



Call for Panel Proposals

Public Relations Division Deadline: September 25, 2015

We invite you to submit a panel proposal for the 2016 AEJMC Conference in Minneapolis.

Potential Areas of Interest

We asked attendees at the business meeting in San Francisco to rank their top areas of interest from a list. Below are the areas that received the most votes, listed in order of popularity (regardless of attendees' ranking order):

1. Social media
2. Work-life balance
3. Corporate social responsibility
4. Nonprofit

Although this survey is not representative of the entire membership, it is an indicator of strong topic choices.

Ideas to Start the Brainstorming Process

Listed below are some ideas that came up in discussion at the conference. Perhaps these will spark other ideas or be adopted. Please let Emily Kinsky know if you'd like to pursue one of these, and Emily will connect you with others who have expressed interest:

- Media Relations in the Digital Age
- Visual Communications for PR (approached by the Visual Communication Division as a co-sponsor)
- Work-Life Balance at Each Stage in the Academic Career (approached by the Internships & Careers Interest Group as a co-sponsor)
- Political PR, based on the U.S. presidential election

We have also been approached by the LGBTQ Interest Group (general idea: "to further theory and practice as it relates to LGBTQ professionals, LGBTQ stakeholders, and LGBTQ-inclusive/specific campaigns") and the Media Management, Economics & Entrepreneurship Division about partnering on panels.

FYI: Our pre-conference will focus on leadership, so we will not program any other panels on that topic.

Please let Emily know if you are working on an idea, so she can let you know if anyone else reaches out with a similar idea.

Steps for Organizing a Panel Proposal

- 1. Find an idea:** Consider the criteria we will use for selecting a panel at the end of this document, as well as the ideas listed above to help you brainstorm.

PRD Teaching Vice Chair Lucinda Austin (laustin@elon.edu) is available to help with developing teaching topics.

PRD PF&R Vice Chair Brooke McKeever (brookew@sc.edu) is available to help with developing Professional Freedom and Responsibility topics.

- 2. Recruit a possible co-sponsor:** Each division and interest group has a limited number of spots for panels. To increase the number of programs we can offer, we work with other divisions and interest groups to jointly sponsor panels of mutual interest. *Avoid making promises.* At this stage, we still need to see all of the proposals before we choose panels.

A list of divisions can be found here: <http://www.aejmc.org/home/about/groups/divisions/>

A list of interest groups can be found here:
http://www.aejmc.com/home/?page_id=410

Please include members of the co-sponsoring division on the panel. Keep in mind that many of our members also belong to interest groups and other divisions.

To find the programming chairs (also titled vice head) for different divisions, visit the following link, find the division description, and choose the accompanying link to the division's officers:
<http://www.aejmc.org/home/about/groups/divisions/>

To find the programming chairs for interest groups, visit the following link, find the interest group description, and choose the accompanying link to the group's officers:
http://www.aejmc.com/home/?page_id=410

At the time that this call is being sent, the list of officers on AEJMC's website has not been updated, so you may need to contact the person listed as the programming chair/vice head and ask to be referred to this year's officer.

- 3. Write and submit the proposal:** Submit your proposal to Emily Kinsky in a Microsoft Word or PDF document at ekinsky@wtamu.edu by September 25, 2015, 11:59 p.m. Central Standard Time.

The proposal must include the following information:

- 1. Panel type:** Is the focus on teaching or PF&R?
- 2. Potential co-sponsor:** Include the contact information for the proposed co-sponsoring division or interest group.
- 3. Proposed panel title:** Create a title that is true to the content and will motivate people to attend. Don't limit the title to something that is so specific to PR that it would be difficult to recruit a co-sponsoring division/interest group.
- 4. Panel description:** What will each person discuss? (500-1,000 words)
- 5. Proposed moderator:** Include the moderator's division or interest group.

6. **Possible panelists:** There should be five. Make sure to balance the speaking time with the co-sponsor. Whichever party has two speakers rather than three should get the moderator spot. Identify which of the panelists are members of the PR Division.
7. **Panel contact:** Include your name, affiliation and email address.

We will notify you by December about whether the panel has been accepted.

Panel Selection Process

The division head, vice head, and vice head elect will use consensus to select the panels. We will consult with the Professional Freedom and Responsibility (PF&R) Committee for feedback on the PF&R panel proposals and will seek feedback from the Teaching Committee for the teaching panel proposals.

All panels must have a co-sponsoring interest group or division to be considered.

We will then select the best panels based on the following:

- How engaging is the topic? Did we have a similar panel in San Francisco?
- How substantive is the content based on the panel summary?
- To what extent is the panel summary organized and articulated well?
- To what extent do the speakers' topics cover different ground while being cohesive with the panel topic?
- Does the panel help us balance the number of panels we have in the categories of teaching and PF&R?
- How many of the panelists are PR Division members?

If we need to reduce our list of panels further, we will do so based on the **topic:**

- Does the panel cover one of the areas of interest (listed on page one), and is there another panel that covers the same area of interest?

If we need to continue to narrow the list of panels, we will do so based on whether the topic fits a **Professional Freedom and Responsibility (PF&R) theme**, and we will attempt to balance the following PF&R themes in our programming:

- Free expression
- Ethics
- Media criticism and accountability
- Racial, gender and cultural inclusiveness
- Public service

In the past, we have not been able to program some of our top panels because the co-sponsoring interest group or division decided to drop the panel. Thus, even if your panel is among our best, we will only be able to program it if the panel makes the partnering division or interest group's top list, as well, which won't be determined until mid-October.

Thank you so much for your time and effort.