

PR UPDATE

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The News Journal for the Public Relations Division of the Association for Education in Journalism & Mass Communication

PRD
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AEJMC
2015



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Public Relations Ethics Month



Social Media Ethics: Authenticity Online #PREthics Chat

September 17, 2015 | 8:00 p.m. EDT

Denise Bortree (PSU), Marcia DiStaso (PSU) & Gini Dietrich (Spin Sucks)

Moderators: Diana Sisson (Auburn, PRD Social Media) & Mariene Neill (Baylor, PRSA BEPS)

The AEJMC Public Relations Division and PRSA Board of Ethics & Professional Standards (PRSA BEPS) are teaming up to co-host a #PREthics Twitter Chat focusing on social media ethics. This chat will occur during Ethics Month on September 17 at 8 p.m. ET and feature Dr. Denise Bortree, AEJMC PR Division Head & Associate Professor at Penn State University; Dr. Marcia DiStaso, PRSA Educators Academy Chair & Associate Professor at Penn State University; and Gini Dietrich, founder of ArmentDietrich and the popular blog, Spin Sucks.

We here at UPDATE are happy to work with you to develop an advertisement for your conference-related needs. Ads for other division-related activities will also be featured. We will also be happy to provide space for job postings that might be of interest to the membership. Contact the UPDATE editor at supa@bu.edu for more details and to see if we might be able to create an advertisement for you.

Thank you to the University of Florida College of Journalism and Communications and the College's Graduate Division and Department of Public Relations

Sponsor of the AEJMC 2015 Graduate Student Luncheon event



PR UPDATE

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for Education in Journalism &
Mass Communication
v.50, #3 July 2015

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PR UPDATE is published quarterly, with a special post-conference edition. Subscription is included with Public Relations Division dues. Past issues are housed on the division website. Letters to the editor should be addressed to supa@bu.edu.

from the editor

Dustin Supa
supa@bu.edu



the annual conference: A Time Steeped in Tradition

Growing up in Northern Maine, we had a rather odd school schedule. We would go back to school in early August, hold classes for about five weeks, and then would go on break for three weeks so that the potatoes could be harvested. By mid-October, we were back in class, resuming a normal school schedule for the rest of the year.

I was reminiscing on this fairly unique schedule during a recent visit to my family in Maine, but it also made me think about the AEJMC conference. Whereas the falling blossoms on the potato plants often signified our harvest break was fast approaching, the AEJMC conference serves as a sign our summer break (the term “break” is used loosely) is rapidly coming to a close.

But more than just a reminder of new beginnings, the harvest break we enjoyed in school was also heavily entrenched in tradition. Though mechanization has made the use of farm hands nearly obsolete in Northern Maine, the tradition of the harvest recess continues to be an important homage to the importance of agriculture to the community.

Likewise, the annual conference is heavily entrenched in tradition, not only from an organization-wide standpoint, but particularly for our division as well. The off-site visits, the Bill Adams/Edelman Luncheon, the division social and of course, the excellent research conversations have become a tradition over the last fifty years for many of us.

So here at UPDATE, we’d rather not think of the annual conference as the “end” of summer, but rather as an opportunity to continue a tradition that so many who’ve come before us made possible, and we’re thankful for the small part we get to play as temporary stewards of the practice and education of public relations.

DS

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Message from the Division Head

Gearing up for a Great Conference

The start of the 2015 AEJMC conference is nearly upon us. And, I look forward to seeing many of you in San Francisco this year. We had a record number of submissions (and acceptances), and the lineup of sessions is strong.

Here are a few highlights of the amazing programming we have planned for members. Be sure to add these to your calendar.

On Wednesday (August 5) the PRD is sponsoring a half-day preconference on social media measurement. The session is full, but you can still sign up for the waitlist. We have a number of professionals and academics presenting on essentials for the classroom and the profession.

On Thursday (August 6) at 11:45 a.m. our division will feature Adrian Edwards, the spokesperson for the United Nations High Commissioner for Refugees (UNHCR), who will speak about how the UN conducts refugee communication in the face of international crisis. The PRD was awarded this extra panel spot. You won't want to miss it. Later in the day on Thursday, the PF&R committee will be hosting an offsite tour of LinkedIn. Join us to hear from professionals about social media trends.

On Friday (August 7) we will be holding our annual Bill Adams/Edelman Luncheon. The seats filled up quickly, and we have a long waiting list. So, if you signed up but are not attending, please let us know. On Friday night be sure to attend our business meeting. We will be honoring our paper award winners and also acknowledging other members who have made a significant contribution to our division over the years.

On Saturday (August 8) we can all unwind at our division social, to be held at the Playroom at Hotel Zetta. The social committee has orchestrated a fantastic celebration for our members. It promises to be a fun time.

I want to take a moment to thank all the committees who have worked tirelessly this year planning our sessions and events for the conference. This has been a busy year with the launch of a new logo, new website, new journal format (TPR is moving to a new format), an anniversary celebration, many conference activities, and communication about PRD activities. The PRD leadership jumped in and skillfully handled all the planning and implementation of these activities. We are fortunate to have so many strong contributors to the division. And, special thanks to vice-head Tiffany Gallicano and vice-head elect Emily Kinsky. They are the two most productive people I know, and so much of the division's success this year is due to their efforts. I'm pleased to be handing off the leadership to these two amazing women.

Get ready for a great conference. I look forward to seeing you in San Francisco.

Denise



2015 Annual Conference: Schedule at a Glance

Wednesday, Aug. 5

1-5 p.m. Pre-conference: Social Media Measurement: Essentials for the Classroom and Profession, Sponsored by the Institute for Public Relations.

Thursday, Aug. 6

7-8 a.m. Editorial Board Meeting for the Journal of Public Relations Research

10-11:30 a.m. Approaches to Social Media Assignments Based on the Ethical Considerations and Legal Limits Every Faculty Member Should Know

11:45 a.m. - 1:15 p.m. Global Bridges Over Troubled Waters: Communication in the Wake of Humanitarian Crises

1:30-3 p.m. Past Heads Luncheon

3:15-4:30 p.m. LinkedIn Tour

5-6:30 p.m. Examining the Practice and Ethical Implications of Native Advertising for Public Relations and Advertising

Friday, Aug. 7

7-8 a.m. Outgoing Executive Committee Meeting

8:15-9:45 a.m. Developing Global Leaders: Best Practices for Helping Students Develop Vital Leadership Skills

11:45 a.m. - 1:15 p.m. Bill Adams/Edelman Luncheon

1:30-3 p.m. Top Open Competition Papers

3:15-4:45 p.m. Credibility and the Reputation of Public Relations, Crisis Communication, and Societal Roles of Public Relations (High Density Refereed Research Session)

5-6:30 p.m. Commission on Public Relations Education Meeting (commission members only)

6:45-8:15 p.m. Division Members' Meeting

Saturday, Aug. 8

7-8 a.m. Incoming Executive Committee Meeting

8:15-9:45 a.m. Scholar-to-Scholar Refereed Paper Research Session

12:15-1:30 p.m. Top Student Papers

1:30-3 p.m. Graduate Student Luncheon, sponsored by the University of Florida

3:30-5 p.m. Scholar-to-Scholar Refereed Paper Research Session

5:15-6:45 p.m. Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Nonprofit Causes

7-8:30 p.m. Public Relations Division Social

Sunday, Aug. 9

9:15-10:45 a.m. Top Teaching Papers



editor's note: PR UPDATE will be constructing a fully detailed schedule for PRD activities and related items of interest, which will include room assignments. Look for this printable schedule approximately one week before the conference.



2015 Annual Conference: Celebrate PRD's Anniversary at the Bill Adams/ Edelman Luncheon

In honor of the 50th anniversary of PRD, we have two special guest speakers. We will hear from Edelman's Managing Director for Global Engagement and Corporate Responsibility John Edelman, who began sponsoring this luncheon in 1999, and from Edelman's Chief Content Strategist Steve Rubel. Maia Barrow, from Edelman's San Francisco office, was given the challenge of finding a location for this year's Bill Adams/Edelman Luncheon. As our social committee and graduate student liaisons can tell you, it is no easy job to find a location in San Francisco that is big enough for us, available when we need it, reasonably priced and within walking distance from the hotel. Because of that challenge, this year's luncheon will be a bit different from the past.

It will take place at 11:45 a.m. on Friday, August 7, at SF Green Space (657 Mission Street) with a buffet of gourmet sandwiches (hummus; salami; turkey and Swiss; apple and

brue; ham and Swiss; prosciutto), and pear salad (mixed greens, walnuts, blue cheese and pears) with a side of chips.

Walk straight down Mission Street from the conference hotel and look for the SF Green Space sign. You will see it shortly after the Museum of the African Diaspora, and the organization will have a greeter outside. Our meeting room is on the second floor, which you can reach by stairs or elevator. The location has free WiFi (the log-in will be given once we arrive).

As usual, there are a limited number of spaces for the luncheon. At the writing of this article, we are putting together a waiting list. We hope you'll join us! You can get on the wait list at <http://ht.ly/PgaPu>. Contact Emily Kinsky with any questions (ekinsky@wtamu.edu).





2015 Annual Conference: Limited Spots Left for PRD's Offsite Conference Visit to LinkedIn

Attendees to the upcoming 2015 AEJMC conference have the opportunity to register for the PR Division-sponsored visit to the nearby corporate offices of LinkedIn. On Thursday afternoon, August 6, from 3:15 to 4:30 p.m., participants will hear directly from LinkedIn's Corporate Communications Manager Yumi Wilson, who will discuss how the business-focused social network and its member-publishing platform can be leveraged by PR professionals to build relationships with journalists, bloggers and other important social media representatives.

In addition, the event will feature Lou Hoffman, founder and CEO of The Hoffman Agency, a global PR firm with a major presence in San Francisco, discussing how organizations can advance their business goals utilizing the LinkedIn platform. Hoffman was recently featured in Ragan's PR Daily, writing about how users can strategically optimize LinkedIn profile information.

Along with hearing about the latest changes and innovations available to LinkedIn users, event participants will have the opportunity to learn how the social network can be an effective tool used by PR undergraduates both within the classroom and during the job search process.

The LinkedIn offices where the event will be held are a short, 7-minute walk from the main AEJMC conference hotel. The PF&R Committee will be leading a walking group to the event from the hotel lobby starting at 3 p.m. Attendees are welcome to join the walking group or meet at the LinkedIn office at 505 Howard St.; however, attendees must arrive by 3:15 p.m. to check in with the group and receive a guest pass at the lobby. Attendees must have registered in advance to be able to check in at LinkedIn.



PRD Offsite Visit
Thursday, August 6
3:15 - 4:30 PM
505 Howard Street
San Francisco

Pre-registration is required for the free event, and participation is limited to 75 attendees. Registration is filling up quickly and attendees are encouraged to RSVP as soon as possible to guarantee a spot.

PR Division members should have recently received an email from Denise Bortree with a link to register for the offsite tour, as well as the Bill Adams/Edelman Luncheon and the PR Division social. This same link is provided here again for your convenience:

<http://goo.gl/forms/M7i2tkV0tU>.

If you would like to change your RSVP, be placed on a waiting list (if the list fills), or have other questions about the event, please send an email to either Lucinda Austin (laustin@elon.edu) or Nathan Gilkerson (nathan.gilkerson@marquette.edu).

We hope to see you there!





Hey Graduate Students: Get involved with the Public Relations Division!

It's hard to believe that the upcoming AEJMC conference is just around the corner! I know many of you are busy preparing conference presentations, working on research, teaching classes, and much more. However, as the Public Relations Division is gearing up for another successful annual convention, I thought it would be an appropriate time to remind you of the many ways to get involved with the division.

Yes, we're all familiar with the "big three": teaching, research, and service. But it's important that we recognize the complementary relationship among the categories and how they contribute to our scholarly growth. Sure, it's important to focus on publishing and getting experience in the classroom, but it goes far beyond just that. It's about networking, serving the profession, and engaging in stimulating conversations about linking research to practice. It's about mentorship, collaboration, and volunteerism. It's about being a good academic citizen and getting involved. As graduate students, we need to embrace these opportunities.

Whether you're a first-year student or on the job market, it's important to be proactive, productive, and resourceful while in graduate school. The PRD offers graduate students countless opportunities to become more involved and successful members of the division...it's just up to us to take advantage of them! Here are some suggestions that I, as a fellow graduate student, would recommend to students who are interested in becoming more involved with the division:

Volunteer. Whether it's serving on a PRD committee, assisting with on-site conference events, or helping a faculty member as needed, there's no better way to learn than through experience. Volunteering your time with the PRD is an excellent way to learn what the division is all about. The Graduate Student Liaison Committee is seeking members for the 2015-16 academic year. If you're interested in learning more about the GLC, please email me.

Be engaged. I can't say enough about the value of mentorship and networking. The PRD has an excellent mentorship program where junior scholars are paired with

senior scholar mentors. If you haven't signed up for the mentoring program this year, I encourage you to consider participating in the future. If you're going to the conference in San Francisco, take advantage of the opportunity to interact with experts in the field. Go to the sessions, meetings, and PRD events. Introduce yourself at panels and sessions. Ask questions. Be engaged. This year's conference program includes outstanding sessions; don't miss out on these rich learning opportunities!

Tap those resources! Did you know that AEJMC offers travel grants to graduate students? Also, the PRD offers two major awards/scholarships available for graduate students, including the Roschwalb Grant Program to support international research in public relations and the Inez Kaiser Graduate Student of Color Award, which is awarded to a student of color who is actively engaged in researching or studying public relations. Furthermore, the division's website is filled with helpful information about the division's goals and activities. Finally, again, don't miss out on the chance to talk with other students and senior scholars. It's always a great feeling to leave a conference or event with your next research idea (and perhaps even some new collaborators)!

Stay connected. Get involved and stay involved. Check out the PRD's website at <http://www.aejmc.us/PR/students.html> (and watch on the listserv for our new website announcement!). Follow the instructions to sign up for the listserv. Follow the PRD on Facebook and Twitter accounts. Read the newsletter. Keep up with the latest news, discussions, and best practices in the field.

I hope you'll consider joining the GLC and/or any other PRD committee. Don't worry if you're new to the field or have limited experience—we're here to learn! Please feel free to email me if you have any questions about the division or the GLC, specifically. I would love to hear from you.

I look forward to seeing many of you in San Francisco!





2015 Conference: 2015 Inez Kaiser Graduate Students of Color Award Winners

The 2015 Inez Kaiser Graduate Students of Color Award winners are Julio J. Bermejo, University of Maryland; Yang Cheng, University of Missouri; and Candace Parrish, Virginia Commonwealth University. The Kaiser awards seek to encourage the academic career aspirations of graduate students of color and broaden the diversity within the Public Relations Division, AEJMC and the public relations profession. The awards honor Inez Kaiser, the first African-American woman to belong to PRSA and to head an agency with national clients.

The selection process was highly competitive with 20 qualified applicants applying this year for consideration. The expanded Kaiser awards program is made possible thanks to a diversity grant from the PRSA Foundation. The total amount of each award, including conference registration, conference travel funds, and AEJMC and Public Relations Division memberships is \$1355. The award winners will be formally recognized at the Public Relations Division business meeting at the AEJMC National Conference in San Francisco.

As part of the Kaiser program, awardees are assigned a Public Relations Division mentor. A special thank you to Tiffany Gallicano, University of Oregon; Hua Jiang, Syracuse University; and Teresa Mastin, DePaul University, for agreeing to serve as Kaiser mentors to Julio J. Bermejo, Yang Cheng and Candace Parrish, respectively.

About this year's Kaiser awardees:



Julio J. Bermejo is a Ph.D. candidate in the University of Maryland Department of Communication. His research interests include government communication and activist public relations. Julio has a bachelor's in

English from Stanford University and a master's in public relations from the University of Stirling (UK). His advisor is Brooke Fisher Liu.



Yang Cheng is a Ph.D. student in the School of Journalism, University of Missouri. Her research interests include public relations effectiveness, crisis communication, and cross-cultural communication. Her publications have appeared in *New Media & Society*, *International Journal of Communication*, and *Encyclopedia of Public Relations*, among others. Yang's advisor is Glen Cameron.



Candace Parrish is a Ph.D. student in the Media, Art, and Text program at Virginia Commonwealth University (VCU). Her research focus involves discovering the potential effectiveness of visual utilization for cervical cancer prevention in health communication. Other interest areas include prevention research in crisis communication, depression, and sexual assault. Candace's advisor is Rowena Briones.

Please congratulate this year's Kaiser award winners in San Francisco, and look for next year's call for applicants this fall.





Research Corner: What PR Agencies Require of New-Hire Junior AEs

Do PR and marketing graduates seeking jobs in PR agencies have what it takes? Do they have the right education, knowledge and skills? Do they have the preferred personality traits?

According to the latest survey from Gould+Partners, PR M&A specialists and management consultants, the answers depend on the agencies' wants and needs. Entitled "What PR Agencies Require of New-Hire Junior Account Executives," the survey was answered by a cross section of agencies from GP's national database of hundreds of firms.

More than 85 percent of the survey responses were from agencies with under \$3 million (54.55%) or \$3 million-\$10 million (30.91%) in revenue.

Five Key Questions & the Results

Q1: Minimum education: Nearly 97 percent of PR agencies want a bachelor's degree as opposed to a master's degree, but that's probably because the question asks solely for the minimum. One agency emphasized, "At the entry level (junior AE) we are looking for self starters that are curious about our world. We prefer if they have had a PR internship and understand the basics or have some experience but [we] care less about major in college. Most folks here do not have PR degrees – we prefer to have folks from many disciplines."

Q2: Preferred degree major: With a choice of seven majors, the three most important were public relations (92.86%), journalism (73.21%), and marketing (64.29%). Mass communication came in fourth (50%). No one added "other" majors.

Q3: Preferred basic job skills: "Writer" was the clear first (92.59%) with "Media Pitcher" a close second (88.89%), and "Researcher" third (59.26%). Researcher in this instance means someone who is good at finding and analyzing information, not someone who is a professional opinion researcher.

Q4: Preferred knowledge: For their three choices among eight, the agencies picked Social Media Practices (88%), PR

Practices (69%), and Marketing Basics (60%). Business Practices came in a close fourth at 58%. The emphasis on social media practices reaffirms the growing dominance of social media in today's PR marketplace.

Q5: Preferred personal attributes: With a choice of five of eight attributes, the respondents chose articulate (83.93%), motivated (82.14%), strategic thinker (69.64%), cooperative (55.36%), and client centric (51.79%). One respondent interpreted cooperative as "team player," a better term for future surveys on this topic.

Respondent Comments

Other required skills that were mentioned include public speaking, presentation delivery, creative writing, storytelling, digital and video capabilities, and "out-of-the-box/online thinking." Technical skills like proficiency with Outlook, PowerPoint and Excel were also listed.

One agency provided a detailed description of its new-hire philosophy: "We look for a diversity of skills, we don't want all traditional PR experience, but what else does the talent bring to the conversation. Where they have lived, worked, volunteered. How up to date are they on trends, digitization, economic and global issues that will be discussed with clients. What's their Rolodex look like? What do they read, what events do they/have they attended, what knowledge do they have on brands and the perception of those brands so we know how they think?"

In general, new hires need to have most of the job requirements when they walk through a prospective employer's door. As one agency explained, "We do not have time to teach remedial PR -- and many of these skills cannot be taught if a core competency does not exist after four years of college."

To download a free copy of the new-hire survey, visit <http://www.gould-partners.com/uploads/2015/07/New-Hire-Junior-AE.pdf>



Behind the scenes at the Journal: How to Help Your Manuscript Get Reviewed More Efficiently

With the transition in editors, it's naturally taking longer than usual to get manuscripts reviewed and editorial decisions made. Here are some tips for making the review process proceed as smoothly as possible:

Read and follow the submission guidelines. Seriously, I promise that this will help:
<http://www.tandfonline.com/action/authorSubmission?page=instructions&journalCode=hpr20&#.VaBroPIVhBc>

In particular, please note the manuscript page limit, abstract word limit, and requirement for APA-style citations.

Remember to blind your manuscript. We have found author-identifying information in page headers, in document properties, and in the citations. Subsequently, the associate editor has to request that the author remove this information and resubmit the manuscript, which takes up valuable time in the review process.

Cite yourself when doing so preserves the anonymity of the manuscript. If you previously published or presented something that any scholar can access, then you should cite yourself as if you were any other scholar. If instead you delete your name and put in "Author," then it's pretty obvious that YOU are that author, which identifies you rather than blinding your identity.

For example, suppose that I'm submitting a manuscript on professionalism in public relations. I want to cite my own prior work, and I do so this way:

Author. (2011). 2010 practice analysis: Professional competencies and work categories in public relations today. *Public Relations Review*, 37(3), 187-196. (doi:10.1016/j.pubrev.2011.04.005).

This citation pretty much tells reviewers that the manuscript they're reviewing, written by "Author," was written by Bey-Ling Sha. You see what I mean? Had I just left my name in the citation, the manuscript being reviewed could

have been written by anybody, and that anybody happened to cite Bey-Ling Sha.

Feel free to suggest reviewers for your manuscript. When you submit your manuscript to ScholarOne, you're supposed to include a cover letter. In that cover letter, it's fine to suggest reviewers, as long as the people you're suggesting don't have a conflict of interest that might prevent them from reviewing. For example, if you're submitting something from your doctoral dissertation, don't suggest your dissertation chair or committee members.

I welcome suggestions for reviewers because sometimes, for any given topic, I can only think of Reviewer Option A (who already is reviewing something else at the moment, and I don't want them to kill both manuscripts); Reviewer Option B (who just finished reviewing a difficult manuscript, and I don't want them to kill me); Reviewer Option C (who declined to review your manuscript because they are in Europe on summer vacation, and I feel like killing them); and Reviewer Option D (whose last recorded review was in 2009, and I wonder if someone has killed them). Yes, I can also search for random reviewers by subject area, but in such cases, I would appreciate having your suggestions to consider.

Sign up to be a reviewer. If you have a terminal degree, please consider signing up to be a potential reviewer for the Journal. To become a potential reviewer, register yourself with the Journal's online manuscript submission site: <https://mc.manuscriptcentral.com/hpr>. If you previously registered (for example, as a manuscript author), you should review your information and make sure that it's up to date. Also please be strategic in your selection of keywords for your reviewer profile, which is the same as your author profile. Keywords are words and phrases that help to connect a manuscript with a potential reviewer or eventual article reader. When attached to manuscripts, keywords help potential readers find your research. When attached to your reviewer profile, keywords help me to find you as a potential reviewer.



Remembrances:

PRD loses two outstanding colleagues

It is with a great deal of sadness that PR UPDATE reflects on the lives of our colleagues. Both our division and its members have benefited from the friendship and collaboration of those who have gone before us, and we join with family, friends, co-workers and students in both the mourning of loss and the celebration of lives dedicated to the education and profession of public relations.

Linda Hudson Scanlan (PRD Head, 1984-85)

Published in The Virginian Pilot on May 22, 2015

Virginia Beach - Linda Hudson Scanlan, 80, died suddenly at her home on Wednesday, May 13. She was born October 22, 1934 in Fitchburg, MA and was the daughter of Gardner C. and Agnes Hudson. A long-time resident of Virginia Beach, she is preceded in death by her husband Donald F. Scanlan. Survivors include her son, Paul Scanlan and his son, Hudson, her daughter Alice McCalla and her husband, James and their son, Jack; as well as her brother Kirk Hudson, his wife Barbara, their three children and two grandchildren.

Linda earned her undergraduate degree in Government from Cornell University, where she also served as the first female editor of the Cornell Daily Sun, the student newspaper. She also holds a Master's Degree in Journalism from Columbia University and a Masters of Higher Education Administration from George Washington University.

She enjoyed her time as a Navy wife and mother, with duty stations in Corpus Christi, San Diego, Whidbey Island, Pensacola, Patuxent River, Jacksonville Florida and finally to home in Virginia Beach. While her husband was aboard SARATOGA, she took her children and followed the ship, living in places like Nice, France; Palma de Mallorca, Spain; and Sigonella and Sicily in Italy.

For 17 years, Linda taught journalism at Norfolk State University in Norfolk, VA and chaired the Department of Journalism for seven years. She was a former editor, general assignment reporter, feature writer and copy editor with five daily newspapers. She served on the editorial boards of several communications journals and was a judge for numerous awards including the James Beard Foundation journalism awards. Later in life, she was a public relations consultant at both the national and international level.

One of her greatest joys was working with the Fulbright

Association. She served two terms on the board of directors and was a journalist working in newly independent countries in the Balkans. In 1993 she received a senior scholar grant to teach in Bulgaria and then later, in 2001, returned to Kosovo to advise on a Master's-level curriculum in journalism. She was also a consultant for the State Department, serving in Latvia and Romania. As a result of her experience overseas, she was co-editor of *The Evolution of Public Relations: Case Studies from Countries in Transition*, currently in its third edition.

In addition to her professional associations, she was active in her community. She was a long-standing member of First Presbyterian Church in Virginia Beach. She had recently joined the board of Tidewater Arts Outreach, a non-profit organization that brings music and arts to those in assisted living facilities. And she volunteered in the library at Birdneck Elementary School on a weekly basis.

Linda was a spirited woman who loved to travel. In the past three years alone, she visited London, China, India, Argentina and Cuba. She enjoyed spending time with family and friends, and was extremely active. Linda will be greatly missed, but she will be remembered for her intellect, commitment to helping others and her sense of adventure.

A memorial service will be held later this summer. In lieu of flowers, donations can be made to the Tidewater Arts Outreach at www.TidewaterArtsOutreach.org or The Friends of the Virginia Beach Library. Online condolences may be sent to hdliver.com



Owen Kulemeka

Published by Gaylord College

Owen Kulemeka, an assistant professor in the Gaylord College of Journalism and Mass Communication at the University of Oklahoma, died in his Norman, Oklahoma home on June 27 after being treated for a heat stroke earlier in the week. He was 38.

Owen's academic specialty was public relations and crisis communication. In just four years at OU, he had become one of the most popular and admired professors on campus. In his first year, Owen won Gaylord College's JayMac Outstanding Teacher award, the only new professor to have ever been selected for the college's highest teaching honor. The following year, the Oklahoma Student-Athlete Advisory Committee selected Owen for the Most Inspiring Faculty award. In 2015, Owen was selected as one of the four inaugural Paul Risser Innovative Teaching Fellows, a program designed to help a select group of outstanding teachers on campus develop an innovative course.

Owen pursued scholarship in crisis management and was published in a variety of journals in that field. In 2009, Owen was selected as the first recipient of the James & Larissa Grunig Research Fellowship given by the Institute for Public Relations that provided him an opportunity to lecture and do research all over the world. Owen was active in international communication and had worked most recently with the University of Gujrat in Pakistan as part of a grant from the U.S. Department of State to upgrade the mass communication department at that university.

Owen Dekhani Kulemeka was born April 13, 1977, in Malosa, Malawi to Andrew Tilimbe Kulemeka and the late Sheila Dube. He immigrated to the United States in 1989 to join his father who was a doctoral student at Indiana University in Bloomington. Owen received his B.A. and M.A. from the University of Maryland at College Park and his Ph.D. from the University of Illinois Urbana Champaign. While a student he interned at a variety of non-governmental organizations including UNICEF Indonesia, Amnesty International and the United Nations High Commission for Refugees. Before pursuing his doctorate, Owen had worked as a Research Analyst for Kearney and Company, a Public Affairs Writer for the American Insurance Association and a Research Analyst for Cassidy Government Relations, a subsidiary of Weber Shandwick Government Relations, all in Washington, D.C.

Owen is survived by his parents Drs. Andrew Kulemeka and Mary Ellen Scullen, two sisters Moyenda and Chikondi, all of College Park, Maryland and numerous relatives in the U.S. and Malawi. Owen also considered his students and colleagues at the University as his extended family.

Funeral Services were held on Friday, July 10, 2015, at St. Camillus Catholic Church in Silver Spring, Maryland. Gaylord College will hold a memorial service on the OU campus on August 29. In lieu of flowers, the family requests that memorial gifts be made to the Owen Kulemeka Memorial Scholarship fund in Gaylord College at the University of Oklahoma. Checks should be made payable to the University of Oklahoma Foundation, P.O. Box 258856, Oklahoma City, OK 73125-8856 (memo line: Owen Kulemeka fund). Remembrance comments can be posted at the "Remembering Owen Kulemeka" public Facebook [page](#).



Our next issue will be our post-conference special edition. Our normal production schedule is January, March, July and November, with a special post-conference issue. We look forward to your feedback, and even more so to seeing you in San Francisco in August!