

OUTGOING EXECUTIVE COMMITTEE MEETING

The annual meeting of the outgoing board of the Public Relations Division was chaired by Division Head Chuck Lubbers at 7:00 a.m. August 3, 2006, to review the agenda for the evening's annual members meeting.

MEMBERS BUSINESS MEETING

The Public Relations Division annual meeting was called to order at 8:45 p.m. August 3 by the outgoing division head, Chuck Lubbers.

- 1) Minutes were reviewed and approved. Motion: Don Stacks; second: Judy VanSlyke Turk.
- 2) Vice Head/Program Chair Bonita Dostal Neff reviewed the PRD convention programming as well attended and noted that the PRD is a leader in developing cooperative programming with other divisions.
- 3) Vice Head-Elect Mike Parkinson announced that four spots remained available for the Bill Adams/Edleman Luncheon.
- 4) Lisa Fall and Pamela Bourland-Davis presented nominations for elected offices on behalf of the Nominating Committee chaired by Teresa Mastin.

Susan Gonders was nominated for vice head-elect. With no further nominations from the floor, election was by acclamation. Motion: Kirk Hallahan; second: Don Stacks.

Pat Swann was nominated for secretary. With no further nominations from the floor, election was by acclamation. Motion: Don Stacks; second: Candace White.

Bey-Ling Shaw was nominated for elected delegate. With no further nominations from the floor, election was by acclamation. Motion: Don Stacks; second: Judy VanSlyke Turk.

- 5) Yan Jin presented the PF&R report on behalf of Ernie Martin. With one pre-conference session and five joint panels this year, the committee recommended increasing panels and cooperative paper presentations.
- 6) Lynn Zoch reported on the reviewing of research papers via electronic submission, which went smoothly; 106 papers were submitted, a 25% increase from last year; 47 were student papers and 59 were open (faculty and/or faculty-student), for an overall acceptance rate of 42 percent (45 papers), which is slightly lower than the 50% AEJMC recommendation. Lack of programming slots and the large number of submissions contributed to the lower acceptance rate. Each of 64 reviewers read five papers to allow for T and Z score rating. Research programming included three papers presented traditionally, eight papers presented in a high-density session, 11 papers presented in a scholar-to-scholar session and 20 presented in a joint poster session.
- 7) Chuck Lubbers noted the report on the competition of teaching papers was unavailable (Tom Kelleher absent).
- 8) Amanda Gallagher presented the membership report. The PRD is the third largest AEJMC division. A recruitment PowerPoint titled "Why Join the Public Relations Division" is available on the division's Web site.
- 9) Colleen Connolly-Ahern announced the annual Roschwalb Award of \$250 was awarded to Elina Erzikova, a Ph.D. student at the University of Alabama.
- 10) Heidi Hatfield Edwards reported 16 Inez Kaiser Awards, up

from 11 last year, sponsored by faculty and organizations. Natalie Tindall is working on developing an archive of previous winners.

11) Pat Curtin presented the Graduate Student Liaison report on behalf of Lois Boyton. There was no Buddy Program this year due to lack of student interest. More investigation will be conducted and possibly new incentives offered to encourage participation next year.

12) Linda Aldoory, editor of the *Journal of Public Relations Research*, reported 65 submissions for 2005, a 67% increase from the year before, with an acceptance rate of 22%. The higher submission rate might be attributable to a new editor. With three reviewers per each paper, the 90 reviewers were thanked. Two special issues were published in 2005 and one in 2006. With no backlog in accepted manuscripts, members were reminded that top conference papers are given expedited review. Also, papers that are currently in the "revise and resubmit" phase should be resubmitted as quickly as possible.

Linda Bathgate, Erlbaum Publishers, praised the efficiency of Aldoory. Bathgate noted an increase in institutional subscriptions and 30 online subscriptions from China. She noted that abstract indexing in SSCI is still a priority and request has been made for re-evaluation of the *Journal* for inclusion in this important abstract for European scholars. All back issues are now accessible online.

13) Ken Plowman reported that *Teaching Public Relations (TPR)* monographs has accepted two manuscripts for inclusion in upcoming issues of *PRD Update* news journal. These are peer reviewed and submissions (including references) should not exceed 3,000 words.

14) Susan Gonders was recognized for her eight years of service as *PR Update* editor. Pat Swann and Doug McDermott will work with Gonders during the next year on publication training and completion of the "Heads & Eds" archive project. Three issues instead of four were published this year due to convention information delays, and the three-issue schedule seems to fit well with the academic and association calendars.

A discussion ensued on whether or not to stop printing and mailing the newsletter to save on work and expenses. Discussion included concern about the need for printed versions of *TPR* monographs to count as publication credits, as well as the use of the listserv to reach PRD members. Only about 130 members are currently on the listserv. Members who want to be added should contact Alan Freitag (arfreita@email.uncc.edu). Motion by Ken Plowman to drop the printed publication of *PR Update* and provide a PDF version for the PRD Web site; second: Glen Broom. Amended by Judy VanSlyke Turk to include listserv e-mail notification to members when the newsletter is posted online. A second amendment requested one final printed edition for fall 2006 so that all members would be notified about the change with time to join the listserv. Don Stacks moved the question. The amended motion was to print the fall 2006 issue followed by listserv notification when the PDF versions were posted on the Web site. Motion: Judy VanSlyke Turk; second: Don Stacks. Motion approved unanimously.

15) Kirk Hallahan reminded members that the PRD Web site contains table of contents and abstracts of *Journal* articles.

16) Maria Russell presented the Past Heads Council recommendations. These included consideration of winter programming, teaching and syllabi exchanges, and pre-convention sessions. It was suggested that PRD become more proactive in nominating candidates for positions on AEJMC's standing committees. The new report from the Commission on Public Relations Education will be issued fall 2006. Teleseminars were suggested as a way to begin discussing the report's implications.

minutes

Patricia Swann
pswann@utica.edu
Utica College

17) On behalf of the Past Heads Council, Russell raised for open discussion the issue of the *PR News* survey of public relations programs for purposes of a national ranking. PRD member Robert "Pritch" Pritchard, one of the project architects, responded to questions. Pritchard said those who have contributed to the project's development include Judith Bogart, Rick Fischer, Kathleen Kelly, Dan Lattimore, Chuck Merydith, Bonita Neff, Doug Newsom, John Paluszek, Betsy Plank, Mel Sharpe, Rhoda Weiss and Laurie Wilson. Criteria for the rankings include program attributes, faculty qualifications, student outcomes success and educational standards.

Concerns discussed included communication in regard to the project, validity of the methodology and the survey instrument, and timing of the project in relation to the soon-to-be-released report from the Commission on Public Relations Education.

Others mentioned that academic freedom protects all credible research efforts, including the *PR News* effort.

Pritchard said he would ask *PR News* to delay the project to allow time for additional input and consideration of the methodology. Comments and requests for a copy of the survey instrument should be submitted to rpritchard@bsu.edu.

18) Lisa Fall distributed a faculty position opening at her school.

The meeting was adjourned at 10:30 p.m.

OUTGOING EXECUTIVE COMMITTEE MEETING

The annual meeting of the incoming board of the Public Relations Division was chaired by the incoming division head, Bonita Neff, at 7:00 a.m. August 4, 2006.

1) Attendees interested in appointed PRD positions were urged to let Neff know during or after the meeting.

2) Pat Curtin suggested a panel with past winners of the Suzanne Roschwalb award for the 2007 conference in Washington, D.C., which is where Roschwalb's family lives. The panel could provide an opportunity to increase funds from the current level of \$3,000 to the \$5,000 needed for it to be endowed.

3) Mike Parkinson noted that the lower conference paper acceptance rate of 42% was due to the higher submission rate and limited programming slots.

The 2006 Susanne A. Roschwalb Award for International Study and Research went to Elina Erzikova, a Ph.D. student at University of Alabama. She is working on a multi-method investigation of excellent public relations in Russia. Her goals are to examine how Russian PR professionals and students define leadership in public relations; what they consider the core values and skills necessary for excellence in leadership; how striving for leadership is entwined with personal ethics; and the role of leaders in the PR field in promoting democratic ideas in Russia. What makes Elina's work particularly exciting is that it focuses on smaller Russian cities, rather than Moscow or St. Petersburg, giving it the promise of making a significant contribution to the thin literature in the area of public relations in Russia. The Roschwalb Award is a \$250 grant designed to offset the cost of travel associated with study or research. It was established in 1996 in memory of Susanne A. Roschwalb, who died at age 56 from complications related to breast cancer. An associate professor at American University, Roschwalb was an active member of the PRD with a passion for international public relations study.

— Colleen Connolly-Ahern

Don Stacks suggested creating an "annual report" that focuses on research and the body of knowledge. He also suggested that more research papers could be presented by reducing the number of PF&R presentations. The division could also consider going off site for socials and/or meetings since off-site events do not count in the programming allot-

ment. He reiterated the need for at least four reviewers per research paper to protect the integrity of the review process. Lubbers noted that the PRD has had to go outside AEJMC to ICA and NCA to get enough reviewers due to the increased paper submissions.

Neff noted that the PRD has been aggressive in taking leadership positions in cooperative program planning with other groups, thereby gaining additional PR presentations. She also encouraged members to consider proposals with the History and Advertising Divisions that seem to have trouble filling their programming slots.

4) Chuck Lubbers plans to work with the Nominating Committee to ensure that e-mail ballots with a snail mail or fax response are completed within the appropriate timeframe to avoid conflicts with PRD bylaws for executive committee elections. He noted that the ballot should be published in the June issue of *PR Update*. Bylaws require that elections be completed by July 1.

5) Past Heads Council Chair Maria Russell noted that PRD needs a process for nominations of PRD members for AEJMC standing committees. Don Stacks is the only PRD member currently on a standing committee. Russell noted that the size of PRD should be an advantage in elections.

6) Chuck Lubbers reported that PF&R conference submissions have grown. Kirk Hallahan reiterated that PRD could trade some PF&R programming for research slots.

7) Chuck Lubbers reported in the absence of Teaching Chair Tom Kelleher. Six of 10 submissions were accepted, and Lubbers said the PRD should encourage the submission of more teaching papers.

8) Mandy Gallagher presented the membership report and requested assistance with learning her committee responsibilities. One suggestion was to send non-PRD research program presentors a thank-you letter that could include an invitation to join the division. Another suggestion was to send a general letter of welcome with basic information (Web site, list-serv, etc.) to new PRD members.

9) Heidi Hatfield Edwards and Natalie Tindall noted an increase in institutional sponsors for this year's Inez Kaiser Awards. Tindall is compiling a list of past award winners.

Kirk Hallahan suggested \$15-30 sponsorships in addition to the current \$60 sponsorships. Edwards noted that co-sponsorships exist.

Buy-Ling Sha suggested asking major academic programs for contributions, and Lubbers suggested diverting savings from the PRD newsletter printing and mailing costs to these scholarship awards.

10) Colleen Connolly-Ahern said she and her co-chair would investigate the earlier suggestion to create a panel of past Roschwalb winners for the 2007 conference in Washington, D.C.

11) Chuck Lubbers announced that the International Association of Business Communicators (IABC) is having an "open house" during September, when its password-protected Web site will be accessible.

Buy-Ling Sha suggested that IABC members be invited to join PRD.

12) Susan Gonders said September 1 is the deadline for the fall issue of *PR Update*. The fall issue carries the call for conference proposals, the winter issue in January carries the call for research papers, and the summer issue in June carries the ballot for the executive committee election.

The meeting adjourned at 8:15 a.m.