



PR UPDATE

The newsletter for AEJMC's Public Relations Division

Volume 53, No. 1 | February 2018

Winter Issue



contents

<u>Editor's note</u>	3	<u>PRD Paper Call</u>	10
<u>Message from the division head</u>	4	<u>PF&R spotlight</u>	12
<u>PreConference Special Call</u>	6	<u>Call, PR History Conference</u>	14
<u>Semester of Service</u>	8	<u>JPRR Update</u>	15
<u>Call for reviewers</u>	9		

PR UPDATE

Vol. 51, No. 4; October 2016

Division Leadership

Head

Richard Waters

University of San Francisco

Vice Head

Giselle A. Auger

Rhode Island College

Vice Head-Elect

Dustin Supa

Boston University

Immediate Past Head

Emily Kinsky

West Texas A&M University

editor's note:

Dean Mundy

dmundy@uoregon.edu



Springing forward to D.C.

What a difference a year makes. Last winter, Eugene had what folks around here call a "40-year winter" or "once-in-a-generation winter." A huge ice storm took three of our five major trees, as well as our power for six days and nights. A follow up (beautiful) storm blanketed the area with more snow than the region had seen in years. We even had snow in late March, which isn't normal.

Not this year. It's February and things are starting to bloom. I suppose a month of sunny weather in the 50s and 60s will do that. The daffodils and tulips are on their way, students have been laying out in the commons on campus and I keep reminding myself that indeed it is February and we have a ways to go until spring.

All this to say, thank God I saved a few winter pictures from our last home, in Boone, N.C. Otherwise, what would I use for this issue? Phew! Boone is in the mountains, and our place was about 3,500 feet in elevation. As would be expected in the mountains, you could count on a handful of snows each year. I grew up down the mountain, in Winston-Salem, and even when winters were warmer, the rule of thumb was never, ever plant anything before Memorial Day, because the minute you do....

So the pictures in this issue are a bit older, but I hope you enjoy them as we look ahead to our conference in D.C. (The mountain shots show the view we had from our back balcony.) In this issue, make sure to see our call for papers (and reviewers), and start planning. Spring... and then summer... are right around the corner.

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

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

PR UPDATE Staff

Editor

Dean Mundy

Oregon

Associate Editors

Lois Boynton

UNC Chapel Hill

Brandi Watkins

Virginia Tech

Yuan Wang

Eastern Kentucky

Laura Lemon

Alabama

a message from the Division Head:

Richard Waters

rdwaters@USFCA.EDU



Jam-packed year for PRD taking shape

Hi everyone,

It's hard to believe that the first half of this school year is already history and that we're almost a couple of months into the spring term. Time really does fly by when you're having fun, and working with the various PRD committees really has been fun this year even though it is technically service work. It amazes me what dedicated members we have in our division. Our interests vary tremendously yet we all come together to create opportunities for people to participate in a wide range of activities.

In the Fall, it was great being able to see our social media team using Facebook Live to conduct interviews with Tiffany Gallicano and Denise Bortree to get their insights as former heads of the division, and graduate student Nandini Bhalla from the University of South Carolina conducted some live interviews from PRSA's Educators Academy "Super Saturday" conference in Boston.

We've just wrapped up our Teaching GIFTs competition for the 2018 conference, and I'm thrilled to be able to announce that once again the top five GIFTs will be published in upcoming issues of the Journal of Public Relations Education. If you visit the latest issue of JPPE, you can see three of the top five GIFTs from the 2017 conference in Chicago. Two additional GIFTs will be published in the next issue. Our teaching committee, led by Katie Place and Brigitta Brunner, are also collecting the names and entry information about industry-related competitions that our students are participating in. We want to be able to offer our members a resource they can use to find contests and competitions that

can be used as class or club projects to help boost their portfolios.

As you'll see in this issue of PR Update, our PF&R and Research committees have been working diligently to make sure things are ready for the 2018 conference. The PF&R team has some exciting news about the DC off-site tour to share in the coming weeks, but you don't have to wait

for August to become involved with our PF&R efforts. Once again, PRD will be participating in a "Semester of Service" this year. PF&R Committee Chair Christopher Wilson and Vice Chair Julia Fraustino have planned promotional efforts to highlight the work that you and your students are doing at your institution and in the community. Whether its part of National Volunteer Week (April 15-21) or on-going work that you're doing throughout the semester, please let us know what you're doing so that we can celebrate the service work that our members are doing. Our social media team will be highlighting some of this work throughout the spring term.

Nathan Gilkerson and Lucinda Austin, Research Committee chair and vice chair, respectively, have issued the call for papers for the 2018 conference, and they're actively recruiting paper reviewers. To review papers for the division, you must not have submitted a paper to the competition that you're reviewing papers for (open division, student research, and teaching papers) and you must have



a message from Richard, continued



finished your doctorate to serve as a division reviewer. If you are interested in reviewing papers but didn't get the email about the process on the listserv, please reach out to Nathan or Lucinda for more information.

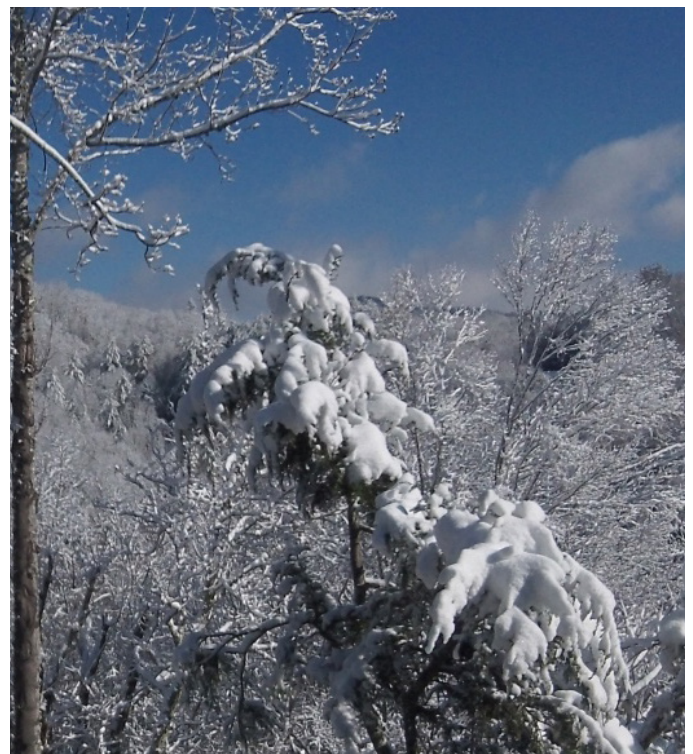
Finally, I'm excited to announce that PRD will be involved in a virtual conference this spring to help facilitate more networking and educational opportunities for our members. Our membership surveys over the last couple of years have revealed that people want to hear research and discuss different pedagogical ideas, but many of our members don't have the travel funds that are needed to get to expensive conference destinations. Since we're not participating in the 2018 Midwinter Conference or the Southeastern Colloquium, PRD is going to try something new this spring that we all can do from our own offices.

I'm thrilled to host the 2018 PRD Virtual Conference. We will have three virtual panels on teaching, research, and professional freedom and responsibility. The three virtual panels will feature academics who have been recruited to talk about a specific topic as they would in a conference panel, and then we'll have a discussion of the topic with all attendees as best we can in the virtual conference space. To maximize participation by our members, the three virtual panels will be held on different days and times during the March-April timeframe. Our first virtual panel will be on Friday, March 2 at 2:30pm ET. It will focus on teaching and how we can boost the impact of our students' projects and work by having them cross across courses or semesters. Jay Adams from Virginia Commonwealth University will lead the discussion with a group of academics who are incorporating these cross-course, cross-semester assignments in their classes and student organizations. The PF&R virtual panel will feature a discussion of three generations of research on women in public relations with Elizabeth Toth, Linda Hon, Linda Aldoory, Jennifer Vardeman-Winter, and Amanda Kennedy. Sports communication will be the focus of the research panel and Matthew Haight,

Roxane Coche, and Jennifer Harker will present their research. More information, including dates, times, and registration links, for these panels will be sent out over the PRD listserv.

As you can see we have a lot going on this year including some new opportunities to get involved with the division. I hope that you'll join us this spring whether as part of our virtual conference, the "Semester of Service," or as part of the research competition as a reviewer and author. I hope to connect with you later this year, virtually or in person, at our PRD activities.

Have a good one,
Richard





2018 AEJMC PRD PreConference / *JPIC* Special Call: Public Relations Advocacy: Perspectives from Practice and Research on Public Interest Communications.”

By [Giselle Auger](#), Rhode Island College

This year's preconference on advocacy will include a research session, and papers selected for presentation at the preconference will also be published pending reviews in a special issue of the ***Journal of Public Interest Communications***, in Fall, 2018.

The PRD preconference will take place on Sunday, August 5, and it will incorporate both practitioner and researcher perspectives. Research papers will be drawn from those responding to the call for the special issues. Please see the below details...



Call for Manuscripts: Special Issue - Advocacy has been defined as “the act or process of advocating or supporting a cause” (webster’s, n.d.) Whether it is on behalf of a cause, organization, client or employer, public relations practitioners are often involved with advocacy on some level.

Public interest communications is an academic discipline that seeks to help communicators working on social, political, and environmental issues impacting society. It draws from multiple disciplines such as public relations, political science, sociology, social psychology, and marketing. Public interest communications encompasses projects, research, practice, and ideas that span diverse participants, organizations, disciplines, and sectors and reflects engagement, cooperation, and inclusion. Therefore, advocacy and public interest communications intersect when they contribute to best practices for those seeking to create positive change through policy creation and/or behavioral change for the public good.

To that end, a special issue of the ***Journal of Public Interest Communications*** invites the submission of manuscripts that advance the theoretical conceptualization and/or methodological operationalization

continued next page



Special Call (Cont'd)

of public relations advocacy and public interest communications. Approaches from all research methodologies are welcomed, as are theoretical perspectives originating from other disciplines, when their contribution to public relations and public interest communications are clearly articulated.

Manuscript and Technical Requirements

1) Content shall further the Journal's primary purpose, which is to create, test, refine or expand theory in public interest communications. Authors should explicitly articulate how their scholarship serves the purpose of the Journal.

2) Content shall reflect the highest standards of scholarship, regardless of the research methods used.

3) Manuscripts shall be submitted in APA style and edited to the highest standards of English-language grammar, spelling, punctuation, sentence structure, etc.

4) Manuscripts shall conform to the Journal's standards. Please see <http://journals.fcla.edu/jpic/about/submissions#authorGuidelines> for more information.

5) Authors shall take care to indicate in the online manuscript submission system that their submission is, in fact, intended for the special issue.

6. Authors should note submissions for the special issue CANNOT be submitted to the AEJMC Public Relations Division paper competition.

Important Dates

April 8, 2018: Initial manuscript submissions due

May 12, 2018: Initial decisions announced

July 15, 2018: Final manuscripts due from authors for publication

September 15, 2018: Accepted manuscripts published online first

Guest Co-editor: Giselle A Auger

Editor: Brigitta R. Brunner

Journal Manager: Kelly Chernin

Journal Supervisor: Linda Childers Hon

Questions? Contact [Brigitta R. Brunner](#)

Calling all members: 2018 PRD Semester of Service

By [Chris Wilson](#), BYU

As you may recall, the PRD held its first-ever Spring Semester of Service last year to highlight the role of public relations in influencing organizational communication and ethics, and contributing to the public good. And, as you may expect from a profession that values social responsibility, mutually beneficial relationships and dialogue, the response was inspiring. [For a recap, check out the creative ways you and your students impacted your campuses and communities for good last spring.](#)

In fact, the response to the 2017 Spring Semester of Service was so positive that we want to make it a tradition, a time every year when we can reflect on the words of Dr. Martin Luther King, Jr., who said, "Life's most persistent and urgent question is: What are you doing for others?"

So, between [Martin Luther King, Jr. Day](#) and the end of [National Volunteer Week](#) – April 15-21, 2018 – the PRD is highlighting some of your public service-related activities. Whether you're working with a public service-oriented client through a service-learning class or working with students to manage social media for a local nonprofit organization, we want to hear how you are making a positive impact in your corner of the world.

To make this work, we need you to tell us what you are doing so we can share your good news with our members via social media and through the PRD website. Please share your service-related stories with PF&R Chair Chris Wilson (chriswilson@byu.edu) and/or Vice Chair Julia Fraustino (jdfraustino@mail.wvu.edu), and we will share them with the division.

Pay attention to PRD social media throughout the semester to see some of your fellow division members (and possibly you) highlighted as well. Thanks in advance for your time and help with these efforts and for what each of you are doing to serve your own communities!



REVIEWERS NEEDED



We rely on all of our division members to make this competition run smoothly.

As we have done in previous years, to help encourage participation and high-quality reviews, we will again be awarding multiple small cash incentives and “Best Reviewer” awards to recognize division members who submit their paper reviews before the deadline and reviewers who provide authors with the most helpful and substantive comments and feedback.

To participate as a reviewer, you must be a faculty member. Please note: graduate students are not eligible to serve as reviewers. Also, you will not be assigned to review in categories in which you have submitted papers for the competition.

How to sign up:

- 1) First, to become a reviewer, please sign up at the AllAcademic 2018 website:
<https://convention2.allacademic.com/one/aejmc/aejmc18/>

Note: Even though you may have served as a reviewer in previous years, the AllAcademic website is unique each year and you must sign up on this year’s site to serve as a reviewer.

- 2) Second, in order to assign papers that best match your areas of topical and methodological expertise, please click the link below to complete our reviewer interest survey:
<https://goo.gl/forms/wyx2BI0H3ogntE3p2>

We will do our best to match your interests and expertise with the papers submitted.

- 3) Questions, concerns or issues? Please contact Nathan Gilkerson at nathan.gilkerson@marquette.edu or Lucinda Austin at lucinda.austin@unc.edu if you have any questions or concerns.

***Thank you very much in advance for your dedicated service.
See you all in Washington, D.C!***

2018 AEJMC PRD Paper Competition Committee

Nathan Gilkerson, Research Chair

Lucinda Austin, Research Vice Chair

Katie Place, Teaching and Graduate Student Competition Chair

Brigitta Brunner, Teaching and Graduate Student Competition Vice Chair



Annual Conference Paper Call: Join us in Washington

The Public Relations Division invites submissions of original papers that advance the theories and practices of public relations. Submitters should carefully review the specific instructions for the Public Relations Division as well as the general requirements contained in the AEJMC Uniform Paper Call.

Submission Categories: A paper may be submitted in one of the three PRD categories: (1) open, (2) student, or (3) teaching.

Top Research, Teaching, and Student Papers: Monetary awards are given for the top three papers in each of the three categories. 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 expedited review in the *Journal of Public Relations Education*, provided they are submitted by December 31, 2018. 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.

In addition, the Doug Newsom Award created in honor of Doug Newsom, Professor Emeritus, Texas Christian University, will again be given in 2018. The award in the amount of \$250 is for the top paper that fits the theme of global ethics and diversity. Those who wish to compete for this award should clearly label their papers for consideration of this award. A special Doug Newsom Award Committee will evaluate the papers and choose a finalist.

The Museum of Public Relations is awarding \$250 for the best paper about the role of public relations in history. The paper can be in the teaching, open, or graduate-student only competitions. The historical figures do not need to self-identify as public relations people and can include social and political movement leaders. People who are not typically cited in public relations textbooks are of particular interest. Papers must follow the rules of the AEJMC Public Relations Division call for papers. Those who wish to compete for this award should clearly label their papers for consideration of this award. A special Public Relations History Award Committee will evaluate the papers and choose a finalist.

Submission Limitations: No more than two papers may be submitted by any one author or co-author across the three PRD categories. If it is found that one person is author and/or co-author of more than two submissions across the three PRD categories, all of the submissions will be automatically disqualified.

A paper may NOT be under review: (1) simultaneously with more than one of the three PRD categories, (2) simultaneously with more than one division within AEJMC, (3) simultaneously with the AEJMC conference and any other conference, or (4) simultaneously with the AEJMC conference and any potential publication, including refereed journals, book chapters, etc.

Authorship: When submitting co-authored papers, permission to submit the paper should be sought and obtained from all authors on the paper. Paper authorship cannot be added, deleted, or changed after submission of the paper.

Author Identification: All authors and co-authors, their institutional affiliations and contact information must be included WHEN REGISTERING on the online system. If there are three co-authors, for example, information about all three must be included in the registration. Student papers must be authored or co-authored by students

continued next page

Annual Conference Paper Call: Join us in D.C



ONLY (no faculty co-authors), and all student papers must have the word “STUDENT” on the title page and in the running head. Author-identifying information MUST NOT appear anywhere in the attached paper file. Identifying information includes (1) listing of authors’ names and/or affiliations, (2) references to authors’ previous work in a way that reveals authorship of the current work, and (3) links to authors’ websites, e-mail addresses, or social media accounts. Inclusion of identifying information will result in automatic disqualification of the paper. It is the responsibility of the paper author(s) to verify that no identifying information is contained in the paper text or in the document file properties. Please follow the directions for removing your identifying information from the properties. This will need to be done EACH time you submit your paper to All-Academic. All paper submitters are strongly encouraged to submit at least a day or two before the deadline so they can check to make sure that the uploaded document does not contain any self-identifying information in its properties, as can happen sometimes, mysteriously, via “save as pdf” or as a result of some other technical issues. An early submission will allow all submitters to fully check submissions as they are entered into the system so that a resubmission prior to the deadline is possible. Submitters should download a PDF version of their paper submissions from the All Academic system and verify that self identifying information has successfully been removed from the document’s properties.

Paper Content: Any recognized research method and citation style may be used. Papers should include appropriate literature reviews, methodology, findings and discussion. Papers should test, refine or expand public relations theory or practice; critically review issues relevant to public relations theory and research; or explore methods of effective public relations practice. Teaching papers should test, refine or expand principles or practices associated with public relations pedagogy. All submissions should represent research COMPLETED by the conference submission deadline, not research proposals or reports on research in progress.

Paper Formatting: A paper cannot exceed 25 pages EXCLUDING abstract, references, figures and tables. Tables and figures will be counted toward the page limit unless placed at the end of the paper. Papers must be typed in a 12-point font, using Times New Roman, Times, or Arial font. Paper text must be formatted with double line spacing with 1-inch margins on all sides of the document; references may be single spaced, with a double space between citation entries. All papers must contain continuous page numbers; if multiple files are merged for the paper, then the author must ensure that the page numbers are continuous and do not repeat or start over from page 1.

Because of past conversion issues with the All-Academic system that resulted in papers being longer than the established requirement, all papers must be submitted in PDF format. For those using the newest version of Microsoft Word, you can save your paper as a PDF file using the “Save As” function. For those not using this version, you may use a free web service, such as www.freepdfconvert.com. Failure to follow these formatting guidelines will result in an automatic disqualification of the paper.

Presentation Requirement: At least one author of an accepted faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented by someone else. Failure to be present or provide a presenter for any paper will result in a one-year ban on the review of papers for all of the authors involved. Authors of accepted papers are required to forward papers to discussants and moderators prior to the conference. Presentations at AEJMC conference may be disseminated via social media; presenters may opt out of social media dissemination by requesting so at the time of presentation.

Questions? Please contact research chairs Nathan Gilkerson, nathan.gilkerson@marquette.edu or Lucinda Austin, lucinda.austin@unc.edu

PF&R Corner

Ethical Responsibilities in Crisis Communication

Lois Boynton, UNC-Chapel Hill

These days, trust is hard to come by, regardless of what sector you're in. Globally, Americans have the least trust in government, businesses, media and nonprofits, according to the [2018 Edelman Trust Barometer](#).

So, it's especially in these times that public relations professionals must emphasize – and re-emphasize – professional obligations.

"In today's climate of public distrust in the media and the plague of misinformed or misleading posts on social media, it's crucial to be walking and talking examples of ethical action at all times," said J. Suzanne Horsley, volunteer spokesperson for the American Red Cross and associate professor at the University of Alabama. "When a crisis emerges, you can rely on your reputation as an ethical communicator to break through the noise that would suggest otherwise. The public needs to believe that the organization is being ethical and acting in the public's best interest."

Building and maintaining trust calls for honesty and openness, according to Scott McBride, a government PAO. "From the government's perspective, it is imperative that we build trust, affinity, and advocacy for our organizations by keeping the public informed through transparency," he said.

Valerie K. Fields, CEO of a public relations agency and teaching associate professor at UNC-Chapel Hill, knows that clients want crises to go away, and sometimes they don't care how.

"In crisis communication, clients are often at their worst," she said, "because something has gone wrong, and they're hoping that

their communications professionals can quickly undo the damage by any means necessary. There's constant pressure and the temptation to find a convenient, yet unethical shortcut, but that simply isn't acceptable or sustainable."

It's not unusual for public relations and public affairs practitioners to have multiple "bosses" who may have different expectations in a crisis.



PF&R Corner

McBride gives this example: “Oftentimes when there is a crisis involving a commercial entity, and the government is responsible for overseeing response efforts, conflicts may arise regarding releasing information. That’s because commercial organizations are often driven by the bottom line. If we don’t hold them to the same standard of transparency as we do ourselves, we run the risk of getting blamed for hiding information, even though we had nothing to do with the initial crisis. That is when trust in our ability to manage the crisis begins to erode.”

Both Fields and Horsley teach crisis communications classes at their universities and work hard to reinforce these ethical principles with their students.

“The role of a crisis communication professional is to consistently represent the ethical codes of the industry, which include honesty, expertise and fairness,” explained Fields. “Those are the standards and expectations for individuals who want to do the job well.”

Professionals may find guidance within [PRSA](#) and [IABC](#) ethics codes or those managed by their organizations.

March is National Ethics Awareness Month, which is a good time for all of us – educators and practitioners – to recommit to the professional foundations that guide our day-to-day and crisis communication activities.



Valerie K. Fields



J. Suzanne Horsley



Scott McBride



Public Relations History Conference: Call for proposals

Academics, practitioners and research students are invited to submit competitive abstracts for presentation of papers or works-in-progress at the Public Relations History Conference to be held in Portland, Oregon, August 1-2, 2018. The scope of the conference covers public relations history in all its aspects, including corporate, non-profit, governmental and political communications, as well as publicity and propaganda in their various forms.

The conference is organized by the University of Oregon School of Journalism and Communication and will be held at the School's George S. Turnbull Center in downtown Portland.

SUBMISSIONS

Papers for presentation at the conference will be selected, via peer review, on the basis of abstracts of approximately 1200 words in length, including references. The abstract should express the purpose, method, findings, implications/limitations and originality of the study in a narrative style. Author and a citation details should be printed on a separate sheet, and the author(s) should not be identified in the abstract.

Abstracts must be presented in Microsoft Word, 12-point font size, single spacing with 1-inch margins in standard, letter- size format.

Finished manuscripts of selected papers are to be submitted using APA citation style. The MS of 3000 to 6000 words, plus references, must be presented in MSW format, in 1.5 line spacing and 12 point font size, with 1-inch margins in standard letter-size.

IMPORTANT DATES

Submission of abstracts: March 1, 2018

Acceptance notification (by email):

The week of April 1, 2018

Registration opens: March 1, 2018

CONFERENCE VENUE

The UO School of Journalism and Communication in downtown Portland is housed at the George S. Turnbull Portland Center, providing an exciting urban environment within the media capital of the state. Located in the White Stag Block of Portland's historic Old Town Chinatown district, the center is within convenient walking distance of the train station, local hotels and restaurants, and downtown Portland.

Downtown Portland boasts an amazing array of attractions, including an outstanding collection of cast iron and terra cotta architecture, the largest new-and-used bookstore in the world, a nationally acclaimed art museum, and a vibrant culinary community.

Outstanding public art, dozens of urban parks and greenspaces, a lively downtown, and a world-class transportation system are just a few of the many reasons to visit this jewel of the Pacific Northwest.

To submit an abstract and for more information, see the conference website at: <https://prhc.uoregon.edu>.

You may also contact conference organizers, Professors Pat Curtin (pcurtin@uoregon.edu) and Tom Bivins (tbivins@uoregon.edu).

Journal of Public Relations Research

Editor in Chief, Dr. Bey-Ling Sha

5 Highlights from the 2016 Annual Report, Submitted August 1, 2017

The *JPRR* **Impact Factor moved up 19 places** in the ranking among the 79 communication journals. At 20th place, the *JPRR* **now outranks *PR Review*** for the first time in the history of the journal. The *JPRR* also **now outranks *JMCQ***, AEJMC's flagship journal.

Impact Factor	Ranking Among Comm. Journals	5-year Impact Factor
2016 = 1.720	2016 = 20th of 79	2016 = 2.009
2015 = 0.979	2015 = 39th of 79	2015 = 1.482
2014 = 0.556	2014 = 50th of 76	2014 = 1.312

Of the **109 original manuscript received in 2016**... as of July 31, 2017:

- * 3 Accepted with Minor Revision
- * 5 In Review
- * 89 Rejected
- * 12 Revise and Resubmit

Acceptance rate of original manuscripts processed between Nov. 1, 2014 and July 31, 2017: **4%**

Acceptance rate of revised manuscripts processed between Nov. 1, 2014 and July 31, 2017: **76%**

Countries of Origin: Albania, Australia, Bahrain, Belgium, Brazil, Brunei, Canada, China, Denmark, Germany, Hong Kong, Indonesia, Iran, Israel, Korea, Kuwait, Namibia, New Zealand, Norway, Poland, Serbia, Singapore, Slovenia, South Africa, Spain, Taiwan, Turkey, United Kingdom, United States, and Vietnam.

(For original and revised manuscripts received January 2016 to July 2017.)

1

2

3

4

5