THE NEWS JOURNAL
of the Public Relations Division
of the Association for Education
in Journalism & Mass Communication

Vol. 47 • No. 2 • Summer 2012

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**

LAST CALL FOR MENTOR VOLUNTEERS! Now that paper acceptances have been distributed, please consider being a mentor for an AEJMC conference newcomer. During the 2011 conference, AEJMC's membership committee decided to launch a new mentorship program. The committee hopes to match first-time conference attendees with seasoned conference-goers in order to ease any confusion and create a positive experience. As the Chicago conference will celebrate the organization's 100-year anniversary, the committee expects many newcomers. Please contact Membership Co-chair Giselle Auger <a href="mailto-augerg@duq.edu">augerg@duq.edu</a> to volunteer to serve as mentors in Chicago. Further information and matches will be made closer to conference time. And thanks to those who have already volunteered!

#### **CALL FOR KAISER SPONSORSHIPS**

MAKE YOUR DONATION COUNT TWICE! Pat Curtin, SOJC Endowed Chair in Public Relations at the University of Oregon, is matching funds (up to \$500) for donations made to the fund for the Inez Kaiser Graduate Student of Color Award.

The award honors Inez Kaiser, the first African-American woman to belong to PRSA and to head a public relations agency with national clients. Eligible students of color must be studying or researching a public relations issue, and preference is given to applications of doctoral students of minority/emerging majority status who are presenting papers at the AEJMC conference. The \$150 award provides a one-year membership to AEJMC and the PR Division, as well as conference registration. This award fosters the careers of graduate students of color, and we all benefit from a more racially and ethnically diverse field.

The Arthur W. Page Center at the Pennsylvania State University College of Communications will sponsor two \$150 awards annually for the next five years while the PR Division begins a fundraising effort to endow the award. Send donations to Richard Burke, Attn: Kaiser Awards, AEJMC, 234 Outlet Point Blvd., Suite A, Columbia, SC 29210-5667.

#### 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. In 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 <cames@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>.

This is the last issue of PR Update that I will edit.

Thanks go to all of my PRD colleagues
for the privilege of doing this for 14 years.

Susan Gonders



Chuck.Lubbers@usd.edu

#### WEDNESDAY, AUGUST 8

#### 2:00-4:00 Preconference – Tenacious Tweeting, Bellowing Blogging, Fanatical Facebooking, Yappy YouTubing: **Using Industry Cases as Teaching Tools**

Sponsors: Public Relations and Communication Technology Divisions

Moderating/Presiding: Tiffany Derville Gallicano, Oregon.

Panelists: Serena Carpenter, Arizona State; Lisa T. Fall, Tennessee; Jamie Izaks, co-founder/president, All Points Public Relations; Abby Lovett, vice president/group manager, Ketchum; Chuck Lubbers, South Dakota; Marcus Messner, Virginia Commonwealth; Alan VanderMolen, president/CEO, Global Practices and Diversified Insights Businesses.

#### THURSDAY, AUGUST 9

7:00-8:00 Past Heads Council Presiding: Kenneth Plowman, BYU

#### 8:15-9:45 PF&R Panel – Guns, Gangsters, Prostitution and Porn:

#### 100 Years of Vice and Corporate Social Responsibility

Sponsors: Public Relations and History Divisions

Moderating/Presiding: Karen Miller Russell, Georgia.

Panelists: Richard Junger, Western Michigan; Natalie Y. Moore, Columbia College; Bey-Ling Sha, San Diego State; Jessalynn Strauss, Xavier.

#### 10:00-11:30 Refereed Research Presentations: Public Relations Division Top Research Papers

Moderating/Presiding: Bey-Ling Sha, San Diego State

Discussant: Vince Hazleton, Radford

- 1st-Place Research Paper: From Awareness to Advocacy: Understanding nonprofit communication, participation and support. Brooke Weberling, University of South Carolina.
- 2nd-Place Research Paper: Keeping It Real: Exploring the roles of conversational human voice and source credibility in crisis communication via social media. Hyojung Park, San Diego State University, and Glen Cameron, University of Missouri.
- 3rd-Place Research Paper: Locating Image Management in Public Relations Research: A content analysis of image-related studies published in the last two decades, 1991-2001. Elmie Nekmart, Karla Gower and Lan Ye, University of Alabama.
- 1st-Place Student Research Paper: Strategic Partnership with Nonprofits in Practicing CSR: The mediating role of perceived altruism and organizational identification on supportive CSR outcomes. Hyejoon Rim and Jaejin Lee, University of Florida.

#### 11:45-1:15 Scholars as Social Connectors: Bridging PR Theory and Practice in a Time of **Dramatic Technological and Economic Change**

Sponsors: Internships & Careers Interest Group and Public Relations Division

Moderating/Presiding: Karen Miller Russell, Georgia.

Discussant: Lisa T. Fall, Tennessee.

Panelists: Barbara DeSanto, Maryville University; Karen Freberg, University of Louisville; Anita Liskey, CME Group Inc.; Chad Mezera, University of West Virginia; David Remund, Drake University.

#### 1:30-3:00 Refereed Research Presentations: Public Relations Division Top Teaching Papers

*Moderating/Presiding:* Carol Ames, California State-Fullerton.

Discussant: Brian Smith, Purdue.

- 1st-Place Teaching Paper: Integrating Leadership in Public Relations Education for an Enhanced Value. Juan Meng, University of Georgia.
- 2nd-Place Teaching Paper: The State of PR Graduate Curriculum As We Know It: A longitudinal analysis. Rowena Briones (student) and Elizabeth Toth, University of Maryland.
- 3rd-Place Teaching Paper: Will You Be My Friend? How public relations professors engage with students on social networking sites. Tina McCorkindale, Appalachian State.
- The Role of Subjective Norms on Technological Adoption Intentions of Advertising and Public Relations Students. Tobias Hopp, University of Oregon.
- Re-imagining Public Relations Curriculum in a Time of Rapid Change. Jerry Serling, Kjerstin Thorson, Burghardt Tenderich, Niku Ward, Brenna Clairr O'Tierney and Mia Becker, University of Southern California.

### Looking for roommates?

### Have a job search announcement?

Feel free to post to our fan page at https://www. facebook.com/AEJMCPRD, the Twitter hashtag #prprofs, and on our Linkedin page.

# JPRR CALL FOR SUBMISSIONS: SPECIAL ISSUE ON NONPROFIT PR

EXCITING NEWS from the Journal of Public Relations Research! We've got another special issue coming up for publication in 2013. The guest editor is Denise Bortree, Pennsylvania State University.

Nonprofit and advocacy organizations make an important contribution to the social, political and economic landscapes around the world. However, public relations professionals in nonprofit sectors often face unique challenges related to resources and stakeholder relationships, among other things. Building knowledge about best practices for nonprofit practitioners is critical for the public relations field. This call seeks scholarly articles that explore the role of public relations in nonprofit organizations as well as the contributions of nonprofit communication to society. Of particular interest are articles that explore relationship cultivation with stakeholders, distinctive aspects of social media among nonprofits, variance in communication strategies among types of nonprofit organizations, and public relations activities of national and international NGOs.

As with all issues of the Journal, contributions should provide scholarship that creates, tests or expands public relations theory, and the guest editor encourages submissions that use a wide range of empirical methodologies.

Manuscripts for the special issue are due to the JPRR Manuscript Central by July 15, 2012. Please note at the top of the abstract and in the appropriate space on the online submission form that the submissions is a "candidate for the special issue on nonprofit organizations." Submissions should conform to the instructions for authors on the Journal's website.

#### 3:15-4:45 Panel – High-Density Refereed Public Relations Research

Moderating/Presiding: Hilary Fussell Sisco, Quinnipiac University.

Discussant: Chun-ju Flora Hung, Hong Kong Baptist University.

- Motivations and Antecedents of Public Engagement on Corporate Social Networking Sites. Sunny Wan-Hsiu Tsai and Rita Linjuan Men, University of Miami.
- A Study on Exploring Antecedents of Relationship Dissolution in Organization-Public Relationships. Bitt Moon, Syracuse University, and Sun-Un Yang, Indiana University-Bloomington.
- Considering Familial, Sociopolitical, Technological, and Other Factors in a Cultural Approach to Risk Communication. Jennifer Vardeman-Winter, University of Houston.
- Predictors of Organizations' Crisis Communication Approaches: Full versus limited disclosure. Sora Kim and Emma Wertz, University of Florida.

Discussant: Bryan Reber, University of Georgia.

- Navigating Anger in Happy Valley: Using Facebook for crisis response and image repair in the wake of the Sandusky scandal. Melanie Formentin, Denise Bortree and Julia Daisy Fraustino, Pennsylvania State University.
- Usage and Effectiveness of Facebook for Organizational Crisis Management. Eyun-Jung Ki and Elmie Nekmat, University of Alabama.
- Uncertainty Reduction Strategies via Twitter: The 2011 wildlife threat to Los Alamos National Laboratory. Nicole Merrifield and Michael Palenchar, University of Tennessee.

Discussant: Craig Carroll, Lipscomb University.

- On Publicity: Ivy Lee's 1924 address to the American Association of Teachers of Journalism. Kirk Hallahan and Stephen Cory Robinson, Colorado State University.
- CSR-Crisis Relevance on the Public's Blame Attributions (student). Hanna Park, University of Florida.
- How to Minimize Corporate Social Responsibility (CSR) Cynicism in Younger Generations: Exploring trickle effects of social partnerships (student). Daewook Kim, Texas Tech University.

#### 5:00-6:30 PF&R Panel: Teaching the Advertising and Public Relations Campaigns Course

Sponsors: Small Programs Interest Group and Public Relations Division

Moderating/Presiding: Ginger Carter Miller, Georgia College.

*Panelists:* Donna Davis, University of Oregon; Tricia Farwell, Middle Tennessee State University; Joyce Haley, Abilene Christian University; Katerina Tsetsura, University of Oklahoma.

#### FRIDAY, AUGUST 10

#### 7:00-8:00 Outgoing PRD Board Meeting

Presiding: Heidi Hatfield Edwards, Florida Tech.

All members interested in the introduction of new matters or discussion of current matters are urged to attend.

#### 8:15-9:45 Refereed Research Paper Poster Session

Discussant: Suman Lee, Iowa State University.

- Applying the Constructivist Approach to New Media PR Courses. Elizabeth Bates and Mia Moody Ramirez, Baylor University.
- Coorientation Theory and Assessment of the RFP Solution to Client/Service Learner Matchmaking. Cathy Rogers and Valerie Andrews, Loyola University-New Orleans.
- Examining the Relationship Between International Public Relations Efforts, Media Coverage, Country Reputation and Performance Using Agenda Building and Agenda Setting. Rajul Jain and Lawrence Winner, University of Florida.
- The Influence of Confucianism on the Legitimacy of Chinese Organizations. Shuo Yao and John Brummette, Radford University; Luo Yi, Montclair State University.
- "Because the Subaltern Cannot Speak": An introduction to the culture-centered approach to public relations. Induk Kim, Northern Illinois University.

Discussant: Colleen Connelly-Ahern, Pennsylvania State University.

- Theorizing the Global-Local Paradox: Comparative Research on Information Subsidies' Localization by U.S.-based Multinational Corporation. Juan-Carlos Molleda, Sarahdeep Kochhar and Christopher Wilson, University of Florida.
- The Role of the Organization in Networked Social Capital: A political public relations model of social capital building (student). Adam Saffer, University of Oklahoma.
- Public Relations and Public Diplomacy: A divided past, a shared future. Antoneta Vanc and Kathy Fitzpatrick, Quinnipiac University.

- Exploring the Role of Senate Majority Leader Political Public Relations Efforts: Comparing agenda-building effectiveness across information subsidies. Spiro Kiousis, Ji Young Kim, Ashley Carnifax and Sarabdeep Kochhar, University of Florida.
- Political Public Relations and the Promotion of Participatory, Transparent Government through Social Media. Elizabeth Avery and Melissa Graham, University of Tennessee.

Discussant: Marcia Watson DiStaso, Pennsylvania State University.

- Social campaigns help our image, right? Using the situational theory to explore effects on attitudes toward a brand and its issues. Elizabeth Johnson-Young, North Carolina State University, and Robert Magee, Virginia Tech University.
- Empowered & Engaged: A phenomenological study exploring social media best practices for nonprofit organizations. Tessa Breneman, Alexis Abel and Frauke Hachtmann, University of Nebraska-Lincoln.
- Identifying Social Media Influencers: Using network mapping to track information flows in online internetbased publics (student). Kathleen Stansberry, University of Oregon.
- Examining the Effect of Organizations' Interpersonal Approach in Social Networking Sites (student). Kang Hoon Sung, University of Florida.
- Defining and Measuring Organization-Public Dialogue. Heewon Cha, Ewha Woman's University; Sung-Un Yang, Indiana University-Bloomington; Minjeong Kang, Ball State University.

Discussant: Donald K. Wright, Boston University.

- Beyond Reactive Public Relations: How a Delphi study of new technology informs professional practice. Adam Saffer, Michael Kent and Pop Rebeca, University of Oklahoma.
- Hegemony, Self-Disciplining, and Stigma Among Public Relations Professionals: Exploring Foucault's concept of bio-power. Katie Place, Saint Louis University, and Jennifer Vardeman-Winter, University of Houston.
- Winning Hearts and Building Community: An analysis of Basic Rights Oregon's "Love. Commitment. Marriage." campaign (student). Erica Ciszek, University of Oregon.
- Developers' Views about Public Meetings in the Context of Public Relations Theory. Geah Pressgrove and John Besley, University of South Carolina.
- Company Executive v. Customer Testimonial: Examining credibility of quoted spokespersons in business-to-business communication. Pauline Howes, Kennesaw State University, and Lynne Sallot, University of Georgia.

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

#### RSVP PLEASE

ntindall@gsu.edu
OFF-SITE WALKING DISTANCE
Lawry's Restaurant
100 E. Ontario St.

#### **RSVP PLEASE**

jvardeman@uh.edu or meewing@kent.edu OFF-SITE WALKING DISTANCE Edelman 200 E. Randolph St.

#### 11:45-1:15 Bill Adams/Edelman Luncheon

Luncheon is limited to the first 80 reservations (no fee).

Presiding: Heidi Hatfield Edwards, Florida Tech.

Speaker: Phil Gomes, Senior Vice President, Edelman Digital.

### 2:00-4:00 Edelman Digital (off-site) on Emerging Social Media Trends, Best Practices & Measurements Pre-registration required (no fee).

*Presiding:* Michele Ewing, Kent State University, and Jennifer Vardeman-Winter, University of Houston. Visit the founding Edelman office! Learn about best practices in social media planning, emerging social media trends and innovative ways to fit social media into PR strategy.

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

Presiding: Heidi Hatfield Edwards, Florida Tech.

Awards: Research and Teaching papers, Roschwalb and SuPRstars.

#### SATURDAY, AUGUST 11

#### 7:00-8:00 Incoming PRD Board Meeting

*Presiding:* Susan Grantham, University of Hartford.

All members interested in the introduction of new matters or discussion of current matters are urged to attend.

### 8:15-9:45 PF&R Panel: Conflicting Systems of Ethics: The Media and the Military

Sponsors: Media Ethics and Public Relations Divisions

Moderating/Presiding: Michael Parkinson, Texas Tech University.

Panelists: Shannon Bowen, Syracuse University; Kenneth Plowman, Brigham Young University; Robert Pritchard, University of Oklahoma; John Schmeltzer, University of Oklahoma; and Major Mark Swiatek, USAFA.

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

#### **ATTENTION PAPER AUTHORS:**

Send a copy of your paper by e-mail to your session's moderator and discussant:

Ames, Carol,

cames@exchange.fullerton.edu Bowen, Shannon, sbowen@syr.edu Carol, Craig, Craig.Carroll@lipscomb.edu Connolly-Ahern, Colleen,

connolly-ahern@psu.edu
DiStaso, Marcia Watson, mwd10@psu.edu
Dozier, David, ddozier@mail.sdsu.edu
Hazelton, Vince, vhazelto@radford.edu
Hung, Chun-ju Flora, cjhung@hkbu.edu.hk
Kelleher, Tom, tkell@hawaii.edu
Kinsky, Emily, ekinsky@mail.wtamu.edu
Lee, Moon J., mlee@jou.ufl.edu
Lee, Suman, smlee@iastate.edu
Palenchar, Michael, mpalench@utk.edu
Ragas, Matt, matt.ragas@gmail.com
Reber, Bryan, reber@uga.edu
Sha, Bey-Ling, bsha@mail.sdsu.edu
Sisco, Hillary Fussell,

Hillary.FusellSisco@quinnipiac.edu Smith, Brian, bgsmithphd@gmail.com Waters, Richard D, rdwaters@usfca.edu Wright, Donald K.,

DonaldKWright@aol.com Zoch, Lynn, Izoch@radford.edu

#### 12:15-1:30 Public Relations Division Scholar-to-Scholar Refereed Research Poster Session

Discussants: Emily Kinsky, West Texas A&M University, and Curtis Matthews, Kansas State University.

- Explicating and Investigating Stewardship Strategies on Nonprofit Websites. Geah Pressgrove, Brooke Weberling and Erik Collins, University of South Carolina.
- Analyzing the Relationships Among Website Interactivity and Organization Impression, Trust and Purchase Intention for a Product Recall Crisis. Jooyun Hwang and Spiro Kiousis, University of Florida.
- Are Public Radio Stations Creating Opportunities for Dialogue on Their Web Sites? (student). Joshua Bentley, University of Oklahoma.
- Corporate Web Site Communication with Investors: The relationship among employee size, profitability, and web site communication (student). Nur Uysal, University of Oklahoma.
- E-mobilization and Empowered Health Activism: How social media changes the mutuality between Korean health activism and its external counterparts (student). KyuJin Shim, Syracuse University.

#### 1:45-3:15 p.m. Public Relations Division Refereed Research Poster Session – Social Media

*Moderating/Presiding:* Richard D. Waters, University of San Francisco. *Discussant:* Tom Kelleher, University of Hawaii.

- What Do Blog Readers Think? A survey to assess ghost blogging and commenting. Tiffany Gallicano, Yoon Cho and Thomas Bivins, University of Oregon.
- Seeking an Updated Understanding the Public Relations-Journalist Relationship in the Age of Social Media. Dustin Supa, Boston University, and Lynn Zoch, Radford University.
- Predicting Digital and Social Media Adoption Based on Organizational and Practitioner Characteristics. Kjerstin Thorson, Burghardt Tenderich, Jerry Swerling, Niku Ward and Brenna Clairr O'Tierney, University of Southern California.
- Social Media as a Relationship Strategy: Twitter's impact on enhancing brand loyalty (student). Zongchao Li, University of Miami.
- 3rd-place student paper: A Comparative Content Analysis of Fortune 1000 Corporate Communication Strategy on Facebook and Twitter (student). Weiting Tao and Christopher Wilson, University of Florida.

### 5:15-6:45 p.m. Public Relations Division Refereed Paper Session – Contemporary Issues in the Practice of Public Relations

Moderating/Presiding: Lynn Zoch, Radford University. Discussant: Moon J. Lee, University of Florida.

- Trust me, trust me not: An experimental analysis of the effect of transparency on trust and behavioral intentions in organizations. Giselle Auger, Duquesne University.
- Speaking Out: An exploratory analysis of public relations professionals and their willingness to self-censor. Vincent Filak, University of Wisconsin-Oshkosh, and Melissa Dodd, University of Miami.
- Exploring Complex Organizational Communities: Identity as emergent perceptions, boundaries, and relationships. Dawn Gilpin and Nina Miller, Arizona State University.
- Measuring BP Media Relations Outcomes Post Spill: An illustration of how public relations' effects may be overestimated (student). Brendan Watson, University of Minnesota-Twin Cities.
- What contributes to Public Relations Professionals' Own Conflict: Life affecting work. Hongmei Shen, San Diego State University, and Hua Jiang, Townson University.

7:00-9:00 PRD Social - Pre-registration required (no fee).

*Hosting:* Katie Place, Saint Louis University, and Matt Ragas, DePaul University. A complimentary drink and appetizers will be provided.

#### **RSVP PLEASE**

aejprdsocial@gmail.com OFF-SITE WALKING DISTANCE Rock Bottom

Restaurant & Brewery

1 W. Grand Ave.
rockbottom.com/chicago

PRD Social Sponsor:

• Arthur W. Page Center for Integrity in Public Communication, Pennsylvania State University

Prize Sponsors:

- University of Oregon School of Journalism and Communication, Public Relations Sequence
  - DePaul University College of Communication
     University of Louisville
    - Georgia State University
       Glen Broom and Bey-Ling Sha

# ROSCHWALB RECIPIENT TRAVELING TO TANZANIA

EMBRACE A CHILD is a campaign to support Tanzanian orphans affected by AIDs with schooling, shelter and food.

This year's Susanna A. Roschwalb Award recipient, Kirstin Cook of Wilkes University in Maine, worked on the campaign through her school's student-run firm. Their goal was to raise enough money in one semester to support one child for a year of schooling, but they nearly tripled that.

This summer she will be among students and faculty from Wilkes University and the University of Pittsburgh who will lodge on hospital grounds and work with the orphanage that is part of the Karagwe AIDs Control Project. Kirstin will tell the orphans' stories through a series of documentary videos for distribution on the project's website.

#### SUNDAY, AUGUST 12

#### 8:15-9:45 Refereed Paper Session

Sponsors: Media Ethics and Public Relations Divisions

Moderating/Presiding: Shannon Bowen, University of South Carolina.

Discussant: Michael Palenchar, University of Tennessee.

- Mind the CSR Communication Gap: The role of authenticity in the communication of CSR. Christopher Wilson, Weiting Tao, Sarabdeep Kochhar and Mary Ann Ferguson, University of Florida.
- Consumers' Ethical Evaluation of Greenwashing Ads. Harsha Gangadharbatla and Kim Sheehan, University of Oregon.
- Whistleblowing in Public Relations: Ethical dilemma or role responsibility. Cary Greenwood, Middle Tennessee State University.
- Corporate Social Responsibility Communication on the Internet: A content analysis of Fortune 100 companies. Seul Lee, Eunji Kang and Mary Ann Ferguson, University of Florida.

#### 10:00-11:30 Teaching Panel: Where the Rubber Meets the Road:

#### Teaching industry specific communication content

Sponsors: Public Relations and Communicating Science, Health, Environment & Risk Divisions

Moderating/Presiding: Qingjiang "Q.J." Yao, Fort Hays State University.

*Panelists:* Carol Ames, California State University-Fullerton; Denise Bortree, Pennsylvania State University; Sharon Dunwoody, University of Wisconsin-Madison; Michael Palenchar, University of Tennessee; and Richard Waters, University of San Francisco.

#### 11:45-1:15 PF&R Panel: Brands Under Fire: The Importance of Authenticity, Transparency and Trust

Sponsors: Public Relations and Advertising Divisions

Moderating/Presiding: Heidi Hennink-Kaminski, University of North Carolina-Chapel Hill.

Panelists: Marcia Watson DiStasio, Pennsylvania State University; Jim Geike, Burt's Bees Inc.; Amber Hutchins, Kennesaw State University; Tina McCorkindale, Appalachian State University; and Dana McMahan, Social Entrepreneur.

#### 1:30-3:00 Refereed Research Panel – Crisis Communications and Public Relations

Sponsors: Media Ethics and Public Relations Divisions Moderating/Presiding: Matt Ragas, DePaul University. Discussant: David Dozier, San Diego State University.

- 2nd-place student paper: A Fight for Legitimacy: A case study of the 2011 Education Union crisis (student). Michael Paquette, University of Maryland.
- Relational Expectancy, Expectancy Violations, and Post-Crisis Communication: BP oil spill crisis. Sora Kim, University of Florida.
- Enacting Best Practices in Risk Communication: Analysis of an expert panel. Melissa Janoske, Brooke Liu and Stephanie Madden, University of Maryland.
- "We're Not th Only One with the Crisis": Exploring situational variables in an extension of situational crisis communication theory. Hyun Jee Oh, Nanyang Technical University, and Hyojung Park, San Diego State University.
- Crisis Attribution in News Articles: A study of the effect of labeling on corporate reputation (student). Alyssa Appleman and Michelle Asmara, Pennsylvania State University.

Abel, Alex: F-8:15a

Ames, Carol: R-1:30p Su-10:00a

Andrews, Valerie: F-8:15a

Appleman, Alyssa: Su-1:30p

Asmara, Michelle: Su-1:30p

Auger, Giselle: Sa-5:15p

Avery, Elizabeth: F-8:15a

Bates, Elizabeth: F-8:15a
Becker, Mia: R-1:30p
Bentley, Joshua: Sa-12:15p
Besley, John: F-8:15a
Bivins, Tom: Sa-1:45p
Bortree, Denise: R-3:15p Su-10:00a

Bowen, Shannon: Sa-8:15a Breneman, Tessa: F-8:15a Briones, Rowena: R-1:30p Brummetter, John: F-8:15a

Cameron, Glen: R-10:00a
Carnifax, Ashley: F-8:15a
Carpenter, Serena: W-2:00p
Carroll, Craig: R-3:15p
Cha, Heewon: F-8:15a
Cho, Yoon: Sa-1:45p
Cisek, Erica: F-8:15a
Collins, Erik: Sa-12:15p
Connolley-Ahern, Collen: F-8:15a

Davis, Donna: R-5:00p
DeSanto, Barbara: R-11:45a
DiStaso, Marcia: F-8:15a Su-11:45a
Dodd, Melissa: Sa-5:15p
Dozier, David: Su-11:45a
Dunwoody, Sharon: Su 10:00a

Edwards, Heidi Hatfield: F-7:00a F-11:45p F-8:30p Ewing, Michele: F-2:00p

Fall, Lisa: W-2:00 p R-11:45a Farwell, Tricia: R-5:00p Ferguson, Mary Ann: Su 8:15a Filak, Vincent: Sa-5:15p Fitzpatrick, Kathy: F-8:15a Formentin, Melanie: R-3:15p Fraustino, Julia: R-3:15p Freburg, Karen: R-11:45a

Gallicano, Tiffany: W-2:00p Sa-1:45p Gangadharbatla, Harsha: Su-8:15a Geike, Jim: Su-11:45a Gomes, Phil: F-11:45p Gilpin, Dawn: Sa-5:15p Gomes, Phil: F-11:45a Gower, Karla: R-10:00a Graham, Melissa: F-8:15a Grantham, Susan: Sa-7:00a Greenwood, Cary: Su-8:15a

■■ aley, Joyce: R-5:00p
Hallahan, Kirk: R-3:15p
Hatchmann, Frauke: F-8:15a
Hazelton, Vince: R-10:00a
Henink-Kaminski, Heidi: Su-11:45a
Hopp, Tobias: R-1:30p
Howes, Pauline: F-8:15a
Hung, Chun-ju Flora: R-3:15p
Hutchins, Amber: Su-11:45a
Hwang, Jooyun: Sa-12:15p

**I**zaks, Jamie: W-2:00p

Jain, Rajul: F-8:15a

Janoske, Melissa: Su-1:30p

Jiang, Hua: Sa-5:15p

Johnson-Young, Elizabeth: F-8:15a

Junger, Richard: R−8:15a

Kang, Kunji: Su-8:15a
Kang, Minjeong: F-8:15a
Kelleher, Tom: Sa-1:45p
Kent, Michael: F-8:15a
Ki, Eyun-Jung: R-3:15p
Kim, Daewook: R-3:15p
Kim, Ji: F-8:15a
Kim, Induk: F-8:15a
Kim, Sora: R-3:15p Su-1:30p
Kinsky, Emily: Sa-12:15p
Kiousis, Spiro: F-8:15a Sa-12:15p
Kochhar, Sarabdeep: F-8:15a F-8:15a
Su-8:15a

Lee, Jaenin: R-10:00a Lee, Moon: Sa-5:15p Lee, Seul: Su-8:15a Lee, Suman: F-8:15a Li, Zongchao: Sa-1:45p Liu, Brooke: Su-1:30p Liskey, Anita: R-11:45a Lovett, Abby: W-2:00p Lubbers, Charles: W-2:00p

Magee, Robert: F-8:15a Madden, Stephanie: Su-1:30p Matthews, Curtis: Sa-12:15p McKorkindale, Tina: R-1:30p Su-11:45a McMahan, Dana: Su-11:45a Men, Rita Linjuan: R-3:15p Meng, Juan: R-1:30p Merrifield, Nicole: R-3:15p Messner, Marcus: W-2:00p Mezera, Chad: R-11:45a Miller, Ginger: R-5:00p Miller, Nina: S-5:15p Molleda, Juan-Carlos: F-8:15a Moon, Bitt:: R-3:15p Moore, Natalie: R-8:15a

Nekmart, Elmie: R-10:00a R-3:15p

• h, Hyun Jee: Su-1:30p O'Tierney, Brenna Clairr: R-1:30p S-1:45p

Palenchar, Michael: R-3:15p

Su-8:15a Su-10:00a
Paquette, Michael: Su-1:30p
Park, Hanna: R-3:15p
Park, Hyojung: R-10:00a Su-1:30p
Parkinson, Michael: Sa-8:15a
Place, Katie: F-8:15a F-7:00p
Plowman, Kenneth: R-7:00a Sa-8:15a
Pressgrove, Geah: F-8:15a Sa-12:15p
Pritchard. Robert: Sa-8:15a

Ragas, Matt: F-7:00p Su-1:30p
Ramirez, Mia: F-8:15a
Rebeca, Pop: F-8:15a
Reber, Bryan: R-3:15p
Remund, David: R-11:45a
Rim, Hyejoon: R-10:00a
Robinson, Stephen: R-3:15p
Rogers, Cathy: F-8:15a
Russell, Karen Miller: R-8:15a
R-11:45a

Saffer, Adam: F-8:15a Sallot, Lynne: F-8:15a Schmeltzer, John: Sa-8:15a Sheehan, Kim: Su-8:15a Shim, KyuJin: Sa-12:15p Sisco, Hilary Fussell: R–3:15p Sha, Bey-Ling: R–8:15a R-10:00a Shen, Hongmei: S-5:15p Smith, Brian: R-1:30p Stansberry, Kathleen: F-8:15a Strauss, Jessalynn: R–8:15a Sung, Kang: F-8:15a Supa, Dustin: S-1:45p Swerling, Jerry: R-1:30p Sa-1:45p Swiatek, Mark: Sa-8:15a

Tao, Weiting: Sa-1:45p Su-8:15a

Tenderich, Burghadt: R-1:30p
Sa-1:45p

Thorson, Kjerstin: R-1:30p Sa-1:45p

Tindall, Natalie: F-11:45p

Toth, Elizabeth: R-1:30p

Tsetsura, Katerina: R-5:00p

Uysal, Nur: Sa-12:15p

Vanc, Antoaneta: F-8:15a VanderMolen, Alan: W-2:00p Vardeman-Winter, Jennifer: R-3:15p F-8:15a F-2:00p

Ward, Niku: R-1:30p Sa-1:45p
Ward, Niku: R-1:30p Sa-1:45p
Waters, Richard: Sa-1:45p Su-10:00a
Watson, Brendan: Sa-5:15p
Weberling, Brooke: R-10:00a
Sa-12:15p
Wertz, Emma: R-3:15p
Wilson, Christopher: F-8:15a
Sa-1:45p Su-8:15a
Winner, Lawrence: F-8:15a
Wright, Donald: F-8:15a

Yang, Sung-Un: R-3:15p Yang, Sung-Un: F-8:15a Yao, Qingjiang: Su-10:00a Yao, Shuo: F-8:15a Yi, Luo: F-8:15a Ye, Lan: R-10:00a Yoon, Cho: Sa-1:45p Young, Elizabeth: F-8:15a

**Z**och, Lynn: Sa-1:45p Sa-5:15p