
annual
meeting
minutes

Recorded by Patricia Swann

PRD HEAD

Michael Parkinson

michael.parkinson@ttu.edu

Texas Tech University

- Lubbock

806/742.6500, ext. 254 • 742.1085
fax

VICE HEAD and
PROGRAMMING CHAIR

Susan Gonders

SGonders@yahoo.com

Southeast Missouri State University

- Cape Girardeau

573/651.2486 • 651.5967 fax •
339.0774 res.

VICE HEAD-ELECT

Patricia Swann

pswann@utica.edu

Utica College

- New York

315/792.3243

SECRETARY/TREASURER

Katerina Tsetsura

tsetsura@ou.edu

University of Oklahoma

- Norman

405/325.4184 • 325.7565 fax

PAST HEADS COUNCIL CHAIR

Maria Russell

mprussel@syr.edu

Syracuse University

- New York

315/443.3368 • 443.3946 fax

IMMEDIATE PAST HEAD and
NOMINATING COMMITTEE CHAIR

Bonita Dostal Neff

bonita.neff@valpo.edu

Valparaiso University

- Indiana

219/464.6827 • 838.4428 home/fax

ELECTED DELEGATE

Bey-Ling Sha

bsha@mail.sdsu.edu

San Diego State University

- California

619/594.0641 • 594.6246 fax

APPOINTED DELEGATE

Judith White

jmw49@unm.edu

University of New Mexico

- Albuquerque

505/277.1859 • 264.8382 cell

The Public Relations Division annual meeting was called to order at 6:45 p.m. Aug. 10, 2007, by Division Head Bonita Neff.

1) Minutes were reviewed and approved.

2) **OFFICERS** – Division Head Neff welcomed members and introduced the newly elected officers for the 2007-08 academic year: Michael Parkinson, head; Susan Gonders, vice head; Patricia Swann, vice head elect; Katerina Tsetsura, secretary; and Bey-Ling Sha, elected delegate. She noted that the convention PRD offerings were well attended and noted that the PRD had received the second highest total of conference papers for review programming. Because of the number of papers this year, the division put a priority on programming high-density, scholar-to-scholar and poster sessions. Conference papers are available online at www.aejmc.org using the password “aejdc07.”

3) **STRATEGIC PLAN** – Division Head Neff announced that AEJMC is creating a strategic plan in 2008. She encouraged membership to communicate their feedback to division or AEJMC leadership. She said PRD’s voice needs to be heard since it is one of the largest and most active divisions.

4) **RESEARCH PAPERS** – Vice Head Mike Parkinson announced that this year’s PRD conference paper competition was just one paper short of being the lead division for conference paper submissions. The electronic submission processed worked well and instructions are being refined for next year. He thanked Diana Knott Martinelli and Elizabeth Dougall, research chairs, for their coordination efforts. Next year’s research co-chairs are Lois Boyton and Julie O’Neil. Parkinson asked members to please volunteer as reviewers. He noted that a member can review as well as submit a paper as long as the person does not review within the category he or she is submitting to.

5) **SOCIAL** – Vice Head Parkinson announced that the PRD social was back on site. He thanked Lisa Fall for her help coordinating the event. This year’s reception honored several PRD members who have served in the military with special recognition to Ken Plowman, past division head, who is deploying to the Middle East in September. The reception was sponsored by Texas Tech University.

6) **LUNCHEON** – Vice Head-Elect Susan Gonders announced the annual Bill Adams/Edelman luncheon. This year there were reservations for 90 PRD members and that a few seats were still available.

7) **RESEARCH JOURNAL** – Division Head Neff introduced representatives of publisher Taylor & Francis Associate Editors Tracy Roberts and Concetta Seminara-Kennedy to the membership. Seminara-Kennedy is the main contact for PRD. Taylor & Francis supervises the publication and distribution of the *Journal of Public Relations Research*. They noted no major changes in the publication. (see item #18 for more information).

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ROSCHWALB CHAIRS

Colleen Connolly-Ahern

cuc15@psu.edu

Pennsylvania State University
814/865.3073 • 863.8161 fax

Heidi Hatfield Edwards

heidihat@fit.edu

Florida Institute of Technology
321/674.7492

Sufyan

Mohammed-Baksh

sufyanbaksh@yahoo.com

Texas Tech University - Lubbock
806/742.3385, X-303 • 687.0498 res.

INEZ KAISER CHAIRS

Natalie Tindall

ntindall@ou.com

University of Oklahoma - Norman
405/325.4052

Amanda Hall Gallagher

amanda.h.gallagher@ttu.edu

Texas Tech University - Lubbock
806/742.6500, X-250 • 742.1085 fax

Dionne C. Clemons

dionnedionneusa@yahoo.com

Howard University - D.C.
202/821.3908 • 806.5124
806.9227 fax

KAISER RECIPIENTS

AMERICAN UNIVERSITY
Melanie Rousell

HOWARD UNIVERSITY
Elda Auxillare
Courtney Bowe
L. Simone Byrd
Dionne Clemmons
Jamila Cupid
Andrea Jones
Kia Folsom
Tamara Forbes
Christina Hardy
Danielle Taylor
Shaunee Wallace

UNIVERSITY OF GEORGIA
Judith Brown

UNIVERSITY OF MARYLAND
Tiphane Curry
Lydia Swindell
Hua Jiang

UNIVERSITY OF OKLAHOMA
Tori Collier
Christal Johnson
Jessica Johnson
Eirasmin Lokpez-Cobo

UNIVERSITY OF
SOUTHERN MISSISSIPPI
Hazel James Cole
Jerlen Nelson

UNIVERSITY OF
TENNESSEE-KNOXVILLE
Chavvah McCoy

8) **TEACHING** – Bojinka Bishop, teaching chair, said this year’s conference paper submissions and panels were excellent quality and the conference presentations were strong. Teaching papers this year were selected from the general “call for papers” competition.

9) **PF&R** – Yan Jin, professional freedom & responsibility chair, noted there were five PF&R panels at the conference and all were high quality.

10) **ROSCHWALB** – Colleen Connolly-Ahern and Heidi Hatfield Edwards, co-chairs of the Susanne A. Roschwalb awards, said the Roschwalb memorial presentation at this year’s pre-conference reception included Roschwalb’s family members and colleagues from American University. About 30 people attended the pre-conference event that included a refereed international research paper panel selected from the referred paper pool. This year’s winner of the Susanne A. Roschwalb grant award for graduate students conducting research overseas was awarded to Ai Zhang, University of Maryland. Connolly-Ahern explained that the Roschwalb scholarship fund needs \$6,000 to be self-sustaining to distribute an annual \$250 award. Currently the fund has \$3,158. The hat was passed among members to boost the fund’s balance. Checks payable to AEJMC with a memo “Roschwalb award” are accepted anytime in any amount and can be submitted to Richard Burke, AEJMC business manager. Connolly also asked members to encourage students to apply for this award.

11) **KAISER** – Natalie Tindall, co-chair of the Inez Kaiser awards for graduate students of color, reported that this year 23 graduate students’ AEJMC and PRD membership was sponsored by 26 sponsors. Tindall thanked Susan Gonders for her research to identify past winners. Also, she thanked Richard Burke, AEJMC business manager, for taking care of the financial administration of each sponsorship. Tindall recommended that the Kaiser awards be endowed to ensure their future viability. She also recommended developing a paper competition and procedures for the awards.

This year’s Kaiser sponsors include Linda Aldoory, University of Maryland; Lois Boynton, University of North Carolina-Chapel Hill; Glen Broom, San Diego State University; Pat Curtin, University of Oregon; Rochelle Larkin Ford, Howard University; Barbara Hines, Howard University; Amanda Hall Gallagher, Texas Tech University; Kirk Hallahan, Colorado State University; Kathleen Kelly, University of Florida; Dean Kruckeberg, University of Northern Iowa; Maria Len-Rios, University of Missouri-Columbia; Chuck Lubbers, University of South Dakota; Teresa Mastin, Michigan State University; Bonita Neff, Valparaiso University; Lan Ni, University of Houston; Carol Oukrop, Kansas State University; Maria Len-Rios, University of Missouri; Bey-Ling Sha, San Diego State University; Don Stacks, University of Miami; Natalie Tindall, University of Oklahoma; Elizabeth L. Toth, University of Maryland; and Lynn Zoch, University of South Carolina; and Gaylord College of Journalism and Mass

continued . . .

Linda Aldoory
Editor

laldoory@umd.edu
University of Maryland
- College Park
301/405.6528 • 314.9471 fax

PR Update News Journal

Doug McDermott
Editor

dougmcdermott@charter.net
Southeast Missouri State University
- Cape Girardeau
573/651.2976 • 651.5967 fax •
450.3090 cell

Susan Gonders
Advising Editor

Sgonders@charter.net
Southeast Missouri State University
- Cape Girardeau
573/651.2486 • 651.5967 fax •
339.0774 res.

Teaching Public Relations

Chuck Lubbers
Editor

clubbers@usd.edu
University of South Dakota
605/677.6400 • 677.4250 fax

Ken Plowman
Advising Editor

plowman@byu.edu
Brigham Young University
- Utah
801/422.6493 • 422.0160 fax

<http://lamar.colostate.edu/~aejmcpr>

Kirk Hallahan
Webmaster

kirk.hallahan@colostate.edu
Colorado State University
970/491.3963 • 491.2908 fax •
206.9025 res.

listserv@email.uncc.edu

Alan R. Freitag
Listserv Manager

arfreita@uncc.edu
University of North Carolina
- Charlotte
704/687.2867 • 687.6900 fax

Communication, University of Oklahoma; Betsy Plank and the Plank Center for Leadership in Public Relations, University of Alabama; School of Journalism and Media Studies, San Diego State University; and University of Tennessee public relations faculty.

If you have a student you would like to nominate or sponsor for the 2008 awards, contact Natalie Tindall (ntindall@ou.edu). The deadline for nominations is April 30, 2008.

12) **MEMBERSHIP** – Amanda Hall Gallagher, membership co-chair, reported that she attended the conference's New Member breakfast to recruit new members. A letter was sent to members to encourage continued membership and recruitment of department colleagues and graduate students. Additional outreach to graduate students included postings to graduate interest groups, listservs and newsletters. It was suggested that people who submit research papers to PRD be recruited for membership.

13) **PAST HEADS** – Elizabeth Toth, member of Past Heads Council, reported on behalf of Maria Russell, chair, who was not present. The Council did not meet this conference but PRD Chair Neff has asked the Council to be involved providing feedback and direction for the AEJMC strategic plan. Toth announced that Russell was re-elected for another term as chair of the past heads. Past PRD heads were recognized at the meeting.

14) Bey-Ling Sha, PRD elected delegate, had no report.

15) Maria E. Len-Rios, PRD appointed delegate, had no report.

16) **PROFESSIONAL LIAISON** – Lisa Fall, professional liaison, was recognized for her efforts to bring the social reception back on site. Fall said that if anyone has professional contacts in Chicago to contact her so that these people can be part of next year's conference.

17) **GRADUATE STUDENT LIAISON** – Lois Boynton and Emily Kinsky, co-chairs of graduate student liaisons, thanked members for passing on e-mails to graduate students who might be interested in AEJMC/PRD.

18) **RESEARCH JOURNAL** – Linda Aldoory, *Journal of Public Relations Research* editor, updated membership on the Taylor & Francis/LEA transition. She thanked Linda Bathgate, associate editor, for her work with the division. It was announced that nominations for a new editor for the *Journal of Public Relations Research* are being accepted to replace current editor Linda Aldoory. Nominations will be reviewed early in 2008. Each candidate needs to submit a letter of interest and a letter of support from his/her department. In 2006, there were 69 submissions to the *Journal of Public Relations Research* including a special issue. Overall, a little over half of all submissions were rejected and 27% were recommended to be revised and resubmitted. To date, 45 manuscripts have been submitted for 2007.

19) **COMMUNICATIONS** – Susan Gonders, *PR Update News Journal* editor, reported on behalf of the communications officers – Kirk Hallahan,

MEMBERSHIP CHAIR

Jae-Hwa Shin

jaehwashin@yahoo.com

University of Southern Mississippi
601/266.4282

PF&R CHAIRS

Yan Jin

Yjin@vcu.edu

Virginia Commonwealth University
804/827.3764

Cathy Rogers

crogers@loyno.edu

Loyola University - New Orleans
504/865.3297 • 865.2333 fax
450.6595 cell

PROFESSIONAL LIAISONS/
SOCIAL CHAIRS

Lisa Fall

lfall@utk.edu

University of Tennessee - Knoxville
865/974.8155 • 216.2507 cell

Brooke Liu

bliu9@depaul.edu

DePaul University - Chicago
773/325.7306

Brian Smith

bsmith@umd.edu

University of Maryland
- College Park
301/933.3089

GRADUATE STUDENT LIAISONS

Liz Bates

Liz.bates@ttu.edu

Texas Tech University - Lubbock
806/742.2385, ext. 303

Michael Palenchar

mpalench@utk.edu

University of Tennessee - Knoxville
865/974.9082 • 974.2826 fax

Frances Ward-Johnson

fward2@elon.edu

Elon University - North Carolina
336/278.5738 • 580.1521 cell

Webmaster; Alan Freitag, listserv manager; and Ken Plowman, *Teaching Public Relations* monographs editor. She said the newsletter is completely online with listserv notifications as each issue is posted. Members can join the listserv by contacting Alan Freitag (*arfreita@email.uncc.edu*). Gonders introduced her department colleague, Doug McDermott, who will be working with her on the newsletter. *TPR* monographs are now more flexible because of the online nature of the newsletter. *TPR* submissions should be 3,000 words or less and focus on teaching public relations, and teaching papers that merit top awards at the convention can be submitted without further review. Submissions should be directed to the incoming *TPR* editor, Chuck Lubbers (*clubbers@usd.edu*).

20) **AWARDS** – Parkinson and Gonders presented certificates of achievement in content and visual presentation to the best high-density papers, scholar-to-scholar papers and poster presentations.

- *First-place faculty paper*: Image repair in politics: Testing effects of communication strategy and performance history in a faux pas. Catherine Sheldon, Centers for Disease Control and Prevention, and Lynne Sallot, Georgia.

- *Second-place faculty paper*: From Baby Boomers to Generation X: What has changed and what hasn't for women in public relations. Bey-Ling Sha and David Dozier, San Diego State, and Elizabeth Toth and Linda Aldoory, Maryland.

- *Third-place faculty paper*: Building an integrated crisis mapping (ICM) model: organizational strategies for a publics-drive, emotion-based conceptualization in crisis communication. Augustine Pang, Missouri; Yan Jin, Virginia Commonwealth; and Glen Cameron, Missouri.

- *First-place teaching paper*: Toward an ideal master's curriculum in the 21st century and what hasn't for women in public relations. Hongmei Shen and Elizabeth Toth, Maryland.

- *Second-place teaching paper*: A model for teaching public relations students a continuum of power distribution between organizations and publics in two-way Web site communication tools. Terri Ann Bailey, North Carolina-Chapel Hill.

- *Top student paper*: Managing community crisis: An analysis of a health department's response to the influenza vaccine shortage. Deena Kemp, South Florida.

21) **CONFERENCE SEATING** – Bonita Neff, PRD chair, will recommend to AEJMC that next year's PRD conference presentations be housed in rooms that seat 45. The mid-winter "chipping" conference will be held in St. Louis. Panel proposals are due Oct. 1 and details will be contained in the September PRD newsletter. Panel proposals are more effective if they are jointly proposed with another division or interest group. Panelists in a proposal need to be confirmed and listed in the proposal.

22) The meeting was adjourned at 8:30 p.m.