

CALL FOR PAPERS

Submitters should carefully review this PRD Call for Papers and the AEJMC Uniform Paper Call: www.aejmc.org/_events/convention/papercall/index.php.

CATEGORIES/LIMITATIONS – Theses, dissertations and works previously presented, published or under consideration for publication or presentation, 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. If it is found that one person is author or co-author of more than two submissions, all of the submissions will be disqualified.

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. A paper cannot exceed 30 pages inclusive of appendices and references/citations. 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. Co-authors cannot be added after a paper has been reviewed. 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. Identifying information must not then appear anywhere in the attached paper file. To remove identifying information from your paper submission, see AEJMC’s online guidelines for submitting a “clean” paper.

PRESENTATION REQUIREMENTS – At least one author of each accepted faculty paper must attend the convention to present the paper. If student authors cannot be present, they may make arrangements for the paper to be presented by someone else. Failure to present will result in a one-year ban on the review of papers for all of the authors involved. Authors of accepted papers are required to forward papers to discussants and moderators prior to the conference.

TUE 03 AUG

2:00-5:00 PRD/CommSHER Preconference: **Communication and the Environment: Theory and Practice**

WED 04 AUG

11:45-1:15 Panel: **How to Negotiate with Journal Editors**

Moderator: **Donnalyn Pompper**, Temple University

Panelists: **Angharad Valdivia**, editor of *Communication Theory*

Stephen Perry, editor of *Mass Communication & Society*

Linda Aldoory, former editor of the *Journal of Public Relations Research*

1:30-3:00 Top PRD Research Papers

5:00-6:30 Panel: **Policy Advisor or Chief Communicator? Deciding PR's Fate**

Moderator: **Kathy Fitzpatrick**, Quinnipiac University

Panelists: **Donnalyn Pompper**, Temple University

Jerry Swerling, University of Southern California

Elizabeth Toth, University of Maryland

Robert Wakefield, Brigham Young University

Michael Warden, University of Colorado

THU 05 AUG

7:00-8:00 Outgoing PRD Board Meeting

8:15-9:45 High-Density Research Roundtables

11:45-1:15 Panel: **Pause for the Cause or Dash for Cash**

Moderator: **Scott Hamula**, Ithaca College

Panelists: **David Hessekiel**, Cause Marketing Forum Inc.

K.C. Koch, Sukle Advertising & Design

Peggy J. Kreshel, University of Georgia

Bill Pierson, Eric Mower & Associates

3:15-4:45 Panel: **The Future of Media Ethics in Journalism, Public Relations, Entertainment and Advertising**

5:00-6:00 Refereed Research Poster Session

8:30-10:00 PRD Business Meeting for Members

CONTINUED . . .



MEMBERSHIP INITIATIVES

Thanks to all of our valued PRD members for their continued support of PRD initiatives. In order to enhance the current benefits of PRD membership and to reach out to new members, the PRD Membership Committee co-chairs **Seth Oyer** <soyer@bgsu.edu> and **Trent Seltzer** <trent.seltzer@ttu.edu> are happy to announce several initiatives that they've been working toward, some of which require your assistance:

- **Membership Survey:** An online survey will be electronically distributed this semester to current PRD members. The results of this survey will be used to understand the needs and concerns of current members and to help develop our strategy for outreach to potential members – so PLEASE make sure that you participate!

- **“Benefits of Membership” Handouts:** Please e-mail any pertinent information to the PRD Membership Committee that might be of interest to current or potential PRD members for inclusion in the “Benefits of Membership” handouts that the committee is developing (examples include awards, paper competitions, panels, events in the Denver area, etc).

- **Denver Outreach:** Please share any professional and/or academic contact information that you have for colleagues in the Denver area with Seth Oyer and Trent Seltzer to help us make sure that local and regional faculty, graduate students, and practitioners will also be represented at the next national conference.

Further information and details will be distributed via the PRD listserv – so keep an eye out!

CALL FOR NOMINATIONS

Nominations for PRD vice head-elect should be submitted by May 1 to the Nominations Committee:

Susan Gonders, SGonders@charter.net
Mark McElreath, mmcelreath@towson.edu
William Thompson, wethom01@louisville.edu
Dennis Wilcox, denniswilcox@msn.com

CALL FOR SUBMISSIONS

PF&R SuPRstar credits should be submitted to:

Denise Bortree, dsb177@psu.edu
Ginger Carter, ginger.carter@gcsu.edu

Teaching SuPRstar credits should be submitted to:

Susan Grantham, ctrprprof@aol.com
Brad Rawlins, brawlins@byu.edu
Cary Greenwood, cgreenwo@uoregon.edu
Kirk Hazlett, khazlett0104@curry.edu

TPR manuscripts should be submitted to:

Chuck Lubbers, clubbers@usd.edu

JPRR manuscripts should be submitted to:

Karen Miller Russell, JPRR@grady.uga.edu

Syllabi for the PRD exchange should be submitted to:

Tricia Farwell, tfarwell@mtsu.edu

FRI 06 AUG

7:00-8:00 Incoming PRD Board Meeting

8:15-9:45 Refereed Research Poster Session

12:15-1:30 Bill Adams/Edelman Luncheon

SEATING LIMITED TO THE FIRST 85 RESERVATIONS (no fee)
Contact **Heidi Hatfield Edwards**, heidihat@fit.edu

3:30-5:00 Panel: **What the PR Industry and Academy Need to Understand about GLBT Audiences and Practitioners**

5:15-6:45 Panel: **Health Promotion, Minority Populations and Health Reporting: Challenges for 2010 and Beyond**

Moderator: **Kurt Wise**, Quinnipiac University

Panelists: **Anita Fleming-Rife**, University of Northern Colorado

Elizabeth Avery Johnson, University of Tennessee

Marilee Long, Colorado State University

Crystal Y. Lumpkins, University of Kansas

Maria Len Rios, University of Missouri

Carolyn A. Stroman, Howard University

7:00-9:00 Offsite PRD Social

SAT 07 AUG

7:00-8:00 Past PRD Heads Council

8:15-9:45 Panel: **Visual Ethics in Public Relations**

10:00-11:30 Top PRD Teaching Papers

11:45-1:15 Panel: **Buy, Buy, Baby: Advertising and Public Relations to Children and its Ethical, Developmental and Health Implications**

1:30-3:00 Panel: **Thinking Outside the Silos: Teaching Creativity and Innovation for Strategic Communication**

Moderator: **Brad Rawlins**, Brigham Young University

Panelists: **Margo Berman**, Florida International University

Susan Grantham, University of Hartford

Karie L. Hollerbach, Southeast Missouri State University

Jacqueline Lambiase, Texas Christian University

Will Sims, Virginia Commonwealth University

Mark Stuhlfaut, University of Kentucky

Susan Walton, Brigham Young University

www.aejmc.net/PR

Division Head: Patricia Swann, pswann@utica.edu

Convention Chair: Colleen Connolly-Ahern, cuc15@psu.edu

Edelman Luncheon Chair: Heidi Hatfield Edwards, heidihat@fit.edu

Research Co-chairs: Karla Gower, gower@apr.ua.edu,

and Michael Palenchar, mpalench@utk.edu

Webmaster Tricia Farwell, tfarwell@mtsu.edu

Listserv Manager Alan Freitag, arfreita@uncc.edu