

## AEJMC will return to Chicago, the city of its founding, to celebrate its 100th anniversary, Aug 9-12, 2012.

We will honor AEJMC's 100th anniversary in various ways at this year's conference. Brush up on your history so you can win the games at the PRD social! If you moderate a panel, think of a way to incorporate the history of AEJMC or of public relations into one of your questions. If you have other suggestions for how to celebrate this milestone, contact Emily Kinsky: <ekinsky@wtamu.edu>.

### PLEASE NOTE CHANGES IN DAYS OF THE WEEK

THE PRE-SESSION PREVIOUSLY HELD ON  
A TUESDAY WILL BE ON A WEDNESDAY –  
AND THE REGULAR CONFERENCE  
IS CHANGING  
FROM A WEDNESDAY-SATURDAY AGENDA  
TO A THURSDAY-SUNDAY AGENDA.

Convention Programming:  
PRD Head Heidi Hatfield Edwards,  
Vice Head Susan Grantham and  
Vice Head-Elect Natalie Tindall



## MENTORS NEEDED FOR NEW CONVENTIONEERS

AEJMC'S Membership Committee is launching a new mentorship program to welcome new members. The committee hopes to match first-time convention attendees with seasoned conference-goers in order to ease any confusion and create a positive experience. As the Chicago conference celebrates the organizations 100th anniversary, many newcomers are expected. Thanks go to the four PRD members who have already volunteered, but many more mentors are needed. PRD members are urged to contact Giselle Auger <augerg@duq.edu> to volunteer to serve as mentors in Chicago.

## TENTATIVE CONVENTION AGENDA

### WEDNESDAY, AUGUST 8

2:00-5:00 Preconference – **Tenacious Tweeting, Bellowing Blogging, Fanatical FaceBooking, Yappy YouTubing: Using Industry Cases as Teaching Tools**  
*Moderator:* Lisa Fall  
*Co-sponsor:* Advertising

### THURSDAY, AUGUST 9

7:00-8:00 **Past Heads Council**  
*RSVP please:* Chuck Lubbers  
<Chuck.Lubbers@usd.edu>

8:15-9:45 Panel – **Guns, Gangsters, Prostitution and Porn: 100 Years of Vice and Corporate Social Responsibility**  
*Moderator:* Natalie Tindall

10:00-11:30 **Refereed Research Presentations**

11:45-1:15 **Scholars as Social Connectors: Bridging PR Theory and Practice in a Time of Dramatic Technological and Economic Change**  
*Moderator:* David Redmund  
*Co-sponsor:* Internships & Careers

1:30-3:00 Panel – **Refereed Research Presentations**

3:15-4:45 Panel – **High-Density Refereed Teaching Papers Presentations**

5:00-6:30 **Teaching the Advertising and Public Relations Campaigns Course**  
*Moderator:* TBA  
*Co-sponsor:* Advertising

8:15-9:45 **Refereed Research Poster Session**

10:00-11:30 **AEJMC Plenary**

11:45-1:30 **Bill Adams/Edelman Luncheon**  
Luncheon is limited to the first 80 reservations (no fee).  
Contact Natalie Tindall <ntindall@gsu.edu>

2:00-5:00 **Edelman Digital (off-site) on Emerging Social Media Trends, Best Practices & Measurements**  
(details TBA)

8:30-10:00 **PRD Members Business Meeting (RESEARCH AWARDS)**  
*Presiding:* Heidi Hatfield Edwards

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### SATURDAY, AUGUST 11

7:00-8:00 **Incoming PRD Board Meeting**  
*Presiding:* Susan Grantham

8:15-9:45 **Conflicting Systems of Ethics: The Media and the Military - Part II**  
*Moderating:* Michael Parkinson  
*Co-sponsor:* Media Ethics

10:00-12:00 **AEJMC Business Meeting**

12:15-1:30 **Scholar-to-Scholar Refereed Research Poster Session**

7:00-9:00 **TBA off-site PRD Social**

### SUNDAY, AUGUST 12

10:00-11:30 Panel – **Top Ten Syllabi**  
*Moderator:* Shirley Ho  
*Co-sponsor:* ComSHER

11:45-1:15 Panel – **Brands Under Fire: The Importance of Authenticity, Transparency and Trust**  
*Moderator:* Heidi Hennink-Kaminski  
*Co-sponsor:* ESIG/Advertising

## INSIDE

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## PAGE CENTER SPONSORS KAISER AWARDS

The Arthur W. Page Center at the Penn State College of Communications will sponsor the Inez Kaiser Award for Graduate Students of Color for the next five years. After a brief hiatus, the award is being reinstated to provide \$150 to each of two public relations students to cover conference registration and dues for AEJMC and PRD for one year. The Page Center will sponsor the \$300 per year for the next five years while PRD begins a fundraising effort to endow the award.

“The Page Center is glad to partner with the Public Relations Division on an award that we hope will help in all of our efforts to promote diversity in the field,” said Marie Hardin, director of the Center. “These kinds of efforts certainly fit with our mission.”

This award honors Inez Kaiser, the first African-American woman to belong to PRSA and to head a public relations agency with national clients. The award provides graduate students of color with conference registration and a one-year membership in AEJMC and PRD. The purpose is to encourage the academic career aspirations of these students. In turn, their involvement broadens the diversity of PRD.

Eligible students of color must be studying or researching a public relations issue. Preference will be given to applications of doctoral students of minority/emerging majority status who are presenting papers at the AEJMC convention.

The deadline for nominations or sponsorship is April 15. Please contact Lisa Lyon Payne <lpayne@vwc.edu> or Natalie Tindall <ntindall@gsu.edu>.

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## CALL FOR TEACHING AND PF&R CREDITS

Please submit a brief report of any Teaching and PF&R accomplishments outside of the convention. For the PRD annual report to the AEJMC Board, we need to list the activities of our members. This could include such activities as a special teaching contract, presentations on teaching at other conferences, and/or presentations or projects on ethics or diversity. It might also include any awards received for Teaching or PF&R initiatives.

We need this information, and the bonus for you is that you might win the Teaching SuPRstar or PF&R SuPRstar award at the 100th anniversary celebration in Chicago. We urge members to submit reports on their own activities as well as to submit information about their colleagues.

Please submit reports on teaching accomplishments to PRD Teaching Co-Chairs Carol Ames <comes@fullerton.edu> and Brian Smith <lgsmithphd@gmail.com>. And submit reports on PF&R accomplishments to PF&R Co-Chairs Jennifer Vardeman-Winter <jvardeman@uh.edu> and Michele Ewing <meewing@kent.edu>.

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## Immediate Past Head Colleen Connolly-Ahern urges you to self-nominate for Vice Head-Elect.

This elected position requires a three-year commitment to serve as Vice Head-Elect, Vice Head/Programming Chair and Head of the Public Relations Division. Contact Colleen Connolly-Ahern <cuc15@psu.edu>.

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

Contact [arfreita@uncc.edu](mailto: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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## 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](http://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](mailto: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](mailto:SGonders@gmail.com). Position postings are not published in PR Update, but they can be distributed on the PRD listserv and PRD social media sites.

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## Social Media Co-Chairs Tiffany Derville Gallicano and Jeffrey Morosoff invite you to connect with the community.

If you would like to share an announcement, information about new hires or other news with PRD members, post it to our Facebook fan page (AEJMCPRD) or the #prprofs hashtag on Twitter. You can also use these places to start conversations.

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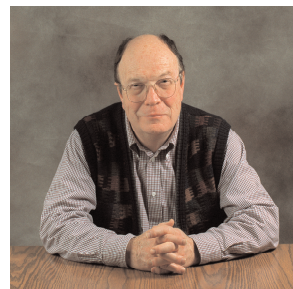
## CASH PRIZES FOR PAPERS

Thanks to the generous support of Dennis Wilcox, 1981 PRD head from San Jose State University, cash prizes for top papers in the open and teaching categories have increased. Beginning with the 2012 competition, Wilcox Awards of \$500, \$300 and \$200 will go to the authors of the first, second and third-place papers in both the teaching and open research categories.

“It’s my pleasure to give back by funding cash awards for outstanding papers in teaching and research,” said Wilcox, who established the awards last year. “Today’s educators are the future of the PR Division and the continued advancement of public relations education. So it’s important for all of us older educators to find ways to support and encourage them.”

In addition to the Wilcox Awards, the Plank Center Awards of \$300, \$200 and \$100 are given to the authors of the first, second and third-place student papers.

Authors of the top papers will be recognized with their prizes during the PRD business meeting at 8:30 p.m. Friday during the convention in Chicago.



DENNIS WILCOX



BETSY PLANK

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## CALL FOR PAPERS

Even though the spring semester has just started for many of us, it is already time to start thinking about preparing papers for the 2012 research competition. With \$2,600 in cash awards available, we expect to see a large number of papers submitted in each of the three categories.

To be eligible for review, and ultimately for the awards, papers MUST conform to the following rules:

- A paper must be no longer than 30 pages, including appendices and references. Papers longer than 30 pages will be disqualified and not reviewed.
- 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 that person’s submissions will be disqualified.
- All papers must be prepared for blind review. This includes references on papers’ title pages and internal references to authors’ previous work. It also includes ensuring that the paper is clean and free of labels assigned by various software programs. AEJMC has prepared specific instructions for Microsoft Office, NeoOffice and OpenOffice software for Windows and Apple platforms. Any paper not clean of self-references will be disqualified and not reviewed.
- All papers must also clearly test, refine or expand public relations theory or practice/teaching; critically review issues relevant to public relations theory and research; or explore methods of effective public relations practice/teaching. Commentary pieces may be disqualified and not reviewed if they fail to meet these criteria.
- At least one author of every accepted paper must present at the convention, and every paper that places in the top three in one of the categories must be represented by at least one author when awards are presented at the PRD business meeting.. All authors of any paper not in compliance with participation policies will be suspended from eligibility for paper reviews for one year. Authors with special circumstances may appeal to the PRD Board.

These rules are the ones violated most often in recent years, resulting in disqualifications. However, everyone is encouraged to read the full call for papers for AEJMC and the Public Relations Division by visiting:

**<http://www.aejmchicago.org/papers>**

The deadline for paper submissions is 11:59 p.m. (Central) Sunday, April 1. The AllAcademic servers will be set to reject any attempt to upload a paper after that time.

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## CALL FOR REVIEWERS

With substantial cash prizes on the line for the 100th anniversary convention of AEJMC, an increased number of paper submissions is anticipated. So even more help than usual will be needed to review papers. The more faculty who review, the fewer papers each will be assigned. Faculty are eligible to review in any of the three categories – student, open or teaching – as long as they have not submitted a paper in that category.

For the 2011 conference, the research co-chairs instituted a preference survey that asked for reviewer’s contact information, topical preference and methodological preferences. Using that information as a guide, submitted papers were assigned to reviewers within 48 hours of the submissions deadline to provide a three-week period to review three or four papers per reviewer. To indicate your preference, fill out the form at the following site (unless you have already done so through the PRD listserv):

**<https://www.surveymonkey.com/s/V6JRL3R>**

We look forward to a smooth reviewing process in April.

*Research Co-Chairs:*  
Richard Waters <rdwaters@usfca.edu>  
Bey-Ling Sha <bsha@mail.sdsu.edu>