

Public Relations Division

The Public Relations Division invites submissions of original papers that advance the theories and practices of public relations. Submitters should carefully review the specific instructions for the Public Relations Division as well as the general requirements contained in the AEJMC Uniform Paper Call.

Submission Categories: A paper may be submitted in one of the three PRD categories: (1) the open competition, (2) the teaching competition, or (3) the student-only competition.

Top Papers in Open, Teaching, and Student-Only Competition: Monetary awards are given for the top three papers in each of the three categories. Thanks to a generous gift from Dennis Wilcox, Professor Emeritus, San Jose State University, top papers in the open and teaching categories will be awarded: \$500 for the top paper, \$300 for the second-place paper, and \$200 for the third-place paper. Top teaching papers will also receive expedited review in the *Journal of Public Relations Education*, provided they are submitted by December 31, 2016.

Thanks to the generous support of The Plank Center for Leadership in Public Relations at the University of Alabama, the first author of each of the top three student-only research papers will receive \$300, \$200, and \$100, respectively.

In addition, the **Doug Newsom Award**, created in honor of Doug Newsom, Professor Emeritus, Texas Christian University, will be given for the first time in 2016. The award in the amount of \$250 is for the top paper that fits the theme of global ethics or global diversity. For the context of this award, global ethics promotes the free flow of accurate information, open communication and informed decision-making, protection of confidential information, and fair competition while avoiding conflict of interest across the world. Global diversity encompasses racial, ethnic, national identity, gender, sexual orientation, and cultural diversity as a matter of fairness and justice in the global public relations workforce. Those who wish to compete for this award should clearly label their papers for consideration of this award. A special Doug Newsom Award Committee will evaluate the papers and choose a finalist.

Submission Limitations: No more than **two** papers may be submitted by any one author or co-author across the three PRD categories. If it is found that one person is author and/or co-author of more than two submissions across the three PRD categories, **all** of the submissions will be automatically disqualified.

A paper may not be under review: (1) simultaneously with more than one of the three PRD categories, (2) simultaneously with more than one division within AEJMC, (3) simultaneously with the AEJMC conference and any other conference, or (4) simultaneously with the AEJMC conference and any potential publication, including refereed journals, book chapters, etc.

Authorship: When submitting co-authored papers, permission to submit the paper should be sought and obtained from all authors on the paper. Paper authorship cannot be added, deleted, or changed after submission of the paper.

Author Identification: All authors and co-authors, their institutional affiliations and contact information must be included **when registering** on the online system. If there are three co-authors, for example, information about all three must be included in the registration. Papers entered into the student-only competition must be authored or co-authored by students **only** (no faculty co-authors), and all of these papers must have the word "Student" on the title page and in the running head.

Author-identifying information **must not** appear anywhere in the attached paper file. Identifying information includes (1) listing of authors' names and/or affiliations, (2) references to authors' previous work in a way that reveals authorship of the current work, (3) links to authors' websites, e-mail addresses, or social media accounts, and (4) identifying information in the file properties. **Inclusion of identifying information will result in automatic disqualification of the paper. It is the responsibility of the paper author(s) to verify that no identifying**

information is contained in the paper text or in the document file properties. Please follow the directions for removing your identifying information from the properties. This will need to be done **each** time you submit your paper to All-Academic.

All submitters are strongly encouraged to submit at least a day or two before the deadline so they can check to make sure that the uploaded document does not contain any personal identifying information in its properties. **When a clean Microsoft Word document is converted to a PDF file, the PDF file typically adds the personal identifying information back in, so you will need to remove it from the Properties area (under “File”) after you have converted your document to a PDF.**

Paper Content: Any recognized research methodology and citation style may be used. Papers should include appropriate literature reviews, methodology, findings and discussion. Papers should test, refine, expand or critically review public relations theories, research or practices; or explore methods of effective public relations practices. Teaching papers should enhance principles or practices associated with public relations pedagogy. All submissions should represent research **completed** by the conference submission deadline, not research proposals or reports on research in progress.

Paper Formatting: A paper cannot exceed 25 pages, **excluding** abstract, references, figures and tables. Papers must be typed in a 12-point font, using Times New Roman, Times, or Arial font. Paper text must be formatted with double line spacing with one-inch margins on all sides of the document. All papers must contain continuous page numbers; if multiple files are merged for the paper, then the author must ensure that the page numbers are continuous and do not repeat or start over from page 1.

All papers must be submitted in PDF format. For those using the newest version of Microsoft Word, you can save your paper as a PDF file using the “Save As” function. For those not using this version, you may use a free web service, such as www.freepdfconvert.com. **Failure to follow these formatting guidelines will result in an automatic disqualification of the paper.** Again, remember to remove your name from the Properties area of the document after converting it to a PDF.

Presentation Requirement: At least one author of an accepted faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented by someone else. Failure to be present or provide a presenter for any paper will result in a one-year ban on the review of papers for all of the authors involved. Authors of accepted papers are required to forward papers to discussants and moderators prior to the conference. Presentations at the AEJMC conference may be disseminated via social media; presenters may opt out of social media dissemination by requesting so at the time of the presentation.

Questions? Please contact our research chairs, Weiwu Zhang, Texas Tech University, weiwu.zhang@ttu.edu or Lan Ni, University of Houston, lni@uh.edu.