

Meeting called to order at 8:31 PM EST.

Motion made to approve minutes from last business meeting made by Don Stacks, motion to approve seconded by Dustin Supa. Motion passed by all in attendance.

Opening Remarks

Outgoing chair of PR division Susan Grantham stated that we had a great year. Natalie Tindall is the incoming Chair. It was noted that the division has worked really hard to get where we are. The Vice Head elect is Tiffany Gallicano. The division has 379 members, still the 3rd largest. Dennis Wilcox is still funding Teaching and Research papers. He is currently home on deadline editing next text edition.

—Dustin Supa, Emily Kinsky, and Liz Bates re-launched the newsletter and they ran with it this year. What a great job they did with it. There are different sets of rubrics to evaluate the effectiveness of social media communication annual report and as the fifth year of assessment the powers to be are pleased.

—The division had an extra session this year due to the year before we had the highest number of research papers so we got an extra session. We did a top student paper session. We may not have an extra session next year because there is now a new chipping process for programming. In Montreal next year the conference will be Wed thru Sat. We voted to no longer have a Midwinter Meeting. We are going to a different scheduling system. The thing that impacts you will get a call for possible sessions collaborating with people within PR and other divisions. They need to be done and ready to go by mid-October. That means our PF&R Committee will evaluate them with telephone conferencing, not face to face—which is on the plus side because we're so big. The Divisions get two choices before Interest groups. This will benefit us. We need slots something for papers, scholars, posters. This year we will be a last session. This has been true for the last three years.

—Delphi study a number of members of division participated in to identify areas PRD should focus on. There is an abbreviated report on website under Leadership and Reports. For participation we want to keep this as a main source conference for people in PR, for grad students giving them a voice, letting them know and giving them opportunities to participate. The third issue was funding for travel for students and junior faculty.

Programming Committee: We have a full schedule and full agenda. We had 71 slots for papers and PF&R panels and sessions, the ones we chose are represented in the schedule.

JPRR Editor Karen Miller Russell

JPRR had about 120 submissions. We published 12 papers last year, and 10 this year. We have cut down the notorious backlog and now the publisher has an online first option. We did a Special issue on nonprofits. Great job editing for Denise Bortree, the bad news is we had 34 submissions when we thought there would be 20. We have fallen behind to 108 days for review. It was 65 first year. There have been other factors. Our next Special issue Kym Johnston is editing, on instructional technology. Next year will be Karen's last year as editor. If people are interested in editing, then be on the lookout for a formal call to come. It's been a great four years, 2 more to go. I look forward to one more year.

Division Awards

—Inez Kaiser Award was named in honor of the first African-American woman to belong to PRSA and head her own agency. The award provides grad students of color a free one year membership and conference registration. It is designed to encourage students. We had 7 nominees and we decided to give the award to 2. One is to a student in the PhD program at Purdue, the other is a Master's student at Gaylord in Oklahoma.

—The Roshwald Award had 4 submissions, since it's a grant to study international PR, it's for people looking to do research overseas.

—SuPRStar award is for members who have outstanding work above and beyond what they're doing in the classroom and PF&R. Lucinda Austin, Bridgette Bruner.

—Plank Center awards for graduate student papers: Cash awards in the mail. Third place is Melissa Graham from Tennessee. Second place is Jonathan Borden from University of Florida. First place is Melanie Formhanton from Penn State.

—Teaching Competition: Third place goes to Hillary McKinnon and Jamie Forhamnton. Second place goes to Julie Hazie and Brooke Fisher Liu. First place paper goes to Tiffany Gallicano and Karen Freburg.

—Research papers: Third place Sunny, et al. Second place was Beth Johnson-Avery and Melissa Graham. First place: Chong Lee.

—Poster Session 1: Brooke Fisher Liu et al for first place; second place was Mary Ann Ferguson, third place is Jin-Ho & et al. Poster Session 2: first place is Katie Stansberry. Second place Sora Kim & Emma Wertz, Third place [unknown].

We owe a great debt to Plank Center and Denis Wilcox for funding these awards.

Membership

This year 137 papers submitted to division, 23 disqualified or deleted. The acceptance rate was 40 percent initially due to identifying information in Properties. We talked to AEJMC staff and Felicia had to manually download information, scrubbed the identifying information and re-upload. This year, Paper chair also sent an email to submitters that said don't do it again. Reviewed by 97 judges. Accepted 58, so that go our acceptance rate of 51 percent. Originally had more paper slots but because if we had used them all, it would have raised our acceptance rate to 62 percent. We returned 13 paper slots AEJMC had given us previously. Committee report includes next year's call for papers because AEJMC. Shout out to Kathleen Stansberry and students for coming up with a one-page checklist. Some of the examples of papers with issues: Identifying information in text, also double submissions of papers where the same papers were submitted to us and NCA. We eliminated all of those; some submitted to us and journals. It's not like we hunted down list, but when they come in and you've seen the title before as reviewers. We're keeping up with high standards.

—Chair for outstanding thesis and dissertation award that Grunig sponsors is for those completed in 2012-2013. Deadline is March 14. Please give them this information.

Share the criteria so talk to students and colleagues.

—For reviewers, a survey for next year's potential reviewers will come out. If you are on the list, even though you have registered before, it is a yearly update. Click the link and express interest. We do take consideration when assigning papers to review. If you submit in one area and not other, you can review in our division in another category.

Social Media

Tiffany Gallicano thanked everyone for feedback on the survey. The committee has already started integrating ideas with new academic year. Karen Freburg will lead the committee from here on out. We're also pleased that Dave Remund will be joining us. Social media has grown tremendously. Performance highlights: Linked in increased 40 percent; Facebook: 248 fans which is a 50 percent increase of last year. Editor insights, grad student profiles, topics of insights added and will continue. Twitter: 600 followers. Future direction: guest content and rich media videos. Launched Pinterest last year, which includes great resources for infographics and books, etc. It has 13 boards with multiple topics, and 382 pins and we intend to grow and we launched Instagram at this conference.

Technology

Chris Perry the web mistress: If you tried to go to look at paper calls this summer at one point you noticed it the AEJMC site was down because it got hacked. I've been doing this about 2 years. First year I was looking at 200 loose documents and getting them in folders and file naming conventions. The second year was scrubbing html and was determining style and appearance. I am adding search second year. This year I thought I was excited and was feeling bad that site was plain and boring, but because of the format, the site was not hacked.

Susan shared an email from AEJMC about the PRD site: “It was a constant shining beacon. The basic technology and only that technology meant it was immune to attack. Nice. Sweet. It is clean, neat professional looking” Anyone who wants to help can contact Chris at chrisclarkperry@gmail.com.

—Susan noted that we tend to take it for granted that the site will be there. Through Chris’s work, thank you we stood out.

Incoming President Elect Elizabeth Toth: I am that last session on Sunday. As the incoming president elect tomorrow morning at the business meeting, I wanted to make an announcement Part of what national board has been doing is to make sure we celebrate our 100 year anniversary. We are still celebrating until 9/30. We are asking our group to give back to AEJMC. You may be familiar with the centennial campaign. I hope many of you have written a check to get your ribbon. We would like to see the divisions and get interest groups. We don’t ask for a particular amount. I would like to see PR listed as a division that gave. I want PR to be there.

—A move was made that the board will decide how much to give, it was seconded, the division voted in favor. Don Stacks: He is the editor elect for Communication Research Reports, a totally quantitative publication with a 10 page limit. It is an NCA/ECA tier one journal. I have opened it into PR & advertising. I added reviewers. We are open to short pieces that have a true application to the profession. There is a qualitative journal as well. The good news is next year I can publish 12 articles per issue. Please contact us; we have a backlog of 68 now. I took over in an abbreviated time frame. I encourage you to submit. There have been very few PR papers submitted. We can do it to. Just be concise.

Membership committee

Two new people have volunteered. Mentors this year we had 10 pairs. Thank you for those of you who gave their time. We went beyond for new conference attendees. Someone going for third year review, tenure, changed position, it’s not just for graduate students. Last year we had 5 pairs, this year 10. Ask for a mentor if it’s something that could benefit you. When emails come out, we match people then 3 weeks before conference we send out an email with your matches.

—Pentagon Tour: Bey Ling and Michelle made it possible. There is a press briefing room where the rear admiral for the Navy spoke for us. Mike Mullen and Leon Panetta, it was amazing. Go on the tour next year. Remember that you need passports if you are going to Montreal. I would have all my documentation together as soon as you find out you are accepted. You’re going to want to get on it right away.

Judy Van Turke: PR social tomorrow from 7-10, at Touchstone Gallery. We will not have any other groups or noise, it will be just us. One free drink per person and cash for additional. You’ll have a good time, NY Avenue in the same block as Acadian.

New business

Speaking on behalf of Strategic Planning Implementation committee, one thing we did previously was survey of AEJMC members that they want us to do. We took hundreds of open ended comments and categorized them. We came up with 3 themes:

- Professional connections with academics and profession.
- The other was grants. Mid-range scholars in particular.
- The third theme is leadership maybe bringing back.

Another idea that cropped up was image and identity of AEJMC itself. They don’t have resources to do all social media and the presence they need to do. I said the PR division could be working with you. I thought about going to students and having activities in classes. They are open and asked me to come and bring these ideas. Contact Linda Aldoory at laldoory@umd.edu with ideas or question for branding AEJMC.

Program chair for PRSA foundation

Rochelle Ford made announcement about two RFP. Each worth up to 25K money for PR research and programming. Foundation is focused on diversity, so the first is diversity research we want national studies looking at African-Americans, Latinos and men as well as issues of recruitment and retention. One is for research, we’re open to others. Becker studies have been out there for a long time. We need someone to mine the data, racial ethnic minorities and men. We also want someone to do qualitative research looking at

practitioners and measuring programs. We want to understand why PR is not reaching ethnic minorities and men. You can ask for smaller amount than 25K. We want to help you do that to bring people into the program, maybe mentors, maybe coaching, and come to the foundation. It is competitive. You do not have to be a member of PRSA to get this money. Scholarships have so little applicants.

—Richard Waters: Lots of nonprofit research is out there, so we have an issue of the International Journal of Nonprofit marketing focused on that topic with a Dec 1 deadline. Whether PR, advertising, marketing, it is open to all:

—Judy Van Turk: During the past heads luncheon meeting, the discussion of Elsevier moving to open access came up. It will no longer be printed but there will be a fee for publishing. I recommend that the PR division discuss how we combat this issue of pay to play to look at ways we could publish online to encourage additional scholarly outlets or how other institutions have handled this. The fee can range from 500 and 1200 dollars. For next year, we will have an ad hoc publishing task force to serve on that committee.

—**Felicia report for AEJMC**

I asked to talk to you about the research chair responsibilities. The PR division is doing one of the best jobs because you have several chairs to help divide the work which is essential in working with the research papers. There have been discussions about identifying information on papers. I have the advantage of being administrator and seeing all of them. Out of the 1876 papers, there were probably less than 100 that that were disqualified. And it was more for length, subject matter not relating to group, incomplete submissions, abstracts, etc. So I want you to know that more are uploading correctly than incorrectly. We shouldn't have to spoon feed people when there are several thousand who can do it right. But you are always welcome to send to central office for removing identifying information as long as it's done before deadline. We suggest PDF file, which should be the same converting a word document, but it can add erroneous spaces. As a designer, kerning is everything. We encourage you to do it as a PDF but it is not required. Your specific call and how to submit papers, it was very specific, spot on. Even the rejection emails were absolutely wonderful. They were specific to reasons for it. Your authors knew exactly why they didn't get accepted. I didn't call from anyone due to unfairly being rejected. All Academic is best tool we have. Not the best company because it is a cookie cutter formula. If we had thousands of dollars we would have a programmer develop it exactly the way we want it. Also: I got a call about other research chairs being able to see papers. This is not true: I assign access to each. At no time does anybody else see. Central office suggests that if you are a research chair you should not submit to your own group to protect the integrity of the competition. But you are more than welcome to submit to other groups. More specific training for All Academic. We had record numbers of papers. This year was the second highest number of submitted papers to conference. It's not the highest number of papers due to ComSHER. Keep doing what you're doing, it's great. I'm more than happy to do the cleaning of papers if it is before the deadline.

SuPRStar Award for Felicia: Susan stated that she has been joy to work with. She answers questions and has been the same since I met her 10 years ago. Whether in ComSHER and in PR division, she has always been professional and gracious, forgiving. One of the things we have is SuPRStar Awards. We cooked this up for you. We are most appreciative; it's been a great conference because of you. An award was presented to Felicia.

Thanks gift for Susan Grantham: Incoming head Felicia noted that Susan is absolved! She has been involved in the PR area as a grad student, earned scholarship awards. As vice head it is tradition to give a gift to outgoing. We know she loves gators, wine, reading books, and all things British. Thanks for your service, and a gift integrating all of those loves was presented.

Closing remarks: Tomorrow is incoming officers meeting. This is open to those who have expressed interest. If you want to help with the Delphi study, we're going to do a review of bylaws, develop an operations manual, quick start tool for fundraising, and strengthen our mentoring and membership. We look forward to working with the new team.