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Chris Perry, Tiffany Derville Gallicano and Jeffrey Morosoff
urge you to get connected with PRD colleagues.

Our LinkedIn Group is a great way for our members to identify each other online and to display their membership in our community. Simply conduct a group search for “AEJMC Public Relations Division” and join our group.

You are also invited to join our conversations and start new ones on our Facebook fan page and on Twitter:

<http://www.facebook.com/AEJMCPRD>

http://twitter.com/aejmc_prd (Twitter hashtag: #prprofs)

Editors **Karen Miller Russell** (Journal of Public Relations Research),
Chuck Lubbers (TPR Monographs) and
Susan Gonders (PR Update)
urge you to get published.

Manuscripts can be submitted to www.mc.manuscriptcentral.com/JPRR for review consideration for the Journal of Public Relations Research.

Manuscripts a maximum length of 3,000 words (including tables and citations) can also be submitted to clubbers@usd.edu for review consideration for Teaching Public Relations (TPR) Monographs. Top convention papers receive an expedited review.

Any items of interest for the PR Update News Journal should be submitted to SGonders@gmail.com. Position postings are not published in PR Update, but they can be distributed on the PRD listserv.

PRD Listserv Manager **Alan Freitag**
urges you to subscribe for breaking news.

Contact arfreita@uncc.edu to subscribe to PRD listserv. That's how you can receive – and distribute – breaking news. And it is carefully controlled to guard against spam. It's easy to subscribe. And in the unlikely event that you want to do so, it's also easy to unsubscribe.

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100th ANNIVERSARY
PRECONFERENCE COMMITTEE

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Outgoing PRD Head **Colleen Connolly-Ahern** presided over the Aug. 11 outgoing board and members' business meetings. Incoming PRD Head **Heidi Hatfield Edwards** presided over the Aug. 12 incoming board meeting. Outgoing Secretary **Susan Grantham** posted minutes for the business meeting, and the incoming secretary **Denise Bortree** posted minutes of the incoming board.

Members' Business Meeting called to order at 8:30 p.m. Aug. 11.

- Last year's minutes approved.

- Elections:

Nominating Committee endorsed Susan Grantham (University of Hartford) for vice head. Nominations closed; elected by acclamation.

Nominating Committee endorsed Natalie Tindall (Georgia State University) for vice head-elect. Nominations closed; elected by acclamation.

Nominating Committee and Executive Committee endorsed re-election of Karen Miller Russell (University of Georgia) for a second term as JPRR editor. Approved by acclamation.

- Vice Head Heidi Hatfield Edwards reported that sessions have been well attended. Of 30 panel proposals, six were chipped with co-sponsors Advertising, CommSHER, Internships & Careers, Sports, Mass Comm and Military Ethics. We had one teaching session, one PF&R/teaching session, one research panel, one-high-density session and two poster session. In addition to the Bill Adams/Edelman Luncheon, members had the opportunity to visit the Fleishman-Hillard agency.

- Division Head Colleen Connolly-Ahern announced that the Kaiser Awards will be relaunched to make it a more elite program We are seeking funding for amounts of \$250-300 for each of three annual awards to cover convention registration, AEJMC membership, and assistance with travel and/or meals.

- JPRR Editor Karen Miller Russell said review time is up to an average of 79 days. It was previously 61, but new submissions have been delayed pending revised guidelines compiled by Pat Curtin, Bey-Ling Sha and others that are currently under review. Year-to-date submissions

total 68 with 31 pending. Acceptance rate is up to 30 percent.

- The Roschwalb Award for international student research went to Vanessa Bravo. Karla Gower presented awards funded by the Plank Center to the top student papers. For the first time, we now have Wilcox Award funding for top papers in the open and teaching categories, presented by Dennis Wilcox. Ribbons were also presented to the first, second and third-place visual awards for each of two PRD poster sessions. (See CONVENTION WINNERS on the last page of the newsletter.)

- Announcements:

Trent Seltzer is chairing the online PRD members survey.

Bey-Ling Sha urged applications from students who have successfully defended for the Grunig & Grunig Thesis & Dissertation Awards competition.

December 1 is the deadline for a special JPRR issue on diversity.

A free Sept. 28 Plank Center webinar will focus on the new agency model.

AEJMC wants divisions to generate 100th anniversary "Big Ideas" to celebrate accomplishments in the association's first century.

The 2014 convention will be in Montreal. PRD members voted a preference for San Francisco, with San Diego a close second, over Palm Desert and Las Vegas.

Adjournment at 9:25 p.m.

The incoming board meeting convened at 7 a.m. Aug. 12. Appointed positions were discussed, and members were directed to the online Operations Manual for an outline of duties. Also discussed were AEJMC training sessions for new officers, the chipping process for convention programming and plans for next year's 100th anniversary convention in Chicago.

PRD MINUTES

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Research Co-Chair **Richard Waters**
reports on conference papers.

Even though the 2011 conference in St. Louis just ended, I know several people are already thinking about what they might submit to the 2012 conference in Chicago. I wanted to share a quick summary of the 2011 research competitions. The open paper competition had 67 submissions with 35 acceptances (52.2% acceptance rate) while the student paper competition had 27 submissions with 13 acceptances (48.1% acceptance rate). Additionally, the teaching paper competition had 6 papers accepted from the 10 that were submitted (60% acceptance rate). The overall PRD acceptance rate of 52% was close to the 50% recommended by AEJMC. The number of submissions was down from previous years, and we attribute that to the submission of papers using public relations perspectives to new interest groups, such as political communication and sports communication, and CommSHER's expansion into a division.

As you plan for the 2012 conference, we encourage you to consider submitting to PRD's open, student and teaching paper competitions. The official conference call for papers will be issued later this year with details for the overall conference as well as individual divisions and interest groups. Please read the public relations call for papers as there were 10 disqualifications last year due to manuscripts not adhering to the guidelines set forth in the call. We hope to eliminate those problems for next year's submissions.

Additionally, we will be contacting PRD members and other scholars in the public relations community to sign up to be paper reviewers in January 2012. Last year, we had a fairly successful approach that matched reviewers' topical interests with the papers that were assigned to them for review, and we plan on carrying out that process again this year since it seemed to make the reviews more meaningful for the paper's authors. Together, we can all work toward making the 100th anniversary conference one of the most successful ones yet.

Help with PRD outreach!

Encourage any graduate students planning studies abroad to apply for the Susanne A. Roschwalb grant. Weiwu Zhang, Eyun-Jung Ki and Jensen Moore co-chair this committee.

And if you have ideas for better connecting graduate students with PRD, contact Patricia Curtin or Katie Stansberry.

In fact, we would welcome any ideas that might increase PRD membership. The membership co-chairs are Seth Oyer, Trent Seltzer and Giselle Auger.

PRD OUTREACH

BODY OF WORK SuPRstar

Dennis Wilcox

San Jose State University

Teaching SuPRstar

Ginger Miller

Georgia College

PF&R SuPRstar

Rita Colistra

West Virginia University

Community Service SuPRstar

Suzanne Horsely

University of Alabama

TOP RESEARCH PAPERS

First-Place

Sora Kim (University of Florida). Relative effectiveness of prior corporate ability vs. corporate social responsibility associations on public responses in corporate crises.

Second-Place

Matt Ragas (DePaul University). Issue Salience Formation among Information Subsidies and Business Media Coverage during Corporate Proxy Contests.

Third-Place

Sora Kim and **Kang Hoon Sung** (University of Florida). Revisiting the effectiveness of base crisis response strategies in comparison of reputation management crisis responses.

TOP TEACHING PAPERS

First-Place

Lee Bush and **Barbara Miller** (Elon University). U.S. Student-Run Communication Agencies: Enhancing Students' Understanding of Business Protocols and Professionalism.

Second-Place

Lori McKinnon, **Jacob Longan** and **Bill Handy** (Oklahoma State University). Service-Learning for Branding Success: A Case of Student-Client Engagement in Oklahoma State University's \$1 Billion Capital Campaign.

Third-Place

Giselle Auger (Duquesne University). Missing citations, bulking biographies and unethical collaboration: Types of cheating among public relations' majors.

Fourth-Place

Rajul Jain and **Lawrence Winner** (University of Florida). Are we teaching them to be CSR managers? Examining students' expectations of practitioner roles in CSR.

TOP STUDENT PAPERS

First-Place

Eva Hardy (North Carolina State University). Forty Years of Award-Winning Campaigns: What PRSA's Silver Anvil-Winning Campaigns Say about the Public Relations Industry.

Second-Place

Hanna Park (University of Florida). Impact of corporate social responsibility on consumers' attribution of a crisis responsibility: A buffer against reputation withdrawal or a backfire.

Third-Place

Leysan Khakimova (University of Maryland). Public Diplomacy at Arab Embassies: Fighting an Uphill Battle.

TOP VISUAL DISPLAYS

First-Place

Rachel Young, **Erin Willis**, **Jon Stemmie** and **Shelley Rodgers** (University of Missouri). Localization of Public Health News Releases for Publication in Community Newspapers.

Angela Pratt (Bradley University). Integrated Impression Management: How NCAA Division I Athletics Directors Understand Public Relations.

Second-Place

Beth Sundstrom, **Rowena Briones** and **Melissa Janoske** (University of Maryland). Expecting the Unexpected: Nonprofit Media Responses to Anti-abortion Terrorism.

Michelle Nelson (University of Illinois), **Sangdo Oh** (University of Illinois) and **Jiwoo Park** (Southern Illinois University). Influences, Beliefs and Trust in a News Story.

Third-Place

J. Suzanne Horsley and **Kenon A. Brown** (University of Alabama). Communication and the D.C. Sniper: Toward a Response Typology for Public Safety Crises.

Bumsub Jin (State University of New York), **Moonhee Cho** (University of Florida) and **Maria De Moya** (University of Florida). The Impact of Organizational Social Capital on Transparency and Trust: Communication Adequacy and Accuracy.

2011 CONVENTION WINNERS