

AEJMC Public Relations Division - Business Meeting
Aug. 11, 2017

Head Report – Emily Kinsky

100th AEJMC Annual Conference

PRD is 52 years old

Includes members from 20 other countries

In 2017 the PRD:

- Started a new tradition of morning business meetings
- Had 161 people serve as officers, discussants or moderators (MidWinter + AEJMC)
- Became 2nd largest Division at AEJMC (430 of the 3,412 total members; 2,400 attended; 1586 papers submitted with a 45.4 percent acceptance rate)

Objectives from this year:

Reduce number of reviews without comment to 5%

Met: Only two that didn't leave any comments

Have 90 percent of reviews submitted by deadline

Met: Nine still out by our deadline, but all submitted within five days; no emergency reviewers needed

Have a presence at Midwinter Conference

Met: Two proposed panels and three referred research sessions (12 papers) were presented

Long-term goals:

Raise \$500 for Susanne A. Roshwalb Grant for International Study and Research towards long-term goal of fully endowing.

Exceeded: Able to secure \$1000 for three years - \$250 donation from American University; \$500 from PRD; \$500 match from MC&S

News from AEJMC

- Hoping to have childcare options for DC; they investigated for Chicago, but it was too expensive
- New research award from AEJMC – research chairs will submit one to three papers relevant to industry for consideration, committee select from subset, \$1,000 award.

Vice Head Report: Richard Waters

Successes in new programming in 2017

- Set goal of diversifying topics: Ethics of Advocacy debate example of new one
- Combining incoming/outgoing meeting
- GIFT competition

Vice Head Elect Report: Giselle Auger

Bill Adams/Edelman lunch filled within two-hours of invitation
Request to attendees to write a thank you note to John after luncheon

Committee Updates:**Research – Lan Ni and Nathan Gilkerson**

118 reviewers this year across three categories (approx. 3 papers per reviewer)
65 open research submissions
36 accepted (55 percent)

Teaching chairs – Lucinda Austin and Katie Place

12 submissions for teaching research papers
8 accepted (67 percent)

29 student papers
14 accepted (48 percent)

23 GIFT submissions
5 accepted for HD; 5 accepted for poster session (43 percent)

Thanks to a generous gift from Dennis Wilcox, Professor Emeritus, San Jose State University, top papers in open and teaching categories will be awarded: \$750 for the top paper, \$500 for the second-place paper, and \$250 for the third-place paper. Top teaching papers will also receive priority processing in the Journal of Public Relations Education, provided they are submitted by December 31, 2017.

Thanks to the generous support of The Plank Center for Leadership in Public Relations at the University of Alabama, the first author of each of the top three student research papers will receive \$300, \$200, and \$100, respectively.

PF&R – Brooke McKeever

Set goal of covering all five PF&R areas – accomplished

2017 Highlights:

PR News Engagement Day – More than 300 (#News2Me and #NewsEngagementDay)
Spring Semester of Service launched to celebrate public service contributions (#PRDServe)
Coordinated off-site visit to Art Institute

Kaiser Award – Candace Parrish

Rick Kaiser and Shelley Spector participated in meeting
12 competitive applicants – top 3 recognized
Able to have a dinner with the awardees, Kaiser committee and head and vice head for the first time

Future Goals:

- Strengthen connections with past winners
- Develop fundraising strategy

Grad Student Liaison – Yuan Wang

2017 highlights include:

- Coordinated a grad student luncheon with 20 attendees that was sponsored by Texas Tech
- Surveyed grad students

PRSA Educator Liaison - Julie O'Neil and Carolyn Kim

Hosted Twitter chats on topics of PR ethics, fake news and work-life balance

Planning a Twitter chat to discuss Commission on Public Relations Education study

Social Media – Diana Sisson

Top Facebook Posts Driving Engagement: PRD Member Profiles, Twitter Chat Announcements, PR Update, Calls for Research Manuscripts from PR journals

Listserv – Denise Bortree

633 members

PR Update – Dean Mundy

Revised newsletter design

Compiled 5 issues with over 100 pages of content

Web committee – Katie Stansberry

Updated site in 2017 and added new member resources

Need committee members

Membership – Hua Jiang

Enhanced mentoring program thanks to Plank Center sponsoring coffee meeting

24 members attended

Social Committee – Amanda Kennedy

Social is RSVP only and hosted at Howells & Hood

Hoping future years to allow larger numbers of members to attend

Journal Updates

JPRE – Chuck Lubbers

65 days to decision

40 manuscripts submitted (22.8 percent accept rate)

35 people reviewed in the last year

Chuck Lubbers has completed third year

Emily Kinsky new editor starting Jan. 1, 2018

JPRR – presented by Hillary Fussell Sisco

79 editorial board reviewers

12.2 accept ratio for the last 12 months

76-day average from submission to final decision

109 original manuscripts received in 2016 (4 percent accept rate)

20 revised manuscripts received in 2016 (76 percent accept rate)

1.720 impact factor; 2.009 five-year impact factor; 20 of 79 in communication (all increases over previous two years)

Encouraged members to sign up to become a reviewer

Nominating committee recommended Bey-Ling Sha to continue as Editor

2018 Senior Associate Editor – Sung-Un Yang

2018 Associate Editor – Maria Len Rios

AWARDS

Inez Kaiser Graduate Student of Color Award

Denetra Walker – University of South Carolina

Yan-I Lee – University of Georgia

Sylvia (Jiankun) Guo– University of Maryland

Susanne A. Roschwalb Grant for International Study and Research

Devin Knighton, Purdue

Will support his research efforts in Brazil

Doug Newsom Award for Global Ethics and Diversity

Soo-Yeon Kim and Joohyun Heo, Sogang

The History of PR Award, *Sponsored by The Museum of PR*

Patricia Swann, Utica

Top Open Papers Awards, *Sponsored by Dennis Wilcox*

Young Kim – Marquette

Aurnima Krishna, Boston and Soojin Kim, Singapore Management University

Joshua Bentley and Liang Ma, Texas Christian

Top Teaching Paper Awards, *Sponsored by Dennis Wilcox*

Chris McCollough, Columbus State

Ai Zhang, Stockton and Karen Freberg, Louisville

Justin Pettigrew, Kennesaw State

Top Student Paper Awards, *Sponsored by The Betsy Plank Center*

Virginia Harrison, The Pennsylvania State University

Luke Capizzo, University of Maryland
Sylvia (Jiankun) Guo, University of Maryland

Top GIFT Awards

Mary E. Brooks and Emily S. Kinsky, West Texas A&M
Melissa Adams, North Carolina State
Tiffany Derville **Gallicano**, North Carolina at Charlotte

Top Posters

Lucinda Austin, North Carolina at Chapel Hill, Barbara Miller, Elon, and Seoyeon Kim, North Carolina at Chapel Hill
What's the "Right" Thing to Do? How Ethical Expectations for CSR Influence Company Support*

George L. Daniels, Alabama and Keonte Coleman, Bennett College
President Donald Trump Meets HBCU Presidents: A Public Relations Post-Mortem**

Soojin Roh
Understanding Public Engagement in Sustainability Initiatives: The Situational Theory of Publics and the Theory of Reasoned Action Approaches***

Melissa Janoske, Robert Byrd and Stephanie Madden, University of Memphis
One liners and catchy hashtags: Building a graduate student community through Twitter chats

*Top Open Paper Poster from Wednesday Poster Session
**Top Open Paper Poster from Thursday Poster Session
***Top Student Paper Poster
****Top Teaching Paper Poster

Top Reviewer Awards

Open Competition – Amanda Kennedy,
Teaching Competition – Geah Pressgrove, West Virginia University
Student Competition – Julia Fraustino, West Virginia University

Top Downloaded Article – *Journal of Public Relations Research*

Sponsored by the Department of Advertising and Public Relations at the University of Georgia in honor of Karen Russell

Young Kim, Louisiana State University
Understanding publics' perception and behaviors in crisis communication: Effects of crisis news framing and publics' acquisition, selection, and transmission of information in crisis situations

Top Downloaded Article – *Journal of Public Relations Education*

In honor of Chuck Lubbers

Emily S. Kinsky, Karen Freberg, Carolyn Kim, Matt Kushin and William Ward

Hootsuite University: Equipping academics and future PR professionals for social media success

New Business

Announcements

- New Vice Head Elect– Dustin Supa, Boston
- Revising process for Bill Adams/Edelman Luncheon and off-site RSVPs to be more of a lottery where members will have a week to sign up and then a random drawing will take place for the spots allowed by our hosts

Division Voting Matters

- Ratify the nomination of Bey-Ling Sha for a second term as editor of Journal of Public Relations Research - Approved
- Revision to Budget Allocation – Approved (details follow)

Budget as of July 17 and Details of Budget Reallocation Proposal:

General Account = \$19,059.88 (about \$14K will be gone after this week)

Journal Account = \$29,015.63

Kaiser Award = \$4,100.19

Newsom Award = \$10,375.00 [endowed]

interest for first 6 months = \$50

Roschwalb Award = \$6,856.83 [endowed]

interest for first 6 months = \$62.35

Current Allocation

The journal account currently gets \$10,490/year

The cost of the journal (\$14/member) = \$6062

Leaves a profit of \$4428 in the account

The general fund receives \$1830/year. It covers the extra cost of the awards not covered by interest, as well as promotion, operating and conference expenses.

Proposed (approved) Reallocation

Journal account would receive \$14/member (rather than \$25) covering the Taylor & Francis expenses (if/when the journal account drops below \$15,000, it would shift to a \$20/10 split).

We predict that in 3-4 years, the awards could be self-sufficient if we divert some of these funds to them.

AEJMC 2021 Options and Vote

There are currently travel bans on three of the four locations presented by the AEJMC board. Travel to Texas has been banned by California, and travel to Missouri has been banned by the NAACP. Thus, the only non-banned location was New Orleans, and it won our Division's vote.

New Orleans – Winner

Kansas City – 11

Austin – 6

St. Louis – 1