

SPECIAL CONFERENCE RECAP EDITION

PR UPDATE

In this issue

A message from our new leadership

AEJMC Award Recipients

Top Teaching & Research Papers

The Edelman Luncheon

...and much more!

New Division Head Reflects on Montreal



Denise Bortree

What a great conference this year! It started with a fantastic preconference on promoting our scholarship and obtaining grants, and it continued with good panels, research sessions, and off-site

adventures. Some of the highlights of the conference were the beautiful setting for the social, the packed house at the Bill Adams/Edelman Luncheon, the excellent panelists, and the top-notch research presentations.

For the first time, this year we were able to support three Kaiser award winners, thanks to the hard work of the Kaiser committee and a grant from the PRSA Foundation. And, a

special thank you to the mentors who made the conference experience a good one for our Kaiser award winners.

This year we had more panels than usual, and every one that I attended was well run, with interesting speakers and good topics. For the social media panel, we had standing room only, and we had a full house for most of the others, including the panels on whistleblowing, teaching theory, journal reviewing, teaching Millennials, open access journals, and others. Thank you to the panel coordinators and the speakers for making the topics relevant to the

membership and interesting, too.

Like other years, the research was excellent. A special thank you to Dennis Wilcox for funding the top research and teaching papers, and to the Plank Center for providing funds for the top student paper awards.

This is my seventh year in leadership in the PRD, and I'm still amazed at how much goes on behind the scenes, from the membership committee's mentoring program, to the research and teaching committee's work on the paper competition, the PF&R committee's work on the preconfere-

nce, and the professional liaison committee's work on the social. Thank you for the endless hours of planning and other work you put in every year. And, the social media team, once again, captured so many important moments at the conference and helped drive interaction with their engaging content. I appreciate all that you have done throughout the year to keep the PRD informed and engaged.

So, thank you to a great leadership team, and to all of those who gave their time and resources to make the conference another success. I am very grateful.

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If you would like to be a contributor, or have an idea for a story to be covered by PR UPDATE, please send your ideas to supa@bu.edu and we will try to make it happen. We are always looking for exciting content and volunteers!

The editor and staff of PR Update would like to profoundly apologize for any name misspellings, misidentifications or errors in institutional affiliation (or any other errors). Please send any corrections to supa@bu.edu, and we will correct them in the next issue.

cover photo courtesy of Dean Mundy

Tindall Reflects on Year as Division Head, Accomplishments

Thanks Volunteers for Support

Natalie Tindall

In reflecting on the past year as head of our Division, capped off by a great conference in Montreal, I think we have accomplished a great deal, and I am thankful for the support of so many volunteers. The conference and all it brings, the updates throughout the year on social media, and the behind-the-scenes work that goes into running

the Division is only achieved because of the great work of so many division members.

I would especially like to thank Denise Bortree and Tiffany Gallicano for all of their lead-up work to the conference this year. Serving on the executive committee is truly a year-round commitment, and I am looking forward to their continued leadership. This year, we've started making some significant changes to the Division, including a reformatting of Teaching Public Relations Monographs, a new system for voting and an increased

amount of cross-divisional programming (among many others!), and Denise and Tiffany, along with Emily Kinsky, are well positioned to implement these changes and more.

I have served in PRD since being a graduate student, and I can think of no better way to give back to public relations education than to becoming involved in the Division as a member, a volunteer or as a leader. My tenure as Division head may be over, but I am looking forward to many years of PRD activities.

New Roles for PRD Members

Conference Marks Changes in Division Leadership

As is the case each year, the annual conference signals the changing of the guard for the public relations division. This year, Tiffany Gallicano of the University of Oregon will assume the role

of Division vice head, while Emily Kinsky of West Texas A&M was nominated for and was elected to the position of vice head-elect.

This year also marks the end of Karen Russell's tenure as editor of the *Journal of Public Relations Research*, her post will be filled by Bey-Ling Sha of San Diego State University.

In addition to the new executive roles, many of the committees will also feature new chairs

(a list of whom can be found in this newsletter), along with a multitude of new committee members.

"Stepping into a division leadership role shows dedication to the division" said new division head Denise Bortree. "The leadership of the division is made up of much more than the executive leaders, and we are grateful to those who have chosen to give back to the division in this way."

New Leader Profile: Tiffany Gallicano

Dean Mundy

The 2014-15 PR Division vice head is Tiffany Gallicano, associate professor in the University of Oregon's School of Journalism and Communication. Gallicano specializes in relationship management, social media, and PR pedagogy.

Public Relations Journal named her study of diversity in PR agencies a top five article for the past year, and she has won other awards in the past couple of years for her co-authored work on ghost blogging, as well as infographics.

In her role as vice head, Dr. Gallicano looks forward to the "Global Bridges" theme created by



Gallicano will step up to division vice head this year.

Elizabeth Toth for 2015's AEJMC San Francisco conference. She is particularly enthusiastic about the big ideas the Division will address this year, including Bey-Ling Sha and Denise Bortree's advocacy for online access to the *Journal of*

Public Relations Research without an embargo, and Chuck Lubbers and Emily Kinsky's leadership on launching the Division's pedagogy journal, the *Journal of Public Relations Education*, which will replace *Teaching Public Relations Monographs*.

Kinsky Elected Vice Head-Elect

Looks forward to new role in division, eyes growth and increased focus on pedagogy

Dean Mundy

The PR Division welcomes Dr. Emily Kinsky as our new vice head-elect. Dr. Kinsky is an assistant professor in West Texas A&M University's Department of Communication, where she researches social media, crisis communication and representation of PR in the media.

She recently was named 2014's National Broadcasting Society adviser of the year. In 2013, she received the Arthur W. Page Center Benchmarking Award and the Sybil B. Harrington College of Fine Arts & Humanities Award for Intellectual Contributions. Dr. Kinsky's research has been published in a range of journals, including *Public Relations Review*,

PRSA's *Public Relations Journal*, and *Communication Quarterly*. Her work also has placed among the top papers at the International PR Research Conference and Southern States



Emily Kinsky

Communication Association.

In her role as vice head-elect, Dr. Kinsky is excited to work with our new Division head and vice head, Denise Bortree and Tiffany Gallicano.

She looks forward to continued growth in Division membership, an increased focus on pedagogy with the *Journal of Public Relations Education* and the insightful content we'll see in San Francisco through the PRD's scholar-to-scholar, high density and panel sessions.

Public Relations Division Leadership

Each year, many Division members dedicate countless hours not only to making the conference become a reality but also to providing for our membership throughout the year. This year, the Division leadership is represented by the following volunteers. If you would like to be involved, just ask!



Immediate Past Head Natalie Tindall, Division Head Denise Bortree, and Vice Head Tiffany Gallicano.

Executive Committee

Division Head

Denise Bortree
Penn State University

Immediate Past Head

Natalie Tindall
Georgia State University

Vice- Head

Tiffany Gallicano
University of Oregon

Vice- Head Elect

Emily Kinsky
West Texas A&M University

Secretary

Richard Waters
University of San Francisco

Research Competition

Chair

Eyun-Jung Ki
Alabama

Co-Chair

Weiwu Zhang
Texas Tech

Membership Committee

Chair

Brigitta Brunner
Auburn

Professional Liason

Co-Chair

Julia Fraustino
Maryland

Co-Chair

Flora Hung-Baesecke
Hong Kong Baptist

Student/Teaching Competition

Chair

Hongmei Shen
San Diego State

Co-Chair

Giselle Auger
Duquesne

Kaiser Committee

Chair

Matt Ragas
DePaul

Roschwalb Committee

Chair

Brian Smith
Purdue

Co-Chair

Hua Jiang
Syracuse

Communication

Social Media

Chair
Karen Freberg
Louisville

Website Chair

Chris Perry
FHI 360

Student Liason

Chair

Holly Ott
Penn State

PF&R Committee

Chair

Lucinda Austin
Elon

Co-Chair

Nathan Gilkerson
Marquette

PR Update

Editor
Dustin Supa
Boston

Longtime Public Relations Division Member to Lead AEJMC in 2014-15

Elizabeth Toth of the University of Maryland will take over new role in October

Cary A. Greenwood

With the installation of Dr. Elizabeth L. Toth as the 2014-2015 president of the Association for Education in Journalism and Mass Communication, public relations has achieved its goal not only of acquiring a seat at the management table but also of sitting at the

head of that table. Toth is a 32-year member of AEJMC and the Public Relations Division, as well as a public relations scholar and practitioner of international renown. Her election to the highest leadership position in AEJMC is a testament to her reputation as a scholar in public

relations and gender issues, to her successful tenure as a full professor of public relations and as an administrator at two major universities, and to her international lecturing and consulting practice.

Among her many accomplishments, Toth has served as professor and chair of the Department of Communication, University of Maryland, College Park, since 2007. Prior to that, she served as associate dean for academic affairs and chair of the Public Relations Department of the S. I. Newhouse School of Public Communications at Syracuse University.

Named the most prolific author of AEJMC conference papers in the Public Relations Division from 1998-2008, she has published more than 100 papers, articles, book chapters and other scholarly works. Her many roles in

service to the Public Relations Division have included delegate-at-large, Women and Minorities Task Force (1984); research papers judge (1985, 1987, and 1992); delegate-at-large, newsletter editor (1985-6); delegate-at-large, vice head and national convention program chair (1986-7); division head (1987-8); nominating committee (1989-90); Status of Women Commission delegate (1990-1) and Professional Freedom and Responsibility chair (1991-2).

Her broader service to AEJMC includes election twice to the Standing Committee on Research and serving as chair once; chairing the National Publications Committee; serving on the AEJMC Board of Directors, the Council of Divisions and the National Nominating Committee; and serving as editor of the *Journal of Public Relations Research*.

She has received numerous honors and awards, including the 1983 national Public

Relations Student Society of America Outstanding Advisor (Frederick Tehan) Award, the 1994 Public Relations Society of America Outstanding Educator Award, the Institute for Public Relations Pathfinder Award (1998) and the 2000 PRSA Jackson, Jackson & Wagner Behavioral Science Prize. In 2010, she was selected for the PRSA College of Fellows. Those who want to read more about the extensive accomplishments of our new president should refer to her CV on the University of Maryland website.

As a Division, we want to thank Dr. Toth for her many years of service and leadership, and congratulate her on assuming the reins of AEJMC. We know it is her goal to make AEJMC the most influential journalism and mass communication organization in this country and in the world, and we feel confident the Division and its members will do whatever possible to help her achieve that goal.



Dr. Elizabeth Toth, Maryland, will take over as President of AEJMC in October.

Frank Ovaitt, CEO of IPR, awarded Gerald Sass Award

Award Recognizes Outstanding Contributions to JMC Education

Frank Ovaitt, CEO of the Institute for Public Relations, became the first public relations professional to be honored with the Gerald M. Sass Distinguished Service Award for outstanding contribution to Journalism and Mass Communication Education. Given by the Association of Schools of Journalism and Mass Communication, the award recognizes those that have made significant contribution to the education of future professionals. Past recipients include Walter Cronkite, Bill Moyers, Al Neuharth and Randolph Hearst,

among others.

Ovaitt was honored for his role in promoting a stronger relationship between academics and professionals in his role with the Institute.

During the award presentation, Ovaitt entertained the crowd with “found” photos from the vaults of the Institute and highlighted the Institute’s role in strengthening the link between the academy and the practice for the past 50-plus years.

Founded in 1956, the Institute’s stated goal is to discover “the science beneath the art of public relations.”



Ovaitt, CEO of the Institute for Public Relations, entertained the audience with tales of the Institute’s founding in the early years of public relations education.

IPR Social Media Initiative Making Strides

Social Science of Social Media Research seeks to be comprehensive source



McCorkindale (Appalachian State) reviews progress made by the Institute’s Social Media Initiatives.

As part of the Sass Award presentation, Dr. Tina McCorkindale of Appalachian State reviewed the efforts of the Social Science of Social Media Research Center (SSSM), a part of the Institute for Public Relations’ overall research initiative. The Center’s goal is to act as an interactive archive that disseminates research being done within virtual online communities

as it relates to public relations.

This year, the center sponsored a case study competition and actively sought out research being done in order to highlight it as part of the archive. In keeping with the ideals of IPR, all of the research found in the archive is of strong methodological underpinnings, but is also of substantial value to the practice of public relations.

McCorkindale, who along with Marcia DiStaso of Penn State and Don Wright of Boston, heads the center, encouraged those in attendance to not only use the information found at the center to augment their own research but also consider submitting research to the online repository, found at www.instituteforpr.org/social-science-social-media-research.

New Journal Announced during Sass Award Presentation

As part of the Sass Award presentation, Don Wright of Boston University took the opportunity to let those in attendance know about a new journal coming out this fall, the *Research Journal of the Institute for Public Relations*.

“The journal will be of great interest to both academics and practitioners,” said Wright, “filling a gap that currently exists with some of our other, more academic focused journals.” The new journal will be launched during the fall, with Cheryl Lambert (Boston) serving as associate editor.

Those interested in having their work considered for the journal should send their submissions to journal@instituteforpr.org.



Donald Wright (Boston) announces the new journal will serve as a place for academics and practitioners to share knowledge.

Stacks, Jin Honored at AEJMC Business Meeting

Organization's Highest Awards go to PRD Members

This year's AEJMC organization-wide business meeting could have easily been mistaken for an early PRD meeting. This year, AEJMC honored several members of PRD with its most distinguished awards, and many members came in support of our multiple honorees.

Don W. Stacks of the University of Miami was awarded the Dorothy Bowles Public Service Award, which recognizes

an AEJMC member who has sustained a significant public service record and that has helped to bridge the gap between academics and professionals.

Stacks, a member of AEJMC for 25 years, has taught at Miami for the past 25 years, serves as executive director and president of the International Public Relations Research Conference, and is on the board of trustees of the Institute for Public Relations.

Yan Jin, of Georgia, was awarded the Hillier Krieghbaum Under-40 Award. This recognizes

an AEJMC member who has demonstrated excellence in all three areas of educational practice: research, teaching and service.

Jin, an associate professor at the Grady College at the University of Georgia, also serves as associate director of the Center for Health & Risk Communication. She was formerly an associate professor at Virginia Commonwealth University, where she served as the inaugural executive director of VCU's Center for Media + Health.



Don W. Stacks (Miami) used his time at the lectern to thank people, including his wife, and to discuss the importance of merging public relations scholarly research with the day-to-day practices of professionals.

Kern-Foxworth Receives Barrow Award



Kern-Foxworth

Public relations researcher Marilyn Kern-Foxworth was honored at the AEJMC business meeting as the recipient of the 2014 Lionel C. Barrow, Jr. Award for Distinguished Achievement in Diversity Research and Education. The award, co-sponsored by the Minorities and Communication Division and the Commission on the Status of Minorities, recognizes outstanding individual accomplishment and leadership in diversity efforts for

underrepresented groups by race and ethnicity in Journalism and Mass Communication.

A former president of AEJMC, and president of Kern-Foxworth International, she has provided workshops, seminars and lectures across the world, including more than 140 universities.

PRD head Natalie Tindall has written of Foxworth, "Dr. Kern-Foxworth instigated the initial wave of research on diversity in the field. No one was doing that research before she started."



Yan Jin (Georgia) accepts the Hillier Krieghbaum Under-40 Award at the AEJMC Business meeting, August 8, 2014.

Bill Adams

Krempasky Addresses Division on Digital Engagement

Cafe Vargas served as the setting for this year's Bill Adams / Edelman luncheon, and with the help of the advance team and planning of division vice head-elect Tiffany Gallicano, everyone who wanted to attend was able to this year.

Michael Krempasky served as this year's speaker and addressed those in attendance on Edelman's efforts to engage political stakeholders during the 2012 presidential election via digital means. Some of his key points included the importance of measurement, the difference between digital engagement and

social media engagement, and the needed ability to diversify skillsets across the spectrum of a campaign.

Prior to the luncheon, Don Wright of Boston University spoke to the crowd on the legacy of Bill Adams, a former Florida International University professor for whom the luncheon is partly named.

Adams was an expert in public relations, having served as a senior practitioner for companies such as Amoco, Standard Oil and Phillips Petroleum. Adams passed away in 2003.



/Edelman Luncheon



Clockwise: Don Wright (Boston) addresses the crowd on the legacy of Bill Adams; checking in at Cafe Vargas; a full house for this year's luncheon, with no wait list thanks to team's efforts.

Opposite Page: Krempasky 'engages' audiences in a more traditional fashion with talk on political stakeholder engagement in the digital sphere.



PRD Social

...at Chateau Ramez



Only a short ride - or a pleasant evening walk - from the conference hotel, this year's PRD social was held at the beautiful and historic Chateau Ramezy Garden and Museum, located in Old Montreal. The Thursday evening held perfect weather for the outdoor gathering, and many division members took advantage of the opportunity to break away from the conference for a few hours and enjoy the camaraderie of their fellows in the Public Relations Division.

The evening's highlights included locally crafted wines and beers, gourmet appetizers and the raffling of books written by PRD members. The presenting sponsor for the social was the Arthur W. Page Center for Integrity in Public Communication.

Other sponsors included (platinum) the Institute for Public Relations, McMaster University Master of Communications Management Program, University of Florida College of Journalism & Communications and the Department of Public Relations, University of Oregon School of Journalism and Communication; (gold) Champlain College, West Virginia University Reed College of Media, Georgia State University Department of Communication, International Public Relations Research Conference; and (silver) Division of Emerging Media Studies and Center for Mobile Communication Studies, College of Communication, Boston University. Special thanks is also given to the University of Hartford and the PRSA Foundation.

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Kaiser Award Winners Honored in Montreal

PRSA Foundation supports 2014 program

Matt Ragas

Thanks to a PRSA Foundation grant, the Inez Kaiser Graduate Students of Color Awards program was extended to three recipients at the Montreal conference. The awardees were Niyi Waid Bello, Ph.D. candidate (Texas Tech), Niveen AbiGhannam, Ph.D. candidate (University of Texas at Austin), and Young Eun Park, doctoral student (Indiana University).

The award seeks to encourage these

students' academic career aspirations, and in turn, their involvement broadens the diversity within the PRD, AEJMC and the profession. In addition to increased travel funding for the fellows, a mentoring component was added to the program.

"I am profoundly honored to be named one of the 2014 Kaiser fellows and to join the list of distinguished past awardees," says Niveen AbiGhan-

nam, whose research focus is on science communication, including women science opinion leaders. "This award is such an

committee wishes to thank the following PRD members for generously serving as mentors to this year's Kaiser fellows: Dr. Melissa Dodd

(Central Florida), Dr. Liz Gardner (Texas Tech) and Dr. Dean Mundy (Oregon).

If you are interested in volunteering for the Kaiser committee for 2014-2015,

including working future grant proposals, please email Kaiser chair Matt Ragas: mragas@depaul.edu

This year's AEJMC was really special for me. First, thanks to the Kaiser award, I was introduced to multiple scholars during the PRD Social. I think this experience definitely helped me get closer to academic society and prepare to be a member. Additionally, having a mentor was really great. My mentor, Dr. Melissa Dodd, gave me a feeling of comfort as well as helpful advice. Lastly, the Kaiser award motivated me to improve myself for my future as a researcher and professor. It was an honor to be one of the awardees this year.

**Young Eun Park
2014 Kaiser Award Winner**

encouraging early career recognition for me and a great motivation to keep excelling."

The Kaiser

Roschwalb Winner Announced at PRD Business Meeting

Hearit will use funds to study impact of US Bank Practices Abroad

Lauren Berkshire Hearit, a doctoral student and Ross Fellow at Purdue University, is this year's recipient of the Susan A. Roschwalb Grant. The grant, named in honor of Roschwalb, an associate professor at American University and longtime PRD member, is for graduate students seeking to study or do research internationally. Hearit will use the funds to offset the cost of traveling to her data collection site at the Copenhagen Business School in Denmark.

The study will consist of both survey and interviews, and is designed to better understand the impact of financial public relations on a global economy. The study will primarily focus on "the traditional and legitimation strategies of European banks to study how the US financial crisis impacts the actions of financial public relations practitioners in Scandinavia and other Northern European banks."



2014 Kaiser Award winners with Jensen Moore, Kaiser Co-Chair, from left, Moore (LSU), Niveen AbiGhannam (UT Austin), Niyi Waid Bello (Texas Tech) and Young Eun Park (Indiana). This year, the Kaiser Awards were sponsored by a grant from the PRSA Foundation.

Panel Proposals for 2015 AEJMC Due Soon

Deadline is September 21; Applicants are Encouraged to Embrace Conference Theme

Tiffany Gallicano

We invite you to submit a panel proposal for the 2015 AEJMC Conference in San Francisco. The deadline is September 21, 2014.

Conference Theme

Our AEJMC President, Elizabeth Toth, has selected a great conference theme: Global Bridges. We are especially interested in panel proposals that incorporate this theme.

Potential Areas of Interest

If you are considering various ideas for panels and are unsure of which topic to pursue, it might be helpful to know the results of the survey we administered at our division's business meeting in Montreal. We asked attendees to rank their top five areas of interest from a list. Below are the five areas that received the most votes (regardless of attendees' ranking order):

- 1.Social media
- 2.Corporate social responsibility
- 3.Relationship management
- 4.Assessment
- 5.Integrated communication

Although this survey is not representative of

the entire membership, it is an indicator of strong topic choices.

Steps for Organizing a Panel Proposal

Find an idea. Consider the criteria we will use for selecting a panel at the end of this document, as well as the ideas listed above to help you brainstorm.

Recruit a possible co-sponsor. Each division and interest group has a limited number of spots for panels. To increase the number of programs we can offer, we work with other divisions and interest groups to jointly sponsor panels of mutual interest. Avoid making promises that our division is committed to programming your panel. At this stage, we still need to see all of the proposals before we choose panels.

Please include members of the co-sponsoring division on the panel. Keep in mind that many of our members also belong to interest groups and other divisions.

Write and submit the proposal. Submit your proposal to me in a Microsoft Word or PDF document at derville@uoregon.edu

by September 21, 2014, 11:59 p.m. Pacific Standard Time.

The proposal must include the following information:

- 1.Panel type: Is this a teaching or non-teaching panel?
- 2.Potential co-sponsor: Include the contact information for the proposed co-sponsoring division or interest group.
- 3.Proposed panel title: Create a title that is true to the content and will motivate people to attend. Don't limit the title to something that is so specific to PR that it would be difficult to recruit a co-sponsoring division/interest group.
- 4.Panel description (500-1,000 words): What will each person discuss?
- 5.Proposed moderator: Include the moderator's division or interest group.
- 6.Possible panelists: There should be five. Make sure to balance the

speaking time with the co-sponsor. Whichever party has two speakers rather than three should get the moderator spot.

organizations during humanitarian crises. We are thrilled to have Colleen Connolly-Ahern (Penn State) and Spiro Kioulos (Florida) represent our Division on the proposed panel.

Check out the full call for panels, and gain insight on the selection process at:

<https://bit.ly/aejmc15>

Here you will find ideas for panels, and helpful links and email addresses.

7.Panel contact: Include your name, affiliation and email address. We will notify you in December about whether the panel has been accepted.

Panel Selection Process

The Division head, vice head, and vice head elect will use consensus to select the panels. We will consult with the Professional Freedom and Responsibility (PF&R) committee for feedback on the PF&R panel proposals and will seek feedback from the teaching chairs for the teaching panel proposals.

All panels must have a co-sponsoring interest group or division to be considered.

In the past, we have not been able to program some of our top panels because the co-sponsoring interest group or division decided to drop the panel, so the panel must also make the cut for the partnering division or interest group as well.

Competition for an Extra Panel

New to this year is a Global Bridges panel spot for which we can compete. All divisions can propose a co-sponsored panel for this additional panel, and only three panels from all of the divisions' proposals will be chosen.

The Public Relations Division is partnering with the International Communication Division for the competition. The panel is about the communication and efforts of transnational and nongovernmental and intergovernmental

Students, Faculty Receive Wilcox, Plank Awards for Top Papers

Paper Topics Cover a Wide Array of Public Relations Activities, from Bicycles to Girl Scouts, Certification to Social Media

Thanks once again to the generosity of Dennis Wilcox and the Plank Center, the PRD top papers in the open, teaching and student competitions were again awarded with cash prizes, and new to this year's awardees, plaques honoring their achievement.

The top student paper "The More Informative, The Better: The Effect of Message Interactivity on Product Attitudes and Purchase Intentions" was awarded to Holly Ott, Sushma Kumble, Michael Vafeidas and Thomas Waddell of Penn State University. Second place went to Yi Ji of the University of

Miami for her paper "Internet-Mediated Relationship Management in Local Nonprofit Fundraising Public Relations." Alan Abitbol of Texas Tech University received third place for his paper entitled "Examining the Influence of Public Relations Message Strategy Use on Student Attitude Through Facebook Public Relations" and Osenkor Gogo, Nicholas Browning and Marvin Kimmel of Georgia had the fourth place paper, "Comprehending CSR Message Effects: An application of the Elaboration Likelihood Model." Julie O'Neil and

Jacqueline Lambiase of Texas Christian University received the award for the top teaching paper "Considering Certification?: An Analysis of Universities' Communication Certificates and Feedback from Public Relations Professionals." Julia Daisy Fraustino (Maryland), Rowena Briones (Virginia Commonwealth) and Melissa Janoske's (Maryland) paper, "Can every class be a Twitter chat?: Teaching social media via cross-institutional experiential learning" received the second place award, and Scott Kuehn and Andy Lingwall of Clarion

University received third place for their paper "In Their Own Words: A Thematic Analysis of Students' Self-Perceptions of Writing Skills in Mass Communication Programs." In the open competition, Dustin Supa (Boston), Lynn Zoch (Radford) and Jessica Scanlon (Hill-Holliday) won with their paper "Does Social Media Use Affect Journalists' Perceptions of Source Credibility?" Pat Curtin of Oregon received second place with her paper "Renegade Girl Scouts or a Merit Badge for Spin: (Re)articulating activism and public relations." David

Radanovich of High point University received third place with his paper "Addressing the Under-Representation of Hispanics in Public Relations: An Exploratory Case Study."

The Division would like to thank

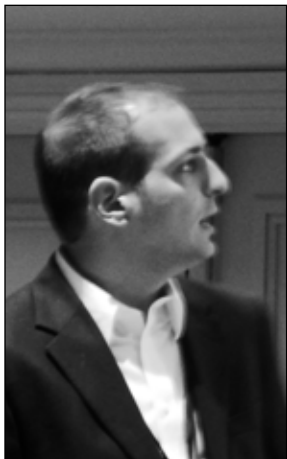
Dennis Wilcox

for his sponsorship of the Open and Teaching Paper Competition Awards. Thanks to your generosity, our top paper winners are able to receive cash awards for their outstanding work.

The Division would also like to recognize and thank

The Plank Center

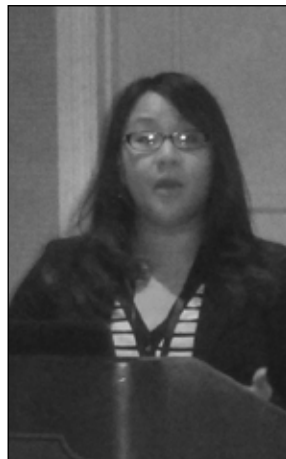
for their support of the Student Paper Competition, which allows our top students to receive cash awards for their outstanding work.



Alan Abitbol, Texas Tech



Nicholas Browning, Georgia



Holly Ott, Penn State



Yi Ji, Miami

Top Faculty papers in Teaching and Open Research Competition Winners: (from left) Jacqueline Lambiase (Texas Christian), David Radanovich (High Point), Julie O'Neil (Texas Christian), Andy Lingwall (Clarion), Dustin Supa (Boston) and Lynn Zoch (Radford). Stranding with the presenters is Suman Lee (Iowa State), who served as research chair this year. Absent from photo include top paper recipients Julia Fraustino (Maryland), Rowena Briones (VCU), Melissa Janoske (Maryland) and Pat Curtin (Oregon).



University of Georgia Honors Top JPRR Paper with Karen Russell Award



Jeong-Nam Kim of Purdue University accepts the first Karen Russell award from Tom Reichert. The award was created by the Grady College in honor of Russell's tenure as editor of *Journal of Public Relations Research*.

Kim Receives Surprise Award at Division Business Meeting

In honor of Karen Russell's tenure as the editor of the *Journal of Public Relations* coming to an end this year, the Department of Advertising and Public Relations at Grady College at the University of Georgia has created an award that will bear her name, and will be given annually to the scholar(s) whose research is the most downloaded article from the journal for that year.

This year's recipients were Jeong-Nam Kim of Purdue University and Lan Ni of the University of Houston for their article "Two Types of Public Relations Problems and Integrating Formative and Evaluative Research: A Review of Research Programs within the Behavioral, Strategic Management Paradigm."

The award, which carries a cash prize, honors Russell who has served as editor since January 2009, and whose term as editor will end this January. She currently serves as the Jim Kennedy New Media Professor at Grady College.

PRD Research By The Numbers

Nearly 100 Reviewers Critique more than 120 Papers

The prospect of needing a passport for this year's conference did not seem to hamper the efforts to earn a presentation, as more than 120 papers were submitted in the three competition categories offered by the Division.

Fewer papers were disqualified this year (major reasons included having identifying information, submitting to more than one division, or having papers under review at journals or other conferences), and the total acceptance rate was 58% for the division.

Most of the papers were presented either in a high-density research session or as a poster, due to the number of high-quality panels that were able to be scheduled this year.

In total, 63 papers were accepted for

presentation, with a breakdown of all submissions shown in a chart below.

Expectations for next year's submissions are high, and members are encouraged to start planning now for San Francisco.



<u>Category</u>	<u>Submitted Papers</u>	<u>Disqualified</u>	<u>Total</u>	<u>Accepted</u>	<u>Qualified Acceptance %</u>
Open	88	12	76	50	66%
Student	34	7	27	10	37%
Teaching	7	2	5	3	60%
Total	129	21	108	63	58%





Opposite Page: (Top) Lynn Zoch of Radford, far right, serves as a discussant for the CSR and Ethics posters, here offering feedback to from left, Moonhee Cho (Tennessee), Lauren Darm and Tiffany Schweickart (Florida). (Bottom) Ten concurrent presentations occurred at the high-density research paper session (foreground, far left) Geah Pressgrove (West Virginia) and Carol Pardun (South Carolina) present their findings.

This page: (Top) Brooke Fisher Liu and Julia Daisy Fraustino (Maryland) present on the social-mediated crisis communication model, (right) Tom Bivins (Oregon) opens the first public relations panel (co-sponsored with Mass Communication and Society) on whistleblowing in government as free expression. (Below) More than 40 public relations papers were presented as posters in a single session on Friday morning, taking up nearly the entire room. Those walking through were greeted by visual representation of a combined 96 scholars in public relations research.



New Section Designed to Help Educators

PR UPDATE to Look for News to Bring to PRD Members

Fair warning: This article is a shameless plug for the newsletter.

This year, the newsletter committee will try to bring news from our partner organizations that may be of interest to division members.

We will be looking for news, similar to the other two articles on this page, that brings information in front of Division membership that they really should know about. According to our cross-promotion policy, we will mostly highlight information from PRD sponsors and partner organizations, but if you are a member and you have

news that you would like to share with the division that doesn't really need a listserv announcement, send it to us here, and if it looks like it will be good for the membership, we'll add it to the newsletter.

Second fair warning: We can't publish everyone's news. And one-liners are difficult.

So treat us as you would any journalist,

and send us information that we can publish that will be of interest to our readers, in less than 500 words, and don't be upset if we have to cut it down a bit. We want to share the news with the members - so make it easy for us to do it. Best way to send it (or if you have questions: supa@bu.edu).

CEPR Adopts New Initiatives

October Meeting to Review New Reports

The newly re-constituted Commission on Public Relations Education (CPRE) is an authoritative voice shaping curriculum and other education matters in public relations. Representatives from more than twenty associations participate on the Commission.

The Commission has published two editions of its undergraduate standards – the latest was ‘The Professional Bond’ and last year, the first postgraduate standards in ‘Educating for complexity’.

The Commission is now actively researching and consulting widely with a view to update its undergraduate standards. As the profession is clearly global with

unparalleled access to digital networks that connects us all, it is imperative that we examine the way education has responded up to now and look forward.

At its meeting in October during the PRSA International conference in Washington, the Commission will get an update on several projects and initiatives:

- An update on the Global Credentials project led by the Global Alliance for Public Relations and Communication Management. This ambitious project stems from the re-invention of the ABC by the IABC and a re-examination of the APR by PRSA. The goal is to create a global framework with revised Knowledge, Skills,

Abilities and Behaviors (KSAB's), which will anchor new certification schemes for individuals. Commission co-chair Jean Valin will present the initiative.

- A proposal by Commission members Kathy Lewton and Sandra Duhe to hold a summit of educators and professionals focused on the need to update undergraduate standards that are aligned with needs of the marketplace.

- Reports from focus groups held around the world with educators sharing their views on what needs to be updated or changed in our undergraduate standards. This will be led by Vice Chair Del Gallo and Judy Phair.

- A report by Elizabeth Toth, Maria Russell and their research team on the reach and effect of the post

graduate report ‘Educating for complexity’

Finally, three long-serving members of the Commission will be launching a new book at a signing ceremony on Sunday October 12 at the Peter Lang exhibit. ‘Case studies in public relations from around the world’ edited by Judy VanSlyke Turk, Jean Valin and John Paluszek .

The case studies in this book, many of which have won national or international awards represent the full scope of practice from public diplomacy to corporate social responsibility, community relations, to tourism and financial relations. They include cases from South Africa, Japan, Poland, New Zealand, Australia, Slovenia, Finland, Costa Rica, Malaysia, Denmark, the UAE and Iran.

Special Events Highlight Annual PRSA Conference

The School of Journalism and Media Studies at San Diego State University has announced two events at the upcoming PRSA/PRSSA International Conferences in Washington, D.C., October 12-14. The first is the 2014 Public Relations Diversity Education Summit, co-sponsored by San Diego State's School of Journalism and Media Studies, the PRSA Foundation, PRSSA and the Glen M. Broom Center for Professional Development in Public Relations. The Summit will occur on October 10 from 1-4:30 PM. Rochelle Ford (Syracuse) will serve as the keynote speaker, and the event will feature panels on diversity in education and in the workplace. Registration and more event detail can be found at <http://www.eventbrite.com/e/public-relations-diversity-education-summit-tickets-12939734093>.

An alumni and friends reception celebrating the retirement of Dr. David Dozier will take place on Oct. 10, from 7-9 PM at the Omni Shoreham Hotel. Please RSVP at tinyurl.com/DozierRetirement.

PRD Social Media Team Keeps Membership Updated Throughout the Year

Opportunities to Connect with Other Members - Learn New Information

The social media team of the PRD is charged with keeping members up to date throughout the year, providing unique content and hosting multiple events online throughout the year. The social media sites for the Division offer a wide range of resources including advice on getting tenure, Twitter chats on improving teaching, and breaking news of interest to Division members. If you haven't yet followed, liked, pinned, linked with, or viewed

the Division social media sites, you could be missing out on valuable information.

You may have noticed team members at the conference wearing blue buttons, with the hashtag #PRProfs, more than just a clever button and t-shirt, the social media team uses the hashtag to keep us updated throughout the year.

The Division wants to keep you connected throughout the year, and the social media team and its resources is a great way to start!

Connect with PRD throughout the year!

On the web:
<http://aejmc.net/PR>

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

On Twitter (@AEJMC_PRD):
http://twitter.com/aejmc_prd

LinkedIn:
http://www.linkedin.com/groups/AEJMC-Public_Relations-Division-4067864

Instagram:
<http://www.instagram.com/aejmcprd>

Storify:
http://storify.com/AEJMC_PRD

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

Nominations Now Open for AEJMC Elected Positions

PRD Has Long History of AEJMC-Wide Positions

The website for nominations for 2015 AEJMC-wide elected positions is open now until 5 PM on October 17. While we have excellent representation from the Division in the elected posts for AEJMC, if you are interested in running for

AEJMC-wide office, or know someone who would, then now is the time. All AEJMC members should have received an email with a link to the nominating form.

The nominating committee will consider nominations for vice president, with two candidates being selected to be put to an AEJMC-wide election. The following committees also have open

slots: Committee on Professional Freedom and Responsibility (3 open seats), Committee on Research (3 open seats), Committee on Teaching (3 open seats), Publications Committee (3 open seats), and AEJMC Representative (2 open seats).

Any member can nominate another member in good standing to serve on AEJMC committees.

Once the ballot is established, remember to vote for PRD members to serve. It gives our Division a boost every time one of our members is elected to these organizational positions, and gives our Division the opportunity to participate in as much as possible.

For more information on the nominating process, and to find out who is already serving on committees, go to

<http://www.aejmc.org/home/wp-content/uploads/2010/01/September-2014-issue.pdf>.

If you did not receive an email inviting you to nominate for the organization's committees, check your spam box, and then let the AEJMC office know (all members with paid dues are eligible to nominate). Happy Nominating!