

## A Note from Natalie

*So long, farewell, auf wiedersehen, good night. I hate to go and leave this pretty sight.*



Natalie Tindall,  
PRD Head

I enjoy most versions of *The Sound of Music* (including the much-maligned Carrie Underwood version), and this is a favorite song. My year as the elected

head of the division is coming to a close. As happy and as excited as I am to move onto more positions (and more work) in AEJMC, I am sad to leave the leadership of this great and welcoming division. I have been a part of the Public Relations Division since my first year as a Ph.D. student, and over the years, I moved from one position to another, finally ending up in the head position. I learned

a lot from great professors who I consider friends and mentors, and I gained service experience in my early academic career that most academics only receive post-tenure. It has been a great journey, and I thank everyone who has offered support, given advice, and attended the early morning meetings for the division.

Kudos to the excellent teams working for the division this year. If you see anyone who has served in some capacity this year, please tell them thank you for their service. Without their work, we would not be able to have programming, a paper competition, a social media presence, the newsletter you are reading, and scholarship awardees. The list could go on. This has been a great year, and it was wonderful to work with such great people. The division will be led by the ever-capable and cool, calm, and collected duo of Denise Bortree and

Tiffany Gallicano.

This newsletter issue is dedicated to the division happenings at the AEJMC conference. The PF&R team worked hard to provide a multitude of panels and a pre-conference workshop, so please take advantage of those. The research chairs, led by Suman Lee, worked diligently to program papers for the conference. Thank you to all of those who submitted and to all who reviewed; we would not be able to have a conference without you. As always, the PR Division will host a social and the Adams/Edelman Luncheon. Details for RSVPs and locations are included in the brief updates.

Once more, let me say thank you to the members of the division. I hope that if you are coming to Montreal you will have a great experience. ■

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# PRD 101: Opportunities to Serve at All Levels

As we begin to gear up for Montreal (in case you hadn't heard, you'll need a passport), this issue's PRD 101 is focused on the future of the division, specifically your future in the PRD.

We all know that the PRD has a head, a vice-head, and a vice-head elect as elected positions. The rest of our positions are appointed, but did you know that our [leadership list](#) has grown to more than fifty people? That includes more than a dozen committees, who are always looking for volunteers. Many of our committees have established leaders who've been volunteering for several years, and many of those will continue their leadership of those committees for the coming year. Each committee also has between two and seven volunteering their time to help those chairs, and provide our membership with valuable programming and information both at the conference and throughout the year. All of our committee chairs and volunteers do an excellent job, but there's one thing missing, and if you're reading this, the answer is you.

Volunteering for service to the PRD has some very tangible benefits. First of all, if you're a junior faculty member who's gone through an annual review and your mentor or committee has recommended that you increase your service component on a national level, then what better opportunity to do so than by joining a PRD committee? It

doesn't mean you have to chair the committee, simply help out where you can. The division gains from your service and you get a great line for your next review!

Have you ever considered your long-term goals as a faculty member? Maybe you would like to someday serve as the head of your program, the chair of your department, or maybe you're even dreaming a little bigger. One way to showcase your leadership skills is to serve as an elected officer of PRD. But that doesn't just happen – you've got to put some time in first. Our elected officers generally serve multiple positions on several committees before landing a spot on the executive committee (some even started as graduate students). Just like earning tenure, gaining a spot in leadership often takes years, so why not start that journey by volunteering to serve on one of our committees?

You're probably concerned that volunteering for a committee

will take time away from research or teaching – especially if you're in your third or fourth year, and are gearing up for that push toward tenure. It's a valid concern, and of course your research and teaching come first. But many of us will need letters from external evaluators, and service to the division is a great way to put your name out there in front of potential evaluators – because when you volunteer, your name goes on the PRD leadership list that gets sent out to everyone, and is posted on [our website](#).

If you've been considering volunteering, why not come to the incoming officer meeting at **7 a.m. on Friday, August 8** to find out what opportunities are there for you. You could also get in touch with someone on the committee you're interested in before the conference. In the case of PRD committees, many hands do make light work, and we haven't turned away a volunteer yet! ■

# Apply Now for the Inez Kaiser Graduate Student of Color Award

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.

**The deadline for nominations is June 15, 2014.** Information about the awards and nomination forms can be found online at: <http://www.aejmc.us/PR/kaiser.htm> ■

## Connect with the Division

### Website

<http://aejmc.net/PR>

### Twitter

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

### Pinterest

<http://pinterest.com/AEJMCPRD/>



**Matt McKinney**  
Media Content Strategy Manager  
Power Management  
Texas Instruments

### About Matt

*Matt McKinney manages media content strategy and executive communications for the Power Management business at Texas Instruments. Matt leads an integrated communications team focused on telling TI's story through influencer engagement and strategic content marketing. He has held various communications positions with TI since 1999, and has more than 20 years experience in high-tech and consumer PR and advertising.*

*A native Texan, Matt holds a Bachelor of Arts degree in Journalism and Mass Communications from Abilene Christian University in Abilene, Texas, and a Master of Arts degree in Mass Communications from Texas Tech University.*

## Industry Connection with Matt McKinney

*Amplified Content: The Latest Trend in Corporate Communications*

Communicating a clear, consistent message in a world full of noise and distractions can be tough for a communicator, especially as we add more and more “things” to connect us to information that we think will help improve our lives and make us smarter.

Technology innovation is accelerating at a rapid pace. It's also accelerating the marketplace of ideas, and gives almost everyone the ability to communicate real-time from almost anywhere on the planet. In a few years, the rise of the Internet of Things will give consumers even more access to information and content to help us make business decisions. For example, cars will connect to our mobile phone (or future version of a phone) like never before. Mobile professionals will conduct meetings from a wearable device and then upload relevant content, such as a slide presentation, video or graphic onto the screen of the vehicle and directly upload to a tablet or laptop. Technology also gives us the ability to more easily reach customers and the mass media with our messages – or so we think. Except that everyone else is bombarding them with thousands of other messages. Information overload.

**Effective content marketing**  
The best way to consistently reinforce your message as a “thought leader” is to develop and promote high-impact content that helps increase credibility, educates readers on a specific

topic, and supports your overall communications objectives. Developing compelling content takes a lot of work and imagination, but white papers, infographics, contributed articles, videos and blog posts are some of the best ways to help reinforce a consistent message. And there are a number of companies that leverage the expertise of communicators with writing and creative skills to make the content enticing and actionable.

Content marketing is changing the way some companies structure their communications departments. A few consumer-facing companies use a “hub and spoke” model where Internet marketing, media relations and other communicators sit together and make decisions. Texas Instruments actually changed the role and titles of its media relations managers to focus on delivering effective media content. TI's media content strategy managers, all with public relations backgrounds, use editorial calendars and social media to post blogs, videos and other pieces of content. Influencers in the media, including editors and bloggers, continually welcome new content from TI to help tell their stories to readers

**Advances in tracking**  
Communicators use advanced online tools to track stories and topics an influencer has written about. Innovation in tracking software tools continues to improve a company's capabilities to track stories as they happen, or soon after they are posted. More advanced software tools help ►

communicators track tweets or other posts, and this often results in ideal engagement opportunities to engage with an influencer on a particular topic.

If readers take an action to download a piece of content after reading a blog post, communicators can analyze data and optimize the message and positioning to further amplify the content or communications channel that best resonates with the audience.

**The future of communications**  
No one really knows what the corporate communications role will look like in the next 5-10 years. And technology has advanced so fast that the best industry experts in the world continue to argue about what innovations will succeed and what technologies will go away. End consumers will ultimately decide the best forms of media to use to communicate with each other. Consumers will always want access to information to become informed, entertained and make decisions. New content marketing techniques will allow us to deliver the right message to the right audience in ways we can't even imagine. ■

## Overflow Hotels

**Fairmont The Queen Elizabeth**  
900, boulevard René-Lévesque Ouest  
Montréal, Québec Canada H3B 4A5  
Phone: (514) 861-3511

(Located 1 block from the Sheraton)

RESERVE ROOMS by Telephone:  
1-800-441-1414 or hotel direct at  
514-861-3511 Code: AEJMC2014

Complimentary High Speed Internet access in the guestrooms. Check-in time is 4 p.m. Check-out time is 12 noon.

Rates:  
Fairmont Standard Rooms  
Single/Double \$189 (CAD)  
Triple or Quad add \$40 (CAD)  
for each additional guest

Local taxes include:  
Accommodation Hotel Room Tax  
3.5%, GST 5%, PST 9.975%.

**Hotel Omni Mont-Royal**  
1050 Sherbrooke Street West  
Montreal, Quebec H3A 2R6  
Phone: (514) 284-1110

(Located 5 blocks from the Sheraton)

Complimentary Internet Access in the guestrooms and free enrollment to the Omni Select Guest Loyalty Program.

Check-in time is 3 p.m. Check-out time is 12 noon.

To book a room, visit this special portal at the Hotel Omni Mont-Royal website [here](#).

Rates:  
Deluxe Rooms  
Single/Double \$199

Local taxes include:  
Accommodation Hotel Room Tax  
3.5%, GST 5%, PST 9.975%. ■

## AEJMC 2014 Conference Information

August 6-9  
Le Centre Sheraton  
Montréal

For more information about the conference, see <http://aejmc.org/events/montreal2014/>

Things to Do in Montreal:  
[http://www.tripadvisor.com/Attractions-g155032-Activities-Montreal\\_Quebec.html](http://www.tripadvisor.com/Attractions-g155032-Activities-Montreal_Quebec.html)

# AEJMC PRD Schedule Overview

## Tuesday, August 5

**1:00 - 5:00 p.m.**  
Preconference: Promoting Our Scholarship and Ourselves: Increasing Public Visibility of Communication Research

## 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)

**11:45 a.m. - 1:15 p.m.**  
Applicable to the Real World? Teaching Theories and Methods in Strategic Communication (PRD/ADV)

**1:30 - 3 p.m.**  
High Density Session

**3:15 - 4:45 p.m.**  
Smokescreen, 'Colorful Washing', or Just Good Business? Ethical Dilemmas of Corporate Social Responsibility (PRD/ME)

**3:15 - 4:45 p.m.**  
Research-Based Insights for Teaching Millennial Students in Advertising and Public Relations (GRAD/MCS/PRD)

## Thursday, August 7

**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

**3:15 - 4:45**  
Top Student Paper Panel

**5:00 - 6:30 p.m.**  
Open Access: The Future of Publishing? (CTM/PRD)

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

## Friday, August 8

**7:00 - 8:00 a.m.**  
Incoming executive meeting

**8:15 - 9:45**  
Scholar-to-Scholar Refereed Paper Research Session

**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)

**5:15 - 6:45**  
Top Faculty Paper Panel

**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)



# Detailed Schedule of PRD Presentations

## Tuesday, August 5

**1 to 5 p.m.**  
*Public Relations and History Divisions*

**Workshop Session:** Promoting Our Scholarship and Ourselves: Increasing Public Visibility of Research through Communication and Grant Writing

**Moderating/Presiding:**  
*Don W. Stacks, Miami*

**Part I:** Promoting Our Scholarship And Ourselves

**Panelists:**  
Being a Media Expert  
*Lisa M. Burns, Quinnipiac*

Working as a Consultant  
*Marcia DiStaso, Pennsylvania State*

Benefits of Social Media and Speaking Engagements  
*Kimberly Wilmot Voss, Central Florida*

Doing Government Funded Research  
*Elizabeth Johnson Avery, Tennessee*

**Part II:** Grant Writing Workshop

**Panelists:**  
*Marie Hardin, Pennsylvania State*  
*Rochelle Ford, Syracuse*  
*Michelle Ferrier, Ohio*  
*Berkley Hudson, Missouri*  
*Elliot King, Loyola-Maryland*  
*Ron Zboray, Pittsburgh*

## Wednesday, August 6

**10 to 11:30 a.m.**  
*Mass Communication and Society*

*and Public Relations Divisions*

**PF&R Panel Session:**  
Whistleblowing in Government as Free Expression: Are Government Whistleblowers Traitors, Heroes, or Loyal Employees Trying to Do the Right Thing?

**Moderating/Presiding:**  
*Tom Bivins, Oregon*

**Panelists:**  
The First Amendment and Whistleblowers  
*Sandra F. Chance, Florida*

"I Was Just Doing My Job!" In-depth Interviews with Government Whistleblowers  
*Cary A. Greenwood, Middle Tennessee State*

Government Employee Leaks as a "Negative Megaphoning" of Employee Communicative Actions  
*Jeong-Nam Kim, Purdue*

Whistleblowing, Leadership Development and Trust: A Culture for Communication for Government Employees  
*Juan Meng, Georgia*

Motives and Risks: Case Studies of Leak Prosecutions During the Obama Presidency  
*Jason M. Shepard, California State, Fullerton*

**11:45 a.m. to 1:15 p.m.**  
*Advertising and Public Relations Divisions*

**Teaching Panel Session:** Applicable to the Real World? Teaching Theories and Research

Methods in Strategic Communication

**Moderating/Presiding:** *Jae-Hwa Shin, Southern Mississippi*

**Panelists:**  
*Sela Sar, Illinois at Urbana-Champaign*  
*George Anghelcev, Penn State*  
*Patricia Curtin, Oregon*  
*Terry Rentner, Bowling Green State*  
*Patricia Swann, Utica*  
*Juan Meng, Georgia*

**1:30 to 3 p.m.**  
*Public Relations Division*

**High Density Refereed Paper Research Session**

**Moderating/Presiding:**  
*Hua Jiang, Syracuse*

**Topic I — Advocacy and Public Engagement**  
Activist Message Discrepancy and Value-Involvement  
*Seoyeon Hong, Webster*  
and *Rosie Jahng, Hope*

Time-lag Analysis of Agenda Building Between White House Public Relations and Congressional Policymaking Activity  
*Tiffany Schweickart, Jordan Neil, Ji Young Kim*  
and *Spiro Kiouis, Florida*

Public Relations and Digital Social Advocacy in the Justice for Trayvon Campaign  
*Linda Hon, Florida*

Infusing Social Media with Humanity: The Impact of ▶

Wednesday, August 6  
(cont'd)

Corporate Character on Public Engagement and Relational Outcomes on Social Networking Sites  
*Rita Linjuan Men*, Southern Methodist and *Wanhsiu Sunny Tsai*, Miami

**Discussant:** *Pat Curtin*, Oregon

**Topic II — Crisis and Social Media**

How Do We Perceive Crisis Responsibility Differently? An Analysis of Different Publics' Perceptions of Crisis Responsibility through News Framing in Crisis Communication  
*Young Kim*, *Andrea Miller* and *Myounggi Chon*, Louisiana State

Survivor-to-Survivor Communication Model: How Organizations Can Use Post-Disaster Interviewing to Facilitate Grassroots Crisis Communication  
*Jennifer Vardeman-Winter*, *Robyn Lyn* and *Rakhee Sharma*, Houston

Refining the Social-Mediated Crisis Communication Model: Expanding Understanding of Cognitive and Affective Disaster Responses  
*Julia Daisy Fraustino* and *Brooke Fisher Liu*, Maryland; and *Yan Jin*, Georgia

**Discussant:** *Eyun-Jung Ki*, Alabama

**Topic III — Effect of CSR**

Testing the Buffering and Boomerang Effects of CSR Practices on Corporate Reputation During a Crisis: An Experimental Study in the Context of an Obesity

## WANTED: Mentors for Montreal

The Membership Committee has been working on developing a year-long mentoring program. We began distributing application forms to the PRD in May; there are separate forms for those willing to serve as a mentor as well as for those seeking a mentor. We will be using these forms to pair people to the best of our abilities. Some mentoring dimensions by which people would be paired include: scholarship, teaching, job search, tenure/promotion, career paths, and transitioning from graduate school to a faculty position. Mentor pairs can decide if they

would like to connect on a monthly or more frequent basis. We hope to have at least 20 successful mentor pairings this year. Mentoring pairs will be asked to confirm their attendance at the Montreal conference. The committee believes it is very important for the mentoring pairs to meet in person during that time. Many thanks to Tracy Everbach at the University of North Texas for her help and suggestions for this new program.

Best,  
Brigitta R. Brunner  
[brunnbr@auburn.edu](mailto:brunnbr@auburn.edu) ■

Campaign by a Soft Drink Company  
*Hark-Shin Kim* and *Sun-Young Lee*, Texas Tech

The Relationship Between Personal Technology Use and the Donor/Volunteer: A Parasocial Approach  
*Geah Pressgrove*, West Virginia and *Carol Pardun*, South Carolina

Perceived Sincerity in CSR Activities: The Contribution of CSR Fit, Modality Interactivity, and Message Interactivity  
*Eun Go* and *Denise Bortree*, Pennsylvania State

**Discussant:** *Kenon Brown*, Alabama

**3:15 to 4:45 p.m.**  
*Mass Communication and Society Division, Graduate Student Interest Group and Public Relations Division*

**Teaching Panel Session:** Research-based Insights for Teaching Millennial Students

in Advertising and Public Relations

**Moderating/Presiding:**  
*Parul Jain*, Ohio

**Panelists:**  
Understanding the Millennial Generation  
*Lisa T. Fall*, Tennessee and *Charles A. Lubbers*, South Dakota

Emerging Media: Leadership Opportunities (and Risks) for Millennials  
*David Remund*, Drake

Millennials' Perceptions of Baby Boomer Colleagues/Bosses: Geezers, Mentors, or Both?  
*Terri Ann Bailey*, Florida Gulf Coast University

Guiding Millennials to "Do Good" with Social Marketing  
*Rebecca Ortiz*, Texas Tech

The #SocialClassroom: How Social Media Can Enhance the Learning ▶

Experience  
*Amanda J. Weed*, Ohio

**Discussant:**  
*Cheryl Ann Lambert*, Boston

3:15 to 4:45 p.m.  
*Media Ethics Division and Public Relations Division*

**PF&R Panel Session:** Smokescreen, "Colorful Washing", or Just Good Business? Ethical Dilemmas of Corporate Social Responsibility

**Moderating/Presiding:**  
*Jenn Mackay*, Virginia Tech

**Panelists:**  
Communicating the Social Impact of CSR Programs: Analyzing Corporate Discourses in Social Impact  
*Kati Berg*, Marquette

Amoral Public Relations: A New Standard of Ethical Practice  
*Nicholas Browning*, Georgia

Organizational Engagement in Social-Political Issues as Corporate Social Responsibility: Conceptualization and Impact on Corporate Financial Performance  
*Melissa D. Dodd*, Central Florida and *Dustin W. Supa*, Boston

Communicating Sustainability: The Impact of Corporate Environmental Activities on Key Publics  
*Denise Sevick Bortree*, Pennsylvania State

**Thursday, August 7**  
**7 to 8 a.m.**  
*Public Relations Division*

**Business Session:** Outgoing Executive Committee Meeting

**Moderating/Presiding:** *Natalie Tindall*, Georgia State

**8:15 to 9:45 a.m.**  
*Public Relations Division, Graduate Student Interest Group and Mass Communication and Society Division*

**Teaching Panel Session:** Understanding the Reviewing Process: Conversations with AEJMC Journal Editors for Early Career Academics and Doctoral Students

**Moderating/Presiding:**  
*Richard D. Waters*, San Francisco

**Panelists:**  
*Karen Russell*, editor, *Journal of Public Relations Research*, Georgia  
*Stephen Perry*, immediate past editor, *Mass Communications and Society*, Illinois State  
*Daniel Riffe*, editor, *Journalism and Mass Communication Quarterly*, North Carolina at Chapel Hill  
*Shawn Harmsen*, managing editor, *Journal of Communication Inquiry*, Iowa  
*Michael Sweeney*, editor, *Journalism History*, Ohio

**11:45 a.m. to 1:15 p.m.**  
*Public Relations Division*  
**Off-site Luncheon:** Past Heads Luncheon  
**Moderating/Presiding:** *Susan Grantham*, Hartford

**3:15 to 4:45 p.m.**  
*Public Relations Division*

**Refereed Paper Research Session:** Top Student Papers

**Moderating/Presiding:**  
*Cheryl Ann Lambert*, Boston

The More Informative, The Better: The Effect of Message Interactivity on Product  
*Holly Ott*, *Sushma Kumble*, *Michail Vafeiadis* and *Thomas Waddell*, Pennsylvania State

Internet-Mediated Relationship Management in Local Nonprofit Fundraising  
*Yi Ji*, Miami

Examining the Influence of Public Relations Message Strategy Use on Student Attitude Through Facebook  
*Alan Abitbol*, Texas Tech

Comprehending CSR Message Effects: An Application of the Elaboration Likelihood Model  
*Osenkor Gogo*, *Nicholas Browning* and *Marvin Kimmel*, Georgia

**Discussant:** *Linda Hon*, Florida

**5 to 6:30 p.m.**  
*Communication Theory and Methodology and Public Relations Divisions*

**PF&R Panel Session:** Open Access: The Future of Publishing?

**Moderating/Presiding:**  
*Judy VanSlyke Turk*, Virginia Commonwealth (retired)

**Panelists:**  
*Kenneth Plowman*, Brigham Young  
*Shyam Sundar*, Pennsylvania State, editor, *Journal of Computer Mediated Communication*  
*Karen Miller Russell*, Georgia, editor, *Journal of Public Relations Research*  
*Elizabeth P. Swayze*, senior editor, *Communication & Media Studies*  
Wiley-Blackwell ▶

**Thursday, August 7  
(cont'd)**

Chip Stewart, editor, *Community Journalism*  
Bey-Ling Sha, San Diego State

**5 to 6:30 p.m.**  
*Association of Schools of Journalism and Mass Communication*

**Award Panel Session:** The Science Beneath the Art of Public Relations: Connecting Your Research to Working Professionals

**Moderating/Presiding:**  
Brad Rawlins, Arkansas State

Gerald M. Sass Award for Distinguished Service to JMC Education 2014 Recipient:  
Frank Ovaitt, Institute for Public Relations

**Panelists:**  
Ken Makovsky, Makovsky  
Terry Flynn, McMaster University  
Don Wright, Boston

**6:45 to 9 p.m.**  
*Public Relations Division*  
**Off-site Session:** Divisional Social Chateau Ramezy, Historical Site and Museum 280 Notre-Dame, Street East, Old Montreal

**Friday, August 8  
7 to 8 a.m.**  
*Public Relations Division*  
**Business Session:** Incoming Executive Committee Meeting  
**All members interested in active leadership roles in the Public Relations Division are urged to attend the meeting of the incoming board.**

**8:15 to 9:45 a.m.**  
*International Communication and Public Relations Divisions*

**Scholar-to-Scholar Refereed Paper Research Session**

**Topic I — Activism and Blogging**  
Creating Social Change with Public Relations: Strategically Using Twitter to Turn Supporters into Vocal Advocates  
Jeanine Guidry, Virginia Commonwealth;  
Richard Waters, San Francisco and Gregory D. Saxton, SUNY-Buffalo

The Role of Public Relations In Ethnic Advocacy And Activism: A Proposed Research Agenda  
Maria De Moya, DePaul and Vanessa Bravo, Elon

You Know Me Well: A Coorientation Study of Public Relations Professionals' Relationship with Bloggers  
Justin Walden, College at Brockport, SUNY;  
Denise Bortree and Marcia DiStaso, Pennsylvania State

Can Ghost Blogging Disclosure Help an Organization? A Test of Radical Transparency  
Toby Hopp and Tiffany Gallicano, Oregon

**Discussant:** David Radanovich, High Point

**Topic II — Crisis Response and Message Model**

Publics' Preference-Consistent and -Inconsistent Judgments of Crisis Response: A Preliminary Examination of Expectancy Contrast Theories

in Crisis Management  
Xiaochen Zhang, Florida

A Content Analysis Of Facebook Responses To Abercrombie and Fitch's Post-Crisis Message  
Emily Faulkner, Vallory Leaders and Hyunmin Lee, Saint Louis

Using the Riverside Situational Q-Sort (RSQ) to Construct an Expert Model of a Crisis  
Karen Freberg, Louisville; Kristin Saling, United States Army and Laura Freberg, California Polytechnic State

Effects of Source Credibility and Virality on Evaluations of Company Response via Facebook: An Experiment in Online Crisis Communication  
Shupei Yuan and Saleem Alhabash, Michigan State

**Discussant:** Yan Jin, Georgia

**Topic III — CSR and Ethics**

Communicating CSR on Social Media: Strategies, Main Actors, and Public Engagement on Corporate Facebook  
Moonhee Cho, Tennessee; Tiffany Schweickart and Lauren Darm, Florida

Communicating Ethical Corporate Social Responsibility: A Case Study  
Heidi Hatfield Edwards, Florida Institute of Technology

How Do Leading Companies in Greater China Communicate Their CSR Practices through Corporate Websites? A Comparative Study of Mainland China, Hong Kong and Taiwan: 2008-2013  
Mengmeng Zhao, The Chinese University of Hong Kong ▶

"Is Apology the Best Policy?" An Experimental Examination of the Effectiveness of Image Repair Strategies during Criminal and Non-Criminal Athlete Transgressions  
Kenon Brown, Alabama

**Discussant:** Lynn Zoch, Radford

**Topic IV — Employee Relations and Power**

Integrated Influence? Exploring Public Relations Power in Integrated Marketing Communication  
Katie Place, Saint Louis; Brian Smith, Purdue and Hyunmin Lee, Saint Louis

Mediation of Employee Engagement on Symmetrical Internal Communication, Relationship Management, Employee Communication Behaviors, and Retention  
Minjeong Kang, Indiana and Minjung Sung, Chung-Ang University

Engaging Employees in the Social Era in China: Effects of Communication Channels, Transparency, and Authenticity  
Rita Linjuan Men, Southern Methodist and Flora Hung-Baesecke, Hong Kong Baptist University

Leading in the Digital Age: A Study of How Social Media are Transforming the Work of Public Relations Leaders  
Hua Jiang, Syracuse; Yi Luo, Montclair State; and Owen Kulemeka, Oklahoma

**Discussant:** Marcia DiStaso, Pennsylvania State

**Topic V — International PR**  
Communicating Compassion: A Narrative Analysis of Compassion International's Blogger Engagement Program  
Lisa Lundy, Louisiana State

Chinese Milk Companies And The 2008 Chinese Milk Scandal: An Analysis of Crisis Communication Strategies in A Non-Western Setting  
Lijie Zhou, Li Zeng, and Gilbert Fowler, Arkansas State

Global Networks, Social Media and the Iceland Ash Cloud: A Crisis Communication Case  
Maxine Gesualdi, Temple

Navigating the Leadership Challenge: Inside the Indian Public Relations Industry  
Padmini Patwardhan, Winthrop

**Discussant:** Lucinda Austin

**Topic VI — PR Measurement**

Joining the Movement?: Investigating Standardization of Measurement and Evaluation Within Public Relations  
Kjerstin Thorson, Emily Gee, Jun Jiang, Zijun Lu and Grace Luan, Southern California; David Michaelson, Teneo Strategy; Sha-Lene Pung, Yihan Qin, Kaylee Weatherly and Jing Xu, Southern California

Skepticism Toward CSR: Developing and Testing a Measurement  
Hyejoon Rim, Minnesota and Sora Kim, The Chinese University of Hong Kong

Social Media Use During Natural Disasters: Using Q Methodology to Identify Millennials' Surveillance

Preferences  
Kristen Meadows, CARAT USA and Jensen Moore, Louisiana State

An Analysis of How Social Media Use is Being Measured in Public Relations Practice  
Don Wright, Boston and Michelle Hinson, Florida

**Discussant:** Seoyeon Hong, Webster

**Topic VII — PR Research Overview**

Dialogic Communication and Organizational Websites: An Analysis of Existing Literature and Recommendations for Theory Development  
John Wirtz and Thais Menezes Zimbres, Illinois at Urbana-Champaign

The Internet in Public Relations Research: An Analysis and Critique of Its Temporal Development  
Yi-Hui Huang, Fang Wu and Qing Huang, The Chinese University of Hong Kong

Patterns of Paper Productivity and Thematic Content in the Public Relations Division of AEJMC 2003-2012  
Giselle Auger, Duquense

15 Years of Ethics in Peer Reviewed Public Relations Journals: A Content Analysis  
Michael Mitrook, South Florida

**Discussant:** Bey-Ling Sha, San Diego State

**Topic VIII — Public Diplomacy and Politics**

How to Win foreign Publics' Support? Invisible Battle Over History and Politics and the Role ▶

## Friday, August 8 (cont'd)

of Public Diplomacy  
*Hyun-Ji Lim*, Miami

The Interactive Role of Political Ideology and Media Preference in Building Trust: A PR Perspective  
*Michael Cacciatore* and *Juan Meng*, Georgia; *Alan VanderMolen*, Edelman and *Bryan Reber*, Georgia

Relationship Management in Networked Public Diplomacy  
*Leysan Khakimova*, Zayed

Set It and Forget It: The One-Way Use of Social Media by Government Science Agencies  
*Nicole Lee* and *Matthew VanDyke*, Texas Tech

**Discussant:** *Natalie Tindall*, Georgia State

### Topic IX — Relationship and PR Education

“Can Every Class be a Twitter Chat?”: Teaching Social Media Via Cross-Institutional Experiential Learning\*  
*Julia Daisy Fraustino*, Maryland; *Rowena Briones*, Virginia Commonwealth and *Melissa Janoske*, Maryland

Nonprofit Relationship Management: Extending OPR to Loyalty and Behaviors  
*Geah Pressgrove*, West Virginia and *Brooke McKeever*, South Carolina

Relationships as Strategic Issues Management: An Activist Network Strategy Model

*Erich Sommerfeldt*, Maryland; and *Aimei Yang*, Southern California

In Their Own Words: A Thematic Analysis of Students’ Self-Perceptions of Writing Skills in Mass Communication Programs\*  
*Scott Kuehn* and *Andrew Lingwall*, Clarion

**Discussant:** *Julie O’Neil*, Texas Christian

\*Top Teaching Papers

### Topic X — Trust and Transparency

Filner and Ford, A Tale of Two Mayors: A Case Study of Sex, Drugs And Scandal  
*Patrick Merle*, Florida State and *Nicole Lee*, Texas Tech

Identifying Strategic Disconnect: Social Media Use by Banks and Its Impact on Trust  
*Marcia DiStaso* and *Chelsea Amaral*, Pennsylvania State

Trust, Transparency, and Power: Forces to be Reckoned with in Internal Strategic Communication  
*Mandy Oscarson* and *Kenneth Plowman*, Brigham Young

Trust, Distrust, Symmetrical Communication, Public Engagement, and WOM  
*Minjeong Kang* and *Young Eun Park*, Indiana

**Discussant:** *Denise Bortree*, Pennsylvania State

### Topic XI — News, Culture, and Social Media

“Culturing” Generic/Specific Theory: Relocating Culture in Generic/Specific Public Relations  
*Amanda Kennedy*, Maryland

Framing for the Cure: An Examination of Self and Media Imposed Frames of Susan G. Komen  
*Caitrin Cardosi*, Kent State

Reevaluating Propaganda in PR History: An Analysis of Propaganda in the Press 1810 to 1918  
*Cayce Myers*, Virginia Tech

Message Strategies and Public Engagement in Corporate Facebook Pages  
*Cheonsoo Kim* and *Sung Un Yang*, Indiana

Who is Responsible for What? Examining Strategic Roles in Social Media Management  
*Marlene Neill* and *Mia Moody-Ramirez*, Baylor

**Discussant:** *Yi-Hui Christine Huang*, The Chinese University of Hong Kong

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

*Public Relations Division*  
**Bill Adams/Edelman Luncheon**  
Vargas, 690 Rene Levesque W., Montreal

**Pre-registration is required.**

### 3:30 to 5 p.m.

*Public Relations and Communication Technologies Divisions*

**Teaching Panel Session:** Combining Theory and Practice with Mobile Tools in Your Classroom

**Moderating/Presiding:** *David Remund*, Drake

**Panelists:** *Marcia W. DiStaso*, Pennsylvania State ▶

## Friday, August 8 (cont'd)

*Jeremy Littau*, Lehigh  
*Tina McCorkindale*, Appalachian State  
*Karen Freberg*, Louisville  
*Carolyn Kim*, Biola  
*Paula Cusati*, Hootsuite

**5:15 to 6:45 p.m.**  
*Public Relations Division*

**Refereed Paper Research Session:** Top Faculty Papers

**Moderating/Presiding:** *Suman Lee*, Iowa State

Does Social Media Use Affect Journalists’ Perceptions of Source Credibility?\*

*Dustin Supa*, Boston; *Lynn Zoch*, Radford and *Jessica Scanlon*, Boston

Renegade Girl Scouts or a Merit Badge for Spin: (Re)articulating Activism and Public Relations\*  
*Pat Curtin*, Oregon

Addressing the Under-Representation of Hispanics in Public Relations: An Exploratory Quantitative Study\*  
*David Radanovich*, High Point  
\*Top Open Papers

Considering Certification?: An Analysis of Universities’ Communication Certificates and Feedback from Public Relations Professionals\*  
*Julie O’Neil* and *Jacqueline Lambiase*, Texas Christian  
\*Top Teaching Paper

**Discussant:** *Heidi Hatfield Edwards*, Florida Institute of Technology

7 to 8:30 p.m.

*Public Relations Division*

**Business Session:** Members’ Meeting

**Moderating/Presiding:** *Natalie Tindall*, Georgia State

## Saturday, August 9

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

*Public Relations Division & Internships and Careers Interest Group*

**Teaching Panel Session:** I’ll Show You Mine If You Show Me Yours: Internship Advisers Share Internship Program Assessment, Protocol, and Issues

**Moderating/Presiding:** *Vicki Todd*, Quinnipiac

**Panelists:**

*Grace Levine*, Quinnipiac  
*John Chapin*, Penn State-Beaver  
*Nigel Dobereiner*, Westfield State  
*Charles A. Lubbers*, South Dakota  
*Pam Bourland-Davis*, Georgia Southern ■

## SOCIAL RSVP

The PRD Social Committee respectfully requests that you RSVP for this year's social, which will take place 7-9 p.m., Thursday, August 7, 2014 at Chateau Ramezy: Historic Site and Museum. Please sign up to attend the social by clicking [here](#) and filling out your information by July 18.

Because of limited space and funds, it is important that you RSVP. Please note that the RSVP list will be checked against the PR Division Membership List. Preference will go to those who have paid dues to AEJMC and the PRD; others will be placed on a waiting list.

This year's social promises to be a great time! We have six excellent books for raffle and a variety of other activities in the works. Again, the deadline to RSVP for the event as well as to become an event sponsor is July 18, 2014 (for more sponsorship info, email Julia Daisy Fraustino at [jdf@umd.edu](mailto:jdf@umd.edu)). ■

## Roschwalb Apps Due

The application period for the Susanne A. Roschwalb Grant for International Study and Research is now open! The deadline is June 9, 2014 at 5:00 p.m. EST.

The Roschwalb grant is for graduate students whose plans include study or research outside the United States. The grant is awarded annually by the PR Division of AEJMC. The \$250 grant is intended to offset a portion of the cost of travel associated with international study or research. The 2014 award is intended to be used for international study or research during the 2014-2015 academic year. For more information, please check the following link.  
<http://www.aejmc.us/PR/roschwalbinfo.htm>

Questions concerning the application process and completed applications should be sent to [bgsmithphd@gmail.com](mailto:bgsmithphd@gmail.com) ■

## Graduate Student Member Up Close:

### Diana C. Sisson

**Affiliate Institution:** University of South Carolina

**Degree sought/Anticipated Graduation:** Ph.D. in Mass Communications, Spring 2015

**Dissertation Title:**  
Authentic Relationship Management to Heighten Control Mutuality in Social Media

**Hometown:** Richmond, VA

**Major Adviser:**  
Dr. Shannon A. Bowen

**Research Interests:**  
Organization-Public Relationships, Public Relations Ethics, Social Media, Non-Profit Organizations

**Teaching Interests:**  
Public Relations Writing, Public Relations Research, Public Relations Ethics, Public Relations Campaigns

**Courses taught:**  
*Instructor of Record:* Public Relations Writing, Public Relations Research



Diana C. Sisson

*As a T.A.:* Public Relations Campaigns, Mass Media Ethics

**Most recent conference paper:**  
Sisson, D. C. (2014, March). Alumni Commitment, Social Media, and Organization-Public Relationships: A Study of the University of South Carolina's No Limits Campaign. Paper presented at the International Public Relations Research Conference, Miami.

**Most recent publication:**  
Bowen, S. A., & Sisson, D. C. (2014, forthcoming). Alumni Commitment, Organization-Public

Relationships and Ethics. In R. D. Waters (Ed.), *Public Relations Theory and Practice in the Nonprofit Sector*. Routledge.

**Favorite part of being a PRD member:**  
Reading fantastic research and getting to interact with other scholars.  
**Best AEJMC Conference memory:**  
Working with the PR Division's Social Media Committee.

**Describe yourself to a future employer:**  
My professional experience is in digital public relations in the healthcare industry, specifically in social media strategy and content management for several websites. I have also taught mass communications courses as an adjunct instructor at Virginia Commonwealth University (VCU). I hold a B.S. and a M.S. in mass communications from VCU.

When applying the theoretical perspectives of my research interests, I enjoy asking questions that can help practitioners to ethically enhance organization-public relationships in social media.

Having won our Department's Outstanding Graduate Student Teaching Award, I enjoy bringing my professional experience to the classroom to foster dialogue and critical thinking, as well as to create practical applications for digital and non-digital formats. I also have an upcoming project to write a public relations instructor's manual that will accompany a new textbook. ■

## Faculty Member in Focus:

### Cheryl Ann Lambert

**PRD member since:** 2009

**Affiliate Institution:** Boston University, College of Communication

**Degree/Institution/Year:** Ph.D. in Public Relations from the University of Tennessee (2005); Master's in Journalism from Temple University (1996)

**Research Interests:** Media representations and social constructions of public relations, health information, and communication professions

**Teaching Interests:**  
communication theory; health communication

**Courses taught:**  
• Media Relations, Oral Presentations, Corporate Communications, Theory and Process of Human Communication (Boston University)  
• Public Relations Principles, Public Speaking (University of Tennessee)  
• Business Writing, Composition, Humanities (Robert Morris College-Chicago)

**Professional Experience:**  
1998-2005: Sears, Roebuck and Co., Hoffman Estates, IL  
Community Relations Manager; Communications Manager; Publication Editor

2002-2005: Robert Morris College: Chicago, IL  
Adjunct Faculty



Cheryl Ann Lambert

1993-1997: Chilton Publishing Company, Radnor, PA: Home Improvement Market trade publication  
Senior Editor; Features Editor; Associate Editor

**Most recent conference paper:**  
Lambert, C. A. (2014). Campus health inhibitors may harm the college/student relationship: A relationship management case study. International Public Relations Research Conference, Miami, FL.

**Most recent publication:**  
Lambert, C. A. (2014). Digging for Victory Gardens: A comparative analysis of the U.K. and U.S. World War II gardening campaigns. In R. Waters (ed.) *Public Relations Theory and Practice in the Nonprofit Sector*. Routledge.

**Favorite part of being a PRD member:**  
Interacting with like-minded people who are all on the same path—just at different stages. It is as rewarding to meet graduate students as it is to meet celebrated senior faculty.

**Best AEJMC conference memory:**  
PRD social at art gallery in DC (2013) interacting with graduate students, former faculty members, and former cohort members.

**Favorite part of being a faculty member:**  
• Mentoring students  
• Facilitating active learning  
• Teaching from a variety of national and international sources

**Hobbies/ interests outside of work:**  
• Watching superhero films—I often quote a famous line from Spider-Man to remind students of the importance of ethics in public relations: "With great power comes great responsibility"  
• Reading suspense fiction & historical fiction

**What is one thing your students don't know about you?**  
I surround myself with inspirational quotes to stay focused on my responsibilities. My current favorite comes from Artist Chuck Close: "Inspiration is for amateurs. The rest of us just show up and get to work." ■



## Sass Award

At 5 p.m. on August 7, Frank Ovaitt, president and CEO of the Institute for Public Relations, will receive the ASJMC Gerald M. Sass Award for Distinguished Service to JMC Education.

In addition to an introduction by Brad Rawlins, the speakers will include such notable IPR trustees as Mike Fernandez (Cargill, former IPR co-chair), Ken Makovsky (Makovsky, current IPR co-chair), Don Wright and Terry Flynn. ■

## 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](mailto: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. ■

## Conference Registration

The AEJMC 2014 Early Bird Registration Deadline is coming soon. Pre-register by July 7 to get the discounted rate.

[Online registration](#) is convenient, secure and fast - plus, there are no additional fees for doing so. (Note: After July 7, attendees must register onsite in Montréal). Once you have completed your online conference

registration you will receive an immediate email confirmation of payment. You may also download the AEJMC 2014 Conference Registration form and return it completed to the AEJMC office via mail or fax.

Register by Mail or Fax:

[Download the Registration Form](#) ■

## Top Montréal Restaurants

### #1 Les Deux Singes de Montarvie

5 of 5 stars 143 reviews  
Price: \$31 - \$50

### #2 Restaurant Sel Gras

5 of 5 stars 72 reviews  
Price: \$30 - \$50  
Cuisines: Mediterranean, Portuguese, Canadian, Fusion, Wine Bar, Oyster Bar

### #3 Europea

Travelers' Choice® 2013 Winner  
4.5 of 5 stars 851 reviews  
Price: \$70 - \$75  
Cuisines: French

### #4 Bistro Duo.D

4.5 of 5 stars 220 reviews  
Price: \$20 - \$35  
Cuisines: French, Bistro

### #5 Le Pegase

of 4,364 restaurants in Montreal  
4.5 of 5 stars 56 reviews  
Price: \$20 - \$41  
Cuisines: French

### #6 Pamika Brasserie Thai

5 of 5 stars 43 reviews  
Price: \$10 - \$15  
Cuisines: Thai

### #7 Quattro

4.5 of 5 stars 405 reviews  
Cuisines: Italian

### #8 Renoir - Sofitel Hotel

4.5 of 5 stars 149 reviews  
Price: \$10 - \$50  
Cuisines: French, International, Canadian, Bar

### #9 Le Club Chasse et Peche

4.5 of 5 stars 288 reviews  
Price: \$50 - \$100

### #10 Le Mas des Oliviers

4.5 of 5 stars 184 reviews  
Cuisines: French  
Price: \$20 - \$41  
Cuisines: French

[http://www.tripadvisor.com/Restaurants-g155032-Montreal\\_Quebec.html](http://www.tripadvisor.com/Restaurants-g155032-Montreal_Quebec.html) ■

## PRD Social: Call for Sponsors

Dear PRD colleagues:

The 2014 AEJMC convention in Montreal is quickly approaching! I am reaching out to you on behalf of the PRD Social Committee as we plan and coordinate sponsorship of the PRD social, which will take place 7-9 p.m., Thursday, August 7, at [Chateau Ramezy](#).

We need your help. Expenses, taxes, and fees are high -- but they're worthy costs, as the social brings us together as a community of scholars and provides networking opportunities with local and national practitioners. So, please consider becoming a sponsor of the PRD social.

How can you help?

- Consider donating on behalf of your department or university
- Consider donating on behalf of a particular public relations or other research center on your campus
- Forward to us contact information of someone you know who might be interested in helping sponsor the social

Any amount will help. Or, consider sponsorships at the following levels: Platinum (\$500), Gold (\$300), and Silver (\$100). All sponsors will have their names included in PRD print (and e-print) materials through August!

And a special thanks to our current sponsors, the Arthur W. Page Center for Integrity in Public Communication at Penn State (our main sponsor) along with Champlain College, Georgia State University Department of Communication, and the University of Hartford.

Again, any amount is helpful, so please consider contributing. For more information or to donate, please contact Julia Daisy Fraustino (University of Maryland) at [jdf@umd.edu](mailto:jdf@umd.edu). Thanks very much for your help. The PRD Social Committee members look forward to seeing you in Montreal!

Best,  
Julia

Julia Daisy Fraustino  
Professional Liaison / Social Committee  
Public Relations Division, AEJMC  
[jdf@umd.edu](mailto:jdf@umd.edu) ■

## Social Sponsors *(thus far)*

### Main Sponsor:

Arthur W. Page Center for Integrity in Public Communication at Penn State

### Platinum Sponsors:

McMaster University Master of Communications Management Program

University of Oregon School of Journalism and Communication

### Gold Sponsors:

West Virginia University PI Reed School of Journalism

Georgia State University  
Department of Communication

International Public Relations  
Research Conference

Champlain College

### Additional thanks to:

University of Hartford

PRSA Foundation ■

# Changes to the PRD Bylaws and Operations Manual

Since August 2013, the PRD executive committee has worked on revising the bylaws and the operations manual.

The major changes to the bylaws were condensing them into an easier-to-read document, adding details about the journal editorships (duties and length of time), creating social media as a role in the division, and including the option of online voting as a voting mechanism. You can download the proposed bylaws changes [here](#) and the proposed bylaws [here](#).

Regarding the operations manual, the major changes were adding information about the awards we give out, judging of posters, and roles of the social media team; adding a research chairs guide and adding a collaboration/cross posting policy for the social media team. You can download the proposed operations manual [here](#).

Please review these documents prior to the PRD business meeting at the conference. We will vote on the revised proposals there. ■

## PRD Executive Committee 2013-2014



*Thank you Denise, Tiffany and Natalie for your service this year!*

## Bill Adams/Edelman Luncheon

We invite you to join us for the annual Bill Adams/Edelman Luncheon from 12-1:30 p.m. on Friday, Aug. 8 at Vargas, 690 Rene Levesque West (a 7-minute walk from the Sheraton conference hotel). Mike Krempasky, general manager of digital public affairs for Edelman's Washington, D.C. office, will present insights regarding digital public affairs through an energy policy case study that is perfect for the classroom.

If you are a member of the AEJMC Public Relations Division, please complete [this form](#) to join the guest list, which is on a first come, first served basis. Seating is limited.

Arrive at noon to check in. Your space on the guest list could be given to someone on the wait list if you arrive late, depending on the demand for seats. ■

## PR-Related Journals

In case you missed the list of PR-related journals and publishing tips in the January issue, you can now find it posted on our PRD website:

<http://www.aejmc.us/PR/resources/journals-pr.pdf>. ■