

A Note from Natalie

It's too late to wish you a happy new year, but happy new academic semester to the Public Relations Division members. I hope that your academic semester is intellectually rich and that your experiences in the classroom are enjoyable and stimulating.

Our newsletter is chock full of great information, but I wanted to highlight a few things:

* Passports, passports, passports! To travel to Montreal, you must have a passport (if flying) or a passport card (if driving or sailing across the border). You can obtain

additional passport information and forms through <http://travel.state.gov/content/passports/english.html>



*Natalie Tindall,
Public Relations Division Head*

* This time of year, the PRD leadership is finalizing preparations for the Montreal conference. Kudos to Vice Head Denise Bortree who maintained coolness and calmness during the new Council of Division process for coordinating the schedule. We have the most balanced schedule of events that we have had in years, and she is the one to thank for that. Check out the panels and Division events that are listed on Page 15.

* The major purpose of the

conference is to share new ideas and research. How we do this in this division is through our research sessions. The PRD call for papers is included in this issue and is available online (<http://issuu.com/aejmcnews/docs/2014-aejmc-conference-paper-call>). Consider submitting your research to our division. If you are interested in seeing the calls from other divisions, check out the January 2014 issue of AEJMC News. All papers are due April 1.

Getting research papers means that we need reviewers. The Research Chair, Suman Lee, issued a call for PRD reviewers. Reviewers are a vital part of the research process, so sign up via his survey (https://iastate.qualtrics.com/SE/?SID=SV_8eqksTZpwLpq6Md) as well as register in the All Academic system. ■

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PRD 101: Publishing in PR-Related Journals

By Susan Grantham, Bey-Ling Sha, & Brooke Weberling McKeever

This list was generated to provide an overview of publishing outlets for the research work conducted by PRD members. This does not mean that there are not other publications, but rather that the journals on this list include the journals that focus on topics generally in alignment with public relations research.

The list of journals below, in alphabetical order, include a URL, the Impact Factor if known, and a brief overview about the journal. Most of the information about these journals was taken directly from the submission guidelines for each journal and was accurate as of November 18, 2013.

Case Studies in Strategic Communication- <http://cssc.uscannenberg.org/>

Case Studies in Strategic Communication (CSSC) is dedicated to the study of strategic communication through the case study method. Case studies illustrate the strategies, tactics, and execution of communication campaigns through in-depth coverage of a single situation. CSSC is a peer-reviewed online publication housed at the University of Southern California's Annenberg School for Communication & Journalism.

Communication Monographs – (Impact Factor 2.029) - <http://www.tandfonline.com/action/authorSubmission?journalCode=rcmm20&page=instructions>

Communication Monographs, published in March, June, September & December, aims to provide a venue for excellent original scholarship that contributes to our understanding of human

communication. The scholarship should endeavor to ask questions about the diverse and complex issues that interest communication scholars, including areas such as media studies, interpersonal and relational communication, organizational and group communication, health and family communication, rhetoric, language and social interaction, intercultural communication and cultural studies, and others. The journal especially welcomes questions that bridge boundaries that have traditionally separated scholars within the communication discipline.

Communication Research (Impact Factor 1.819) - <http://www.sagepub.com/journals/Journal200941>

The editorial goal of *Communication Research* is to offer a special opportunity for reflection and change in the new millennium. To qualify for publication, research should, first, be explicitly tied to some form of communication; second, be theoretically driven with results that inform theory; third, use the most rigorous empirical methods; and fourth, be directly linked to the most important problems and issues facing humankind. Criteria do not privilege any particular context; indeed, we believe that the key problems facing humankind occur in close relationships, groups, organizations, and cultures. Hence, we hope to publish research conducted across a wide variety of levels and units of analysis.

Communication Research Reports - <http://www.tandfonline.com/toc/rcrr20/current>
Communication Research Reports publishes brief empirical articles (10 pages or less, excluding tables and references) on a variety of topics pertaining to human communication.

Studies in the general areas of interpersonal, intercultural, life-span, nonverbal, small group, organizational, instructional, health, persuasive, mass, political, and computer-mediated communication are appropriate. Although the main portion of the paper should be devoted to a thorough reporting and interpretation of results, a concise but cogent theoretical rationale and literature review must also be included.

Corporate Communications: An International Journal -

<http://www.emeraldinsight.com/journals.htm?issn=1356-3289>

Corporate Communications: An International Journal addresses the issues arising from the increased awareness that an organization's communications are part of the whole organization, and that the relationship an organization has with its external public requires careful management. The responsibility for communications is increasingly being seen as part of every employee's role and not simply the function of the marketing/PR departments. This journal will illustrate why communications are important and how best to implement a strategic communications plan.

Journal of Communication (Impact Factor 2.026) - <http://www.wiley.com/WileyCDA/WileyTitle/productCd-JCOM.html>

The Journal of Communication is the flagship journal of the International Communication Association and an essential publication for all communications specialists and policy makers. The Journal of Communication concentrates on communication research, practice, policy, and theory, bringing to its readers the latest, broadest, and most important findings in the field of communication studies. *Journal* ▶

of Communication also features an extensive book review section, and the symposia of selected studies on current issues. *JoC* publishes the best available scholarship on all aspects of communication. Since the journal seeks to be a general forum for communication scholarship, it is especially interested in research whose significance crosses disciplinary and sub-field boundaries.

Journal of Health Communication (Impact Factor 1.61) - <http://www.tandfonline.com/toc/uhcm20/current#.UuHb1GTnaX0>

Journal of Health Communication is a scholarly, peer-reviewed quarterly that presents the latest developments in the field of health communication, including research in social marketing, shared decision making, communication (from interpersonal to mass media), psychology, government, and health education in the United States and the world. The journal seeks to advance a synergistic relationship between research and practical information to help readers build a New Health Order. With a focus on promoting the vital life of the individual as well as the good health of the world's communities, the journal presents research, progress in areas of technology and public health, ethics, politics/policy, and the application of health communication principles. Qualitative and quantitative studies, ethical essays, case studies, and book reviews are also included.

International Journal of Strategic Communication – <http://www.tandfonline.com/loi/hstc20>

The International Journal of Strategic Communication (IJSC) aims at fostering understanding of the processes, prospects, and challenges of communication for organizations in a changing global society. Manuscripts submitted to the International Journal of Strategic Communication must be clearly positioned within the broad framework of strategic communication

Manuscript Preparation Tips

1. Find the right journal - Matching your manuscript with the right journal saves you and the journal editors and reviewers time. Look for journals that publish topics and research methods that are in line with your research.

2. Follow the submission/resubmission directions – Journal requirements may vary in terms of citation style, maximum number of pages, where they want tables and figures placed, etc. Improve your chances of having your manuscript read by double-checking the directions and following them!

3. Know the journal's editorial board – Most journal submissions are reviewed by people that populate that publication's editorial board. You should look at these names and make sure your manuscript is appropriate for review by likely reviewers.

4. Become acquainted with the journal's copyright policy – Have you developed a model or graphic interpretation based on your research? The truth is, if you use that image in a journal article you may need to get permission to use it in another article or book chapter even if the graphic is based on your intellectual and/or artistic development. It is possible that you may even have to pay to reuse your graphic somewhere else.

5. Consider special issues and calls for manuscripts – The Public Relations Division does a nice job communicating about the calls for special issues of journals, so make sure you are on the listserv and get these notifications, or just browse the journals periodically to see if you have content that is a good fit for a special issue. Note that special-issue decisions are usually either accept, accept with minor changes, or reject. Special issues are typically a one-time deal for a specific topic, which means you are unlikely to get a “revise and resubmit” – so make that initial submission as perfect as possible.

6. ALWAYS submit your best work – Do not submit “rough drafts” of any manuscript to any journal; this is a waste of everybody's time, including your own. Make every submission count by making it your best work possible. If you are submitting to a journal something that has been presented at a conference, you should incorporate conference feedback into the manuscript before submitting it. If you are submitting a manuscript that has been rejected by a journal, fix the problems identified in the first submission effort before sending the manuscript to a second journal.

and contribute to its body of knowledge, informing scholarship and practice from various sub-disciplines. Papers based in single disciplines, i.e. traditional public relations or marketing communications theory, are not suitable. Moreover, research

questions and topics addressed should be valuable for a global readership. While international, comparative and cross-cultural topics are especially welcome, research with a regional or ▶

national focus is suitable if insights or results can be transferred to strategic communication in other parts of the world. Contributors should reflect the scope of the journal and reflect the audience of *IJSC* when writing manuscripts for this journal.

Journal of Applied Communication Research – (Impact Factor: .741) <http://www.tandfonline.com/toc/rjac20/current#.UuHdgmTnaX0>
The Journal of Applied Communication Research publishes original scholarship that addresses or challenges the relation between theory and practice in understanding communication in applied contexts. *JACR* aims primarily to contribute to how people practice communication across multiple contexts. All theoretical and methodological approaches are welcome, as are all contextual areas. Of utmost importance is that an applied communication problem or issue is the motivation for the research. Submissions should be based securely in existing understandings of communication processes, informed by relevant theory, and should substantively advance our understanding of communication in practical settings. Of particular interest are studies that focus on contemporary social issues. Authors are encouraged to clearly and explicitly identify and describe the communication problem or issue early in the manuscript.

Journal of Business and Management - <http://www.chapman.edu/business/academics-and-research/journals-and-essays/>
The primary editorial objective of the *Journal of Business and Management* is to provide a forum for the dissemination of theory and research in all areas of business, management, and organizational decisions that would be of interest to academics and practitioners.

Journal of Communication Management – (Impact Factor: .67) <http://www.emeraldinsight.com/products/journals/journals.htm?id=jcom>
Journal of Communication Management strives to be the definitive international quarterly publication for communications and public relations professionals in private and public sector organizations as well as academics in universities and business schools. It is a formal partner of the European Public Relations Education and Research Association (EUPRERA), and the preferred publishing partner of the Chartered Institute of Public Relations (CIPR).

Journal of Promotion Management - <http://www.tandfonline.com/toc/wjpm20/current>
The Journal of Promotion Management will keep you up-to-date on applied research and planning in various areas of business such as promotion, communication, marketing, operations and management among others. It is designed for academicians and practitioners who are interested in conducting research in or acquiring knowledge about the theory, methodology, strategy, applications of new philosophy and/or policy that can benefit the business and academic community. The journal aims to create a forum for scholars and practitioners to exchange ideas in a multi-disciplinary environment.

Journal of Public Relations Research (Impact Factor: 0.875) <http://www.tandfonline.com/toc/hpr20/current>
JPPR publishes scholarship that creates, tests, or expands public relations theory. Manuscripts may examine why organizations practice public relations as they do and how public relations can be conducted more effectively; analysis of the publics of public relations; scholarly criticism of public relations practice; and development of the history, ethics, or philosophy of public

relations. Because of the wide range of influences on and effects of public relations, interdisciplinary research is particularly encouraged. Two kinds of articles can be submitted: reviews of major programs of research (20-60 double-spaced manuscript pages) and reports of original research (approximately 20 double-spaced manuscript pages). All methodologies are appropriate, including critical, historical, legal, philosophical, and social scientific.

Journalism & Mass Communication Educator - <http://www.aejmc.org/home/publications/jmc-educator/>
Journalism & Mass Communication Educator addresses itself to the professional needs of the journalism and mass communication educator and administrator on both secondary and collegiate levels. Articles on teaching techniques, new courses and technology help promote excellence in the classroom. Statistical information on student enrollments and career interests, trends in curriculum design, surveys and opinion polls are featured. Refereed. *Journalism & Mass Communication Educator* is published four times a year.

Journalism & Mass Communication Quarterly – (Impact Factor .566) - <http://www.aejmc.org/home/publications/jmc-quarterly/>
Journalism & Mass Communication Quarterly focuses on research in journalism and mass communication. Each issue features reports of original investigation, presenting the latest developments in theory and methodology of communication, international communication, journalism history, and social and legal problems. *Journalism & Mass Communication Quarterly* also contains book reviews. Refereed. Published four times a year.

Nonprofit & Voluntary Sector Quarterly (Impact Factor .648) <http://www.sagepub.com/journals/> ▶

Journal200775
Nonprofit and Voluntary Sector Quarterly, the journal of the Association for Research on Nonprofit Organizations and Voluntary Action, is an international, interdisciplinary journal that seeks to enhance the quality of life and general welfare of humanity through effective and appropriate voluntary action by reporting on research and programs related to voluntarism, citizen participation, philanthropy, and nonprofit organizations in societies around the world.

PRism Online PR Journal - <http://www.prismjournal.org/homepage.html>
Each *PRism* issue contains full-length refereed scholarly articles, shorter non-refereed commentary pieces, and a range of book reviews, opinion pieces, and/or conference reports. We welcome both practical and critical perspectives on public relations and public communication. We use ‘public relations’ in its broadest sense, to encompass all communication within and between organizations or individuals and their social, environmental, and political context, including but not limited to community relations, industry relations, lobbying, media communication, corporate social responsibility, marketing communication, internal communication, reputation management, financial relations, fundraising, issues management, public affairs, relationship management, crisis communication, social marketing, and more. In our special issues we have also published articles on broader aspects of communication such as journalism and visual communication, and on the intersections of communication with other disciplinary fields such as education.

Public Relations Inquiry - <http://pri.sagepub.com/>
Public Relations Inquiry is an

international, peer-reviewed forum for conceptual, reflexive and critical discussion on public relations. The journal aims to stimulate new research agendas in the field of public relations through inter-disciplinary engagement and to encompass a broad range of theoretical, empirical and methodological issues in public and organizational communications in diverse cultural contexts.

Public Relations Journal - <http://www.prsa.org/Intelligence/PRJournal/>
To be considered for publication, articles submitted to the *Public Relations Journal* must make significant contributions to the profession’s development, offer insight to further the scholarship of public relations, and share practical information to enhance practitioners’ job performance. Submissions will also be judged on writing quality and clarity.

Public Relations Review (Impact factor: 1.02) <http://www.journals.elsevier.com/public-relations-review/>
The *Public Relations Review* is the only journal published five times a year devoted to articles that examine public relations in depth. Articles based on empirical research undertaken by professionals and academics in the field are welcomed. Also encouraged are notes on research in brief, book reviews, and precis of new books in the fields of public relations, mass communications, organizational communications, public opinion formation, social science research and evaluation, marketing, management, and public policy formation.

Science Communication (Impact Factor 2.41) - <http://scx.sagepub.com/>
Science Communication, published quarterly, is an international, interdisciplinary social science journal that examines the nature of expertise, the diffusion of knowledge, and the communication of science and technology among professionals and

to the public. *SC* addresses theoretical and pragmatic questions central to some of today’s most vigorous political and social debates. This discourse crosses national, cultural, and economic boundaries on issues such as health care policy, educational reform, international development, and environmental risk.

Teaching PR Monographs -- <http://www.aejmc.us/PR/teach.htm>
Teaching Public Relations is a periodic monograph series designed to facilitate the exchange of ideas about effective classroom instruction.

If you have a suggestion for a journal to be included in the list, email ntindall@gsu.edu. ■

Listserv Instructions

Members can receive and send important messages to other PRD members by subscribing to the AEJMC PRD Listserv.

To subscribe, send an email message to Dr. Alan Freitag (arfreita@uncc.edu) saying “subscribe AEJMC PR Division listserv.” To unsubscribe, please email Alan with “unsubscribe AEJMC PR Division listserv.”

Thank you to Alan for all his work keeping the listserv list up-to-date and protected from spammers.

Teaching Tips: Bridging Public Relations with Entrepreneurship and Technology Commercialization

By Jennifer Vardeman-Winter

This semester, my public relations colleague at the Jack J. Valenti School of Communication (JJVSoC), Dr. Lan Ni, and I are co-teaching a practicum in which our public relations and integrated communication students are working with entrepreneur students from the C. T. Bauer College of Business at the University of Houston (UH). This class is an experiment in interdisciplinarity, technology transfer, socially-mediated communication, and mostly, pursuing some really BIG IDEAS! I'm sharing our ideas in hopes it will ignite some ideas for bringing a different type of practical experience to your students while exposing them to the importance of public relations being on the ground-floor of business development.

Within UH's Bauer College resides the Wolff Center for Entrepreneurship (WCE), named #2 on The Princeton Review's 2013 list of leading undergraduate entrepreneurship programs in the U.S. for *Entrepreneur* magazine. Each year, WCE forms eight teams of four to five students who build businesses around eight technological innovations that the University is working to commercialize. Because commercialization of intellectual property is a huge push in very high research-focused universities, multiple

parties throughout the university are invested in the success of this entrepreneurship-communication initiative.

Finding a win-win-win for the three parties involved was key to getting administrative buy-in:

- **UH's Technology Transfer initiative:** Faculty have developed academic research inventions that can greatly benefit the public but without a business to develop, market, and sell the product, publics (i.e., investors, media, partners, consumers, communities) can't access the innovation.

- **WCE:** Currently, the companies are comprised of WCE students who serve in chief officer positions, like CEO, COO, and CFO. None of them have communication in their "dominant coalitions." Furthermore, they do not have communication classes or mentors guiding students to learn public relations strategy and skills. Thus, the entrepreneur students need help in telling their company stories to the media and other partners outside of potential investors.

- **JJVSoC:** Our students learn how integral communication is to establishing a successful business and the importance of PR being in the "dominant coalition." In addition to unparalleled experience, they gain a stake in the company in the form of a potential job and stock options.

The point we are driving home to students is that they are providing communication counsel to these companies, and that their expertise about media and relationships is unique and important for these companies. To guide them through the process of developing evidence-based communication that contributes to strategic management, the following curriculum frames the class:

1. Content analysis via cyberscanning of competitors' communication (to identify a value proposition in messaging)
2. Interviews with potential consumers and partners (to explore relationship strategies and messaging; for survey development)
3. Surveys with potential consumers and partners (to find trends in consumer preference for communication strategies and messaging)
4. Development of media kit materials (with existing mission statements and one-pager information from WCE teams)
5. Gather communication resources (including media contact list, media pitching to local and national reporters to introduce companies, establish web page)
6. Strategize for social media presence – most of the companies are not ready to do more than establish a website at this point; so the COMM students

will provide them with a plan for social media communication, including a tutorial on how to use different social media sites strategically and tactically for organizational purposes

To facilitate a class in which the best ideas emerge for these companies, the class is organized partly as a student-run PR firm, part newsroom that we are dubbing an "entrepreneur communication practicum":

1. Students are assigned to an organization, hold a kick-off meeting with the client and professor, and establish deliverables and desired outcomes for the semester's end.
2. Students work with their companies for 5-10 hours a week outside of class.
3. During class, students spend 5 minutes presenting to the larger class: (a) new developments within the company, (b) communication challenges they are facing, and (c) their "new best thing" (in which they present a nugget of success or an "a-ha" moment they had that week).
4. Students solve communication challenges through idea generation from their peers, in cross-organizational collaboration.
5. Every week, students reflect on their experiences from the past week by writing about them on a blog.

The value of this format is that each company gets not just its team's ideas and skills but the entire class's ideas and skills. When I taught a pilot class in this format last semester, I found that the ideas that students were able to generate together were far more

creative because of the synergistic process.

Consider some of these communication technologies and innovative strategies for implementing a practicum like this:

- Utilize business planning collaborative tools like Launchplan (others include Basecamp and Freedcamp) that can help students who work across campus locations collaborate daily;
- Require students to become HootSuite certified to conduct strategic activities like issues monitoring;
- Access case studies and best practices in marketing and media management through databases like Warc; and
- Implement a layered mentoring program: each student has a mentor (either a veteran student or a practitioner), and each team has a separate mentor; Lan and I have also found a faculty mentor in the educational psychology department with expertise in vertical peer mentoring.

I'd love to hear your ideas for how you are connecting with other academic units on campus to bring real-world experience to your students! Please email me at jvardeman@uh.edu. Also, I hope to share updates on our little experiment in Montreal! ■

PR Thesis/ Dissertation Awards

The public relations division of the International Communication Association 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.

Please encourage eligible entrants to contact the awards competition chair for full submission guidelines:

Chair, Grunig & Grunig Thesis/ Dissertation Awards
Bey-Ling Sha, Ph.D., APR
Professor and Interim Director
School of Journalism & Media Studies
San Diego State University
San Diego, CA 92182-4561
U.S.A.
Email: bsha@mail.sdsu.edu ■



Industry Connection with Wayne Barringer

Brand Journalism Is Transforming the Culture of Employee Engagement and the Way We Communicate

Mention “brand” and “journalism” in the same sentence and you may wrinkle some noses. Brand Journalism is a relatively new and sometimes polarizing term; to some it’s the wicked stepchild of traditional, objective journalism. To others it’s the new frontier of communications and—when used responsibly—helps companies engage audiences with more transparency, speed and dialogue than ever.

But how did it get there and where are we headed with it?

Ten years ago, I was sitting in a conference room at public relations agency Porter Novelli, speculating with our account teams about how the Internet was going to change the ways our clients communicate. The most exciting possibility we discussed was that the confluence of technology, journalism and public relations could create an opportunity for companies to become their own media powerhouses.

A decade has passed since then, and now companies across the globe have capitalized. Clearly the world of journalism, PR

and marketing are coalescing like never before. Silicon Valley Watcher Tom Foremski even popularized it in a slogan: EC = MC (“Every Company is a Media Company”). *The Atlantic*, *The Boston Globe*, *The Huffington Post*, and even *Forbes* have since then embraced the notion of sponsored content.

But can the terms “brand” and “journalism” really co-exist?

In 2010, *Forbes* fueled the debate by launching BrandVoice, a platform where brands can contribute journalism-style content then feed them into a mixing bowl of content served up by the Forbes.com site. And in an October 2012 article, *Forbes* explained their intentions:

“...Content marketing initiatives can be discomfoting for traditional journalists. They needn’t be... The critical requirement is transparency, which means proper identification and labeling.”

Recently, *Forbes* announced that BrandVoice will generate about 20% of its total advertising revenue for 2013 and predicts that will rise to 30% in 2014.

Employee Engagement.

Moreover, Brand Journalism is beginning to transform how we communicate within the ▶

corporate structure. And as I observe trends inside corporate communications and in the new digital media world, there are significant mileposts as we move forward:

• **Encourage storytelling.** Sounds obvious, doesn’t it? But the pace of business and technology can degrade the time and effort required to tell compelling stories. More in-house communications departments are moving from a culture dominated by single-discipline technical experts toward a culture where the ability to connect with an audience—and tell compelling stories—is a critical skill. As a result, company PR departments are hiring more journalists to help them communicate – and engaging their employee bases in more compelling ways.

• **Practice empathy.** Eight years ago, Stanford University opened what it calls the d. school. According to their website, it’s a place where “... Students and faculty in engineering, medicine, business, law, the humanities, sciences, and education find their way here to take on the world’s messy problems together,” and “human values are at the heart of our collaborative approach.” More communications organizations are beginning to adopt such an approach. Don’t talk “at” your employees – talk “with” them. Age-old communications strategy that Stanford and others

are helping us all improve.

• **Keep blogging and tweeting with Vines, YouTubes, and Instagrams.** Though these sound like things you’d find in a forest, they are useful tools in aiding the speed in which companies communicate with more transparency and speed. Just a few years ago many of us didn’t know where to start with these technologies; today it’s exciting to dream about where it may – or may not – end. Many companies have created multiple channels in which they communicate their brands – just like external media companies.

As companies become publishers, both big and small, B2C and B2B, manufacturers, retailers, media firms, newspapers, or food giants, we should never lose sight of the following: at its finest, brand journalism is a responsible platform to bring relevant stories to a specific audience. And we can all lead the charge to ensure the further confluence of communications, journalism and digital media stay transparent and responsible – and impactful – for internal and external audiences. ■

Connect with PRD on Twitter:

http://twitter.com/aejmc_prd

AEJMC Presidential Initiatives

By AEJMC President
Paula Poindexter

I’m writing to tell you about two exciting presidential initiatives:

- 1) “National News Engagement Day” on Tues., Oct. 7, 2014
- 2) “News Audience Research Paper Award,” which has an April 1, 2014 deadline and a top cash prize of \$500.

National News Engagement Day was created to encourage people of any age to read, watch, like, tweet, post, text, email, listen to, or comment on news. As you can see from the January 2014 AEJMC Newsletter, there will be different news engagement activities to involve Council of Division groups, journalism and communication departments, college and university campuses, and cities and communities around the country.

The **News Audience Research Paper Award** was designed to complement National News Engagement Day and encourage innovative research that provides insight into the relationship between news and its audience. The top three award recipients will be announced at the AEJMC business meeting, Fri., Aug. 8. ■

AEJMC PRD Paper Call 2014

Submitters should carefully review the specific details and directions for the Public Relations Division as well as the general requirements contained in the AEJMC Uniform Paper Call.

Submission Categories: A paper may be submitted in one of the three PRD categories: (1) open, (2) student or (3) teaching.

Submission Limitations: No more than **two** papers may be submitted by any one author or co-author across the three PRD categories. If it is found that one person is author and/or co-author of more than two submissions across the three PRD categories, **all** of the submissions will be automatically disqualified.

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 potential publication, including refereed journals, book chapters, online, etc.

Authorship: When submitting co-authored papers, permission to submit the paper should be sought and obtained from all authors on the paper. Paper authorship cannot be added, deleted, or changed subsequent to submission of the paper.

Author Identification: All authors and co-authors, their institutional affiliations and contact information must be included **WHEN REGISTERING** on the online system. If there are three co-authors, for example, information

about all three must be included in the registration. Student papers must be authored or co-authored by students **ONLY** (no faculty co-authors), and all student papers must have the word "STUDENT" on the title page and in the running head.

Author-identifying information **MUST NOT** appear anywhere in the attached paper file. Identifying information includes (1) listing of authors' names and/or affiliations, (2) references to authors' previous work in a way that reveals authorship of the current work, and (3) links to authors' websites, e-mail addresses, or social media accounts. **Inclusion of identifying information will result in automatic disqualification of the paper. It is the responsibility of the paper author(s) to verify that no identifying information is contained in the paper text or in the document file properties.** Please follow the directions for removing your identifying information from the properties. This will need to be done **EACH** time you submit your paper to AllAcademic.

Paper Content: Any recognized research method and citation style may be used. Papers should include appropriate literature reviews, methodology, findings and discussion. Papers should test, refine or expand public relations theory or practice; critically review issues relevant to public relations theory and research; or explore methods of effective public relations practice. Teaching papers should test, refine

or expand principles or practices associated with public relations pedagogy. All submissions should represent research completed by the conference submission deadline, not research proposals or reports on research in progress.

Paper Formatting: A paper cannot exceed 30 (thirty) pages, period. The 30 pages of the submitted paper shall **INCLUDE** the title page, abstract, appendices (including figures and tables), and references/citations; no exceptions. Papers must be typed in a 12-point font, using Times New Roman, Times, or Arial font. Paper text must be formatted with double line spacing with 1-inch margins on all sides of the document; references may be single spaced, with a double space between citation entries. All papers must contain continuous page numbers; if multiple files are merged for the paper, then the author must ensure that the page numbers are continuous and do not repeat or start over from page 1.

Because of past conversion issues with the AllAcademic system that resulted in papers being longer than the established requirement, **all papers must be submitted in PDF format.** For those using the newest version of Microsoft Word, you can save your paper as a PDF file using the "Save As" function. For those not using this version, you may use a free web service, such as www.freepdfconvert.com. **Failure to follow these formatting guidelines will result in an automatic disqualification of the paper.**

Presentation Requirement: At least one author of an accepted ▶

faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented by someone else. Failure to be present or provide a presenter for any paper will result in a one-year ban on the review of papers for all of the authors involved. Authors of accepted papers are required to forward papers to discussants and moderators prior to the conference. Presentations at AEJMC conference may be disseminated via social media; presenters may opt out of social media dissemination by requesting so at the time of presentation.

Questions? Please contact research co-chairs, Suman Lee, Iowa State University, smlee@iastate.edu or Eyun Jung Ki, University of Alabama, ki@apr.ua.edu. ■

WANTED: Reviewers for AEJMC PRD Paper Competition 2014

Dear PRD members,

It's time again to serve as reviewers for the upcoming AEJMC PRD paper competition 2014.

To participate as a reviewer, you must be a faculty member. Graduate students are **NOT** eligible to serve as reviewers.

You will not be assigned to review in categories in which you have submitted papers for competition.

For assigning papers to best match your expertise, please click the following link of reviewer interest survey:

https://iastate.qualtrics.com/SE/?SID=SV_8eqksTZpwLpq6Md

Also, you should sign up at the AllAcademic 2014 website: <http://convention2.allacademic.com/one/aejmc/aejmc14/>

Even though you may have done this service last year, the AllAcademic website is unique each year and you should sign up for this year to serve as reviewers.

Please contact Suman Lee (smlee@iastate.edu or 515-294-0496) and co-chairs for further inquiries. Thank you very much for your dedicated service in advance and see you all in Montreal, Canada.

Best wishes,
Suman Lee, Research Chair
Eyun-Jung Ki, Research Co-Chair (ki@apr.ua.edu)

Emily Kinsky, Teaching Co-Chair (ekinsky@mail.wtamu.edu)
Hongmei Shen, Teaching Co-Chair (hshen@mail.sdsu.edu) ■

Membership Committee Seeks Input

The Membership Committee is hard at work on a 'start up guide' for members new to the division and for potential members. To that end, we could use your help. Please take a minute to consider the following questions and if you think of something a new or potential member would like to know, send the committee chair, Giselle Auger, an email at augerg@duq.edu.

- What would you have liked to know when joining the PRD?
- What information could the PRD provide that would be useful to new members?
- What information could the PRD provide that would be useful to existing members?
- What information about the PRD is most important for those new to or thinking about joining the division?
- What information would make membership in the PRD compelling to potential members?
- Anything else you think would be useful to include in a 'start up guide' to membership in the PRD.

Mentor Program Information

Last year the PRD had the most mentor/mentee matches of any division. Let's try to keep it up! As you write your papers, think about whether you might be interested in providing mentoring and also whether yourself or someone you know could benefit from a mentor relationship. Information about this year's mentor program will be forthcoming in the next newsletter. ■

Graduate Student Member Up Close: Joseph Cabosky

Affiliate Institution: University of North Carolina at Chapel Hill

Degree sought/Anticipated Graduation: Ph.D. in Mass Communication/Spring 2015

Dissertation Topic:

Examining the public relations strategies of LGBT social movement organizations from the theoretical perspective of framing and second-level agenda building. It will examine these frames by analyzing information subsidy materials (mostly media releases) from these organizations. Additionally, the study will analyze the corresponding frames actually utilized by the mainstream press. The goal of the work is to fill in the gap between the PR literature and the social movements literature as the two disciplines arguably have similar theoretical frameworks that have not been fully bridged. Finally, this research will further the understanding of how minority organizations speak to majority audiences through PR campaigns and strategic decisions.

Hometown: From all over -- lived in nine states and on two continents. "Home" would mostly be in locales stretching across the Mason-Dixon line.

Major Adviser: Dr. Rhonda Gibson

Research Interests: 1) Public Relations and Cultural Change; Namely, how minority organizations and populations can use public relations to attempt to change culture-at-large, and



Joseph Cabosky

2) Entertainment publicity and marketing, particularly in the area of how minority and niche populations communicate about entertainment and media products in online and social media environments.

Teaching Interests: Strategic Communication (Public Relations and some Political Communication and Advertising); Entertainment PR and Marketing; Digital Media; Media Law; Skills courses in Media production or Writing

Courses taught: Public Relations and Advertising Research Methods; Mass Communication Law; scheduled to teach Public Relations Case Studies

Most recent conference paper: For Your Consideration: A Historical Critical Analysis of LGBTQ-Themed Film Award Campaign Advertisements: 1990-2005 – Recipient of an "Honorable Mention" (Runner Up) for Top Student Paper at the American Journalism Historians Association Conference.

Most recent publication:

Framing an LGBT Organization and a Movement: A Critical Qualitative Analysis of GLAAD's Media Releases. *Public Relations Inquiry*. (In Press)

Favorite part of being a PRD member:

Meeting great people and reading great research.

Best AEJMC Conference memory:

Touring the Pentagon with fellow PR Division members.

Describe yourself to a future employer:

I have a background in strategic communication, media development and production, and law. I graduated with a BFA from Chapman University and a J.D. summa cum laude from Michigan State University College of Law. Previously, I have worked for clients in public relations and advertising, especially copywriting in digital environments. Additionally, my entertainment and media background includes work in television, globally distributed feature films, music video production, and the sale of a feature film script to Millennium Films. I'm fond of bridging theoretical work across disciplines while also connecting my research to applied settings, particularly in the quickly changing world of public relations and digital marketing. Furthermore, I love the classroom and always attempt to teach students from a hands-on and applied perspective.

Hobbies: Running, going to movies and sporting events, writing fiction, and finally trying to learn Spanish ■

Faculty Member in Focus: Marcia DiStaso

PRD member since: 2003

Affiliate Institution: Pennsylvania State University

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

Research Interests: Social Media, Financial Communications & Investor Relations

Teaching Interests: Public Relations & Social Media

Courses taught: Social Media for Public Relations, Public Relations Writing, Public Relations Campaigns, Principles of Public Relations, Communication Theory, Research Methods

Professional Experience: Social media consultant; public relations experience in corporate, nonprofit, agency, and university relations; and financial services supervisor and stock broker

Most recent conference paper: DiStaso, M. W., & McCorkindale, T. (2013). A benchmark analysis of the strategic use of social media for Fortune's Most Admired U.S. companies on Facebook, Twitter and YouTube. *Public Relations Journal*, 7(1), 1-33. Presented at The Best of Public Relations Journal session at the Public Relations Society of America Conference, Philadelphia, PA.

Most recent publication: DiStaso, M. W. (in press). The

impact of Occupy Wall Street on the business media's perceptions of banks. *Corporate Reputation Review*.

Favorite part of being a PRD member:

Catching up with friends, meeting new colleagues, and talking about research at the conference.

Best AEJMC conference memory:

In 2012, I received the Promising Professor Award. While I was nervous presenting about what has brought me success in the classroom to a room of amazing educators, it was wonderful to have friends and colleagues there to support me.

Favorite part of being a faculty member:

Mentoring students, conducting research on topics that interest me, and working the hours I want (for the most part).

Interests outside of work:

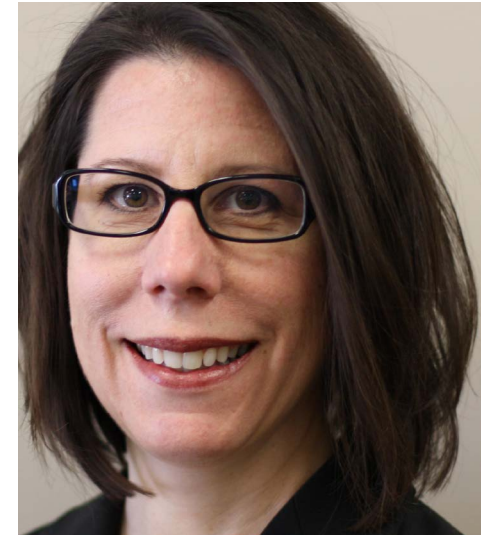
Spending time with my family – my 5-year-old daughter and 3-year-old son keep me busy.

What is one thing your students don't know about you?

I like to keep up to date on celebrity gossip.

Anything else you'd like to share?

Nope, it's fun to end this about celebrity gossip. ■



Marcia DiStaso

Connect with the Division

Website

<http://aejmc.net/PR>

Twitter

http://twitter.com/aejmc_prd

LinkedIn

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

Facebook

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

Storify

http://storify.com/AEJMC_PRD

Pinterest

<http://pinterest.com/AEJMC-CPRD/>

Publishing Corner

By Karen Russell,

Editor of the *Journal of Public Relations Research*

A View from the Editor's Dashboard

Here's an insider's view of the *Journal of Public Relations Research*.

It's a screenshot of the editor's dashboard on the ScholarOne online submission site, captured on Sunday, January 19.

An explanation of the categories:

- **Select reviewers:** new submissions waiting to be sent out for review. I see that my graduate assistant just moved five more manuscripts into this inbox. Sadly, though, some of the others have been sitting around for a while because I learned after my first year as editor not to try to find reviewers after early December. People submit then, but no one wants to review. Have no fear, by the time you read this they'll all have moved down into the categories below.

- **Invite reviewers:** reviewers have been selected but not yet invited. In this case, it's

a revised manuscript, but both Editorial Board members who reviewed it the first time are already reviewing other manuscripts, so this one's waiting.

- **Assign reviewers:** reviewers have been invited, but at least one hasn't responded yet. (In other words, these manuscripts already have reviewers at work, we're just waiting to hear back from someone else).

- **Awaiting reviewer scores:** all invited reviewers have accepted the invitation to review, and they're allotted 45 days to return their recommendations. It looks like there are 16, but those 16 in the above category will soon arrive in this box, too. As soon as I nudge the reviewers with those pesky reminder emails.

- **Overdue reviewer scores:** yes, it's that proverbial third reviewer who's gone beyond 45 days. There are 4 right now (speaking of pesky reminder



Karen Russell

emails...), which is high for *JPRR*, but I'm sure they'll catch up soon.

- **Make decision:** manuscripts with all reviews completed show up here for me to make the editorial decision. Because our acceptance rate is now in the 10-15% range, most authors aren't going to like my decisions.

Note: there are other manuscripts in the *JPRR* system right now, but they're for the special issue on engagement, handled by guest editor Kim Johnston of Queensland University of Technology, and don't appear on this dashboard. ■

AEJMC PRD schedule 2014

Tuesday, August 5

1:00 - 5:00 p.m. -

Preconference: Promoting Our Scholarship and Ourselves: Increasing Public Visibility of Communication Research

11:45 a.m. - 1:15 p.m. -

Applicable to the Real World? Teaching Theories and Methods in Strategic Communication (PRD/ADV)

3:15 - 4:45 p.m. -

Smokescreen, 'Colorful Washing,' or Just Good Business? Ethical Dilemmas of Corporate Social Responsibility (PRD/ME)

Wednesday, August 6

10:00 - 11:30 a.m. - Whistleblowing in Government as Free Expression: Are Government Whistleblowers Traitors, Heroes, or Loyal Employees Trying to Do the Right Thing? (MCS/PRD)

3:15 - 4:45 p.m. -

Research-Based Insights for Teaching Millennial Students in Advertising and Public Relations (GRAD/MCS/PRD)

Thursday, August 6

7:00 - 8:00 a.m. -

Outgoing executive meeting

8:15 - 9:45 a.m. -

Understanding the Reviewing Process: Conversations with AEJMC Journal Editors for Early Career Academics and Doctoral Students (PRD/GRAD)

11:45 a.m. - 1:15 p.m. -

Past heads lunch

5:00 - 6:30 p.m. -

Open Access: The Future of Publishing? (CTM/PRD)

7:00 - 9:00 p.m. - PRD social

Friday, August 7

7:00 - 8:00 a.m. -

Incoming executive meeting

12:15 - 1:30 p.m. -

Bill Adams/Edelman Luncheon

3:30 - 5:00 p.m. -

Combining Theory and Practice with Mobile Tools in Your Classroom (PRD/CTD)

7:00 - 8:00 p.m. -

Member meeting

Saturday, August 9

11:00 a.m. - 12:30 p.m. -

I'll Show You Mine If You Show Me Yours: Internship Advisors Share Internship Program Assessment, Protocol, and Issues (PRD/Intern)

Journal of Public Relations Research | Routledge Taylor & Francis Group | SCHOLARONE Manuscripts | Search | Manuscript ID: []

Main Menu → Editor Dashboard | You are logged in as Karen Russell

Dashboard | You can access manuscripts in each peer review status by clicking on the status queue title. The number next to each status queue title indicates the number of manuscripts in that status. You may search for specific manuscripts with the Quick Manuscript Search form or conduct an "Advanced Search" by clicking the link below (the advanced search form will display at the bottom of the screen). For tips on conducting searches, click the following link: [Read More...](#)

Editor Lists | You may click on the manuscript list title to view a full listing of manuscripts in each status, or click on the number next to the list to jump directly to the first manuscript in the list.

- 14 [Select Reviewers](#)
- 1 [Invite Reviewers](#)
- 16 [Assign Reviewers](#)
- 16 [Awaiting Reviewer Scores](#)
- 4 [Overdue Reviewer Scores](#)
- 0 [Make Decision](#)

Reports

- Manuscript Status and Summary Reports
- Peer Review Details Reports
- User Performance Reports

Quick Search - Show Advanced Search | You may conduct a wildcard search by adding an asterisk (*) to the end of the search string. For example, to view a list of all of the manuscripts whose titles begin with the words "neuroscience" or "neurology" simply type "neuro*" in the Title field and click "Search."

Saved Search: [Select...] [Edit]

Manuscript ID: []

Title: []

Author's First (Given) or Last (Family) name: []

* Keywords: []

[Search]



Inez Kaiser Graduate Student of Color Award Announcement

By Jensen Moore-Copple, Tricia Farwell, Matt Ragas & Sung-Un Yang

It is with great pleasure that the Inez Kaiser Graduate Student of Color Award Committee announces changes to the award for 2014. Supported by a grant from the PRSA Foundation, the Public Relations Division is now able to provide **three** Kaiser Awards that **cover the expenses of graduate students** traveling to the AEJMC National Conference.

Dr. Inez Kaiser is a former educator who founded the firm, Inez Y. Kaiser & Associates in Kansas City, MO. In the 1960s, Kaiser was the first African-American woman to belong to PRSA and to head a public relations agency with national clients. Later, she served on the advisory panels of both Presidents Nixon and Ford for minority women in business. In 1972, Kaiser founded the National Association of Minority Women in Business. In 1997, she received the National Minority Advocate Award at the 15th Annual National Minority Enterprise Development Week Conference in Washington, D.C. Kaiser was inducted into the Hall of Fame for Women in Public Relations. Marilyn Kern-Foxworth created the Inez Kaiser award in her honor.

Diversity and inclusion are important issues in the public relations field and reflecting our

global society is arguably one of the most pressing concerns in public relations education. The goals of the Kaiser Award are to: 1) increase the number of minority graduate students interested in teaching and research in the PRD and at the AEJMC National Conference, 2) develop a training program for minority graduate students that addresses issues these students face when applying for public relations teaching positions and in the public relations classroom, 3) develop a training program for minority graduate students that provides networking and mentoring opportunities.

The Kaiser Award will achieve these goals by supporting minority graduate students' research and teaching endeavors, increasing the diversity in public relations education thereby improving public relations curricula; strengthening relationships at minority institutions; connecting graduate students with seasoned public relations educators and professionals; helping institutions recruit and hire a more diverse faculty.

It is important for minority students to receive the training, mentorship and experiences that will enhance diversity in the classroom and profession. The PRD believes that having minority public relations graduate students recruited, retained and mentored by professors whom

they can identify with will increase understanding of racial, ethnic and gender issues as well as encourage and advance a future generation of minority public relations educators and leaders.

Recipients of the Kaiser Award will receive free 1-year memberships to AEJMC and the Public Relations Division as well as travel and lodging for the AEJMC National Conference. Recipients will also get to take part in a daylong workshop held at the annual AEJMC National Conference. The workshop will cover a variety of teaching issues, including: creating a teaching philosophy, preparing syllabi, using teaching evaluations to improve instruction, using technology in the classroom, handling classroom issues, reviewing best practices in teaching diversity, learning how to market yourself in an academic job search, and exploring how PRD and PRSA can help you become a better public relations educator. Finally, each recipient will be matched with a PRD mentor. The mentoring relationships consist of monthly contact via telephone, email or computer chats. The Kaiser recipients will be introduced to their mentors and PRD members during social and programming sessions at their workshops.

Information about the awards and nomination forms can be found online at: <http://www.aejmc.us/PR/kaiser.htm> ■