

A high-angle photograph of the Chicago River flowing through the city. The water is a vibrant greenish-blue. Several white tour boats are on the river, with people visible on board. The river is flanked by concrete walkways and railings. In the background, a dense urban skyline of skyscrapers is visible under a clear blue sky. One prominent building has the word 'KEMPER' on its facade. The overall scene is bright and sunny.

PR UPDATE

The newsletter for AEJMC's Public Relations Division
Volume 52, No. 4 | November 2017

Special Issue: Conference Recap
& 2017-18 Preview



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PR UPDATE

Vol. 51, No. 4; October 2016

Division Leadership

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"Falling Back" into PR Update

This is my fourth fall in Eugene, and arguably this one has been, by far, the prettiest. The trees are really showing off their stuff, and I've found myself taking the long way around campus to enjoy it while I can. (See page 5 for one of my favorite trees.)

Every year around this time, as the leaves fall and the rains return, I'm always amazed with our cyclists. You see, Eugene has as many paved roads for cyclists as for cars; everyone rides a bike. (Except for me. Bikes and those who ride them scare the hell out of me.) I wonder, though, especially after a rainy night, how they stay upright on wet leaves as they wisk around their turns (without stopping, might I add, which is supposed to be against the rules). They fly past me, glide into one of the thousands of bike racks, dismount, lock up, grab their bags, and go - all in a moment. My inner monologue is always the same: "I should get a bike. I should be doing that. Good for them."

That feeling always passes. And to make myself feel better while I park my car after my own 1.5 mile trek, I tell myself that they're simply running late. They wouldn't need to be such showoffs if they weren't running late.... like me. Welcome to a new year in the PRD. Much like Daylight Saving Time on Nov. 4, I have fallen behind. But alas, as the rains return to Eugene, so does this post-conference / Fall issue of *PR Update*.

Please enjoy this year's conference recap, and check out our new leadership team. Have a great fall and holiday season. We'll be back in winter 2018.

PR UPDATE is published quarterly, with a special post-conference edition. You can find past issues [here](#).

Please send all inquiries and contributions to dmundy@uoregon.edu

a message from the Division Head:

Richard Waters
rdwaters@USFCA.EDU



Looking back to Chicago and ahead to D.C.

First let me start off by thanking you again for electing me into the AEJMC Public Relations Division (PRD) leadership rotation a few years ago. As I move into the Head position, I am honored to serve you. Looking at the list of individuals who hold the "Past Head" title is an impressive list, and it's hard to imagine being in their company.

Over the last two years, as I served as Vice Head Elect planning the Bill Adams / Edelman Luncheon in Minneapolis and Vice Head programming PRD's events at the Chicago conference, my main goal has always been fairly straightforward: leave PRD in a better place than it was when I moved into my leadership potential. That's the mindset that I have as I became the Division Head. I've been very fortunate to have served under Denise Bortree, Tiffany Galicano and Emily Kinsky.

I couldn't have asked for three more talented and ambitious leaders who have really advanced PRD.

We are the second largest division at AEJMC, and second only to a division able to offer free graduate student memberships because of a \$400,000 balance. Ours is a little less than \$20,000 by comparison. But, PRD is the talk about town whenever AEJMC conferences are held because we are the division others look to and try to emulate. In Chicago during our leadership orientation sessions, I was approached by four different divisions leaders and asked how PRD managed to do everything we do. From our active social media presence year round, our multiple luncheons and off-site conference activities, and our strong involvement in the PF&R initiatives, "Semester

of Service" and "News Engagement Day," it never fails to amaze me just how much PRD does to give everyone an opportunity to be involved.



This year, PRD is up for its 5-year review at our Washington, D.C. conference. I know we will be successful in that review, but I want to make sure I leave the division in a better place than when I started. Already, I've seen our engagement continue to grow on social media with our Facebook Live broadcasts from PRSA's Super Saturday conference sessions and teaching tips and classroom discussions shared on "News Engagement Day" with our #NewsValue hashtag created by the PF&R committee. These new endeavors are what makes PRD the envy of the divisions and interest groups at AEJMC.

I want that to continue for a long time to come. To that end, I'm thrilled to announce that during our business meeting in Chicago, our membership voted unanimously to approve a temporary reallocation of our dues to boost our division's general fund. Previously, the \$30 dues for faculty were allocated - \$25 to the Journal of Public Relations Research promotion account and \$5 to the general fund account. All \$20 of the graduate student dues went to the journal account. Of the portion that was sent to the journal account, \$14 is used each year to pay for each individuals' subscriptions to the journal, and the remaining dollars are held in reserve for promotional activities and when we need to purchase additional pages in the journal to publish research. PRD could use the remaining \$5 of our

a message from the Division Head:

Richard Waters

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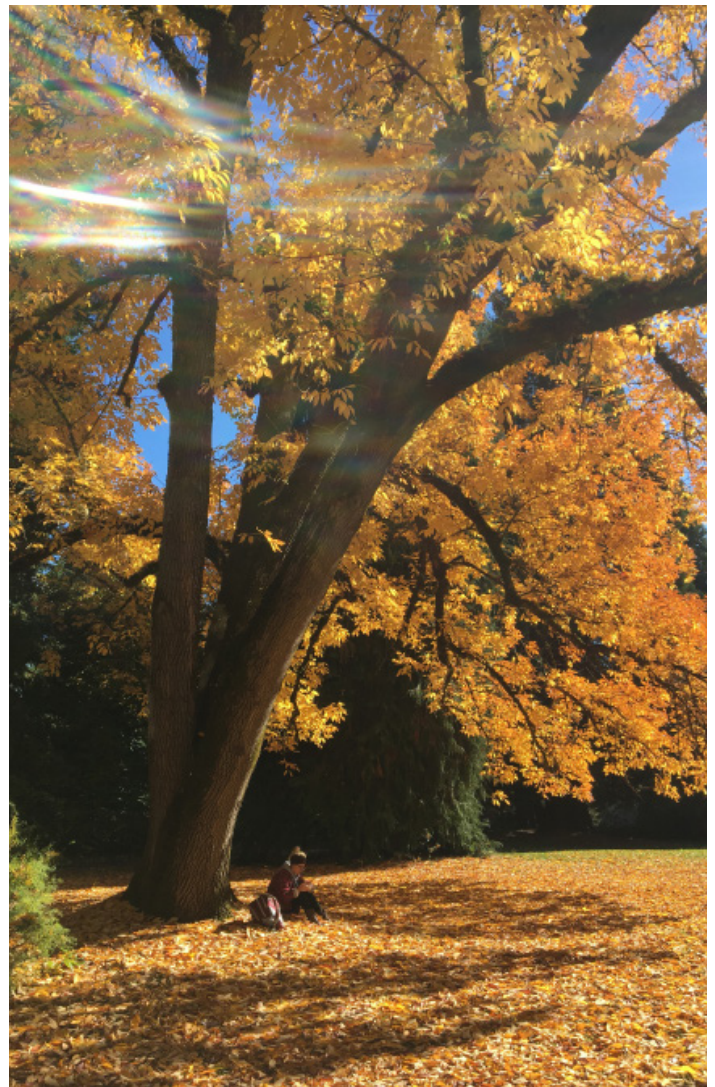
Looking back to Chicago and ahead to D.C.

individual dues however the leadership approved, whether that was to help fund our conference activities, provide scholarships and awards, or to simply use it to assist in the promotion of our activities and events.

PRD members voted to reallocate the current dues distribution so that \$16 of faculty dues and \$6 of graduate student dues go to the PRD general fund and \$14 of both goes to the journal account until the journal account depletes to a level that we need to boost it again to have a healthy financial reserve. By reallocating the budget, we'll be able to see our awards in a more financially sustainable position and be able to pursue new endeavors in the years to come. To make sure the dues reallocation is carried out with its true intent, we created a "Journal Manager" position to oversee the balance of the journal promotion account so that its balance doesn't dip below a predetermined amount and to improve the overall business side of our division's two journals, Journal of Public Relations Education and Journal of Public Relations Research. I hope to share more news on that topic later in the year as our current contract with Taylor and Francis expires on June 30, 2018, and is up for renewal.

I end nearly all of my emails with a "Have a good one" closing that I type every time I send an email even though it's easier to simply use a signature line. I don't want to turn that positive outlook into an automatic, routine function. I like the satisfaction I receive personally from typing that message of encouragement and hope. So I'm going to wrap up my "From the Head" notes in the same way. I hope we all have a great year as PRD members and continue to see growth in our membership engagement and our fiscal well-being!

Have a good one,
Richard



PR Division Welcomes New **Executive Leadership**

The PR Division welcomes Dr. Richard D. Waters as the 2017-18 division head. Dr. Waters is an associate professor in the University of San Francisco's School of Management, where he teaches strategic communication courses in the business, nonprofit, and public administration graduate programs.



Head
Richard Waters

He is the author of more than 75 peer-reviewed journal articles and book chapters and serves as the associate editor of the online journal, *Case Studies in Strategic Communication*. He also is on the editorial review boards of the *Journal of Public Relations Research*, *Public Relations Review*, *PRism*, and the *Journal of Promotion Management*. As head, Waters looks forward to reinventing the AEJMC conference schedule with new activities, new approaches, and panel partnerships with divisions and interest groups that PRD has not typically reached out to. He also looks to continue to strengthen the Division's finances with a fall fundraising push.



The PR division welcomes Dr. Giselle A. Auger, APR, as the new vice-head. Dr. Auger is an Assistant Professor in Rhode Island's Department of Communication. She received her Ph.D. in Mass Communication from the University of Florida and

holds an M.A. in International Relations and Strategic Studies from the University of Lancaster in England and a B.A. in Political Communication from the University of Massachusetts at Amherst.

Before pursuing the Ph.D., Dr. Auger worked as the Executive Director for a small nonprofit organization in Maine, as a freelance journalist, assistant book editor, magazine editor, marketing assistant, communication manager for the Girl Scouts of Maine, and as an assistant in a political marketing company in London, England. She is also the co-author of *The Insiders' Guide to Maine's Southern Coast* (1998, 1999).

Her research interests include strategic communication of nonprofit organizations, the use of rhetoric and message structure in social media communication, and academic dishonesty.

The PR Division welcomes Dr. Dustin Supa as the new vice-head elect. Supa serves as the Associate Dean of Boston University's College of Communication, where he also holds an appointment as associate professor of public relations. He earned the PhD in Communication from the University of Miami. He previously



Vice Head-elect
Dustin Supa

served as an assistant professor at B.U., and as an assistant professor and program coordinator for public relations at Ball State University. Prior to academia, he worked in agency, non-profit and corporate public relations – primarily in media relations and stakeholder engagement.

Dr. Supa investigates media relations as a strategic and tactical function of public relations, the modern practices of integration in public relations, advertising and marketing, and the impact of corporate advocacy on audiences. He has worked with PRD for more than a decade, working on various committees including membership, newsletter and the pre-conference committee. He looks forward to serving PRD as part of the executive committee, and continuing to serve as a walking group leader and meeting attention-getter.



AEJMC in Chicago: The highlights

Pre-Conference: Preconference Brings in Journalists and Public Relations Professionals to Discuss Fake News

By Richard Waters, University of San Francisco

The Public Relations and Mass Communication and Society Divisions of AEJMC partnered to present the “Wading through the Waters of Alternative Facts and Fake News” preconference on August 8, 2017. To paraphrase a popular social media meme, it was a “Huuuge success.”

Given the increased attention to fake news and alternative facts, the PRD leadership team felt it was important to bring together journalists, public relations practitioners, and academics to discuss how we can best prepare for discussions about these issues in the classroom. The four-hour preconference consisted of three panels featuring each of the groups mentioned above discussing issues surrounding fake news.



The journalism panel featured Margaret Holt, Standards Editor at Chicago Tribune; Carol Marin and Don Moseley, NBC Chicago and co-directors of the Center for Journalism Integrity & Excellence at DePaul University; and Mark Tatge, former senior editor at Forbes and University of South Carolina doctoral student. These panelists detailed professional experiences in their newsrooms that highlighted areas of concern over fake news and alternative facts, including the alignment of news stories around leading advertisers, the growth of native advertising, and using misleading information that doesn't present the entire story.

continued next page



Chicago Highlights

The panel of public relations practitioners included Calmetta Coleman, Director of Civic Engagement at the University of Chicago; Ron Culp, Director of the Public Relations and Advertising Graduate Program at DePaul University; Phil Gomes, Senior Vice President at Edelman; and Gene Reineke, CEO of the Hawthorne Strategy Group. These practitioners discussed the importance of developing strong relationships with their stakeholders—media, investors, customers, regulators—so that issues of a company’s integrity and transparency were not subject to skepticism during this time of heightened attention to fake news and alternative facts.

The final panel included pedagogical lessons and a discussion of how to get students critically involved in reviewing news stories and being involved in the journalist-public relations practitioner relationship. Stephanie Willen Brown from the University of North Carolina-Chapel Hill, Dean Cummings from Georgia Southern University, Aimee Meader from Winthrop University, and Amy Sanders from Northwestern University-Qatar discussed media literacy and presented specific assignments and classroom discussion questions that faculty could use to challenge students’ notions of what is news, how it is created, and how it is perceived by those around them.

Based on preliminary results from the PRD membership survey conducted in September, the preconference was evaluated very favorably (above 4.0 on a 5-point scale) by attendees. The preconference could not have been held without the encouragement and sponsorship of Denise Bortree and the Arthur W. Page Center for Integrity in Public Communication at Penn State University.

As we begin planning for the 2018 conference, we encourage all members to save the date for our next preconference. Our preconference in Washington, D.C., will be held on Sunday, August 5, 2018, and will be focused on advocacy and public communication.



THE ART INSTITUTE

Our offsite tour

By LaShonda Eaddy, APR, Southern Methodist

On August 10, a group of PRD members strolled down the Magnificent Mile to visit The Art Institute of Chicago and hear from its communications professionals. Amanda Hicks, executive director of communications, welcomed the group and gave a brief introduction about how the small but mighty team handles communications for the nation's second largest art museum. Kati Murphy, assistant director of public affairs, talked about day-to-day operations, challenges they face and areas of opportunity. Murphy also discussed the process for planning and promoting exhibits at The Art Institute. More specifically, the preparation for the exhibit of the sometimes-controversial artist, Gauguin, that was featured from June 25 – September 10, 2017.

Attendees also learned how the team works with curators to prioritize promotion of upcoming exhibits. The communications team also shared the Art Institute's overall communications strategies, social media strategy, and collaborations with the marketing team. The presentation ended with a Q&A where inquiring minds were interested in The Art Institute's partnership with Airbnb to create a replica of Vincent van Gogh's "Van Gogh's Bedrooms." Hicks discussed how the partnership occurred as well as lessons learned

from managing the partnership, with a key takeaway of ensuring that the Art Institute's key message wasn't lost in all of the hype.

The team was gracious enough to provide free passes to each attendee to tour The Art Institute and see the work of artists like Gauguin, Andy Warhol and Grant Wood to name a few. Special thanks to The Art Institute's team for an informative session that we can take back to the classroom. Also, thanks to PF&R chair and co-chair Brooke Weberling McKeever and Christopher Wilson for their help coordinating this great event.



2017 Edelman Trust Barometer

AEJMC
Friday, August 11, 2017

#TrustBarometer

Bill Adams / Edelman Lunch

Great views! Great food! Great presentation!

Giselle A. Auger, Rhode Island College

What more can we say about the Bill Adams/Edelman luncheon at the 2017 Chicago conference? Approximately 65 PRD members joined executives and staff from the Edelman Chicago office at the The River Roast for this year's event. We were particularly pleased to see John Edelman among the attendees this year. His generosity has made these luncheon events possible for close to 20 years.

For the first time, this year participants were allowed to select from four entrees, all of which were superb. Participants were also treated to an excellent discussion of the 2017 Edelman Trust Barometer by Jay Porter, president of the Chicago Edelman office. Among the key takeaways from his presentation was the influence of a media 'echo chamber' that amplifies people's fears and distrust of established authorities from government

to NGOs. Porter's presentation argued that the old model, wherein the elite managed institutions 'for the people' is no longer viable and current tensions reflect a new model wherein influence has shifted to the people who have rejected authority due to mistrust. The Barometer suggests that there is need of a new model wherein institutions work with the people rather than for the people and institutional silos are dissolved.

Participants were able to enjoy a pleasant walk along the river both to and from the event and we are happy to report that all those on the waiting list were able to attend.

For attendees interested in sending a "Thank You" for Edelman's support of the PRD and John Edelman's sponsorship of this signature event, please send to this address:

John Edelman
Edelman Public Relations
200 E. Randolph, 63rd Floor
Chicago, IL 60601





Graduate Student Luncheon

AEJMC's Public Relations Division Hosts the Third Annual Graduate Student Luncheon

By Yuan Wang, Eastern Kentucky

During the 100th annual AEJMC conference, the Public Relations Division hosted the third annual Graduate Student Luncheon. This event was sponsored by the College of Media & Communication at Texas Tech University. A total of 19 graduate students attended the luncheon at the Copper Fox Gastropub near the conference hotel.

The Graduate Student Liaison Committee of the Public Relations Division organized this annual event. Two faculty administrators from the sponsoring institution, Dr. David Perlmutter (Dean of the College of Media & Communication at Texas Tech) and Dr. Weiwu Zhang (Chair of the Department of Public Relations at Texas Tech), were invited to give a speech and talk with the graduate student participants during the luncheon. These graduate students had a wonderful time enjoying their food, communicating with other students and faculty members, and taking some photos. They study public relations at 13 universities (e.g., Texas Tech University, University of Maryland, Pennsylvania State University, and University of South Carolina) in the United States and the United Kingdom. Yuan Wang, an immediate past co-chair of the

Graduate Student Liaison Committee and the planner of this event, said, "The third annual luncheon during the 100th AEJMC conference was a great success. We were glad to support and provide a social opportunity for nearly 20 graduate students who were able to connect and engage with peers and professors from all over the world. I greatly appreciate the generous sponsorship from Texas Tech's College of Media & Communication. I also owe a lot of gratitude to the energetic and diligent members of the Graduate Student Liaison Committee for making this event possible. I hope that the committee will take this continuing tradition to new heights during future AEJMC conferences."





Special thanks to the Title, Diamond, Platinum, and Gold-Level sponsors for our PRD Social



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...and hats off to all of our PRD Chicago Sponsors



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Journal of Public Relations Research

Official journal of the Public Relations Division,
Association for Education in Journalism and Mass Communication

Volume 28, Issue 1, 2016



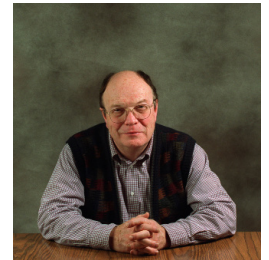
Elizabeth Toth



Tricia Farwell



Natalie Tindall



Dennis Wilcox



THE PLANK CENTER
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Edelman

And to those members who donated copies of their books

Sandra Duhe (ed.): *New Media and Public Relations (3rd e)*

Brigitta Bruner (ed.): *The Moral Compass of Public Relations*

Shelley Spector / Museum of PR: Ray Hiebert's *Courtier to the Crowd*

Lucinda Austin & Yan Jin (eds.): *Social Media and Crisis Communication*

Updesh Kumar (ed.): *The Routledge International Handbook of Psychosocial Resilience*

Donnalyne Pompper: *Rhetoric of femininity: Female body image, media, and gender role stress/conflict & Climate and Sustainability Communication*

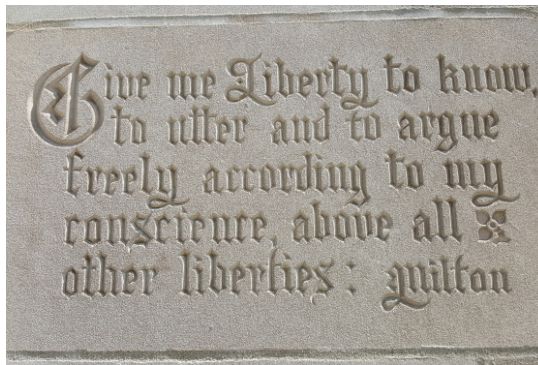
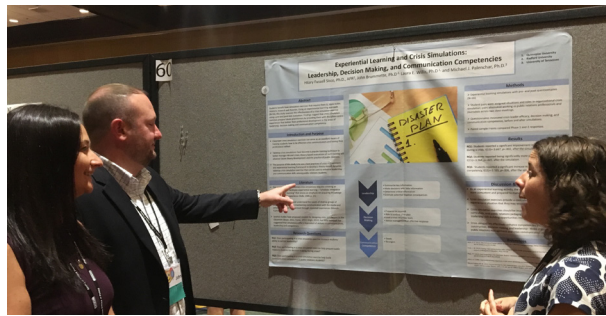
Jeremy Harris Lipschultz (ed.): *Social Media Communication: Concepts, Practices, Data, Law and Ethics (2nd e)*



Journal of Public Relations Education



You're our kind of town, Chicago



PROFESSIONAL FREEDOM & RESPONSIBILITY

PF&R

Trudging through difficult conversations

By Lois A. Boynton, UNC Chapel Hill

Puerto Rico. Colin Kaepernick. Charlottesville. Harvey Weinstein. Las Vegas.

These are just a few of the names and places that evoke a range of emotions these days.

In North Carolina, we have seen Confederate flag sticker giveaways at the State Fair and a Charlotte elected official compare President Trump to Hitler. And that's just over one weekend in October.

Political hot buttons – whether it's racism, sexual harassment and assault, mass murder, or response to natural disasters – may be difficult for some of us to talk about with our peers or family; how do we tip-toe through potential landmines in the classroom?

How do we ensure our classrooms are the kinds of marketplaces of ideas where views from all corners are welcomed for civil debate? The results of a recent study by the Foundation for Individual Rights in Education (FIRE) make answering these questions even more difficult.

That's because students say they are afraid to speak up – they fear being ostracized by classmates or penalized by their professors. More than half of those surveyed said they have self-censored in their college classes. Worse – the older students get, the more likely they are to hold their tongues.

Since college campuses are often considered the bastions of liberal thought, it's not surprising that conservative students said they are less comfortable sharing their views in classes than their liberal counterparts.

Sigh. Now what?

Perhaps we start by acknowledging difficult and uncomfortable conversations are a fact of life – our personal lives and our professional lives. Then the strategy begins.

What's your standpoint?

Enter Standpoint Theory (well, Standpoint Lite, since it can be dense).

In short, our experiences, social communities and status affect what we believe is important.

That is, to quote the late essayist Anais Nin, "We don't see things as they are; we see them as we are." As a result, we may not inherently "get" why someone else's perspectives are significantly different from our own.

Ed Uszynski, director of Athletes in Action's Ministry Training Center, took on that perspective gap in a late September blog post: "Let's move beyond marveling and hyperventilating at the insult of their action and start redirecting that energy toward asking more personal questions: What am I missing in my own education regarding the issues being discussed?"



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PROFESSIONAL FREEDOM & RESPONSIBILITY

PF&R

Interestingly, it's the power elite who tend to hold narrow perspectives. According to Communications Studies blog, "those in marginalized positions... [have a broader] view of reality than members of privileged groups. ... [P]eople outside positions of power must adopt the attitudes and behaviors common to privileged groups in order to assimilate into the dominant culture."

As professors and professionals, we can preface today's difficult conversations by assessing our own standpoints and encouraging our students to do the same. As Anthony A. Harrison, founder of Sprauve-Harrison Communications, said in a recent PR Week column, "We need to embrace what makes us uncomfortable in order to understand it."

Sometimes the missing pieces are historical context. Just ask Dove's communicators about the harsh backlash from its most-recent advertising campaign. And, what do we and our students know about "The Cleveland Summit," Tommie Smith and John Carlos?

Conversing in the classroom marketplace of ideas can get messy, and 28 Ivy League professors have warned their students against "falling into the vice of conformism, yielding to groupthink." Rather, they wrote, "Whether you in the end reject or embrace a view, make sure you decide where you stand by critically assessing the arguments for the competing positions."

Easier said than done.

We've all probably facilitated class discussions that get dominated by one perspective, and students with a different viewpoint are like those in the FIRE study who shrink away from potential ideological confrontations.

It falls on us, therefore, to invite counterpoints, perhaps prefacing that invitation by playing "devil's advocate" and introducing an opposing perspective.

I don't anticipate fisticuffs to break out in my classes when students express differing views, and I shouldn't, if the FIRE study is any indication. Although more than half of the 1,250 undergrads surveyed don't want to be exposed to "intolerant or offensive ideas," only 2 percent said they would be raucous dissenters of such perspectives.

And, all expressions do not have to be shared aloud in class. Whether it's a one-minute commentary on a 3x5 card or a perspectives paper, we can help students (and, by extension, ourselves) go beyond a surface, 140-character thought process toward what the Ivy League professors called for: "critically assessing the arguments for the competing positions."

Here are just two posts to get the conversations started:

- *Hate speech and the misnomer of 'the marketplace of ideas,' by David Shih of NPR, May 3, 2017*
- *Have students assess differing perspectives of a common topic, such as campus free speech. National Review's Stanley Kurtz writes about "Understanding the campus free-speech crisis," and journalist Bill Moyers interviews gender and feminist theory scholar Joan Wallach Scott in, "In the age of Trump, a chilling atmosphere."*



Journal of Public Relations Education

Association for Education in Journalism and Mass Communication

Checking out the new issue, coming soon!

by Brandi Watkins, Virginia Tech

The Journal of Public Relations Education (JPRES) is the AEJMC PR Division’s journal devoted to the study of pedagogy in public relations. Scholars are invited to submit full length research articles focusing on public relations education, teaching briefs that focus on the process of educating public relations students, and reviews of relevant books and software. For more information see <http://aejmc.us/jpre/about-jpre/>.

The following articles will appear in the upcoming issue of JPRES (Volume 3, Issue 2)

Research Articles:

Thomasena Shaw, Bridgewater State - *Mind the gap: An exploratory case study analysis of public relations student intern and on-site supervisors’ perceptions of job skills and professional characteristics*

Diana C. Sisson, Auburn; Tara M. Mortensen, South Carolina - *Educating students for the social, digital & information world: Teaching public relations infographic design*

Ming Wang, Nebraska-Lincoln - *Using crisis simulation to enhance crisis management competencies: The role of presence*

Laura E. Willis, Quinnipiac - *A dam(n) failure: Exploring interdisciplinary, cross-course group projects on STEM-Translation In Crisis Communication*

Great Ideas for Teaching (GIFT) Articles:

Mary E. Brooks & Emily S. Kinsky, West Texas A&M
Who Will Get Chopped? Mystery Basket PR Challenge

Melissa Adams, North Carolina State
How Do Social Media Managers “Manage” Social Media? A Social Media Policy Assignment

Tiffany Derville Gallicano, UNC Charlotte
Math, Message Design and Assessment Data: A Strategic Approach to the Facebook Assignment

Review:

Teddi Joyce, South Dakota - *Douglas J. Swanson’s “Real world career preparation: A guide to creating a university student-run communications agency”*

JPRES is also pleased to announce its 2018 leadership team:

- Emily Kinsky, Web Editor
- Tiffany Gallicano, Senior Associate Editor
- Lucinda Austin, Associate Editor
- Chuck Lubbers, Associate Editor of Reviews
- Kathleen Stansberry, Web Manager

ANNOUNCING THE JPRES LEADERSHIP TEAM FOR 2018

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