Chief Tablets and Sharpened Pencils: Helping PR practitioners transition from practice to classroom.

### Fourth-Place

**Bey-Ling Sha and Amy Weiss** (San Diego State University). Pre-Professional Attitudes and Identities: The socialization of journalism and public relations majors.

## TOP STUDENT PAPERS

### First-Place

**Katie Place** (University of Maryland). Power-Control or Empowerment? How women public relations practitioners make meaning of power.

### Second-Place

**Yeonsoo Kim** (University of Florida). Does "Going Green" Really Matter to Publics? The effects of environmental corporate social responsibility (CSR), price, and firm size in the food service industry on public responses.

### Third-Place

**Terri Denard** (University of Alabama). Text Haiti to 90999: The future of relationship fundraising for a nonprofit organization.

### Fourth-Place

**Joy Rogers** (University of Florida). Legitimacy 2.0: Possible research avenues for corporate reputation in the digital age?

## TOP VISUAL DISPLAYS

### First-Place

**Huojung Park** (University of Missouri) and **Bryan Reber** (University of Georgia). Identifying the Synergy Between Corporate Social Responsibility.

**Sora Kim** (University of Florida), **Elizabeth Johnson Avery** (University of Tennessee) and **Ruthann Lariscy** (University of Georgia). Reputation Repair at the Expense of Providing Instructing and Adjusting Information Following Crises: Examining 18 years of crisis responses strategy research.

**Marjorie Kruvand** (Loyola University). Face to Face: How the Cleveland Clinic managed media relations for the first U.S. transplant.

**Eric Sommerfeldt** (University of Oklahoma). The Role of Social Capital in Public Relations' Efficacy: How internal networks influence external practice.

### Second-Place

**Karen Hilyard** (University of Tennessee), **Tatjana M. Hocke** (University of Tennessee) and **Erin Ryan** (University of Alabama). Disaster on the Web? A qualitative analysis of disaster preparedness websites for children.

**Eyun-Jung Ki and Kenon Brown** (University of Alabama). The Effects of Crisis Response Strategies on Attribution of Crisis Responsibility and Relationship Quality Outcomes.

**Abbey Blake Levenshus, Mara Hobler, Beth Sundstrom and Linda Aldoory** (University of Maryland). Eclipsing Message Meaning: Exploring the role of source identity and cynicism in public's perceptions of health care reform issue ads.

**Hanna Park and Linda Hon** (University of Florida). Exploring Citizen-Government Relationships: A study of effective relationship strategies with South Korean citizens during a crisis.

### Third-Place

**Patricia Whalen and Sylwia Makarewicz** (DePaul University). Ethical Considerations in Social Media Usage: A content analysis of Silver Anvil winners.

**Bobbi Kay Lewis** (Oklahoma State University). Social Media and Strategic Communications: Attitudes and perceptions among college students.

**Terri Bailey** (Florida Gulf Coast University). Effect of Message Type in Strategic Advocacy Communication: Investigating strategies to combat ageism.

**Moonhee Cho** (University of Florida). Roles of Nonprofit Organizations as Social Oil: How local nonprofit organizations help multinational corporations build social capital in host countries.

## BODY OF WORK SuPRstar

**Don Stacks** (University of Miami).

## PF&R SuPRstar

**Suzanne Horsley** (University of Alabama).

## Teaching SuPRstars

**Susan Gonders** (Southeast Missouri State University) and **Robert Pritchard** (University of Oklahoma).