PR UPDATE

THE NEWS JOURNAL
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in Journalism & Mass Communication

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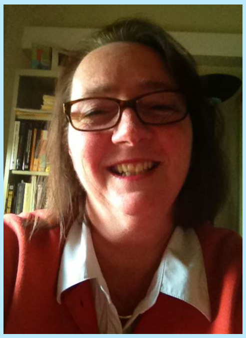
A Note from Susan

Dear Colleagues –



PRD Head
Susan Grantham

It is heartening to know that the public relations profession is in a growth stage. The Bureau of Labor Statistics predicts a 21% growth rate in the public relations profession over the next 8 years. Demand for additional public relations courses and degrees will soon be reflected in our programs if it isn't already. Given this trend, it may be more important than ever to avail ourselves of the latest public relations research, teaching strategies and networking opportunities that we enjoy as PRD members.

The chipping process for the 2013 PRD sessions at AEJMC is complete (see Denise Bortree's article about chipping) and now all that is left to be done is to assign slots in the conference grid for the research presentations. AEJMC's conference scheduling process is in transition and the structure of our conference planning will be vastly different. What will not change is the PRD's focus on providing opportunities to present research, learn from each other, and network with our peers. Remember, we always need reviewers! If you are submitting a paper in one category, you are free to review in another category or to review student-paper submissions.

Wishing you a productive and successful spring semester –

Susan Grantham

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A Peek at PRD History

By Doug Newsom, Ph.D., APR, Fellow PRSA

Doug Newsom

Editor's Note: We asked several long-standing PRD members and former leaders to share some of their insights into the history of PRD. In the next edition, you will hear from Judy VanSlyke Turk.

As PR Division head from 1974-75, perhaps it is best to set the scene with a few facts.

- First of all, the organization at that time was The Association for Education in Journalism (AEJ), not becoming AEJMC until 1983.
- Annual meetings were held on college campuses, in these years at San Diego State University, California in 1974 and in 1975 at Carlton State University, Ottawa, Canada. The first hotel convention was in 1985, but conventions continued on several campuses after that until the site selection committee had a chance to work things out with the staff, which only came into being in 1985. Prior to that there was no central organization and the volunteer treasurer was Baskett Mosse.
- Convention badges for women were the all the same size and color, whether the women were spouses or full-time college faculty or administrators.
- Women faculty/administrators were housed with family groups on the campuses, not entirely to the pleasure of single women who were not interested in being around children.
- Professionally, the badge problem made it difficult for male AEJ members, at this time the overwhelming majority of members, to identify female AEJ members attending the convention with professional obligations.
- The badge issue also made networking difficult among female professional AEJ members. That issue was corrected in 1979 by AEJMC's first female president, Dr. Mary Gardner.
- For this PR practitioner, it was only in 1968 that I began teaching PR as an adjunct at TCU, going fulltime in 1969, but keeping one major PR account. (TCU allowed one day off for research or something that enriched one's teaching. I split my "day" with 4 hours in a Dallas office as a PR director for a firm on Tuesday and the other 4 hours there on Thursday.)

Just so you know my situation, the PR division began in 1965, and I became head 9 years later having taught fulltime at TCU for 5 years. My experience came from having worked in the University of Texas at Austin's Journalism Department from 1951-1954 as a student assistant and helping in 1964 when AEJ held its convention there. Also, I taught at UT for a year when the College of Communication was being created, so I was familiar with AEJ and university teaching.

Now for the issues as I remember them:

- Perceived friction between public relations educators and practitioners.
- Problems for a new AEJ division to keep up its membership numbers since there were few fulltime PR educators then.
- Reports from the division to AEJ were strong on teaching and service, but weak in research, particularly as the research committee was defining it then, i.e. only quantitative.
- Getting more public relations division members on various AEJ standing committees.
- At one time, May of 1975, I do remember getting a copy of the AEJ Constitution, getting it typed and sent to the division officers, but don't recall what that was about.

- Few PR academics had both experience and a doctorate. In fact, I had only gone back for my doctorate in 1972 while I was working fulltime at TCU, which accounts for not completing it until 1978 by spending two summers in Austin to meet the residency requirement and driving during the week to attend classes.

Fortunately, the first heads of the new division had set a good pattern. I didn't know James R. Young of West Virginia University, the 1965-67 or the second head, Ernest F. Andrews, University of Iowa. The next three, my immediate predecessors, were very helpful: ▶

William S. Caldwell, University of Southern California, 1969-71, Hunter P. McCartney 1971-72, West Virginia University and then H. Frazier Moore, University of Georgia, 1972-74. As the co-author (with Bertrand R. Canfield) of Public Relations: Principles, Cases and Problems, in its seventh edition in 1977, Moore was a sage adviser. By this time I had a book contract with Wadsworth for the first edition, with Alan Scott, of This Is PR: The Realities of Public Relations, 1976. Dr. Scott knew the world of advertising and public relations and the academy very well and was a superb mentor.

National public relations agencies and firms were supportive of the division's efforts and some external networking came from organizations such as PRSA and, additionally for women, what was then Women in Communications, Inc. All of these elements seemed to strengthen the division and give impetus for success.

When it came time to hand off the division to William B. Toran of Ohio State, few issues had been resolved, but he got a membership list, copies of my division annual report to AEJ as well as two earlier reports sent to AEJ in July and copies of my "thank you" notes to the various people who had done favors for the division (August 21, 1975). ■

AEJMC 2013 Call for Papers & Reviewers

By Bey-Ling Sha, PRD Research Co-Chair

It's that time of year again! As we all get ready to prepare our research for submission to the AEJMC 2013 conference, please take a moment to review the PRD's updated submission guidelines, here: http://www.aejmc.org/home/2013/01/pr/

In particular, please note that a paper may be submitted in one of the three PRD categories: (1) open, (2) student or (3) teaching. Furthermore, no more than two papers may be submitted by any one author or co-author across the three PRD categories. A paper cannot exceed 30 (thirty) pages, inclusive of the title page, abstract, appendices (including figures and tables), and references/citations.

A paper may NOT be under review: (1) simultaneously with more than one of the three PRD categories, (2) simultaneously with more than one division within AEJMC, (3) simultaneously with the AEJMC conference and any other conference, or (4) simultaneously with the AEJMC conference and any publication.

Author-identifying information MUST NOT appear anywhere in the submitted paper file. Inclusion of identifying information will result in automatic disqualification of the paper.

Paper authors should also review the AEJMC Uniform Paper Call, here: http://www.aejmc.org/home/2013/01/paper-call/

Of course, no research paper competition can take place without our dedicated reviewers. As in years past, the research chairs will assign each paper submission to three reviewers, and we strongly prefer for those reviewers to come from different academic ranks, i.e., assistant, associate, and full professors.

We also wish to make sure that paper reviewers evaluate only those papers whose content and methods they are comfortable reviewing. To that end, we ask that all those wishing to serve as reviewers complete a short questionnaire on their background and preferences. Click here to take the survey: https://www.surveymonkey.com/s/AEJMC-PRD-2013-Reviewers

If you have any questions about submitting your paper to this year's conference or serving as a reviewer, please email Bey-Ling Sha at bsha@mail.sdsu.edu or Suman Lee at smlee@iastate.edu. ■

PRD 101: What is Chipping?

By Denise Bortree, PRD Vice-Head Elect

If you're like I was a few months ago, you are vaguely aware that the AEJMC conference schedule is built through a "chipping auction," but the process seems to be shrouded in mystery. I was aware that division heads travelled to a site during the winter and spent two days engaged in a perplexing process that ended with our division acquiring lots of sessions on the last day of the conference at inconvenient times (and lots of leadership meetings at 7 am).

When I asked friends exactly how the process worked, it was described to me as "tossing poker chips into a trash can," "making alliances and then abandoning them like a bad episode of Survivor," and "dynamics that remind me of my days in a sorority." Now that I've experienced a chipping auction myself, I would say those descriptions aren't all that far off.

In a nutshell, the heads and vice-heads of divisions and interest groups sit around in a circle and take turns selecting slots for their research sessions, panels, and member meetings. Each group is given a number of credits (represented by poker chips) that are spent one by one when a session is secured. Sounds simple, but it isn't. There are layers of complex rules including multiple drawings, skipping over certain groups after the first round, limitations on programming certain sessions, and rules for lunches and off-site sessions that make the head spin. At times panic sets in and someone will start yelling or one group will suddenly change its mind about a co-sponsored session throwing the other group's scheduling off track. Or, as we experienced this year, one group will co-program a time that doesn't work for another, forcing a flurry of reprogramming.

That aside, here was my experience at the chipping auction this year. In December 2012, Natalie Tindall (Vice-Head), Susan Grantham (Division Head), and I (Vice-Head Elect) travelled to Dallas for two days to meet with the heads of other divisions and interests groups. On the second day, we spent a little over four hours "chipping" the 2013 conference, which involved literally throwing poker chips into a large salad bowl as we secured programming slots. After feeling baffled for the first hour, it all came together for me, and I finally realized why our conference looks like it does, and what we can do as a division and as individuals to help make it the best that it can be. So, here are a few of my thoughts:

Denise Bortree (taken by Susan Grantham)

1. *The call for panel proposals is actually really important.* Every year I wondered why we needed to propose conference panels in October, when the conference isn't held until the following August. Other conferences allow panels to be proposed at the paper deadline. Well, here's why. AEJMC makes a priority of teaching and ethics (PF&R) sessions in addition to research paper sessions. They give each division credits to secure spaces for all three types of panels. But, panels can only be programmed if they appear on the official AEJMC list (submitted by the membership). That means, panels must be developed before the planning process happens in December. What can you learn from this? Next year, come up with a really good panel and submit it by the October deadline. The better the conference panels, the more appealing the conference.

2. *Your membership in other divisions and the relationships you build with faculty in those divisions help the PRD.* While AEJMC encourages teaching and ethics panels, the leaders also encourage partnerships on the panels. Our division uses only half of a panel credit (chip) when we program a panel with ▶

another division or interest group. At the chip auction, we need good relationships with other divisions and interest groups so they will program for us when they have a chip available. What can you do? Network with people in other divisions and create a panel that is appealing for both groups. That will increase the chances of your panel being programmed, and it will make for a better conference for the division.

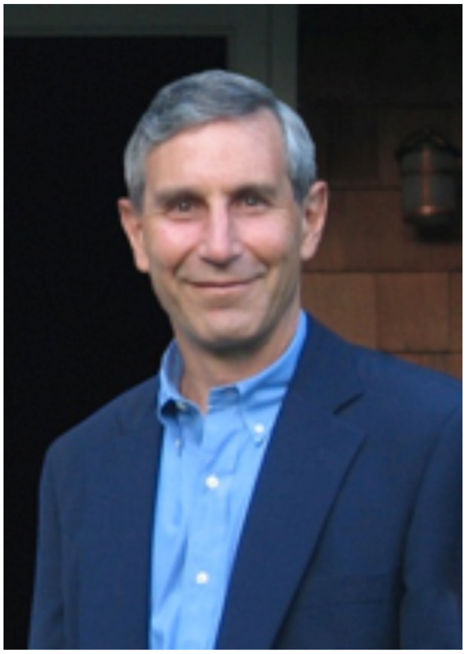
3. *The PRD is well positioned to meet the memberships' needs at the conference.* Because we are one of the largest group, we receive an extra chipping credit, allowing us to secure up to two additional slots for our research and panels. On the other hand, because the current chipping process doesn't prioritize scheduling for large groups, when we finally are able to use the extra chips, only early morning slots and last day programming is available. So, we appreciate your patience if your session is on Sunday or early in the morning. We were able to secure many slots, but not all at prime times.

4. *PRD does a lot for members, but that has its downsides.* Like last year, the leadership of the PRD has worked hard to program interesting off-site activities for the membership this year, including the social, Edelman luncheon, and an exciting yet-to-be-announced trip that should be appealing to many members. However, these events will be held on Friday, and that prevented us from programming many sessions on that day. As a result, we have more programming on Sunday, the last day of the conference.

5. *Posters really are a legitimate channel for research papers.* Like most researchers, I feel a little bit insulted when my research paper ends up in a poster session. But, after going through the auction and seeing that there are very few panel research sessions available to the division, I realized that programming a lot of poster sessions was not a strategy by the PRD to demoralize researchers. Rather, it allows the division to offer enough slots to have a reasonable acceptance rate for our division. Creative thinking, good networking and quick action on the part of the leadership for the past few years has allowed us to program enough sessions to keep our acceptance rate near 50%.

In the end, the most beneficial opportunity of the weekend was the chance to network with other divisions, though most of the conference planning conversations were held months earlier via email. The first night we had a nice dinner and voted to NEVER HOLD A CHIPPING AUCTION AGAIN. Yes, it's true. This was the last year of the chipping auction, so regardless of the snags and glitches of the new process (which has not been announced yet), the core principles will remain. I hope you will enjoy the conference schedule that Natalie and Susan developed this year, and you will submit a well-developed panel idea for AEJMC 2014. ■

Susan Grantham, Denise Bortree, Natalie Tindall and Elizabeth Toth



Industry Connection

with Richard Edelman

About Richard

Richard Edelman is the president and CEO of Edelman, which has wholly-owned offices in 66 cities and more than 4,500 employees worldwide. Richard was named president and CEO in September 1996.

Richard has extensive experience in marketing and reputation management, with current assignments for Hewlett-Packard, SAP and PepsiCo. He has counseled several countries on economic development programs, including Egypt, Israel and Mexico.

As the creator of the annual Edelman Trust Barometer, Richard has become one of the foremost authorities on trust in business, government, media, and NGOs.

He serves on the Board of Directors of the Ad Council, the Atlantic Council, the Children's Aid Society, the Committee Encouraging Corporate Philanthropy, and the National Committee on U.S.-China Relations. He is a member of the World Economic Forum, the Arthur Page Society, and PR Seminar. Richard's blog, 6 A.M., launched in September 2004.

Richard earned his M.B.A. from Harvard Business School in 1978 and a Bachelor of Arts from Harvard College in 1976.

The following speech was given by Richard Edelman to the World Public Relations Forum on November 20, 2012, and he has been kind enough to share it with us here.

"Our Time to Lead"
By Richard Edelman

Thank you.

It's good to be with you. I'm really sorry I couldn't make it out to Australia due to my dad's illness. I want to begin in the most direct way that I can.

"It is time for PR to lead."

Now I hope you're asking "So, Why? And what does he mean?" Let me try to make the argument.

In the last year, here's what we've seen.

• Bob Diamond CEO of Barclay's, became the 10th financial institution CEO to exit since the 2008 financial crisis, ousted for the manipulation of the all-important LIBOR rates by the bank.

• Former McKinsey managing partner Rajat Gupta was convicted and jailed for insider trading.

• Twenty of 40 heads of state in leading nations have been replaced in the last 18 months…a record rate of instability.

• Premium CPMs slipped from $8 to $4 in the past year as supply doubled and real-time bidding forced ad costs down, with major disruption to mainstream media moving to a digital future.

• After 80 years in print and $30 million in losses this year, Newsweek moved to an all-digital format.

• Facebook announced its one billionth member.

• Lance Armstrong, seven time winner of the Tour de France, was exposed for doping…not by mainstream media…but by a small group of cycling enthusiasts whose blog helped take back the sport.

• And after 500 meetings with members of the local community, Royal Dutch Shell commenced drilling off-shore in Alaska, but cut its planned drilling program by half.

I mention all these events—seemingly disparate, but truly interconnected—as evidence of the tectonic shifts we are seeing in our world today.

The first megatrend, is the deterioration of trust in traditional institutions...It began in the Fall of 2008 when companies central to the global economy went bankrupt…GM, Royal Bank of Scotland and AIG to name but a few.

Then, once trust in business collapsed, the public turned to government…hoping that regulation and better supervision would restore order to the economy.

But through gridlock, paralysis and back-peddling on promises in 2011-12, government surrendered that trust. Downgrade of U.S. credit ratings due to "political brinksmanship" over the debt limit and the Eurozone governments' repeated failings to solve the Euro crisis were the watershed moments. On top of that, in China the downfall of Bo Xilai exposed nepotism and corruption within China's political leadership.

As a result, trust in government has dropped to record lows. According to the Edelman Trust Barometer, in 17 of 25 countries, government is now the least-trusted institution.

In effect, after the crises of 2008, the keys to the car were taken away from business for driving too close to the guardrails. The designated driver, government, then took the wheel and promptly crashed the car.

No story better encapsulates this disaster of trust than what we saw in Japan in the aftermath of an earthquake and nuclear disaster in Fukushima 18 months ago because all traditional institutions failed at once.

First, the owners of the nuclear reactor, TEPCO and the Japanese Government, assured local residents that all was well despite the release of radioactivity. Then reports began to surface in social media, calling into question the safety of the area. One person truth squads such as Man from Chernobyl emerged as the most credible among media sources, based on their first-hand testimony because mainstream reporters didn't go close enough to the site. Global media, including social media, accused the government of a cover-up. Finally, late last year, Japan's official agencies acknowledged that damage at the reactor was much worse than first reported and that there was a long-term health risk.

The result?

Japan, in one year, fell from a very high ranking to the second-lowest ranked country in trust in the world in our Trust Barometer, ahead only of Russia.

The second megatrend, the dispersion of authority and the emergence of a new inverted pyramid of influence…it's enabled by new technologies, and reinforced by the conviction that peers are more likely to tell you the truth than traditional information sources. Influence has shifted from the hands of the few …to the fingertips of the many. "A person like yourself" or regular employee is three times more likely to be trusted than a government official or a CEO. Facebook reports that a person is three times more likely to buy a product if it is recommended by a friend.

The classic pyramid of influence has the elites at the top and mass audiences at the bottom. But now, an inverted pyramid with citizen consumers, empowered employees and social activists sits on top of the old—together forming an hourglass. These new influencers begin conversations and amplify the discussion through friends and peers.

In Asia—which now has one billion online—the phenomenon of the empowered citizenry is particularly profound.

In China, Weibo—the microblogging platform—has become the de facto opposition to state controlled media. Case in point: within five days of last year's high-speed train collision, more than 26 million messages populated Weibo demanding investigations and apologies… government officials fruitlessly tried to manage perceptions and silence the story which did not appear in mainstream media. Within days after, apologies were issued and change promised.

This disintegration of trust, new 'hourglass' of influence, and decentralization of power from traditional media to social and hybrid sources leads us to **the third megatrend: a seismic shift in media consumption patterns and habits.**

Here are some powerful statistics:

• More people get news from digital or social sources than radio or newspaper, with only TV ahead.

• There are for the first time more digital subscribers to the Financial Times than print.

• The Huffington Post—a "born digital" medium—has more page views per month than the sum of The New York Times, The Washington Post and The LA Times.

• The UK's Daily Mail and Guardian have more readers for their online versions outside the UK than inside…that's an indication of how diverse and global our sources have become.

• Here in Australia, with the coming move of The Age and Sydney Morning Herald to tabloid size, and the introduction of digital subscriptions, you're seeing the change in real time.

Today…instead of subscribing or searching, people first get their news from their friends on Facebook or Twitter because it's getting recommended or shared—a dramatic evolution. At the same time, news editors are following what's trending on Twitter to tweak their headlines or rearrange what's on the landing page. So even if you're not on Twitter or Facebook, social media is influencing the stories that you're seeing.

And along with this paradigm shift, the nature of news consumption is changing. Rather than the old model of two servings of news a day—morning, and evening—people are grazing and snacking throughout the day…as they hopscotch from TV to tablet to laptop to smartphone – news as and when you want it.

Instead of 35 minutes with a print paper…it's now eight minutes with the digital edition…. supplemented with news and information from seven daily sources. A person spends under 10 seconds on a landing page before deciding to stay or go. To believe something, he or she must read, see or hear it 3-5 times from different sources.

We observe the media cloverleaf, with mainstream, hybrid - blogs, social and owned elements—with search in the middle, content moving readers between leaves and smart media relations working across all.

So here we are, the three megatrends: The fracturing of trust. The dispersion of authority. An evolving media consumption model.

These tectonic shifts have contributed to an undeniable reality: what framed our thinking and what worked in our industry before…no longer will.

The days of perception management as the defining PR construct are over.

The days of advertising dominance in communications are numbered.

Why? Both are based on an antiquated model of persuasion, the pyramid of influence with elites at the top and mass audiences at the bottom rather than the more complex hour glass which includes the inverted pyramid of influence. Communication today is no longer solely top down and one way, but has constant horizontal, peer to peer conversations. Additionally, the simplicity of well-scripted words or polished images is being supplanted by short-form bursts of personal expression based on real-life experiences.

One can no longer rely on the hide-bound notion of audience; today's reality is communities and co-contributors who crave authenticity, spontaneity, and the communion of a conversation. Stakeholders want more than expensive video and celebrity endorsements; they insist on word of mouth testimonials.

We also have an industry-wide credibility problem. A study by Adobe found that 53 percent of respondents believe that marketing is a bunch of B.S. Advertising, marketing and PR executives (11-13%) were the lowest regarded professionals of all compared to teachers (92%), scientists (88%), programmers (68%), social workers (61%), lawyers (34%), and bankers (32%). Even politicians (18%) rank ahead of marketing and communications executives.

Compounding this, a newly conducted survey from the Public Relations Society in Sweden confirms the poor reputation of public relations in Swedish media.

More than 80 percent of the coverage regarding PR is negative… with language such as "PR-machine," "PR-stunt," "PR-coup" or "PR-trick."

Society wants more from the communications business… and to re-earn trust, we know that **business needs more** than what we in communications have traditionally delivered.

So today, I am suggesting… communications has to provide a new way forward. And it is PR, and PR alone, that can pioneer that new way forward.

It is time for us to move from managing perceptions or projecting images to ***changing reality.***

The means to changing reality is a further evolution of Public Relations, towards Public Engagement.

Public Engagement considers the new dimensions of our complex world; it establishes clear operational principles and behaviors; and talks about measurable outcomes.

Public Engagement is a reflection of Public Relations' multi-stakeholder perspective. We understand deeply that it is not enough to sell to consumers alone. We engage with NGOs, regulators, policymakers, academics, and those new influencers…the impassioned consumers, empowered employees, and social activists. We also find that common ground between humanity and science.

Here are five principles of Public Engagement: First, '**Bottom-up**.' Behaviourally, we must actively listen to regular people and recognize that everyone—employees, consumers—are all activists now, even if only to their own network of friends, family and followers.

Second, **Be Social**. We must participate in the always-on conversation and recognize that attractive content is shared across networks. Every company should seek to be a media company.

Third, **Be Transparent**. Radically so. Communications must be always open and honest. But beyond that companies must establish goals and report regularly on achievements.

Fourth, **Be Values-led**.

Professor Michael Porter's concept of Shared Value explains how shareholder return and societal benefit are mutually dependent. We must help institutions lead on the basis of principles, not simply by obeying the rules. Compliance is no longer enough. We must exceed public expectation, and go beyond minimum standards.

Fifth, Public Engagement must be **Rooted in Action**. We must do as well as say… advise on policy as well as communications, to deliver a demonstrable impact.

Arthur W. Page, the first PR person to serve on the board of directors of a major public company, observed "Public perception of an organization is determined 90 percent by what it does and 10 percent by what it says." All too often the PR department has only been able to influence the 10 percent part. Public Engagement is the path to impacting the other 90 percent.

Through Public Engagement, we can measure success, slaying the myth that PR is too ephemeral, too nuanced. We can quantify four key Outcomes: Increased Trust; Deeper Communities; Behavior Change; and Commercial Success.

But you may still be asking… ***Can we put this concept, public engagement, into practice so it can truly change reality?***

For instance, can we help business leverage its existing business model to be a force for societal good…while also improving the bottom line?

The example of Wal-Mart says yes.

Wal-Mart's corporate communications department recognized that by using its size and scale, it could address a host of food and nutrition challenges facing the American public—from rising childhood obesity, to food deserts where there is no access to good food in poorer communities, to the decreasing reliance on local agriculture—while helping the bottom line. Essentially what is good for business and good for society is not mutually exclusive. What has the company done?

It challenged its suppliers to reduce the amount of sodium, sugars and saturated fats in food. It's shared its logistics expertise with food banks. And it's started sourcing more fruits and vegetables from local farmers…which benefits the famers and saves the company transportation costs.

To date, Wal-Mart has built more than 150 stores in urban "food deserts" where residents lack access to nutritious, affordable food. Partnering with Mrs. Obama and the White House maximized the impact of the initiative.

Another Question:
Can we help business engage with stakeholders to make smarter policy, and ultimately business, decisions?

The example of Mars in China says yes. When Mars designated China as their 'second home' market and planned for revenues to double, they realized that, in a country where the economy is so closely controlled by the government and where 'harmony' is prized above anything, PR had to be the lead communications discipline. Engagement with stakeholders was critical.

In fact, it was the PR team that helped Mars partner with leading Chinese universities and the Ministry of Health to initiate and invest in a national center for food quality and security. This has become a valuable form of business development, as well as a guarantee of license to operate.

Can we insert ourselves in the product development stage, utilizing our relationships with stakeholders to help business develop better products?

The example of Adobe says yes.

When Adobe wants to launch a new product feature it engages its Facebook community – linking to the new software, opportunities for early sampling, asking for feedback, implementing requested changes in the product, and only then – once it has been vetted by the community – launches it with a marketing campaign. This is the exact opposite of traditional marketing: Awareness, Preference, Purchase, Repurchase.

Today, the new cycle of marketing is about discussion of need, co-creating with community, sharing the product with enthusiasts, reflecting feedback in product updates and then going out to mainstream users. Because PR uniquely understands dialogue and co-creation, PR is a key part of this marketing cycle. We, in fact, can drive it.

In its most recent launch of Creative Suite 8, PR and Social were the number one source of Adobe's new sales leads…generating one quarter of opportunities.

A Final Question:
Can business deepen engagement with employees, boost morale and improve productivity?

The example of Starbucks 100 percent says yes.

As part of its transformation agenda, Starbucks took the ▶

unprecedented step of closing all U.S. stores for a three-and-a-half hour internal "Espresso Excellence Training."

The company flew 10,000 employees to hurricane-stricken New Orleans for direct discussion on the company's strategy, and then, worked together on home-rebuilding projects. Management then took the show on the road with CEO Howard Schultz visiting more than 7,000 employees in 13 non-U.S. markets. Finally, the company launched "My Starbucks Idea," which asked consumers and employees for concepts that would improve service or products. Three hundred of these ideas have already been implemented.

* * *

In each of these cases… it was Public Relations that was at the heart of the effort. PR had the vision to change the reality…and through Public Engagement had the roadmap for achieving it.

Two quick disclaimers – First, I am absolutely not saying that we should be doing these things because I think the PR industry is on some holy mission to make a better world. I do think we are a positive force, but these approaches are, above all, pragmatic. I recommend these concepts to you because they serve long term business objectives in new product development, employee engagement and customer service.

The second disclaimer – we must not be fooled into thinking that this type of thinking is our right—Others, namely advertising agencies—will seek to emulate our model…to move some of their creative to engagement. A case in point…the 2009 Cannes Lions winner—the World's Best Job by the Queensland Tourism Authority—was a great PR idea dreamt up by ad agency. Bought media ultimately played a small role in the program and publicity driven campaign that received worldwide attention. Increasingly, ad agencies recognize a need to move to our engagement model—a point underscored by the fact that one of the world's largest ad agencies, McCann-Erickson, just appointed Harris Diamond, a PR guy, as their new CEO.

In fact to succeed, we will have to move closer to ad agencies: by incorporating planning into our programs; by a deeper understanding of research; and sharper ability in video or other visual elements. We need to lead in "promoted discovery", or what is more commonly being referred to as "native advertising". More and more companies are paying to ensure that their branded content is highly visible in both journalistic and social news feeds. An example of this is promoted tweets appearing seamlessly in the regular Twitter feed. It's called "native" because, when done well, it blends into the overall experience while being labeled as sponsored content; as a magnification of spontaneous expression.

So ladies and gentlemen, this new paradigm marks an elevation of our discipline, above advertising in the communications hierarchy. The Chief Communications Officer—a C-suite executive to whom all forms of communications report—should become the steward of Public Engagement.

This is, in fact, the future for our industry. Through engagement that is substantive—rooted not in micro-targeted messages, superficial slogans, or cute campaigns…but rather in the reality of finding solutions that address the needs of society—PR can indeed help move business and society forward together.

What counts is not what we do to shape perceptions. What counts is what we do to change reality.

In the words of Pablo Picasso in a statement to a Mexican writer and friend Marius de Zayas:

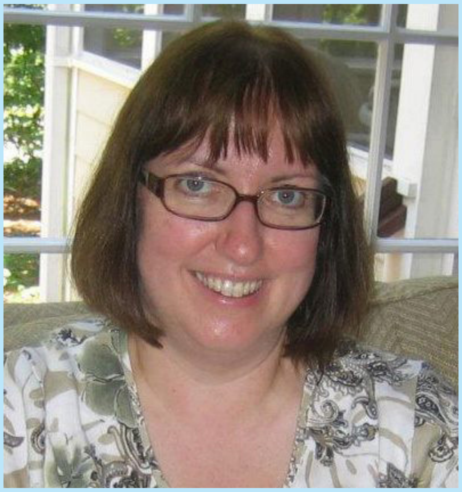
"When I paint, my object is to show what I have found and not what I am looking for. In art intentions are not sufficient and as we say in Spanish, love must be proved by deeds and not by reasons. What one does is what counts and not what one had the intention of doing."

Ladies and gentlemen, simply stated, it is our time to lead.

Thank you. ■

Publishing Corner

By Karen Russell,
***Journal of Public Relations Research* Editor**


Karen Russell

Editor's Note: Karen wrote this article on her blog and offered to share it here in our new column on publishing. You can find the original here: http://www.teachingpr.org/teaching_pr/2011/07/writing-a-good-journal-article-review.html

Writing a good journal article review

As editor of the Journal of Public Relations Research, I've made a concerted effort to include new reviewers, both international scholars and new scholars in the United States. Many times they have not done reviews before -- only received them -- and they sometimes ask for feedback on their reviews. This post will provide some general advice on how to write a good journal article review.

Be sure you're familiar with the journal's expectations before you even starting reading the article. JPRR, for example, focuses on PR theory development, so the primary consideration of any review should be how well it contributes to that mission.

Check to see if the journal provides reviewing tips or guidelines for reviewers. These are usually sent along with the manuscript (in our case, electronically). I also requested that JPRR's reviewing guidelines, developed by three members of the editorial board earlier this year, be included on the publisher's website, so that they are accessible to reviewers (and authors!).

If there are no guidelines, you should at a minimum consider the following areas: theoretical foundation (literature review), method (appropriateness to the research questions as well as how well it's been applied), ethics, writing and organization, and contribution to the field.

Ultimately, you should include a recommendation to the editor to reject, revise and resubmit, or accept the manuscript (some journals have several different categories for recommendations, often included in the editor's cover letter that accompanies the manuscript). Although this is a recommendation rather than a "vote" (the editor has the final say), it does influence the editor's thinking.

In my experience it's better to be too critical than not critical enough. Note: critical does not mean "cruel" or "hateful." You've been invited to review because you appear to have expertise in some aspect (theory, method, subject matter) of the manuscript, and the editor expects you to deliver an honest assessment. Do not assume that other reviewers will catch mistakes or comment on any particular aspect of the manuscript; different reviewers may be knowledgeable about different areas.

Write your review in paragraph form, always with an eye toward improving the manuscript. Even if you recommend rejection, the editor might decide to move ahead with it, and suggested revisions will be important. Even if it is rejected by the journal, the author will probably try to revise it for another journal, and your suggestions might help improve scholarship in general. Even if the author/s trash it and start a new project, you might help them improve their future research by considering reviewing as part of a continuing process of scholarship.

Perhaps this should go without saying, but return your review on time and respond to any queries from the editor in a timely fashion. ■

1912 aejmc 2012 chicago
PRDivision

Volunteer Officer in Focus: Brian G. Smith

PRD member since: 2007
Affiliate Institution: Purdue University
Degree/Institution/Year: Communication/University of Maryland/2009

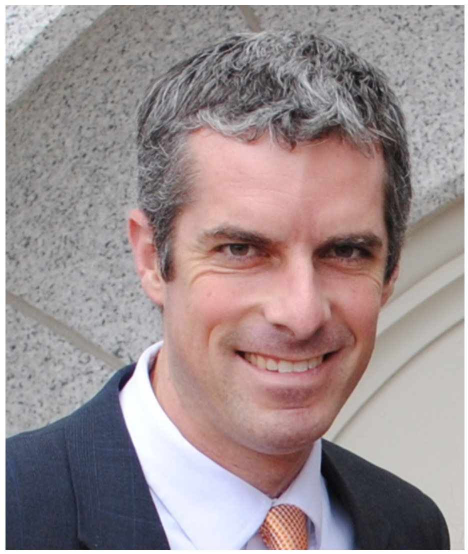
Research Interests:
Integrated Communication (iComm), Strategic Communication, Social Media, Engagement, Stakeholder-Organization Relationship, Public Relations and Marketing, Global Communication, Public Relations and Culture

Teaching Interests:
Social Media and Public Relations, Integrated Communication, Publics and Stakeholders, Global Communication, Strategic Communication

Courses taught:
Purdue University:
Social Media in Public Relations and Advertising, Advertising Principles. Also, designed Executive Online Master's Program, featuring 3 courses: Strategic Communication, Crisis Communication, Global Communication
University of Houston: Advertising Principles, Public Relations Principles, Integrated Communication (Undergrad and Graduate), Social Media in Public Relations and Advertising,
University of Maryland: Public Relations Techniques, Advanced Public Relations Techniques, Editing in Public Relations

Professional Experience:
Brand Marketing Manager – Allied Business School
Managing Editor – Executive Excellence Publishing
Project Director, Research Manager – Wirthlin Worldwide

Most recent conference paper:
Smith, B. G. (2012). From credibility to engagement: Determining meaning in public relations and advertising. Association for Education in Journalism and Mass Communication, Chicago, Il.



Brian G. Smith

Most recent publication:
Smith, B. G. (2012). Public relations identity and the stakeholder-organization relationship: A revised theoretical position for public relations scholarship. *Public Relations Review, 38*, 838-845.

Favorite part of being a PRD member:
The diversity of individuals, ideas, approaches, and perspectives that make our community a rich one.

Best AEJMC conference memory:
Working as the teaching paper co-chair behind the scenes with Richard Waters, Bey-Ling Sha, Susan Grantham and Carol Ames for the 100th anniversary conference to get more slots for PR research and teaching papers, and the never-ending email chains that often went for weeks to ensure the PRD was properly represented at the conference. So much blood, sweat, tears, and sarcasm.

Favorite part of being a faculty member:
When I chose to leave practice and become an academic seven years ago, I had my sights set on research and publishing in areas I thought could improve the field of public relations and communication management. Consequently, I have enjoyed the opportunity to explore, research, and write about the new realities of communication in today's dynamic and ever-changing communication environment, and share that knowledge with the next generation of public relations professionals. However, my favorite part of being a faculty member has been the chance to learn from and collaborate with so many amazing fellow-faculty members in both the Universities where I have been fortuitous to learn and work (Maryland, University of Houston, and, now, Purdue), and the faculty and practitioners I've worked with throughout our diverse member community. I've gained so much more than I ever anticipated from so many talented and intelligent faculty-members.

Hobbies/ interests outside of work:
Piano, basketball, traveling, and otherwise adventure-seeking with my wife and four boys.

What is one thing your students don't know about you?
I still eat peanut butter and honey sandwiches for lunch. I guess that's just my way of feeling young.

Anything else you'd like to share?
I'm fluent in Spanish and I was once interviewed on a late-night TV talk show in Spain. It's a funny story. ■

Faculty Member in Focus: Tina McCorkindale

PRD member since: 2000
Affiliate Institution:
Appalachian State University
Degree/Institution/Year:
Ph.D./University of Miami/2006

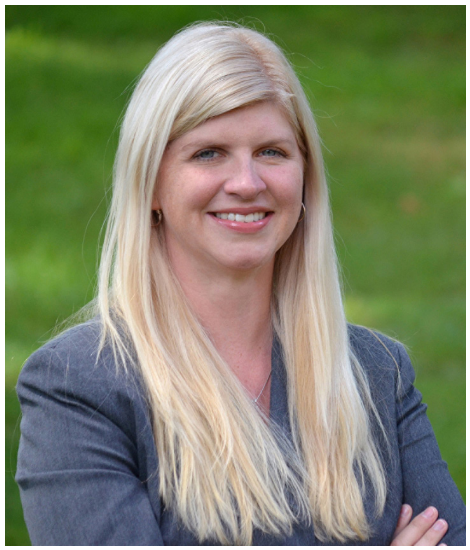
Research Interests:
My research broadly focuses on social media with specializations in authenticity, transparency, and reputation.

Teaching Interests:
My favorite classes to teach are campaigns and social media strategies. I think my favorite classes are the ones where I see the biggest changes in the students from the beginning of the semester to the end, and where we put plans into action.

Courses taught:
Public Relations Principles, Public Relations Writing, Public Relations Campaigns, Public Relations Seminar, Crisis Communication, Mass Media and Society, Social Media Strategies

Professional Experience:
In addition to my experience working in corporate communication, I also worked for two measurement firms for 5 years where I wrote monthly media and analyst reports for several Fortune 100 companies. I also did media relations for a technology client and conservation nonprofit.

Most recent conference paper:
Will you be my friend? How public relations professors engage with students on social networking sites. Paper presented in the public relations division at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
* Awarded third-place top teaching paper



Tina McCorkindale

Most recent publication:
McCorkindale, T. (2012). Twitter me this, Twitter me that: A quantitative content analysis of the 40 Best Twitter Brands. *Journal of New Communications Research,* 43-60.

Favorite part of being a PRD member:
The conference, of course! I love the paper, poster sessions, and panels, as well as the socials and Bill Adams/Edelman luncheon.

Best AEJMC conference memory:
At my second AEJMC conference in Washington, D.C., I first met my Ph.D. adviser, Don Stacks, at an "I'm So Cited" social, which featured the top academics in public relations. The head of the PRD, William Thompson, even recited a poem "I'm So Cited" to the tune of The Pointer Sisters "I'm So Excited."

Favorite part of being a faculty member:
My favorite part of being a faculty member is when you have students who contact you to thank you several years after graduation.

Hobbies/ interests outside of work:
Running, reading, spending time with family

What is one thing your students don't know about you?
I am a music fanatic, and have been to many shows and festivals around the country, especially when I was living in Los Angeles. I also was fortunate to meet some great musicians like Robert Plant. ■

1912 2012 aejmc chicago
PRDivision

Graduate Student Member Up Close:

Justin A. Walden

Affiliate Institution:
College of Communications, Pennsylvania State University

Degree Sought:
PhD in mass communication

Anticipated Graduation:
August 2013

Dissertation Topic:
With in-depth interviews and a survey, I am examining the impact of digital technology on the employee-organization relationship. The dissertation's title is "A Networked Work-Life: Studying Employee Use of Intranet Media," and I defend in May.

Hometown:
Endicott, NY

Major Adviser:
Denise Bortree

Research Interests:
Employee communication; human-computer interaction; mediated representations of professional health groups

Teaching Interests:
Public relations writing and cases, telecommunications industries, organizations and technology

Courses taught:
Comm 180-- Survey of Electronic Media and Telecommunications
Comm 489W-- Media and Information Industries

Justin A. Walden

Most recent conference paper:
I just had a jointly authored paper on product reviews and PR relationships accepted to the 2013 ICA conference.

Most recent publication:
Walden, J. (In-press). A medical profession in transition: Exploring naturopathic physician blogging behaviors. (*Health Communication*.)

Favorite part of being a PRD member:
I am new to the division, and I look forward to continuing to network with my fellow PR scholars.

Best AEJMC Conference memory:
Attending my first AEJMC conference in Denver in 2010, I had wonderful opportunities to meet scholars from a variety of disciplines. It was also a pleasantly stressful conference as I had three papers accepted for presentation that year. That initial exposure to the field and my early research success set a positive tone at the start of my scholarly career.

Describe yourself to a future employer:
My future employer already knows me as I recently accepted a position teaching PR at the College of Brockport in western New York that starts in the fall 2013 semester. My future peers should expect a passionate and intellectually curious scholar who is fascinated by technology. While I enjoyed my prior career in journalism and public relations, I knew from the day I enrolled at Penn State that the academy was my true professional home. I haven't even defended my dissertation yet, but I am already thinking about courses to develop at Brockport and my future research.

Hobbies/ Interests outside of being a graduate student:
I am an aspiring foodie, I am a big fan of ice hockey at all levels (from the pros down to low-level college hockey), and I relax best with a classic novel on my couch. ■

2014 James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards Public Relations Division, International Communication Association

The public relations division of ICA invites submissions for the 2014 James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards.

Eligible entrants for this competition cycle include theses and dissertations successfully defended during the period from January 1, 2012, through December 31, 2013. Theses and dissertations must focus upon phenomena, issues and questions relevant to the study of public relations.

Award winners will be recognized at the ICA Conference in Seattle, Wash., May 22-26, 2014.

The deadline for submitting manuscripts for this competition cycle is March 1, 2014, by 11 p.m. Pacific Time.

For more information, contact:
Chair, Grunig & Grunig Thesis/ Dissertation Awards
Bey-Ling Sha, Ph.D., APR
School of Journalism & Media Studies
San Diego State University
San Diego, CA 92182-4561
Email: bsha@mail.sdsu.edu ■

Upcoming AEJMC Conferences

2013
Washington, DC
The Renaissance Hotel, August 8-11

2014
Montreal, Canada
Le Centre Sheraton, August 6-9

2015
San Francisco, Calif.
Marriott San Francisco Marquis, August 5-9

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.

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

Proposed Moderator:
Alexander V. Laskin

PRD Panels for AEJMC 2013

The public relations division received more than 20 proposals for the 2013 conference. Thank you to everyone who submitted. It was a tough decision with so many great panel ideas. The selected panels reflect the diversity of interests represented by the division's members.

PF&R Panel Proposals

Title: Pathways to Public Relations Through History

Co-sponsor: History Division

Description: This panel explores the reality-making power of both the public relations field and proto-public relations by investigating broader, conceptual questions concerning the ways in which public relations rose as a practice and a field in different places, in different cultures, and at different times in history. In representing a portion of a larger project, a new book on public relations history, these panelists will offer a more expansive view of the field and of the practice that will be meaningful to public relations scholars, regardless of their method of inquiry, and to mass communication historians, regardless of their disciplinary specialty.

Title: Teaching Ethics in a Changing, Converged Media Climate

Co-Sponsor: Media Ethics Division

Description: Recent ethical issues garnered national attention, such as organizational representatives altering the content of their organization's Wikipedia page, companies hiring paid bloggers and reviewers to write on behalf of their products and services, and political candidates hiring individuals to post comments about them in varying social media. Much literature exists about ethics education; however, little consensus exists about how and when to teach ethics in the classroom. The addition of new media types has created more ethical debates and a shifting view of ethics for many students. Plagiarism of web content is rampant, and students do not understand sponsored messages and other complex problems. For example, in one of the panel proposers' classes, ethics scenarios were provided in the text. The students stated all the examples given were "ethical" -- despite that these scenarios were listed in the textbook as examples of "unethical" acts. These students believed that the scenarios were fine because, as one student said, "Everybody does it that way, so we would be disadvantaged if we didn't." This panel will address challenges such as the one described here, and contemporary ethical issues in the converged online media environment – where little ethical guidance exists.

This panel will examine best practices for teaching ethics and will suggest ways to approach ethical gray areas. The panel will address the following questions:

- What should classroom ethics content include?
- What are methods for engaging students in a meaningful dialogue about ethics?
- How should new media be incorporated into discussions about ethics?
- How can student-learning outcomes of ethics be assessed?

Teaching Panels

Title: Teaching IMC within a mass communication curriculum: Faculty challenges and rewards

Co-Sponsor: Advertising Division

Description: More and more programs around the country have developed or are considering "Strategic Communication," "Integrated Communication" and "Integrated Marketing Communication" programs for their students. Such programs come in a variety of sizes and shapes, from those in which students in public relations are required to take a few basic advertising classes, or vice versa; those with a common core; programs in which the courses are fully integrated and students take a graduate or undergraduate communications degree in IMC; to melded programs in which these are joint programs between a communication program and a business program.

The problems and potential benefits of such programs have been grist ▶

for academic cross-disciplinary arguments for several decades, but what has not been considered is how such programs are staffed, and how faculty members adapt to the changes that teaching in a multi-disciplinary program entails.

The proposed panel will discuss how faculty who have primarily taught either public relations or advertising during their careers deal with a melded curriculum.

Title: Multimedia Storytelling for Social Media: Preparing Students as Networked Communicators

Co-Sponsor: Communication Technology

Description: Multimedia storytelling is the practice of combining narrative with multimedia content including images, sound, and video. Students must be able tell a story using a variety of tools and techniques on ever-changing sites targeted to different, segmented audiences. Their stories must compete and win their audiences' attention by producing content in an easily digestible format. This panel will talk about the current trends and latest tools in digital storytelling in public relations and journalism while highlighting examples of assignments used in the classroom. This includes tools such as infographics and various sites such as Facebook (networking), Twitter (microblogging), Animoto and Instagram (photo-sharing), Tumblr (blogging), Pinterest (pinboard), YouTube (video), and Storify (content curation). Various sites have also opened the door to snackable and accessible content for citizen journalists including CNNiReport, CBS EyeMobil, and Yahoo You Witness News.

Title: Gender Discrimination: What's the Cost? So What?

Co-Sponsor: Commission on the Status of Women

Description: In public relations in 2010, women earned 78 cents on the dollar earned by men (Sha & Dozier, 2011). When income was statistically adjusted for professional experience, the gendered pay gap narrowed to 86 cents on the dollar. When income was further adjusted for enactment of manager and technician roles, women in public relations still earned only 87 cents on the dollar earned by men (Sha & Dozier, 2011).

After almost three decades of research, scholars have evidenced a gendered pay gap. But we still lack a comprehensive look at all the possible factors that researchers have argued contribute to the documented disparities. Most importantly, the "so what" question has not been sufficiently addressed. Also, another big question is: How will this affect our students' perception of their salary when they graduate? Some panelists will discuss findings from a national study of randomly selected public relations professionals (PRSA WLG 2010 survey) and preliminary results from another national study of randomly picked student members of public relations profession in terms of their expectations.

Other panelists will discuss their experiences of the gender problems in the field and solutions they are exploring. All panelists will respond to the important question of, what can we suggest that our students do to change the persistent pattern of gendered pay gap?

Title: Public Diplomacy Research in Journalism & Mass Communication: What We Can Contribute

Co-sponsor: International Communication

Description: This panel will focus on research and how researchers in the field of journalism and mass communication can contribute to the vibrant, multidisciplinary field of study known as "public diplomacy." A well-recognized definition of public diplomacy is the "transparent means by which a sovereign country communicates with publics in other countries aimed at informing and influencing audiences overseas for the purpose of promoting the national interest and advancing its foreign policy goals." In other words, public diplomacy is about influencing audiences. And what academic discipline is better positioned to discuss the theory and practice of audience influence than journalism and mass communication? Communication is fundamental to human experience and every activity alluded to in established definitions of public diplomacy has a communicative element. But that doesn't mean every communicative process with an international element is accurately described as public diplomacy. This panel will also discuss limitations on usage of the term in our field and beyond. ■