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## **Public Relations Division**

### **2016 Business Meeting**

Minneapolis, MN

August 5, 2016, 6:45p.m., Hilton Minneapolis, Marquette VIII

More than 100 people in attendance

Minutes recorded by PRD Secretary Rebecca Swenson.

- Executive Head Tiffany Gallicano called the meeting to order at 6:47 p.m.
- Gallicano requested a moment of silence to remember Inez Kaiser, who passed away last Sunday at age 98. Kaiser was the first African-American woman to belong to PRSA and have a PR agency with national clients. The Museum of Public Relations is planning a month-long exhibit in early 2017 to celebrate her life. Please contact Shelley Spector if you are interested in helping with the exhibit in any way. There is also a Facebook post on the PRD page to honor and remember Kaiser. Members are encouraged to add their comments. These stories will be shared with Kaiser's family.
- The agenda was shared on the slides and circulated prior to the meeting. A motion to adopt the agenda was proposed and seconded. All in attendance were in agreement. The agenda was adopted.
- Executive Head Tiffany Gallicano proposed an addition to the 2015 meeting minutes. The winner of last year's *Journal of Public Relations Research* Top Downloaded Article Award (in honor of Karen Russell) was missing from the 2015 Business Meeting minutes:

Itai Himelboim, Guy Golan, Bitt Beach Moon, and Ryan J. Suto for "A Social Networks Approach to Public Relations on Twitter: Social Mediators and Mediated Public Relations," published in volume 26, issue 4.

The motion to approve the minutes from the 2015 Business Meeting as corrected was proposed and seconded. All in attendance were in agreement. Minutes approved.

## **Executive Head Report**

Head: Tiffany Gallicano

- Gallicano shared current membership numbers and financial details for the division. PRD currently has 396 members and is the third largest division within AEJMC, following the Mass Communication & Society Division and the Newspaper Division. Our dues are \$30 for members and \$20 for graduate students. Most of these dues (\$25) go to support the *Journal of Public Relations Research*; the remaining \$5 in dues go into

the general PRD fund. Gallicano shared member benefits, including early registration for events and new teaching resources like the guest speaker teaching resources, and encouraged everyone to join the division if they have not already done so out of support for the division, regardless of the benefits. Gallicano also shared details on what the general PRD funds were used for this year.

- Vice Head Elect Richard Waters discussed the current fundraising campaign and financial strategy. Waters mentioned plans to send cards and flowers to Inez Kaiser's family and will share a link to the AEJMC donation page with the division for people who want to honor Kaiser. New fundraising activities this year include the \$50 for the 50<sup>th</sup> anniversary campaign, which was successful. Fundraising efforts will be continued next year.
- Vice Head Elect Richard Waters also shared current financial details. There is \$11,180.60 (with \$1,500.50 raised this year) in the General Fund; \$6,465.44 (with \$300 raised this year) in the Roschwalb fund; \$5,993.20 (with \$275 raised this year) in the Kaiser Grant fund, and \$10,325 (with \$525 raised this year) in the Newsom fund. [The Kaiser numbers do not include the cost of the three winners this year, so it will be \$2,213.20 after the deduction]. The combined interest in these accounts is less than \$50. Our next goal is to increase Kaiser and Roschwalb funds to \$10,000 in order to get them to their initial endowment threshold, and our long-term goal is to raise enough for them to be self-sustaining. Waters thanked our sponsors, members, universities and corporate donors for their support.
- Head Tiffany Gallicano shared the news that the AEJMC Board of Directors voted to approve the change to the Professional Freedom & Responsibility (PF&R) criterion to a general diversity and inclusion criterion. This change was the outcome of a partnership between PRD and the LGBTQ Interest Group in order to expand diversity offerings. Elizabeth Toth mentioned that the national board also approved the change and congratulated the PRD membership for their insight on this issue.
- Gallicano reported that PRD members will receive online access without an embargo to the *Journal of Public Relations Research* as a new benefit of their division membership thanks to an initiative started by Past Head Denise Bortree last year, with support from the journal's editor, Bey-Ling Sha.
- Gallicano announced a new PR in History Award sponsored by the Museum of Public Relations, which will be awarded for the next five years, thanks to the generous support of Shelley Spector. The best paper about the role of public relations in history will receive \$250 and can be submitted to the teaching, open, or graduate-student only competitions. For this award, work that focuses on those not typically cited within public relations textbooks are of particular interest. Researchers are welcome to focus on social and political movement leaders, including those who do not self-identify as public relations practitioners. To qualify, all papers must follow the rules of the AEJMC PRD call for papers.
- Museum of Public Relations Founder Shelley Spector will have a special display of historical papers, manuscripts, artifacts and posters at the AEJMC PRD social. Ray Hiebert donated a collection of Ivy Lee papers, letters, and artifacts to the Museum of Public Relations and some of these items will be part of the display. The Museum is working to digitize an unpublished manuscript that Ivy Lee wrote in the 1920s; they plan

to publish the manuscript by midyear 2017.

- Gallicano shared brief highlights from PRD committees:
  - **PF&R committee** coordinated activities for News Engagement Day, planned the off-site tour to Mall of America, and shared input on behalf of the division on AEJMC's political positions.
  - **Membership committee** sent out the Fall survey and matched mentoring pairs.
  - **Kaiser** had three awardees and raised funds.
  - **Roschwalb** had one awardee and raised funds.
  - **Social committee** was able to secure support for food and drinks for entire social, introduced a new individual level of donation, and brought in corporate sponsors.
  - **Graduate Student Liaison committee** sponsored the luncheon and gathered information to guide next year's activities.
  - **PR Update committee** published our regular four issues plus the post-conference issue.
  - **Communication committee** coordinated communication across channels.
  - **Social media committee** created great content and community-building activities year-round and generated strong interaction stats.
  - **Website committee** implemented major updates to the site and added teaching resources.
  - **Listserv** was managed for the first year under Denise Bortree.
  - **Professional Liaisons** planned a great pre-conference on leadership.
  - **PRSA Liaisons** hosted three popular Twitter chats.

### **Vice Head Report**

Vice Head: Emily Kinsky

- Vice Head Emily Kinsky recapped PRD conference programming for this year. PRD hosted 10 panels total (seven were proposed, two were refereed, and one was an editor-requested panel). We had four research panels, three teaching panels, and 3 PF&R panels. PRD also partnered with the Advertising Division to host two high-density (HD) sessions that focused on top student work and pioneering research. There were 2 poster sessions with 18 posters on Friday and 20 posters on Saturday.
- In addition to conference programming, the division also worked on other "free" programming (which doesn't cost the division any "chips" from AEJMC), including the Division Business Meeting, off-site events (Past Heads' Lunch, Bill Adams/Edelman Luncheon, Mall of America tour, Graduate Students Luncheon), incoming and outgoing leadership meetings, Commission on Public Relations Education meeting, the JPRR editorial board meeting, and the Editors' Panel.

### **Vice Head Elect Report**

Vice Head Elect: Richard Waters

- Vice Head Elect Richard Waters reported that 90 people were able to attend the Bill Adams/Edelman Luncheon this year. We had more seats this year compared to past years and still had 41 people on the waitlist. President of Edelman Chicago Jay Porter spoke about collaborative journalism. Senior VP & Chief of Staff for Edelman Chicago Stephanie Sutton and Account Executive Shital Patel also attended the event. Edelman promised to share the slides when they get back, which Waters will pass on to everyone

who attended the event (or was on the waitlist). Waters thanked the walking group leaders and check-in volunteers for their assistance during the event.

## Research Report

Research Chair: Weiwu Zhang

- Research Chair Weiwu Zhang shared details about the research papers submitted to the conference this year. We had 111 papers submitted with 5 disqualified (for including author information or exceeding the page requirements, for example), which is a lower number of disqualified papers compared to previous years. We had 56 papers accepted and 50 papers rejected. The open competition had 63 submissions (32 were accepted, 29 were rejected and 2 were disqualified), and the student competition had 38 submissions (19 were accepted, 17 were rejected and 2 were disqualified). The overall acceptance rate was 50.5% (including DQ papers) or 52.8% (excluding DQ papers). We had 98 judges who reviewed an average of 3.2 papers each.

## Report from the Editors

- *Journal of Public Relations Education* Associate Editor Emily Kinsky shared details and current review statistics for the journal. The journal published 11 articles over three issues (volume 1 was published in August of 2015; volume 2 in February of 2016 and August of 2016). They had 33 reviewers and 21 submissions for review in the last year.
- *Journal of Public Relations Research* Editor-in-Chief Bey-Ling Sha shared a detailed report on journal statistics over the last year. *JPRR* received 135 original manuscripts and 31 revised manuscripts in 2015. [This compares to 132 original manuscripts and 37 revised manuscripts received in 2014]. Sha encouraged everyone at the conference to consider submitting work to *JPRR*.

According to Thomson Reuters ISI Journal Citation report, in 2015 *JPRR* ranked 39 out of 79 journals in Communication with an Impact Factor of 0.979. In 2014, *JPRR* ranked 50 out of 76 journals in Communication with an Impact Factor of 0.556. *JPRR*'s five-year Impact Factor for 2015 is 1.482, which is up from 1.312 in 2014.

The acceptance rate for original manuscripts submitted in 2015 was 6%; the acceptance rate for manuscripts processed under Editor Sha was 4% (as of July 31, 2016). Sha is trying to increase the amount of feedback that authors receive and has been giving more "rejects" over "revise and resubmits," along with detailed feedback, to allow writers to decide if they want to make extensive revisions or take their work to another journal. The average time from submission to final decision (as of July 31, 2016 for prior 12 months) was 86.8 days. Sha reminded everyone that there are multiple ways of calculating acceptance rates, and the method of calculation and the "as of" date should always be included when reporting rates.

Sha requested that everyone remember to blind their manuscripts, follow APA style, respect page limits, and connect work to theory in public relations. Sha also requested that everyone who reviews for the journal update their contact information, keywords, and their methods expertise. Applications for the next *JPRR* editor are due May 1, 2017 (term runs 2019-2021 with work starting in January 2018). For 2018, Hilary Fussell Sisco will be promoted to senior associate editor and Sung-Un Yang will serve as the new associate editor. Sha presented a gift to Karen Russell (accepted by Bryan Reber on her behalf) as a thank you for her previous work on the journal.

## Awards

- Bryan Reber presented the 2015 Top Downloaded Article from the *Journal of Public Relations Research* (in honor of Karen Russell, sponsored by Grady College of Journalism and Mass Communication) to Katie R. Place for her article, *Exploring the role of ethics in public relations program evaluation* (Vol. 27, No 2, March 2015). The article received 925 downloads in 2015.
- Matt Ragas presented the Inez Kaiser Award to Esi Eduwaa Thompson from the University of Oregon, Yeunjae Lee from Purdue University, and Camila Espina from the University of Georgia.
- Weiwu Zhang presented the Roschwalb Award to Lindsey M. Bier from the University of Tennessee-Knoxville.
- Giselle Auger presented the Top Student Paper Awards (sponsored by the Plank Center for Leadership in Public Relations) for the following manuscripts:
  - [Third place, Graduate Student Papers] - *Public relations education in an emerging democracy: the case of Ghana* by Esi Thompson, Oregon.
  - [Second place, Graduate Student Papers] - *Can we trust government again? an experimental test of government reputation, repair and kategoria* by Tyler G. Page, Maryland.
  - [First place, Graduate Student Papers] - *Please share your voice: examining the effect of two-way communication approach in crisis response messages* by Shupeiy Yuan, Michigan State; Tsuyoshi Oshita, Michigan State.
- Dennis Wilcox presented the Top Paper Awards (sponsored by Dennis Wilcox, Past Head) for the following manuscripts:
  - [Third place, Top Teaching Papers] - *The state of social media curriculum: exploring professional expectations of pedagogy and practices to equip the next generation of professionals* by Carolyn Kim, Biola; Karen Freberg, Louisville.
  - [Second place, Top Teaching Papers] - *A dam(n) failure: exploring interdisciplinary, cross-course group projects on STEM-translation in crisis communication* by Laura Willis, Quinnipiac.
  - [First place, Top Teaching Papers] - *I love tweeting in class, but ... a mixed-method study of student perceptions of the impact of twitter in large lecture classes* by Jenny Tatone, Oregon; Alec Tefertiller, Oregon, Tiffany Gallicano, North Carolina, Charlotte.
- Weiwu Zhang presented the Top Open Competitions Awards for the following manuscripts:
  - [Third place, Top Open Competition] - *Buffer or backfire: how pre-crisis associations and attitude certainty impact consumer crisis responses* by Weiting Tao, Miami.

- [Second place, Top Open Competition] - *Fundraising on social media: how message concreteness and framing influence donation outcomes* by Anli Xiao, Penn State; Yan Huang, Penn State; Denise Bortree, Penn State.
- [First place, Top Open Competition] - *Understanding peer communication about companies on social media: evidence from china and the United States* by Linjuan Rita Men, Florida; Sid Muralidharan, Southern Methodist.
- Giselle and Weiwu presented the Top Reviewer awards for high quality feedback to Bey-Ling Sha (Open Competition), Chris Wilson (Student Competition), and Heidi Hatfield Edwards (Teaching Competition).

#### New Business

- Denise Bortree presented the nomination for vice head elect on behalf of the nomination committee: Giselle Auger. Bortree opened the floor for other nominations. None were offered. The vote was unanimous for Auger.
- Tiffany Gallicano announced a change in the vice head elect requirements from the past heads committee. The motion is for service on the research or teaching committee to become a preferred criterion instead of required criterion. All in attendance were in agreement. The motion passed.
- Gallicano shared future AEJMC conference locations for 2020 (Phoenix, San Diego, and San Francisco) and called for a vote. Membership's top choice was San Diego.

#### Announcements

- Richard Waters announced that there will be a fun run at AEJMC next year and those interested in participating will be able to register for the run during conference registration.
- Dustin Supa shared a general call for papers from the *Research Journal of the Institute for Public Relations*. Please contact the journal with any questions (journal@instituteforpr.org).
- University of Florida is looking for a department chair. Anyone interested should contact Linda Hon.
- Emily Kinsky thanked Tiffany Gallicano for her service this year and presented her with a gift of appreciation.
- Gallicano called for the meeting to be adjourned. Motion seconded. All in attendance were in agreement. The meeting was adjourned at 8:06 p.m.