

Public Relations Division

2015 Business meeting

August 7, 2015

More than 100 in attendance

Denise Bortree calls meeting to order

Motion to adoption agenda by Judy Turk, seconded by Lisa Fall. All in agreement

Motion to approve of minutes from 2014 by Judy Turk, seconded by Lisa Fall. All in agreement

REPORTS

- Denise Bortree gives Head Report
 - 50th Anniversary Celebration this year. Important because of changes to division over past half century.
 - Bortree plays video of anniversary greetings from universities and partners
 - Bortree names Anniversary Committee Members
 - Giselle Auger
 - Michele Ewing
 - Tiffany Gallicano
 - Nathan Gilkerson
 - Susan Grantham
 - Susan Gonders
 - Cheryl Ann Lambert
 - Andy Lingwall
 - Nicole Lee
 - Chuck Lubbers
 - Emily Kinsky
 - David Remund
 - Shelley Spector
 - Dustin Supa
 - Pat Swann
 - Natalie Tindall
 - Judy Turk
 - Don Wright
 - Bortree introduces Judy Turk who will discuss a new initiative, Doug Newsom Award
 - In honor of our oldest living past head of the Public Relations Division
 - Doug served from 1974-1975
 - First award to be given in 2016
 - Award Guidelines
 - Given to a paper on Global Ethics and Global Diversity

- Papers submitted for award will be considered for open paper call
 - Funding for Award
 - \$10,000 needed to fully fund the award
 - Past heads donation of \$2,800 matched by Arthur W. Page Center
 - More info will follow about how to make your donation
 - Special thanks to committee who wrote the award guidelines: Judy VanSlyke Turk, Susan Grantham, Chuck Lubbers, Natalie Tindall
 - Doug Newsom stands up and thanks the membership
- Memorials of two members given by Denise Bortree
 - Owen Kulemeka: Owen was a dedicated scholar who always strove for excellence. Owen was a devoted professor and mentor, always ready to support and give advice to his students. Owen was a beloved friend who was compassionate, caring, encouraging, and generous. We deeply miss him! By Yi Luo & Hua Jiang
 - Linda Scanlan: Linda had retired from Norfolk State University, and she was the 1984-85 chair of the PRD. Linda was a passionate believer in international PR education and constantly worked with the U.S. State Department to fund workshops abroad. Linda was an excellent teacher and a wonderful colleague. All of us who knew her will miss her. By Dennis Wilcox
- Bortree announces that Chris Perry, webmaster is retiring
 - Chris Perry became the webmaster in 2010
 - Led the web team to create and launch our new website
 - New webmaster will be Katie Stansberry at Cleveland State
 - New website address AEJMC.US/PRD
 - Thanks to website team for designing new website: Chris Perry, Katie Stansberry, Jeff Morosoff
- Bortree announced that Alan Freitag, listserv manager, is retiring
 - Alan Freitag established our first listserv in 1999
 - Served the division for 16 years as the listserv manager
 - New Listserv
 - Our new listserv is effective immediately
 - AEJMCPRD-L@lists.psu.edu
 - Emails will no longer be sent to the old listserv
 - New listserv will be managed by Denise Bortree
 - New listserv signup at AEJMCPRD-L-subscribe-request@lists.psu.edu
- Bortree reported on work of PRD Committees 2014-2015
 - Research Co-Chairs: Eyun-Jung Ki, Weiwu Zhang
 - Teaching Co-Chairs: Hongmei Shen, Giselle Auger – paper competition went off without issue.
 - PF&R Team: Lucinda Austin, Chair, Nathan Gilkerson, Co-Chair, Hua Jiang, Brooke Weberling McKeever, Dave Remund – Team planned the LinkedIn tour attended by 80 people. Also helped with PF&R panels.
 - Membership Team: Brigitta Brunner-Johnson, Chair, Katie Reynolds Place, Co-Chair, Yi Luo, Barbara Hines – Created 30 mentor-mentee pairs, the most we have ever had in our division. Important for young scholars and grad students.

- Roschwalb Team: Brian Smith, Chair, Hua Jiang, Co-Chair
- Kaiser Team: Matt Ragas, Chair, Rowena L. Briones, Lan Ni, Donnalyn Pompper, David Radanovich – both student awards teams have done an excellent job of attracting applications from our graduate students.
- Graduate Student Liaisons: Holly Ott, Chair, Janelle Applequist, Melissa Janoske, Amanda Kennedy, Tiffany Schweickart – Planned our first official grad luncheon on the schedule. 20 grad students signed up, sponsored by UF.
- PR UPDATE Team: Dustin Supa, Editor, Cary Greenwood, Dean Mundy – Team produced new design. Excellent issue right after conference last year. Thanks to Dustin and team for great work.
- Website Committee: Chris Perry, Chair, Jeffrey S. Morosoff, Kathleen Stansberry – Designed and launched new website. Excellent work this year.
- Social Media Team: Karen Freberg, Chair, Geah Pressgrove, Interim Chair, Melissa Janoske, Carolyn Mae Kim, Nicole Lee, Patrick Merle, Dave Remund, Diana Sisson, Kelly Vibber – Best social media team of any division at any conference. Great work this year, including two Twitter chats and lots of great content in our social media outlets.
- Professional Liaisons: Julia Fraustino, Chair, Flora Hung-Baesecke, Co-Chair, Terry Flynn, Nell Horowitz, Amanda Kennedy, Andy Lingwall – Planned social for the division, Saturday night. Event will be a continuation of our 50th anniversary celebration.
- PRSA Educators Academy Liaisons: Michele Ewing, Co-Chair, Marlene Neill, Co-Chair – Planned a Twitter chat for September in conjunction with Board of Ethics at PRSA and PRSA Educator Academy.
- Tiffany Gallicano gave Vice Head Report
 - How much we could program with the somewhat new process:
 - Seven panels
 - High density session (10 papers)
 - Two poster sessions
(up to 80 papers per session, we booked 20 and 42)
 - We had an eighth panel that we competitively won for the Global Bridges conference theme
 - Free to program a pre-conference, division business meeting, offsite events, incoming and outgoing leadership meetings
 - How we programmed our seven panels
 - 3 for research: Top research, top teaching, top grad.
 - 2 for teaching discussion-based panels (8 submitted)
 - 2 for PF&R panels (7 submitted)
 - How AEJMC defines Professional Freedom & Responsibility
 - Free expression
 - Ethics
 - Media criticism and accountability
 - Racial, gender, and cultural inclusiveness
 - Public service

- How we selected panels
 - PF&R committee and executive officers
 - Online survey
 - Criteria in the call, including business survey results
- Highlights of our panels
 - Social Media Measurement
Pre-Conference – excellent panel of academics, roundtable demonstrations, professionals from WCG, Edelman, Wells Fargo and MasterCard
 - Ethical and Legal Considerations for Teaching Social Media – partnered with the Law Division
 - Global Bridges – Communication in the Wake of Humanitarian Crises – featuring Adrian Edwards, head of news and spokesperson for the United Nations High Commissioner for Refugees, research from the Arthur W. Page Center, presented by Colleen Connolly-Ahern
 - Native Advertising Panel – featuring Steve Rubel, thought leader from Edelman
 - Developing Global Leaders Panel – insightful discussion of teaching leadership and cross-cultural communication
 - Fandom, Infotainment, and Social Media to Promote Causes – upcoming panel about using social media for cause-related efforts
- Emily Kinsky gave Vice Head Elect report
 - 75 people were able to attend today’s Bill Adams/Edelman Luncheon at SF Green Space
 - Speakers: John Edelman and Steve Rubel
 - Some trouble with Past Heads video, but will play it tonight after business meeting
- Eyun-Jung Ki, chair of Research Committee, gave Research report 2015
 - A total of 166 papers were submitted
 - 22 disqualified (having author information, exceeding the page limit, or duplicate submission)
 - 71 papers accepted, 78 papers rejected
 - Open competition: 104 submissions (accepted 48, rejected 43, DQ 13)
 - Student competition: 50 submissions (accepted 19, rejected 24, DQ 7)
 - Overall acceptance rate: 43% (including DQ papers) or 49% (excluding DQ papers)
 - 121 paper judges (average of 3.5 paper per judge)
 - Refereed Paper competition: Open (3), Teaching (3), and Student (3)
- Chuck Lubbers, editor, gave report on Journal of Public Relations Education
 - New website launched this week
 - Thanks to Webmaster: Robert French
 - First issue published 8/2015. Special thanks to the authors of the articles.
 - Volume 1 features two full length articles and one teaching brief
 - Associate Editor for the journal will be Emily Kinsky
- Hongmei Shen, associate editor, gave report on Journal of Public Relations Research
 - Manuscripts (original) received in 2014: 132
 - As of July 31, 2015:
 - 3 Accepted

- 5 Accepted with Minor Revision
 - 5 Awaiting Reviewer Scores
 - 94 Rejected
 - 25 Revise and Resubmit
 - Most submitted in Sept and Oct
 - Need more reviewers
- Manuscripts (revised) received in 2014: 37
 - As of July 31, 2015:
 - 17 Accepted
 - 12 Accepted with Minor Revision
 - 3 Rejected
 - 5 Revise and Resubmit
- Bottom line: When invited to revise and resubmit, DO IT ASAP!
- NEW! for 2016:
 - Associate editor (work in 2016, credit in 2017) will be Hillary Fussell Sisco
 - New Cover design
 - Regular editor column in PR Update
 - Issues per year increased from 5 to 6
 - New logo includes AEJMC blue and San Diego State red and gold

OLD BUSINESS

AWARDS

- 2014 Top Downloaded Article from the Journal of Public Relations Research in Honor of Karen Russell
 - Award sponsored by Grady College of Journalism and Mass Communication
 - Award given by Bryan Reber to
- Inez Kaiser Award 2015
 - Presented by Matt Ragas to Julio Javier Bermejo, Candace Parrish, and Yang Cheng
- Roschwalb Award 2015
 - Presented by Denise Bortree to Young Eun Park (accepted by Sung Un Yang.
- Top Student Papers
 - Sponsored by the Plank Center for Leadership in Public Relations
 - Third place: To Whom Do They Listen? The Effects of Communication Strategy and eWOM on Consumer Responses by Zifei Chen and Cheng Hong, University of Miami
 - Second place: An Examination of Social TV & OPR Building: A Content Analysis of Tweets Surrounding "The Walking Dead" by Lauren Auverset, University of Alabama
 - First place: Enhancing OPR Management through SNSs: The Role of Organizations' SNS Message Strategies and Message Interactivity by Xinyu Lu and Hao Xu, University of Minnesota, Twin Cities
- Top Teaching Paper Awards (sponsored by Dennis Wilcox)
 - Dennis Wilcox said a few words about his contribution to the division
 - Third place: Teaching, Tweeting, and Telecommuting: Experiential and Cross-institutional Learning through Social Media by Stephanie Madden, University of

- Maryland, Rowena Briones, Virginia Commonwealth University, Julia Daisy Fraustino, West Virginia University, and Melissa Janoske, University of Memphis
 - Second place: “The Best of Both Worlds”: Student Perspectives on Student-Run Advertising and Public Relations Agencies by Joyce Haley, Abilene Christian University, Margaret Ritsch, Texas Christian University, and Jessica Smith, Abilene Christian University
 - First place: Hootsuite University: Equipping Academics and Future PR Professionals for Social Media Success by Emily S. Kinsky, West Texas A&M University, Karen Freberg, University of Louisville, Carolyn Kim, Biola University, Matthew Kushin, Shepherd University, and William Ward, Syracuse University
- Top Research Paper Awards (sponsored by Dennis Wilcox)
 - Third place: Time-lagged Analysis of Third-level Agenda-building: Florida’s Debate on Medical Marijuana by Tiffany Schweickart, University of Florida, Jordan Neil, University of Florida, Ji Young Kim, University of Hawaii at Manoa, Josephine Lukito, Syracuse University, Tianduo Zhang, University of Florida, Guy Golan, Syracuse University, and Spiro Kioussis, University of Florida
 - Second place: Never Easy to Say "Sorry": Exploring the Interplay of Crisis Involvement, Brand Image and Message Framing in Developing Effective Crisis Responses by Soyoung Lee, The University of Texas at Austin, and Lucy Atkinson, University of Texas at Austin
 - First place: Making Social Media Work: Modeling the Antecedents and Outcomes of Perceived Relationship Investment of Nonprofit Organizations by Giselle Auger, Duquesne University and Moonhee Cho, University of Tennessee

NEW BUSINESS

- Denise Bortree discussed new Comm Manager position
 - Position has been added to new version of the Operations Manual
 - Report to Executive Committee
 - Manage the communication channels – PR UPDATE (newsletter), website, and social media
 - Coordinate content across channels
 - Create strategies for effectively communicating with members
- Denise Bortree discussed new Vice Head Elect Nomination Criteria and Process, which was approved
 - Current bylaws do not include criteria. We are laying these out
 - Requirement for nominations:
 - PRD member
 - 1-2 years of experience on research or teaching committee
 - Two additional years of leadership on a PRD committee
 - Preferred criteria
 - Tenured (or equivalent experience for non-tenure faculty)
 - Total of five years of experience as a volunteer on PRD committees (including 2 years of leadership)
 - Strong performance during volunteerism with PRD
 - Review & Election

- Review materials
 - 500 word bio
 - Two references related to volunteer work for PRD
- Election process
 - Nomination committee will narrow candidates based on criteria
 - If more than one meets all required and preferred criteria, the top two will be put forward to the membership for election.
 - If more than one candidate is approved, the membership will vote online during the month of April.
- Denise Bortree presented nomination for vice head elect position
 - Nomination Committee: Natalie Tindall and Susan Grantham
 - Nomination for Vice Head Elect: Richard Waters
 - Bortree opened floor for other nominations. None were offered.
 - Vote was unanimous for Waters
- Denise Bortree shared future conference locations and called for vote for 2019 location
 - 2016: Minneapolis
 - 2017: Chicago
 - 2018: Washington, DC
 - 2019: Options to be decided by vote
 - Atlanta (hotel rates \$149-189, grad students \$107-159)
 - Philadelphia (hotel rates \$199, grad students \$159)
 - Tampa (hotel rates \$149, grad students \$129)
 - Toronto (hotel rates \$199-\$239, grad students \$150-\$179)
 - Membership's top choice was Tampa
- Tiffany Gallicano shared reminder of upcoming events
 - Volunteer with the division
 - Incoming Exec Comm Meeting, Saturday at 7 am in Sierra B
 - Top Student Paper Session
 - Saturday at 12:15 pm in Salon 14
 - Division Social
 - S&R Lounge, Hotel Zetta, Saturday at 7 pm
 - Top Teaching Paper Session
 - Sunday at 9:15 am in Salon 15

Tiffany Gallicano presented Denise Bortree with outgoing head gifts, bike chain picture frame, and under desk bike (to be mailed)

Emily Kinsky presented Tiffany and Denise with Texas peanut brittle gifts

Denise Bortree called for meeting to be adjourned. Motioned and seconded. All in favor.