

## A Note from Susan



PRD Head Susan Grantham thanks Heidi Hatfield Edwards for her service as head of PRD for 2011-2012.

Hello Everyone -

It was great to see so many of you at the conference this year. If you look at the numbers of papers, panels and posters presented, you can see that we had an action-packed conference. This would not have been possible without the work of the many PRD volunteers and especially our excellent research paper chairs (Richard Waters, Bey-Ling Sha, Brian Smith and Carol Ames) and our PF& R chairs (Michele Ewing and Jennifer Vardeman-Winter).

Planning for the 2013 conference has already begun. Natalie Tindall, the 2013 programming chair, has already sent out a call for Panel Proposals. Complete proposals are due October 1. Please note

the necessity for developing these sessions with another division or interest group. Due to the increase in the number of divisions and interest groups in AEJMC, we all have fewer opportunities to present research and panels.

Please note the Washington D.C. conference runs from August 8-11 which means we will be on a Thursday-Sunday schedule again next year with a Wednesday pre-conference. Evidently the per-night room rates are lower with this schedule.

I hope everyone has a great fall semester and I look forward to working with you.

Susan Grantham, division head

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### Listserv

<http://www.aejmc.net/PR/listserv.htm>

## Listserv Instructions

Members can receive any important messages generated by division leaders automatically and instantly by subscribing to the AEJMC PRD Listserv.

To subscribe, send an email message to [arfreita@uncc.edu](mailto:arfreita@uncc.edu).

\* Leave the subject block blank.

\* In the message block, type "subscribe aejmcprd"

Note: No spaces within "aejmcprd" and without the quotation marks.

You should soon receive an e-mail confirmation message indicating you're a subscriber.

## Student Research Paper Awards

### 1st Place Student Paper

Hyejoon Rim & Jaejin Lee,  
*University of Florida*

Strategic Partnership with Nonprofits in Practicing CSR: The Mediating Role of Perceived Altruism and Organizational Identification on Supportive CSR Outcomes

### 2nd Place Student Paper

Michael Paquette,  
*University of Maryland*

A Fight for Legitimacy: A Case Study of the 2011 Education Union Crisis

### 3rd Place Student Paper

Tao Weiting & Christopher Wilson,  
*University of Florida*

A Comparative Content Analysis of Fortune 1000 Corporate Communication

## Dennis Wilcox Public Relations Teaching Awards

### 1st Place Teaching Research Paper

Juan Meng, *University of Georgia*

Integrating Leadership in Public Relations Education for an Enhanced Value

### 2nd Place Teaching Research Paper

Rowena Briones & Elizabeth Toth, *University of Maryland*

The State of PR Graduate Curriculum As We Know it: A Longitudinal Analysis

### 3rd Place Teaching Research Paper

Tina McCorkindale,  
*Appalachian State*

Will you be my Friend? How Public Relations Professors Engage with Students on Social Networking Sites

## Dennis Wilcox Public Relations Research Paper Awards

### 1st Place Research Paper

Brooke Weberling, *University of South Carolina*

From Awareness to Advocacy: Understanding Nonprofit Communication, Participation and Support.

### 2nd Place Research Paper

Hyojung Park, *San Diego State University & Glen Cameron, University of Missouri*

Keeping It Real: Exploring the Roles of Conversational Human Voice and Source Credibility in Crisis Communication via Social Media.

### 3rd Place Research Paper

Elmie Nekomart, Karla Gower, & Lan Ye, *University of Alabama*

Locating image management in public relations research: A content analysis of image-related studies published in the last two decades, 1991-2011.



Michael Paquette, Christopher Wilson, Hyejoon Rim and Karla Gower

## SuPRstar Awards

**PF&R** - Deborah A. Silverman,  
*Buffalo State*

**Teaching** - Robert S. Pritchard,  
*University of Oklahoma*

## Lifetime Achievement Award

Elizabeth Toth,  
*University of Maryland*

## Inez Kaiser Graduate Student of Color Award

Nur Uysal,  
*University of Oklahoma*

## Susane A. Roschwalb for International Student Research Award

Kirstin Cook,  
*Wilkes University*



Weiwu Zhang

## Top Visual Display Awards

**First Place** - The influence of Confucianism on the Legitimacy of Chinese Organizations. Shuo Yao & John Brummette, *Radford University*, & Luo Yi, *Montclair State University*

**Second Place** - Applying the Constructivist Approach to New Media PR Courses. Elizabeth Bates & Mia Moody Ramirez, *Baylor University*

**Third Place** - Empowered & Engaged: A Phenomenological Study Exploring Social Media Best Practices for Nonprofit Organizations. Tessa Breneman, Alexis Abel, & Frauke Hachtmann, *University of Nebraska-Lincoln*

### Scholar-to-Scholar Refereed Research Poster Session

**First Place** - Are Public Radio Stations Creating Opportunities for Dialogue on Their Web Sites? Joshua Bentley, *University of Oklahoma*

**Second Place** - Analyzing the Relationships among Website Interactivity and Organization Impression, Trust and Purchase intention for a Product Recall Crisis. Jooyun Hwang & Spiro Kiousis, *University of Florida*

**Third Place** - Explicating and Investigating Stewardship Strategies on Nonprofit Websites. Geah Pressgrove, Brooke Weberling, & Erik Collins, *University of South Carolina*

Tina McCorkindale and Brian Smith



Susan Grantham and Liz Bates



# Call for Panel Proposals

Deadline: October 1, 2012  
Programming Chair: Natalie Tindall, [ntindall@gsu.edu](mailto:ntindall@gsu.edu) / [drnatalietjtindall@gmail.com](mailto:drnatalietjtindall@gmail.com)

It is time to propose your ideas for the 2013 AEJMC National Convention in Washington, D.C. New topics are welcome, especially those relevant to current events and happenings in the industry. 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. Teaching and PF&R chairs will help develop teaching and PF&R topics.

## 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. 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](http://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. The proposal MUST be submitted to both PRD and the co-sponsor.

## 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 [ntindall@gsu.edu](mailto:ntindall@gsu.edu) by October 1 and MUST include the following:

1. Panel Type (Research, Teaching or PF&R)
2. Potential Co-Sponsors (contact information for the proposed co-sponsoring division or interest group)

3. Proposed Panel Title (don't make it so limited to public relations that no other group will want to co-sponsor)

4. Panel Description/Summary (500 - 1000 words)

5. Proposed Moderator

6. Possible Panelists (should be about five – don't overload with PRD members--Need the name, affiliation and contact information for the possible panelists)

7. Panel Contact (name, affiliation and contact info of the person proposing the panel)

Members who propose panels will be notified in December about panels that have been programmed.

If you have any questions about the panel process, please contact me.

Best,  
Natalie T. J. Tindall, Ph.D.  
Vice Head, AEJMC Public Relations Division  
[drnatalietjtindall@gmail.com](mailto:drnatalietjtindall@gmail.com) | [ntindall@gsu.edu](mailto:ntindall@gsu.edu)



## Comparison of AEJMC Paper Submissions and Acceptances, 2011-2012

DIVISIONS	2011			2012		
	Submitted	Accepted	%Accepted	Submitted	Accepted	%Accepted
Advertising	120	56	46.7	109	54	49.5
Communicating Science, Health and Risk	120	56	46.7	123	55	44.7
Communication Technology (CTEC)	122	80	65.6	144	77	53.4
Communication Theory & Methodology	80	45	56.2	95	45	47.3
Cultural & Critical Studies	89	45	50.1	97	43	44.3
Electronic News	32	18	56.2	31	18	58.0
History	64	38	59.4	83	42	50.6
International Communication	126	64	50.8	119	60	50.4
Law and Policy	71	30	42.2	71	32	45.0
Magazine	24	11	45.8	20	9	45.0
Mass Communication & Society	141	90	63.8	149	73	48.9
Media Ethics	49	26	53.1	23	14	60.8
Media Management & Economics	38	20	52.6	37	21	56.7
Minorities & Communication	46	22	47.8	42	21	50.0
Newspaper and Online News	85	50	58.8	86	43	50.0
Public Relations	104	54	51.9	137	61	44.5
Scholastic Journalism	14	9	64.2	16	10	62.5
Visual Communication	30	15	50	42	21	50.0
<b>TOTALS FOR DIVISIONS</b>	1354	731	53.9	1424	699	49.1
<b>Averages</b>	75.2	40.6	53.9	79.1	40.6	51.3
<b>Minimum</b>	14	9	63.8	16	9	56.2
<b>Maximum</b>	141	90	65.6	144	77	53.4
INTEREST GROUPS/ COMMISSIONS	Submitted	Accepted	%Accepted	Submitted	Accepted	%Accepted
Civic and Citizen Journalism	17	9	52.9	23	9	39.1
Community Journalism	8	6	75	12	8	66.6
Entertainment Studies	52	25	48	60	29	48.3
Gay, Lesbian, Bisexual, Transgender	12	7	58.3	15	7	46.6
Graduate Student	40	19	47.5	53	24	45.2
Internships and Careers	5	3	60	6	4	66.6
Political Communication	74	39	52.7	75	37	49.3
Religion and Media	36	13	36.1	35	17	48.5
Small Programs	8	5	62.5	8	3	37.5
Sports Communication	40	19	47.5	43	21	48.8
Commission/Status of Women	40	20	50	38	20	52.6
<b>TOTALS FOR INTEREST GROUPS/COMMISSIONS</b>	332	165	49.7	368	179	48.6
<b>Averages</b>	30.2	17	49.7	33.4	17	48.6
<b>Minimum</b>	5	3	60.0	6	3	50.0
<b>Maximum</b>	74	39	52.7	75	37	49.3



*Bey-Ling Sha (with Fifi Sha), Elmie Nekmart, Hyojung Park, Brooke Weberling and Richard Waters*

Special  
thanks to  
those who  
volunteered  
to serve  
as paper  
reviewers for  
AEJMC 2012

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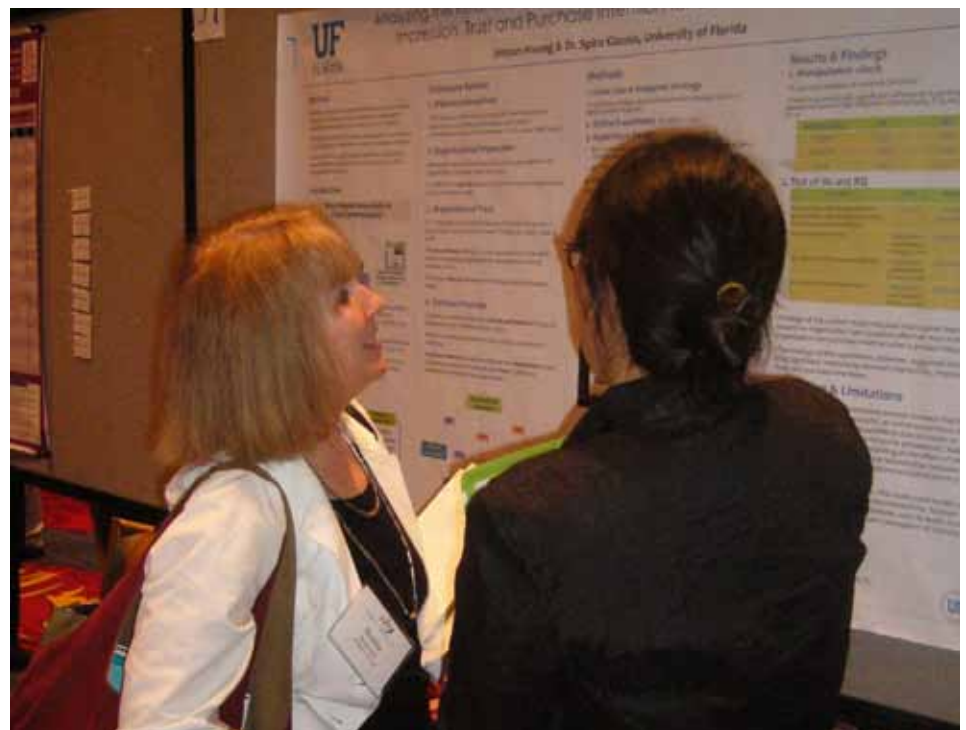
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*Geah Pressgrove listens to comments from discussant Curtis Matthews.*



*Bonita Neff learns more about Jooyun Hwang's research.*

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*Susan Grantham at the business meeting*



*Incoming officers meeting*

# Edelman Tour





# PRD 2012 Conference Stats

- 1 preconference session
- 6 PF&R sessions
- 9 refereed research panel/poster sessions
- 1 lunch
- 1 social
- 1 business meeting
- 3 board meetings

Attendance at Research and PF & R panels averaged 30

Faculty research paper submissions: 78; 39 accepted (50%)

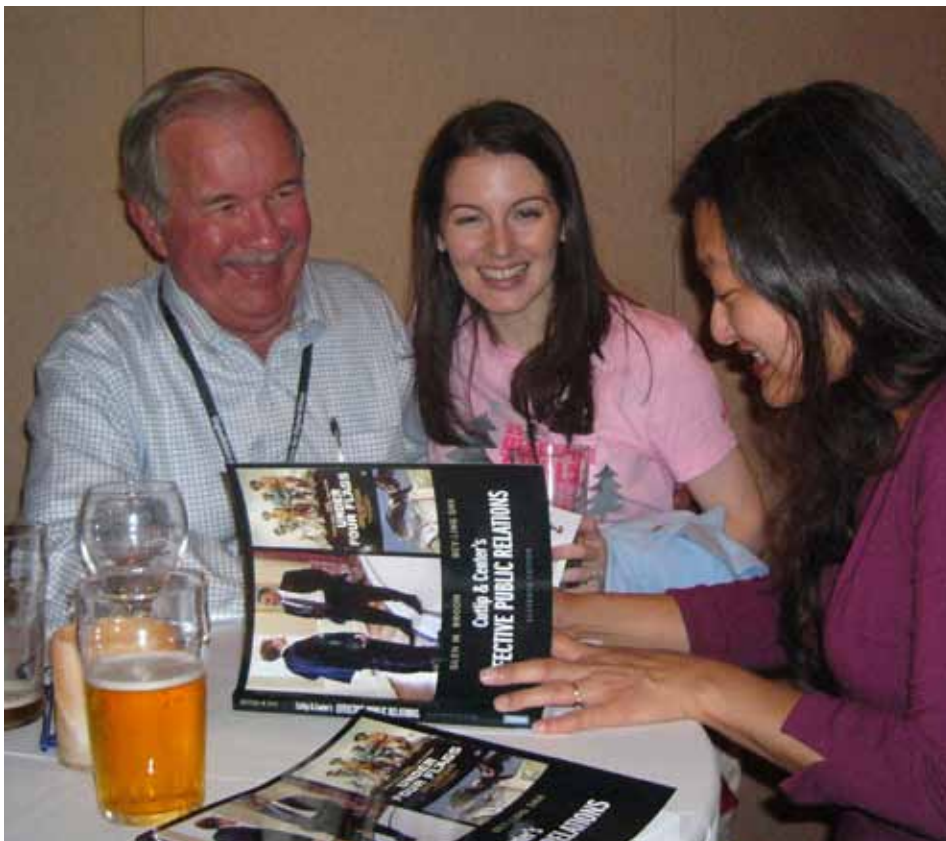
Student paper submissions: 29; 15 accepted (51.7%)

Teaching paper submissions: 14; 7 accepted (50%)



*Denise Bortree, Judy VanSlyke Turk and Cheryl Lambert attend the PRD social.*

*Bey-Ling Sha, Doug Newsom and Elizabeth Toth, newly elected president of AEJMC, display copies of Bey-Ling's new book. Photo by Tiffany Gallicano.*



*Phil Gomes, SVP Digital at Edelman, shares his thoughts at the Adams Edelman Luncheon at Lawry's.*

*Tiffany Gallicano gets her copy of Effective Public Relations signed by the authors, Glen Broom and Bey-Ling Sha.*





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