

**Minutes for the Public Relations Division Members' Meeting Agenda
St. Louis, MO - August 11, 2011**

1. Call to Order – meeting called to order at 8:30
2. Approval of Last Year's Minutes - approved
3. Selection of New Officers/Editor
 - a. Vice Head (the Nominating Committee endorses Susan Grantham, Associate Professor, University of Hartford, current PRD Secretary). – nominations closed – elected by acclimation
 - b. Vice Head Elect (the Nominating Committee endorses Natalie Tindall, Assistant Professor, Georgia State University, current PRD PF & R Chair) – nominations closed – elected by acclimation
 - c. Editor, JPRR (the Nominating Committee and the Executive Board endorse Karen Miller Russell, Associate Professor, University of Georgia, current *JPRR* Editor, for a second term) – approved and elected
4. Open Issues
 - a. Division Head Report (Colleen Connolly-Ahern) – this year for the first time – we now have funding for top papers for research and teaching from Dennis Wilcox. Many thanks for Dennis's generous contribution.
 - i. Visual awards – A first, second and third place award were given for each of the two PRD's poster sessions:
 1. Thursday - August 11, 2011 - Public Relations Refereed Papers Poster Session
 - First Place - *Localization of Public Health News Releases for Publication in Community Newspapers* - Rachel Young, Erin Willis, Jon Stemmler and Shelley Rodgers - University of Missouri
 - Second Place - *Expecting the Unexpected: Nonprofit Media Responses to Anti-abortion Terrorism* - Beth Sundstrom, Rowena Briones and Melissa Janoske - University of Maryland
 - Third Place - *Communication and the D.C. Sniper: Toward a Response Typology for Public Safety Crises* - J. Suzanne Horsley and Kenon A. Brown - University of Alabama
 2. Friday - August 12 2011 - Public Relations Refereed Papers Poster Session
 - First Place - *Integrated Impression Management: How NCAA Division I Athletics Directors Understand Public Relations* - Angela Pratt - Bradley University
 - Second Place - *Consumer Knowledge of News Making: How Increased Persuasion Knowledge of Video News Releases Influences Beliefs and Trust in a News Story* - Michelle Nelson and Sangdo Oh - University of Illinois; Jiwoo Park - Southern

Illinois University

- Third Place - *The Impact of Organizational Social Capital on Transparency and Trust: Communication Adequacy and Accuracy*. Bumsuh Jin - State University of New York - Moonhee Cho and Maria De Moya - University of Florida.

- ii. Teaching – in general we want syllabus exchange to be increased by getting people to contribute and access existing syllabi.
 - iii. Other goals – increase emphasis on social media – if you haven't done so, please friend PR division on Facebook, and follow us on Twitter
 - iv. Roschwalb scholarship – only two applications this year – now stands at \$6247 – monies currently in with all AEJMC endowments and interest rates have not been strong recently - Taylor Francis is currently funding the award
- b. Vice Head's Report on Programming (Heidi Hatfield Edwards) –
- i. Sessions have been well attended – we had 30 panel proposals submitted – refined that down to 20 - and got 6 cosponsored with Advertising, ComSHER, Internships and Career Interest Group, Sports, Mass Comm and Military Ethics
 - ii. One teaching session
 - iii. One PF&R/Teaching session
 - iv. One research paper session
 - v. Two Poster sessions important – we can get a lot of spots
 - vi. One High Density sessions go fast at chipping
 - vii. Friday site visit for Fleishman Hillard – meet at 2:15 to walk over – note change in time
- c. Relaunch of the Kaiser Awards (Colleen Connolly-Ahern) –
- i. Sponsors a person of color - focus to make it an elite program – maybe fund 2 PhDs and 1 MA to cover conference registration, AEJMC membership plus help with meals. Seek funding for amounts between \$250 and \$300. Looking for help to launch and implement – come on down to the board meeting Friday at 7:00 am in Pershing room.

5. New business

- a. Report from the editor, *Journal of Public Relations Research* (Karen Miller Russell) – there are now new reviewing guidelines put together by Pat Curtin, Bey-Ling Sha – and others. Review time was up to an average of 79 days to decision. Previously was 61 but held new submissions for new guidelines - YTD manuscripts submissions equal 68 with 31 pending – over 100 for previous year – downside is acceptance rate is up to 30 percent which we don't want to do.
- b. Awards
 - i. Roschwalb Award for International Student Research – Vanessa Bravo
 - ii. SuPRStar Awards
 1. SuPRStar 1 Award (Susan Gonders) - Dennis Wilcox from San Jose State University –

2. Superstar 2 Award (Colleen Connolly-Ahern)– Teaching – Ginger Miller
 3. Superstar 3 Colleen Connolly-Ahern)– Award – PF & R– Rita Colistra
 4. Superstar 4 Colleen Connolly-Ahern)– Award– Community Service – Suzanne Horsely
- iii. Plank Center Awards for Top Student Papers (Karla Gower) –
1. First Place - Forty Years of Award-Winning Campaigns: What PRSA's Silver Anvil-Winning Campaigns Say about the Public Relations Industry. Eva Hardy, North Carolina State University
 2. Second Place - Impact of corporate social responsibility on consumers' attribution of a crisis responsibility: A buffer against reputation withdrawal or a backfire. Hanna Park, University of Florida
 3. Third Place - Public Diplomacy at Arab Embassies: Fighting an Uphill Battle. Leysan Khakimova, University of Maryland
- iv. Wilcox Awards for Top Teaching Papers (Dennis Wilcox) –
1. First Place - *U.S. Student-Run Communication Agencies: Enhancing Students' Understanding of Business Protocols and Professionalism*. Lee Bush and Barbara Miller, Elon University
 2. Second Place - *Service-Learning for Branding Success: A Case of Student-Client Engagement in Oklahoma State University's \$1 Billion Capital Campaign*. Lori McKinnon, Jacob Longan and Bill Handy, Oklahoma State University
 3. Third Place - *Missing citations, bulking biographies and unethical collaboration: Types of cheating among public relations' majors*. Giselle Auger, Duquesne University
 4. *Are we teaching them to be CSR managers? Examining students' expectations of practitioner roles in CSR*. Rajul Jain and Lawrence Winner, University of Florida
- v. Wilcox Awards for Top Research Papers (Dennis Wilcox)
1. First Place - *Relative effectiveness of prior corporate ability vs. corporate social responsibility associations on public responses in corporate crises*. Sora Kim, University of Florida
 2. Second Place - *Issue Salience Formation among Information Subsidies and Business Media Coverage during Corporate Proxy Contests*. Matt Ragas, DePaul University
 3. Third Place - *Revisiting the effectiveness of base crisis response strategies in comparison of reputation management crisis responses*. Sora Kim and Kang Hoon Sung, University of Florida
- c. Announcements
- i. PRD Members Survey 2011 (Trent Seltzer) – AEJMC PRD members will get request to give feedback for division -

- ii. 2010-2011 Grunig & Grunig Thesis & Dissertation Awards Competition (Bey-Ling Sha) – 2010 – 2011 – for students who have successfully defended – please apply
 - iii. JPR – special issue of diversity and PR – new deadline is December 1
 - iv. Plank Center Webinar (Karla Gower) – free webinars – Sept 28 - 1- 2:30 central time – new agency model – will also be archived two weeks after
 - d. AEJMC “Big Idea” – AEJMC wants us to generate big ideas for the 100th anniversary – big ideas in communication – big ideas to celebrate accomplishments in field over last 100 years
 - e. Upcoming Conferences
 - i. 2014: Montreal
 - ii. Member input for 2015 sites: Palm Desert - Las Vegas - San Diego - San Francisco – San Francisco selected – San Diego a close second
 - f. PRD Social Media Information (Colleen Connolly-Ahern) – please log onto our outlets
 - g. PRD Incoming Board Meeting Invitation (Heidi Hatfield Edwards) – Come on down to meeting tomorrow morning and learn more and get yourself a job!
 - h. Other new business – announcement about social – full – if you are not coming please let Katie Place know so someone else can come.
6. Fernando Figueredo – PRSSA educators meeting on Saturday.
7. Adjournment – Meeting adjourned at 9:25 pm

Respectfully submitted,

Susan Grantham, Ph.D.