

## **Public Relations Division Business Meeting**

2010 AEJMC

August 5, 2010

### **Meeting commenced at 8:36.**

**Head Pat Swann** welcomed members to meeting and introduced incoming head, Colleen Connolly-Ahern, and vice-head elect, Heidi Hatfield Edwards.

**Head Pat Swann** called meeting to order and the first order of business was to elect vice-head elect. Susan Gonders represented past-heads committee (comprised of Susan Gonders, Mark McElreath, William Thompson, and Dennis Wilcox) who placed in nomination Brooke Fisher Liu for vice-head elect. Pat Swann asked for additional nominations from floor and none received. Division voted to elect Brooke Fisher Liu as 2011 vice-head elect.

**Head Pat Swann** informed members that they need to provide input to AEJMC Council of Divisions on the location for the 2014 conference. The division supported Montreal over the other options of Atlanta and several cities in Florida.

**Karen Miller Russell**, the Journal of Public Relations Research Editor, made the following announcements:

- Acceptance rate of about 20%, even with increased page allotment to 120 pp. per issue
- Special issues: "Social Media" in 2010 and "Race in/and Public Relations" in 2011 (accepting submissions now)
- Now included in the Social Science Citation Index, will receive its first impact factor in 2010 (to be published in mid-2011)
- Holding our first ever editorial board breakfast (sponsored by the publisher, Taylor & Francis) at AEJMC 2010

**Head Pat Swann** made several announcements about *Teaching Public Relations*, which is edited by Chuck Lubbers:

- PRD will publish four *Teaching Public Relations* (TPR) monographs with one scheduled for publication in fall 2010; in the last year TPR has done 3 expedited reviews (editor only) and 2 full/peer reviews.
- *Using Web-based interactive learning to supplement Associated Press style instruction in a traditional seated classroom* by Linda Harvey and Joye Gordon
- *I'm a people person! A look at public relations major's perceptions of why they chose public relations as their major* by Brigitta R. Brunner and Margaret E Fitch-Hauser
- (Upcoming) *Team Teaching to Teach Teaming* by Golike & McDermott
- (Upcoming) *Fulfilling psychological vs. financial needs: The effect of extrinsic rewards on motivation and attachment to internship opportunities* by Filak & Pritchard

**Head Pat Swann** thanked Research Co-Chairs Karla Gower and Michael Palenchar and Teaching Co-Chairs Susan Grantham and Ginger Miller. The division received 85 papers in the open competition, 50 in the student competition, and 18 teaching papers for a total of 153 papers. The acceptance rates were 44% for the open category, 30% for student papers, and 28% for teaching papers with an overall acceptance rate of 38%.

**Vice Head Colleen Connolly-Ahern** presented the top teaching paper awards:

First Place

The RFP Solution: One response to client/service learner issues

**Cathy Rogers** and **Valerie Andrews**, Loyola University-New Orleans

Second Place

Meeting the needs of the practice: An evaluation of the public relations curricula

**Moonhee Cho** and **Giselle A. Auger**, University of Florida

Third Place

Big chief tablets and sharpened pencils: Helping PR practitioners transition from practice to classroom

**Barbara DeSanto**, Maryville University-St. Louis; **Susan Gonders**, Southeast Missouri State University

Fourth Place

Pre-professional attitudes and identities: The socialization of journalism and public relations majors

**Bey-Ling Sha** and **Amy Weiss**, San Diego State University

**Vice-Head Elect Heidi Hatfield Edwards** presented the top teaching paper awards:

First Place

Crisis preparedness versus paranoia: Testing the crisis message processing model on the effects of over communication of crisis preparedness messages by governments

**Kester Tay**, **Rasih Raslyn Agatha**, **May O. Lwin** and **Augustine Pang**, Nanyang Technological University

Second Place

It's not a small world after all: Using stewardship in a theme park's daily operations

**Richard Waters**, North Carolina State University

Third Place

Bureaucrats, politicians, and communication practices: Toward a new model of government communication

**Brooke Fisher Liu and Abbey Blake Levenshus**, University of Maryland

**Suzanne Horsley**, University of Alabama

Fourth Place

Indeed, it does depend: Examining public relations leaders through the lens of the contingency theory of leadership

**Richard Waters**, North Carolina State University

Fifth Place

The possibilities and realities of studying intersectionality in public relations

**Jennifer Vardeman-Winter**, University of Houston; **Natalie Tindall**, Georgia State University

**Hua Jiang**, Towson University

**Head Pat Swann and Director of the Plank Center Karla Gower** presented the top student papers awards.

First Place

Power-control or empowerment? How women public relations practitioners make meaning of power

**Katie Place**, University of Maryland

Second Place

Does “going green” really matter to publics? The effects of environmental corporate social responsibility (CSR), price, and firm size in the food service industry on public responses

**Yeonsoo Kim**, University of Florida

Third Place

Text Haiti to 90999: The future of relationship fundraising for a nonprofit organization

**Terri Denard**, University of Alabama

Fourth Place

Legitimacy 2.0: Possible research avenues for corporate reputation in the digital age?

**Joy Rodgers**, University of Florida

Fifth Place

The situational theory of publics: Youth civic engagement

**Jarim Kim**, University of Maryland

**Head Pat Swann** noted that Robert Wakefield was in charge of the Susanne A. Roschwalb Award for graduate student international research. She noted that we really need to push for more applicants. Pat also announced that an anonymous donor gave a \$1,000 right before conference so that award is now endowed. This year’s award went to Hyunmee Kang, LSU doctoral student, dissertation: *Application of priming counter-stereotypes for image management*.

**Head Pat Swann** noted that the Inez Kaiser Award is on hiatus for a year while the past heads committee determines how we can effectively use resources to encourage graduate students of color to participate in the division. Members were encouraged to send any ideas to Colleen Connolly-Ahern or Heidi Hatfield Edwards.

**Head Pat Swann** announced that the division’s budget is in good shape. We have about \$6,000 for the division and \$16,000 for the journal. Thanks to the Plank Center for sponsoring student research awards.

**Immediate Past Head Susan Gonders** provided background on SuPRstar Awards, which were started in 2009 to collect information for PF&R. The awards were as follows:

Teaching SuPRstars: **Susan Gonders** and **Bob Pritchard**

PF& R SuPRstar: **Suzanne Horsley**

Body of Work SuPRstar: **Don Stacks**

**Vice-Head Colleen Connolly-Ahern** presented Head Pat Swann with a thank-you gift from the division.

**Head Pat Swann** asked for any announcements. Bey-Ling Shaw announced that the PRSA universal accreditation board is exploring an entry-level certification process. Asked members to complete quick questionnaire about what name to attach to the potential process and how much money students/parents would be willing to pay. Amount for the entry exam would be deducted from APR exam. The entry-level exam also would be good for measuring outcomes for AEJMC accredited chapters and also to compare PRSSA chapters.

**Natalie Tindall** announced that she is co-editing with Jennifer Vardeman-Winter a special issue for PRism on theories that relate to public relations segmentation strategies. Manuscripts are due in January 2011.

**Membership Chair Seth Oyer** provided an update on the membership survey, which the division is in the very beginning stages of getting response. Seth passed out flyers with the survey link and also noted that the survey is on the division's webpage. The findings will be used to determine interest areas and attract new members.

**Vice-Head Elect Heidi Hatfield Edwards** reminded members that the luncheon location was Rock Bottom Brewery, which was different from the location in the book. Also, members must be on the RSVP list.

**Vice Head Colleen Connolly-Ahern** reminded members that there were more slots for social. Everyone was welcome, but the division needed a headcount. The social was in the historic Brown Palace.

**Head Pat Swann** adjourned the meeting at 9:15.