

## A Note from Susan

We are now just two months away from our 2013 conference. There has been a lot of work behind the scenes to pull together a schedule of high quality research, teaching and PF&R sessions. Here are a few highlights:

- Gender Discrimination: What's the Cost? So What?
- PR and Social Media
- Pathways to Public Relations Through History
- Government and Public Affairs
- Multimedia Storytelling for Social Media: Preparing Students as Networked Communicators
- Teaching Ethics in a Changing, Converged Media Climate



*PRD Head  
Susan Grantham*

A complete list of our sessions starts on page 6. Our offsite tour this year will be at the Pentagon (see page 8) following the Bill Adams/Edelman Luncheon (see page 7). Be sure to register for these two events.

Please plan on attending the pre-conference session, The 2012 Commission on Public Relations Education Report on Wednesday, August 7. See page 5 for more details.

Our business meeting will take place on Friday at 8:30 p.m. I hope you will join us as we celebrate our award-winning papers and posters, hear reports from various committees, highlights from our PRD Delphi Study and more.

I encourage you to become involved with our division. For more information on how to do that, read the article on page 3. I believe I started as a member of the graduate student committee years ago.

The PRD wishes to express a special thanks to the Page Center for sponsoring our social at the Touchstone Gallery this year. More information will be coming about this location, but it is very close to the conference hotel. This is a great chance to meet other division members and network.

I want to thank all the committee chairs and members for their hard work this year. It has been an honor to work with you, and I know that everyone appreciates your work.

See you in August!

*Susan Grantham*

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### Early Bird Registration due by July 12

Members	\$155
Student members	\$75
Retired members	\$75

Register online at  
<http://dc13.aejmc.org/registration/>

## A Peek at PRD History By Dennis L. Wilcox, PhD, APR, Fellow PRSA



Dennis L. Wilcox

PRD today is well accepted as an important part of AEJMC because it is one of the organization's largest divisions and its members are well represented on all major standing committees. This was not the case, however, in the early years and when I was chair of the division in 1980-81.

Although the division was first organized in 1965, the early 1980s was still a period of struggling and lobbying to get a "seat at the table" in AEJMC. The opposition came from the traditional leadership of AEJMC that was then dominated by print journalism professors and administrators who had serious doubts whether public relations, advertising, or even broadcast journalism should even be in AEJMC.

The tide was changing, however, and even the hardcore journalism-types had to reluctantly admit that public relations was here to stay as an academic discipline. The student demand for PR courses, coupled with the fact that PR didn't require a lot of expen-

sive equipment, made PR a "cash cow" for many programs. That, of course, didn't stop the tendency of many programs to marginalize PR faculty and their students. For many young PR educators, PRD became their support group where they could vent their frustrations and get some sympathy. That valuable support function – helping and advising each other – is still a hallmark of PRD today.

Establishing credibility in AEJMC was one problem, but the Rodney Dangerfield syndrome of "getting no respect" was also an issue in PRSA that caused considerable frustration. Many of us were not only active in PRD but also the leadership of the PRSA Educator's Section. I, for example, was chair of the Educator's Section in 1979-80 before becoming chair of the PRD the next year.

In August we had to deal with the traditional journalists at AEJMC and then follow up in October dealing with the "establishment" at PRSA who was somewhat less enthusiastic about the value of public relations education. Most PRSA leaders, at that time, had degrees in journalism and thought the best route to a successful PR career was working on a daily newspaper. Consequently, we found ourselves constantly defending the value of a PR curriculum to rank-and-file members and even the PRSA leadership.

This led to some rather heated discussions with the PRSA leadership about the organization's lack of commitment to PR education and even treating us as "second class" citizens. Even the PRSA Educational Affairs Committee was

dominated by practitioners. At one meeting, one prominent educator said he was tired and fed up with being "patronized." I also gained some fame (perhaps notoriety) as the brash, young professor telling the chair of the committee that nothing would change until he and other members of the old-guard died off.

It was only through the efforts of educators such as myself (San Jose State University), Don Wright (University of Georgia), Mike Hesse (University of Alabama), Doug Newsom (Texas Christian University), Norm Nager (Cal State Fullerton) and Bill Faith (University of Southern California) that we entered the mainstream of PRSA leadership. In 1986, for example, I became only the second educator (after Ken Smith of USC) to be elected to the national PRSA board of directors. In another example, Norm Nager became chair of the honors and awards committee for several years.

The big debate in PRD at the start of the 1980s was about what was labeled "marketing imperialism." We were still struggling with gaining respect and credibility for public relations education and its practice as a distinct discipline, and many educators became alarmed that marketing was "encroaching" on our territory.

Marketing texts were calling public relations a subset of marketing, companies were placing public relations under marketing, and even CMOs (chief marketing officers) were advancing the concept that public relations was really only product publicity. Some educators even suggested that PR ►

had outgrown its home in journalism schools and should move to business. This raised the ire of many PR educators, including the Grunigs, and the term "integrated marketing communications" was a controversial concept. Not all of us agreed, however, and thought IMC made good sense. There were a lot of panel discussions during the day and long debates at night in the hotel bar.

In the 30+ years since those debates about marketing and IMC, the world and PRD have changed. The concept of IMC is no longer controversial, and PRD has contin-

ued to mature and gain credibility as well as influence in AEJMC. Former PRD heads such as Doug Newsom, Judy VanSlyke Turk, and now Elizabeth Toth have become presidents of AEJMC, and the "old boys" network, for the most part, is gone. PRD members who also belong to PRSA, have also found key leadership positions in the professional group and serve at all levels of the national leadership, including the national board and the UAB.

But as the world and PRD continue to evolve and deal with new issues and even some old ones,

some things remain constant. The format of the AEJMC meetings hasn't changed for decades, but at least we now meet in hotels instead of mediocre campus facilities. One important constant, however, is the life-long friendships that we form as active, participating members of PRD. Many of my colleagues from the early '80s remain my friends today, and the one thing that unites us is our work together in PRD over the years. I owe much to PRD, and that's why I now fund the cash prizes for the division's outstanding papers in research and teaching. ■

## PRD 101: How can I get involved?

In August, the mantle of leadership will pass from Head Susan Grantham to Vice-Head Natalie Tindall, and Vice-Head Elect Denise Bortree will become Vice-Head. Many other members who have volunteered their time this year will also change roles. This means opportunities will open for YOU to get involved in PRD.

The positions which will open for election are vice-head elect and secretary. Responsibilities of the **secretary** include: taking notes at the business meeting, submitting a condensed version of the notes for the fall newsletter, bringing the full version to the next year's business meeting for approval, making a financial report to PRD, and working with the Head on budgetary matters.

The **vice-head elect** coordinates with the Edelman office and an on-site coordinator for the Bill/Adams Edelman lunch during the conference. The vice-head elect also assists the Vice Head in program planning.

Other positions are by appointment rather than election. These include chairs and committees for areas such as research, teaching, membership, professional freedom and responsibility, awards and social media. We also have professional and graduate student liaisons.

The **research chairs** conduct the PRD research paper competition, submit competition forms to national, coordinate with Chair and Vice-Chair, assist in meeting PRD research goals, provide research data for the annual report, and attend the Council of Divisions Research Chair training session at convention.

Similarly, the **teaching chairs** conduct the research paper competition, submit competition forms to national headquarters, coordinate with Chair and Vice-Chair, assist in meeting teaching goals of PRD, provide teaching data for the annual report, and attend the Council of Divisions Teaching Chair training session at the annual convention.

The **PF&R chair** coordinates the off-site visit for the conference, assists in meeting PF&R goals of PRD, provides a PF&R report for inclusion in the annual report, and attends the Council of Divisions PF&R Chair training session at the convention.

The **membership chair** helps set membership goals, develops membership materials, attends AEJMC new member breakfast, seeks to identify new members at the convention, coordinates efforts with the **Graduate Student Liaison** and **Research Chair** to promote membership to graduate students, and works with the Listserv to share PRD announcements of benefit to membership.

Come to the incoming executive committee meeting at 7 a.m. on Saturday, August 10, to learn more and find out how you can serve. ■

## Industry Connection with Sean Williams



### About Sean

Sean Williams is the owner of Communication AMMO, Inc., whose current and past clients include Ernst & Young, Excelsior University, the Federal Reserve Bank of Cleveland, and Western Financial Group. He also is an adjunct professor of public relations at Kent State University, and has created graduate classes in PR measurement/ROI and social media measurement.

A University of Washington graduate, Williams is a member of the Institute for Public Relations' Commission on Measurement and Evaluation, and has published three research papers analyzing PR measurement.

Williams is a member of the Association for Measurement and Evaluation of Communication, the Greater Cleveland Chapter of PRSA, and the PRSA Employee Communication Section, this year as Chair-Elect. A past Chapter President of the International Association of Business Communicators Cleveland Chapter, Williams is active in the Heritage Region Conference.

*Make internal communication scholarship more important in your curriculum*

It seems bloody counter-intuitive given everything else you are facing as a PR educator, but employee communication deserves a lot more attention in PR research and teaching.

As a full-time operator of my own public relations business and a part-time prof at Kent State University, I ride the crest of a swell of information about our practice and the way we teach it. By and large, PR people don't know very much about employee communication, and if they do, it's too often a merely tactical and nonspecific sense of its strategic importance.

My practice is quite substantively about internal communication, which flies in the face of much conventional wisdom – perhaps you've heard it: "Clients won't pay for internal comm, and if they do, only at a lower rate than for external." Or, "Clients want media attention, and that's more important than doing some newsletter for employees." How about, "Employees don't care about the business, they just want the paycheck and won't listen to the corporate claptrap that the employee communicators push out."

There's a modicum of truth in all three of those statements, but in the main, they're wrong. They are wrong, that is, provided that employee communication is taught both in universities and within organizations as a strategic tool that

helps organizations realize their business objectives.

Any communicator can have significant impact if he or she ensures that employees understand the reasons behind organizational decisions and that communication throughout the organization works effectively. In research I conducted for a global manufacturer, these were the most important attributes contributing to employee understanding of the company, its business and mission. Also vital to that understanding was managerial behavior, specifically in helping employees understand how their roles contribute to organizational objectives.

If PR people learned more about how employees make sense of the working world around them, what contributes to their identification with the organization and its purpose and objectives, they could help employees perform better and be more engaged. Leadership carries a huge burden of communication responsibility, and PR people could help them not just with the tactical execution of that responsibility, but matters of content, style and methods.

Skilled employee communicators know what is happening around the organization, and in the wider world. They recognize that material that leadership thinks is vital may be just another batch of flotsam in the gargantuan sea of information that is the modern age. They could help leadership hone not just messages, but listening skills and deeper understanding of employee uses and gratifications. ▶

I picked up those things thanks to a patient group of managers who cared enough to help me. Those managers now are fewer in number, are responsible for more people and functions, and are worried about what's going to happen to their own jobs as the global economic system continues dynamic change.

We'd best do a much better job preparing our next generation of public relations practitioners by building a stronger foundation of knowledge in internal communication. ■

Thank you  
to the  
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Center,  
sponsor of  
this year's  
PRD  
social

## PRD Pre-Conference 2013

*2012 Commission on Public Relations Education Report: Standards for Public Relations Education for the Professional Master's Programs in the United States*

### Panel Summary:

The current 2012 Commission on Public Relations Education report exclusively focuses on standards for public relations education for the professional master's programs in the United States. The report is based on three studies carried out by the Commission on Public Relations Education in 2011. After

presenting main findings and recommendations of the Commission, the panel will engage with the audience in discussion about the research, the recommendations for master's level standards in public relations education, and the future of graduate public relations education.

### Presenters:

Dean Kruckeberg  
Frank Ovaitt  
Maria Russell  
Elizabeth Toth  
Katerina Tsetsura  
Judy VanSlyke Turk

### Moderator:

Alexander V. Laskin

## Conference Hotel

### Renaissance Washington, DC Downtown

999 Ninth Street NW · Washington, District of Columbia 20001  
Phone: 202-898-9000

**Single/Double** — \$185 per night (+ Washington, DC tax of 14.5%)  
**Club Premium Upgrade** — \$215 per night Single/Double (+ Washington, DC tax of 14.5%)

For more information about conference registration or hotel reservations, go to <http://dc13.aejmc.org/>

# AEJMC PRD Meeting Agenda for Washington, DC

## Wednesday, August 7

### 1 to 5 p.m.

2012 Commission on Public Relations Education Report: Standards for Public Relations Education for the Professional Master's Program in the United States

Moderating/Presiding:  
Alexander V. Laskin, Quinnipiac

Panelists:  
Dean Kruckeberg, North Carolina-Charlotte  
Frank Ovaitt, Institute for Public Relations  
Maria Russell, Syracuse  
Elizabeth Toth, Maryland  
Katerina Tsetsura, Oklahoma  
Judy VanSlyke Turk, Virginia Commonwealth

## Thursday, August 8

### 8:15 to 9:45 a.m.

Advertising and Public Relations Divisions

Teaching Panel Session:  
Teaching IMC Within a Mass Communication Curriculum: Faculty Challenges and Rewards

Moderating/Presiding:  
Lynn Zoch, Radford

Panelists:  
Kelly Page Werder, South Florida  
Scott Hamula, Ithaca  
Lisabeth D. Sisk, South Carolina

### 10 to 11:30 a.m.

International Communication and Public Relations Divisions  
Research Panel Session:  
Public Diplomacy Research in Journalism & Mass Communication:  
What We Can Contribute

Moderating/Presiding:  
Emily Metzgar, Indiana

Panelists:  
Kathy Fitzpatrick, Florida International  
Guy Golan, Syracuse  
Raluca Cozma, Iowa State  
Jacob Groshek, Melbourne, Australia  
Sung-Un Yang, Indiana  
Jian "Jay" Wang, Southern California

### 11:45 a.m. to 1:15 p.m.

Public Relations Division  
Past Heads Meeting

### 1:30 to 3 p.m.

Public Relations, Advertising, Cultural and Critical Studies Divisions and Entertainment Studies Interest Group  
Scholar-to-Scholar Refereed Paper Research Session

### 3:15 to 4:45 p.m.

Public Relations Division  
High Density Refereed Paper Research Session

### 5 to 6:30 p.m.

History, Newspaper and Online News and Public Relations Divisions

Scholar-to-Scholar Refereed Paper Research Session

### 6:45 to 8 p.m.

Association for Education in Journalism and Mass Communication  
Keynote Session:  
Two Cheers for the First Amendment  
Lord Anthony Lester, QC, London

### 8:30 to 9:30 p.m.

Association for Education in Journalism and Mass Communication  
Opening Reception  
*Featuring light hors d'oeuvres and a cash bar.*

## Friday, August 9

### 7 to 8 a.m.

Public Relations Division  
Outgoing Executive Committee Meeting

### 7 to 8 a.m.

AEJMC New Member Breakfast  
*New members and first-time conference attendees are encouraged to attend this informal breakfast.*

### 11:45 a.m. to 1:15 p.m.

Public Relations Division  
Bill Adams/Edelman Luncheon

*Seating is limited. Pre-registration is required. Click here: <https://www.surveymonkey.com/s/Edelmanluncheon2013>. Contact Denise Bortree at [dsb177@psu.edu](mailto:dsb177@psu.edu) if you have questions. Luncheon sponsored by Edelman Worldwide Public Relations.*

### 1:30 to 6 p.m.

Public Relations Division  
Off-site Tour: Pentagon

### 8:30 to 10 p.m.

Public Relations Division  
Business Session: Members' Meeting

Moderating/Presiding: Susan Grantham, Hartford

## Saturday, August 10

### 7 to 8 a.m.

Public Relations Division  
Incoming Executive Committee Meeting

Moderating/Presiding: Natalie Tindall, Georgia State  
*All members interested in active leadership roles in the Public Relations Division are urged to attend the meeting of the incoming board and to fill out this form:*

<https://docs.google.com/forms/d/1CM1yqKpqcV2NaHca40OlrQwxaG1zAuPkKOYOWjd0kOc/viewform>

### 8:15 to 9:45 a.m.

Public Relations Division  
Refereed Paper Research Session

### 10 a.m. to Noon

Association for Education in Journalism and Mass Communication  
Business Meeting

Moderating/Presiding: Kyu Ho Youm, Oregon, AEJMC 2012-13 President

### 12:15 to 1:30 p.m.

Refereed Paper Research Session:  
Scholar-to-Scholar

### 1:45 to 3:15 p.m.

Public Relations Division  
Refereed Paper Research Session

### 7 to 10 p.m.

Public Relations Division Social

## Sunday, August 11

### 9:15 to 10:45 a.m.

Public Relations, Visual Communication and Communication Technology Divisions

Teaching Panel Session:  
Multimedia Storytelling for Social Media: Preparing Students as Networked Communicators

Moderating/Presiding:  
Marcia W. DiStaso, Pennsylvania State

Panelists:  
Hilary Fussell Sisco, Quinnipiac  
Marcus Messner, Virginia Commonwealth  
Cindy Royal, Texas State  
Michelle Seelig, Miami

### 11 a.m. to 12:30 p.m.

Public Relations Division  
Refereed Paper Research Session

### 12:45 to 2:15 p.m.

Public Relations and History Divisions PF&R Panel Session:  
Pathways to Public Relations Through History

Moderating/Presiding:  
Margot Opdycke Lamme, Alabama

Panelists:  
Burton St. John III, Old Dominion  
Karen Russell, Georgia  
Barbra Natifu, University of Oslo  
Amos Zikusooka, Makerere University  
Diana Knott Martinelli, West Virginia

### 2:30 to 4 p.m.

Public Relations and Media Ethics

Divisions PF&R Panel Session:  
Teaching Ethics in a Changing, Converged Media Climate

Moderating/Presiding: Lucinda Austin, Elon

Panelists:  
Shannon Bowen, South Carolina  
Matt Duffy, Georgia State  
Kevin Stoker, Texas Tech  
Elizabeth Toth, Maryland

### 4:15 to 5:45 p.m.

Public Relations Division and Commission on the Status of Women

Teaching Panel Session: Gender Discrimination: What's the Cost? So What?

Moderating/Presiding:  
Hongmei Shen, San Diego State

Panelists:  
Jennifer Vardeman-Winter, Houston  
Hua Jiang, Towson  
Katie Place, Louisiana State  
David Dozier, San Diego State ■

## Bill Adams/ Edelman Luncheon

11:45 a.m.  
Friday, August 9  
Clyde's of Gallery Place  
707 7th Street NW  
Washington, DC 20001

*Seating limited. Pre-registration required. Sign up here: <https://www.surveymonkey.com/s/Edelmanluncheon2013>*

# Off-site Tour: The Pentagon

**EVENT:** AEJMC PRD's off-site tour at the Pentagon

**DATE:** Friday, August 9

**TIME:** 1:30-5 p.m. (this includes travel time; the tour will take place 2-4 p.m.)

**ATTENDEES:**

Up to 75 paid conference registrants (faculty, graduate students, and professionals welcome)

**ACTIVITIES:**

We will learn about public affairs for the Pentagon, and the tour will culminate in remarks by and Q&A with Rear Admiral John Kirby, U.S. Navy's Chief of Information (top executive for public affairs).

**REQUIREMENTS:**

You must pre-register using this easy online form: <https://docs.google.com/spreadsheet/viewform?formkey=dDRkbkxURtlxMHYzT3FVMndmWkIxeE6MQ#gid=0>. We recommend you register ASAP to reserve your spot.

**DEADLINE:**

Wednesday, July 31, 2013. We will confirm your registration. We will implement a wait list in case registered members cannot attend.

Attendees will need prior security clearance.

Attendees must bring two forms of photo ID. Any two of the following are applicable: driver license, passport, school ID.

**DIRECTIONS:**

Via WMATA (subway/rail; [www.wmata.com](http://www.wmata.com)), take the Yellow Line (going toward Huntington) from the Mt. Vernon Square station to the Pentagon station. This will take about 10 minutes and cost no more than \$3.

**QUESTIONS:**

Please contact PF&R co-chairs Michele Ewing, Kent State ([meewing@kent.edu](mailto:meewing@kent.edu)) or Jennifer Vardeman-Winter, Houston ([jvardeman@uh.edu](mailto:jvardeman@uh.edu)). ■

## In Memory

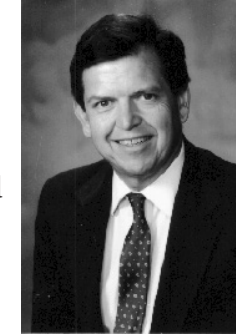
**James K. VanLeuven**, a prominent public relations educator, died on March 26. He was 72.

VanLeuven taught public relations at five universities in the western United States, including Oregon State, the University of Idaho and Washington State. He chaired the department of journalism and technical communication at Colorado State for nine years before becoming the first holder of the Endowed Chair in Public Relations at the University of Oregon in 2000. VanLeuven retired from university teaching in 2006.

VanLeuven was instrumental in the development of professional master's programs in both Denver and Portland. At Colorado

State, he implemented a then-innovative student portfolio review process for graduating seniors. At Oregon, he organized the Portland Experience internship program as well as study trips to corporations and agencies in Portland, Seattle and San Francisco.

VanLeuven chaired the Educators' Advisory Committee of the Institute for Public Relations and was a member of the 1999 Commission on Public Relations Education. Most notably, VanLeuven spearheaded the milestone PRSA Body of Knowledge project, which, in 1988, codified and abstracted the then-extant academic

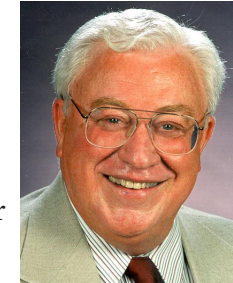


literature in the field. He served on the editorial boards of *Public Relations Review* and the *Journal of Public Relations Research*. He also was book review editor of the *Review* from 1983 to 1988 and associate editor of the *Review* from 1988 to 1991.

In 2004, he became one of the original co-authors (with Dan L. Lattimore, Otis Baskin, Suzette Heiman and Elizabeth Toth) of a leading current public relations textbook, *Public Relations: The Profession and The Practice*.

~ Kirk Hallahan

**John W. Felton**, 84, passed away on May 7. Jack earned bachelor and master's degrees at the University of Michigan. After graduation in 1952, he served as an Information Officer in the USAF Strategic Air Command during the Korean War. He served as president of the Public Relations Society of America in 1985 and 1986. His career included leadership assignments in three Fortune 500 companies: United States Steel, Interstate Brands, Inc. and McCormick Spice Company where he served as Corporate Vice President of Communications.



After his retirement in 1995, he became the Freedom Forum Distinguished Visiting Professor at the University of Florida and established the Institute for Public

Relations Research there. He retired from teaching and as president and CEO of the Institute in 2004.

His professional writing includes eight plays published by Bakers Plays, Boston, and an award winning film, "The Bread Winners." He was the editor of two books. In 1974, he was awarded the George Washington Medal from the Freedom Foundation at Valley Forge for his play "Segments in Stained Glass." Another of his plays, "Peace is an Olive Color" was produced on public television to celebrate the sesquicentennial of the state of Michigan.

In 1991, he was named "Outstanding Professional of the Year" by *PR News* and was the 1992 recipient of the PRSA Golden Anvil. Other awards included

the 1999 David Ferguson Award for outstanding contributions to PR education from the Educators' Academy. He received the Alexander Hamilton Medal from the Institute for Public Relations in 2004, and in 2006, the Institute named its Golden Ruler Scholarship Award for Felton.

When accepting the Arthur W. Page Distinguished Service Award in 2002, Felton said, "Think how much better our international relations could be if more of our politicians and people in government told the truth. Think how much better our economy would be if more CEOs, chief financial officers, lawyers—and yes, more public relations people—told the truth. And proved it with action. And really managed for the future." ■

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## Volunteer in Focus: Tiffany Gallicano, Social Media Team

**PRD member since:** 2007

**Affiliate Institution:**  
University of Oregon

**Degree/Institution/Year:**  
Ph.D., University of Maryland, 2007

**Research Interests:**  
Social media and relationship management

**Teaching Interests:**  
Public relations theory, public relations writing, public speaking, social media

**Courses taught:**  
Strategic Public Relations Communication  
Strategic Writing and Media Relations  
Public Relations Principles  
Public Relations Planning and Theory  
Media and Society

**Professional Experience:**  
Event planning for Kennedy for Senate, media relations manager for a nonprofit health organization, public relations assistant for the IT office of the University of Maryland, and graduate internships at Hill & Knowlton and Ketchum

**Most recent conference paper:**  
I presented a paper about Millennial agency practitioners' discussion of ethical dilemmas at PRSA last October. The paper offers three types of rational argument that can be used to object to a questionable decision.

**Most recent publication:**  
Gallicano, T. D. (2013). Relationship stresses: New ground for relationship management research. *Journal of Communication Management*, 17(1), 75-91.



Tiffany Gallicano

**Favorite part of being a PRD member:**  
My favorite part is the people. We have a great community.

**Best AEJMC conference memory:**  
It was wonderful getting to moderate the social media pre-conference last year. We had a fun group, and the presentations were exciting.

**Favorite part of being a faculty member:**  
Mentoring my students.

**Hobbies/ interests outside of work:**  
Dancing with a great group of women at my gym, biking and spending time with my family

at the coast.

**What is one thing your students don't know about you?**  
I'm a big fan of Bollywood movies, especially any movie with Shahrukh Khan or Hrithik Roshan. ■

### More about the Social Media Team

Social media co-chairs Karen Freberg (University of Louisville), Geah Pressgrove (University of South Carolina), Melissa Dodd (University of Central Florida) and I rotate weeks to update the fan page and Twitter account two to three times a week and the Pinterest account at least weekly. We meet at the beginning of every semester via Google video hangout, and we meet during the conference. In addition, we split up the conference activities to maximize our coverage of the division. Our goal is to develop a sense of community through an AEJMC PRD presence on social media sites. We measure our social media performance every year and welcome ideas for content!

## Volunteer in Focus: Karen Freberg, Social Media Team

**PRD member since:** 2009

**Affiliate Institution:**  
University of Louisville

**Degree/Institution/Year:** Ph.D., The University of Tennessee, Knoxville, 2011

**Research Interests:** Social media, public relations, crisis communications, mobile technologies, and reputation management

**Teaching Interests:** Public relations, strategic communications, and social media

**Courses taught:** *University of Louisville* - Intro to Strategic Communications, Strategic Communications Writing, Social Media (undergrad and grad); *West Virginia University* - PR Concepts & Strategy (Online); *University of Tennessee* - PR Principles, PR Cases, and Social Media

**Professional Experience:** Social Media & Crisis Consultant (2010 - Present); NCFPD Graduate Research Assistant (2009-2011); PR Intern for Total Media in Cape Town, South Africa (2007), Graduate Assistant for USC Athletics (2006-2007)

**Most recent conference paper:**  
Gallicano, T., Ekachai, G., & Freberg, K. (2013, August). The infographics assignment: A qualitative study of students' and professionals' perspectives. Accepted to the 2013 Association for Educators in Mass Communication & Journalism Conference. August 8-11, 2013. Washington, D.C.

**Most recent publication:**  
Page, S., Freberg, K., Saling, K. (in press). Emerging Media Crisis Value Model: A comparison of relevant, timely message strategies for emergency events. *Journal of Strategy Security*.

**Favorite part of being a PRD member:**  
I would have to say the collaborative culture and environment - we are all exploring various aspects of PR together and working on bettering the profession through teaching, research, and consulting practices. It is fun to come together not only at the conference, but also extend this conversation virtually through social media. Engaging members through the

PRD Facebook and Twitter pages has been very rewarding for me!

**Best AEJMC conference memory:** I would have to say my first conference in Boston (back in 2009) was a favorite of mine. It was fun to meet fellow doctoral students and friends for the first time at



Karen Freberg

this conference who ended up being great collaborators (Dave Remund, Drake University; Kathleen Vidoloff, Oregon Health Authority; Sadaf Ali, Eastern Michigan University; Melissa Dodd, University of Central Florida) and meeting up with friends from graduate school (Nell Huang Horowitz, Cal Poly Pomona). This is what is great about the AEJMC Conference - the fact you are exposed not only to great research, but networking with some of the leading professionals in the research and teaching field of PR.

I also enjoyed last year's conference in Chicago where I had the chance to not only engage and attend some great presentations, I was also able to help the social media committee for the PRD as well. Tiffany Gallicano, Melissa Dodd, and Geah Pressgrove have been wonderful professionals to work with on this team!

**Favorite part of being a faculty member:**  
I really love all aspects of being a professor - research, teaching, and mentoring. I

really enjoy the mentoring process - it is fun for me to help mentor students (both graduate and undergraduate) in the area of PR and help them become the best professional they can once they graduate and enter the workplace. I also love the energetic atmosphere and how our profession continues to evolve and change - it's really exciting!

**Hobbies/ interests outside of work:** I love traveling - it is a lot of fun to explore new cultures, environments, and cuisine; and cooking (I grew up in a family of foodies), so it is fun baking and making items for my friends and colleagues to try out. My favorite recipe to make is my Amarula Carrot Cake from South Africa (Amarula was one of the clients I worked with and helped their food cuisine campaign, which is how I found out about this recipe). Would be happy to share this if you are interested. Photography is also another hobby of mine. Working out (this is from my track and field days) is also something I enjoy doing as well - cycling, kickboxing, and running are a few of the activities I enjoy.

**What is one thing your students don't know about you?** I joke with my students I used to "throw things" for a living, which was true. Actually, I competed in track and field for both Florida and USC and was a four-time All-American in the shot put, two-time SEC Champion, USC School Record holder in the shot put, and 2004 Olympic Trials Finalist in the shot put. When I retired in 2006, I ended up being ranked in the top 10 in the USA and 30 in the world in the shot put. I also have four age group (16 years old) national powerlifting records.

**Anything else you'd like to share?** My personal philosophy for my work in academia has stemmed from athletics, which is "work hard, win easy." If you are willing to put forward the effort to achieve your goals and dreams in the field, you can make it happen. It just takes a little bit each day to do this. So, in essence, if you take the same approach with your work as an Olympic athlete, you can accomplish anything. ■

# Volunteer in Focus: **Melissa Dodd, Social Media Team**

**PRD member since:** 2011

**Affiliate Institution:**  
University of Central Florida

**Degree/Institution/Year:**  
Ph.D., University of Miami, 2012

**Research Interests:**  
Public relations measurement, social capital theory, social media, corporate social responsibility, and individual/interpersonal variables as related to public relations outcomes

**Teaching Interests:**  
I enjoy teaching public relations research methods and social media courses. Otherwise, I attempt to include a service-learning component in each of my courses, which strengthens partnerships with the university and allows students to make real-world connections. Students are then able to use these experiences and resulting materials to build their resumes and portfolios.

**Courses taught:**  
Introduction to Public Relations; Writing for Public Relations and Mass Media; Public Relations Research Methods; Public Relations Campaigns (capstone); Public Relations and Social Media

**Professional Experience:**  
Most recently, I've held consultancy positions with Bacardi USA's Corporate Communication Department and the University of Miami's Emergency Management Department.



Melissa Dodd

**Most recent conference paper:**  
Dodd, M.D. & Supa, D.W. (2013). Corporate social responsibility re-examined: Measuring the influence of "corporate social advocacy" communication on consumer purchase intention. International Public Relations Research Conference, March 6-11, 2013, Miami, FL.

**Most recent publication:**  
Dodd, M.D. & Stacks, D.W. (in-press). Organizational social media policies and best practices recommendations. In Al-Deen, H. & Hendricks, J. (Eds). *Social Media and Strategic Communication*. Palgrave Macmillan Publishers.

**Favorite part of being a PRD member:**  
For me, PRD consists of a network of the brightest and most achieved scholars in the discipline. Being a part

of PRD allows for junior faculty like me to connect with other ambitious, "new" faculty as well as seek counsel from senior faculty about successfully navigating academia.

**Best AEJMC conference memory:**  
Last year, in Chicago, I was able to invite my sister to attend my paper presentation, which was probably not very exciting for her, but it was nice to be able to show my family what I'm actually doing when I present at academic conferences. Also, I was able to connect with former classmates who work as professionals in the area and have since given guest lectures in my classes. AEJMC always provides great opportunities to catch up with colleagues and friends!

**Favorite part of being a faculty member:**  
I enjoy helping students draw the connection between their coursework and future careers. I think that's often lost in the daily shuffle for them, so it's nice to see a light bulb go off when they realize that they can actually use an activity or experience as a platform to a career, internship, or even just a line on their resume.

**Hobbies/ interests outside of work:**  
Dog-lover, travel, close with family

**What is one thing your students don't know about you?**  
During my time as an undergraduate student, I held several interesting jobs including as a bartender for some time and working at a factory where I sewed seatbelts during the summertime. We all have to start somewhere!

**Anything else you'd like to share?**  
Connect with me on Facebook: <http://www.facebook.com/mellydodd>; Twitter: @mellydodd; or LinkedIn: <http://www.tinyurl.com/MelissaLinkedIn>. ■

# Graduate Student Up Close Geah Pressgrove, Social Media Team

**Affiliate Institution:**  
University of South Carolina

**Anticipated Graduation:**  
August 2013

**Dissertation Topic:**  
Making Stewardship Meaningful for Nonprofits: Stakeholder Motivations in the Context of Emergent Technology

**Hometown:** Bardstown, KY

**Dissertation Co-Chairs:**  
Brooke McKeever, Ph.D. & Carol J. Pardun, Ph.D.

**Research Interests:**  
Public Relations, Nonprofit Advocacy & Emergent Technologies

**Teaching Interests:**  
Strategic Communication, Public Relations, Nonprofit Advocacy, Social Media & Emergent Technologies, Research Methods, Risk & Crisis Communication, Integrated Marketing Communications, Public Relations Theory, Mass Communication Theory

**Courses taught:**  
Research Methods, Public Relations Management, Advertising Campaigns, Creative Strategy, Magazine Writing

**Most recent conference paper:**  
Pressgrove, G. N., Weberling, B. & Collins, E. L. (2012, August). Explicating and investigating

stewardship strategies on nonprofit websites. Paper presented to Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.



Geah Pressgrove

**Favorite part of being a PRD member:**  
The opportunity to connect with scholars and educators from across the country that are investigating interesting mass communication phenomena and exploring opportunities to improve the pedagogy of our field.

**Best AEJMC Conference memory:**  
During the 2012 conference, I had the honor of presenting three research papers and interviewing with a dozen or more schools in the Job Hub. It was exhilarating to have the opportunity to engage with so many people from the Academy. On the way home, as I was reflecting on the experience, I realized that I finally felt like I was

part of the academic community and couldn't wait to start my career.

**Describe yourself to a future employer:**  
My main area of concentration is in nonprofit public relations with a focus on technology-driven relationship cultivation. As emergent technology continues to fundamentally shift the way we communicate, public relations practitioners with decades of experience are struggling to develop strategies that truly incorporate new media in a manner that produces measurable and meaningful outcomes. My time in industry opened my eyes to the major struggle nonprofit communicators face in adapting to this new media environment; nonprofits often simply lack the resources to investigate best practices. It is my hope that my research will help nonprofits address these challenges, and as an educator, I can better prepare future practitioners to effectively communicate in this environment.

**Interests outside of being a graduate student:**  
While, as a graduate student, time is limited for hobbies and outside interests, I enjoy sneaking in time to swim, read a good fiction book, cook and be silly in a Zumba class. ■

## Connect with PRD

[http://twitter.com/aejmc\\_prd](http://twitter.com/aejmc_prd)

<http://www.linkedin.com/groups/AEJMC-Public-Relations-Division-4067864>

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

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# Contemporary Leadership Crises in PR Education

by Dean Kruckeberg, Ph.D., University of North Carolina-Charlotte

A colleague at a former university gained department-wide notoriety for continually admonishing his students to “take responsibility for your lives.” Whining students were chided with, “You’re where you’re at because of the decisions you have made!” Of course, many of life’s misfortunes are beyond anyone’s control; nevertheless, personal responsibility and wise decisions can have positive consequences and corollary benefits. Informed and analytical decision-making, together with initiative and perseverance, certainly can result in desirable outcomes. Such analysis, initiative and perseverance are essential to leadership, including professional leadership. This is what we teach our students. However, are we in the public relations scholarly community role-models of such leadership? Do we take responsibility for our professional lives and for the custodianship of our scholar/educator community, and do we fully share responsibility with practitioners’ leadership in the public relations professional community?

Certainly, our professional report cards show mixed grades and uneven success in leadership. Like whining sophomores, we do not take responsibility for our professional lives; as a result, we remain where we are because of the decisions (or non-decisions) that we have made. We have been overly complacent

in not addressing crises in our professional lives. Indeed, we are where we are because of the decisions (or non-decisions) that we as a public relations scholar/educator community have made. We must take responsibility for our professional lives—more specifically, our scholar/educator community.

*Who owns Public Relations and its education?*

We must begin this examination and reconciliation by asking the question: “Who owns public relations and its education?” Who has the right to define what public relations is, and to determine who is within its professional community? Clients and employers, or, in the case of the academy, academic administrators and other faculty in communication or in disciplines from which public relations education borrows? To whom is public relations and its professional community responsible?

These complex questions are best addressed through an analogy. Who owns medicine and its education? Medicine, one of the three historic professions, together with law and the clergy, is unquestionably recognized as a profession—a status to which public relations aspires. Multiple criteria exist, but the oft-used three major dimensions of a profession exist in medicine:

1. A substantial body of knowledge exists in the literature that is found in a medical library, although medicine certainly

borrows from other disciplines, e.g., chemistry, biology and psychology. (Public relations has a lesser, albeit nevertheless substantial, body of knowledge that likewise borrows from several disciplines, e.g., communication, business, sociology, psychology, social psychology, political science and other social and behavioral sciences as well as a range of liberal arts disciplines.)

2. Medicine requires prescribed education, which successful mastery is validated through certification/licensing. This regulatory control provides needed barriers-to-entry to aspirants’ acceptance into the professional community; importantly, although the practice of medicine is regulated by government which relies on the evaluation of the formalized professional medical community for its judgment before vetting someone to practice medicine. (Primarily because of First Amendment freedoms, public relations practitioners cannot be licensed in the United States, i.e., every citizen has the right to do what public relations practitioners do “professionally”; thus, voluntary certification is relied upon as a validation of professional competence, together with demonstrable success in the marketplace, to identify those worthy to be accepted within the public relations professional community.)

3. Medicine has a code of ethics, and many of those elements are enforced by law; a code of ethics is the third dimension of

a profession. (Public relations has codes of ethics, although these are contingent upon cultural, historical and ideological traditions; furthermore, they are, arguably, insufficiently heuristic, both in-and-of themselves as well as within a multicultural global environment).

Whether or not public relations can convincingly identify itself as a profession, it most certainly is a “professionalized occupation.” Success in public relations professional practice is contingent upon the marketplace, rather than on government-regulated barriers-to-entry. Nevertheless, public relations is “professional,” if not a profession, because it has significant consequences for clients and society. These consequences may be beneficial or harmful, and public relations may be practiced competently or incompetently. Its practice can be perceived as ethical or unethical according to a society’s cultural, historical and ideological norms and that society’s laws. (Importantly, professional ethics can be whatever professionalized occupations say they are within the parameters of a society’s laws and norms).

But who owns medicine? Physicians, i.e., the professional community? Patients? Health care administrators, who provide the environment for medical practice? Medical schools in which medicine is taught? Ultimately, it is society, itself. Society “owns” all professions because a profession is a “calling” whose practice is essential to society. A profession responds to societal needs rather than to the marketplace. Thus, it is physicians as a professional community who are responsible for medicine

and its practice, and who must be responsible custodians of the profession of medicine.

Who owns public relations? Public relations practitioners? Clients and employers? University administrators? Those in the disciplines from which literature public relations borrows? As with medicine, ultimately, it is society, itself. However, it is the public relations professional community, i.e., its practitioners and scholar/educators, who are responsible for public relations and its practice. We are the custodians of the professionalized occupation of public relations and its education. However, an increased burden falls upon public relations scholar/educators. This is due in great part because of:

1. the amorphous nature of public relations professional practice, together with the lack of barriers-to-entry for practitioners to be identified as such;

2. a literature—albeit maturing—that nevertheless remains ill-defined and that does not sufficiently explore deeper questions about the mission, role and function of public relations, particularly in a 21st century in which communication technology is an intervening variable that has created globalism while exacerbating its obverse, multiculturalism;

3. the related voluntary certification of public relations professionals, both of practitioners and educators;

4. and voluntary and nonenforceable codes of ethics that are contingent upon laws and societal norms that reflect the cultural, historical and ideological worldviews of social, political, economic and cultural perspectives

throughout the world.

Indeed, public relations scholar/educators are challenged, if not accosted, from many fronts, including from those within public relations’ own professional community. Public relations scholar/educators must take more aggressive leadership in its custodianship of public relations education as well as of public relations as a professionalized practice that is essential to society. Of course, a wholesale indictment is unwarranted, because public relations scholar/educators and practitioners, in good part through professional associations, have made much progress throughout the years in formalizing public relations education and in protecting its integrity. Examples include development of criteria and formalized assessment mechanisms for charters of Public Relations Student Society of America chapters; requirements and formalized assessment for Certification for Education in Public Relations (CEPR); the present development of a Universal Accreditation Board (UAB) entry-level credential; and a host of other initiatives in which the leadership of public relations scholar/educators has been instrumental. However, much needs to be done by public relations scholar/educators, who must address contemporary leadership crises in public relations education. ■

*Part 2 of this commentary will address four major contemporary crises facing the scholarly community in leadership in public relations education.*



# Publishing Corner By JPRR Guest Editor Denise Bortree

*How to Give Your Manuscript the Best Chance of Succeeding in a Special Issue*

Recently, I had the honor of editing a special issue of the *Journal of Public Relations Research* on nonprofit public relations (to be published in August 2013). This was the second time that I guest edited for a journal, the first being a special issue of *PRism* on nonprofit relationship building, co-edited with Richard Waters.

I'm sure some of the readers have edited a special issue, and you know that guest editing can be hard work. Finding the right reviewers, sorting through feedback to choose the best manuscripts for the issue, and guiding authors in making the right changes to the articles to get a cohesive final product is all part of the job. At the same time, it can be an exciting opportunity to help guide the conversation in your area of specialization.

The JPRR special issue on nonprofit public relations received 34 submissions, which was twice as many as we expected. So, the competition was pretty fierce, leading to an acceptance rate of around 15%. Many good submissions did not make the final cut, and as I thought about why some articles made it and some did not, I put together a list of suggestions for improving the chances of a manuscript being accepted. I hope you find these useful.

1. Don't be afraid to "push the envelope" – Often, the purpose

of a special issue is to break new ground and explore an area of research that needs more attention.

Most special editors want to offer challenging new ideas in their journal issue, not slight modifications of current ideas. Don't ask the same questions that have been covered before; take a chance and explore a radical new (and important) idea.

2. Stick to the topic – Offer a new idea, but make sure you are adding knowledge that is important to the topic of the journal issue.

Just using a sample that applies to the topic (e.g. nonprofit audiences) doesn't mean the questions you are asking are important to the topic. I received a number of articles that asked great theoretical questions and collected data from nonprofit organizations, but no arguments were offered to suggest that these questions were important for nonprofit public relations.

3. Make sure you know what the editor wants – Some calls are clear and some are very general. If you're not sure whether your research fits, don't be afraid to ask. A few people emailed me about their topics, and I was more than willing to offer my opinion on their ideas. Because all articles go through a peer review, the opinion of the editor is not the final word; some good ideas may not fare well in the review process, but having a clear idea of what the editor is looking for may help you get a leg up. In the end, the editor considers the papers that received good reviews and selects those that offer ideas that he/she thinks will bring the most value to the field.



4. Edit, edit, edit – The turnaround time on a special issue is shorter than a typical issue, so second revisions may not be possible. Make sure your manuscript is well edited at the initial submission, and make any subsequent submissions publication ready. This means making sure all of the citations and references correspond, the text follows the appropriate style guide, and the content is closely edited. A guest editor decides which articles could be revised adequately in a short turnaround time. Don't let small mistakes interfere with your chances of publication!

5. Do great work – Sometimes the short turnaround time from the announcement of a special issue to its deadline means that the best quality work is difficult to achieve, but as with research for general issues, the quality of the work is important. In the end, most often the quality of the research design and/or the writing is what influences the reviewers and the editor.

Sometimes articles follow of the guidelines and still don't make it into the special issue due to space limitations. But, following these guidelines will certainly improve your chances of acceptance.

Overall, I greatly enjoyed reading the submissions and interacting with the authors and reviewers for the JPRR special issue. Despite its challenges, editing a special issue can be rewarding and gratifying.

A big "thank you" to many of the readers of this newsletter who played a role in the upcoming issue as reviewers or authors. I greatly appreciate your contribution to the process. ■