

PR UPDATE

The newsletter for AEJMC's Public Relations Division

Volume 53, No. 2 | May 2018



Spring Issue



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PR UPDATE

Vol. 52, No. 2; March 2017

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Fruit Forward

I don't know anything about wine. I don't know what constitutes a dry wine. To be honest, I prefer the wet kind. But we live in beautiful wine country, so as they say, "when in Rome...."

So last year we took a trip down to Sonoma to learn a bit about the region (thus many of the pictures in this issue). And while I still say that Willamette Valley wines rival any wines anywhere, we did enjoy the trip (if you've never visited Healdsburg, CA, you should. Wonderful place.)

Along the way, we became familiar with a new term. Everywhere we went, the sommelier people would clarify which wines were "fruit forward." Admittedly I was confused. As I said to my husband, "isn't it all made with grapes?"

We thought it had to do with California's obsession with fruit generally. When you drive into the state there are checkpoints where they ask you if you have any fruit. But that's for a different column. Apparently, though, the term "fruit forward" refers to those wines that are jampacked with the flavor of the fruit, compared to what some would consider dry wines. Oh, wait, I think I get it now.

It's since become a kind of joke at home. The other day I asked the grocery store clerk which brand of orange juice he would consider to be most fruit forward. At the same time, it kind of makes sense - a term to identify something that's jampacked with flavor. So as we look "forward" to AEJMC 2018, I can say that it looks like it will be, in a way, "fruit forward," jam packed with great colleagues, cutting-edge research, insightful panels, and fun socializing.

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

On the road to AEJMC 2018

a message from the Division Head:
Richard Waters
University of San Francisco



Hi everyone,

As the 2017-2018 school year wraps up, we look ahead to our annual conference in August. I hope to see many of you in D.C. this summer for what aims to be another amazing line-up. As we do so, I would be remiss if I didn't thank certain folks for their work this year on planning the conference.

Vice Head Giselle Auger (Rhode Island College) has done an amazing job planning our preconference, scheduling our panels, and ensuring that all PRD events are listed in the conference program. Our Vice Head Elect Dustin Supa (Boston University) is working with Edelman to plan the Bill Adams/Edelman luncheon. Nathan Gilkerson (Marquette) and Lucinda Austin (UNC-Chapel Hill) chaired the faculty/open research competition, and Katie Place (Quinnipiac) and Brigitta Brunner (Auburn) coordinated the student and teaching competitions. Chris Wilson (Brigham Young) and Julia Fraustino (West Virginia) have chaired the PF&R committee and planned our off-site tours, while Holly Overton (South Carolina) and Brooke Fowler (Maryland) have planned our PRD Reception. Their hard work often goes unnoticed behind the scenes, but I want to personally thank them all for their efforts. These are not easy tasks to take on, especially when combined with the daily grind of the academy.

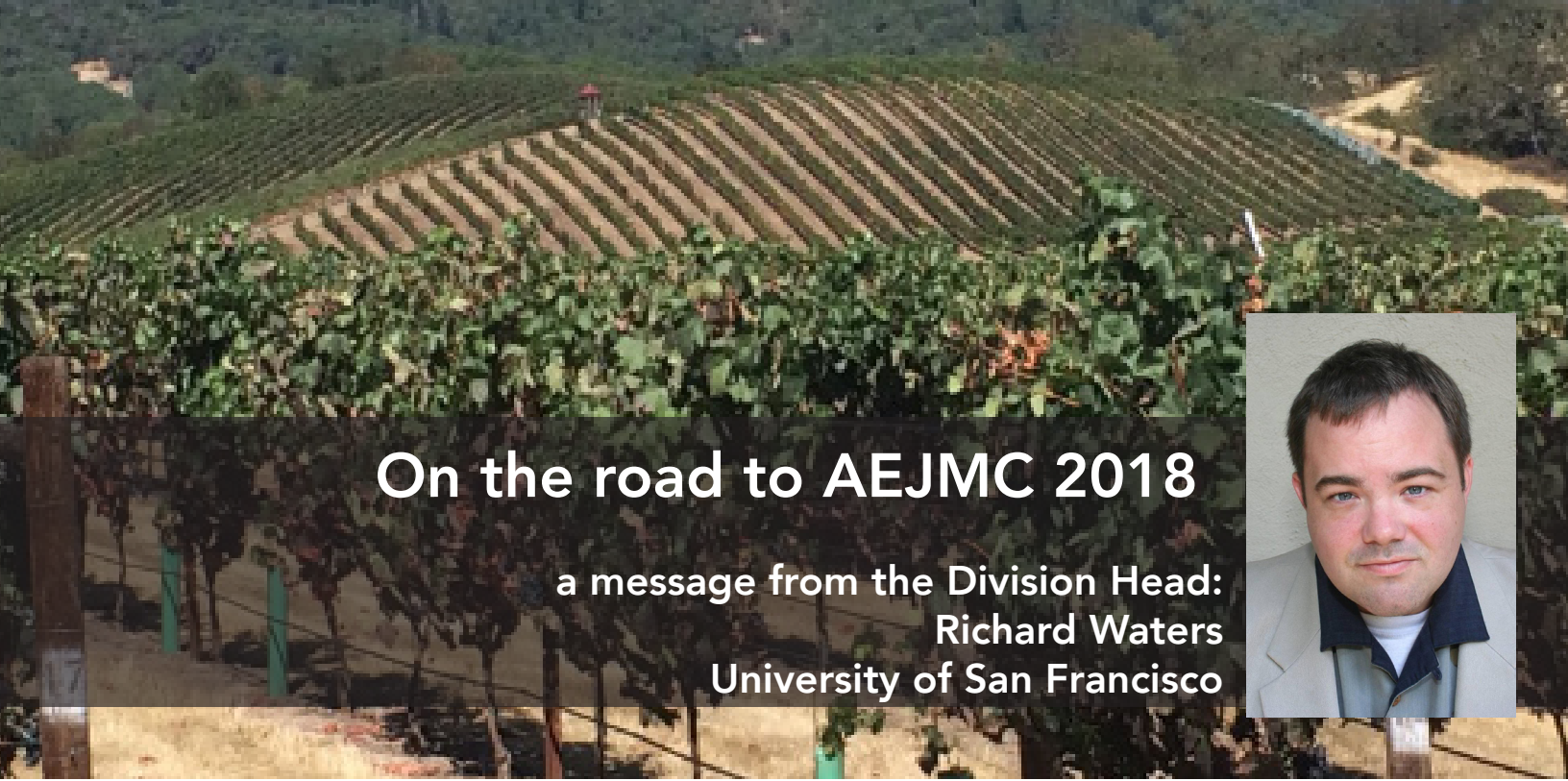
In terms of new initiatives, rather than paying to travel to the AEJMC Midwinter Conference in Oklahoma or the SE Colloquium at Alabama, this year PRD opted to have a virtual conference so that everyone had the

opportunity to attend—regardless of one's research and travel budget. We held four panels during this conference, and the participation during each one was encouraging.

In March, we had a teaching panel on the "Killer Crossover Project" that featured professors talking about service-learning projects that either crossed the semester or crossed different courses. Jay Adams from Virginia Commonwealth moderated the panel that also featured Marcel Jennings (Virginia Commonwealth), Shana Meganck (James Madison), Robin Spring (Grand Valley State), Hal Vincent (Elon University), and Adrienne Wallace (Grand Valley State).

In April, we had a PF&R panel that discussed the evolution of gender research in public relations as Linda Hon (Florida), Amanda Kennedy (St. Mary's), Elizabeth Toth (Maryland), and Jennifer Vardeman-Winter (Houston) discussed their work in this area as Linda Aldoory (Maryland) moderated the panel.

We also had a research panel on public relations perspectives in sports communication in May with formal research presentations from Vince Benigni (College of Charleston) and Lance Porter (Louisiana State), Roxane Coche and Matt Haught (Memphis), Betsy Emmons (Samford), Jennifer Harker (UNC-Chapel Hill) and Virginia Harrison and Sara Erlichman (Penn State).



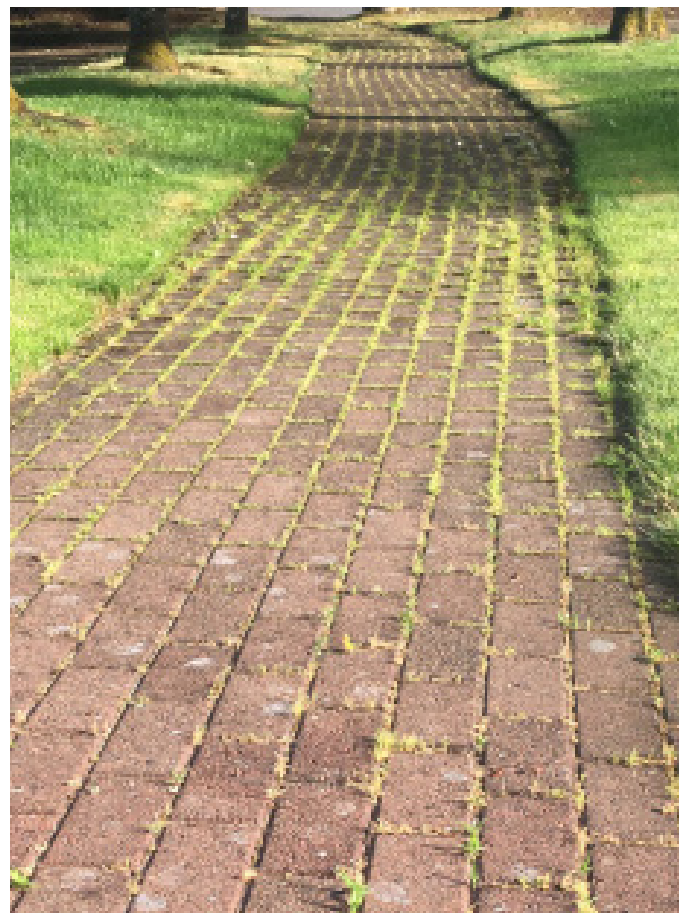
On the road to AEJMC 2018

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We wrapped up our virtual conference with a discussion with *Journal of Public Relations Education* and *Journal of Public Relations Research* editors, Emily Kinsky (West Texas A&M) and Bey-Ling Sha (San Diego State), respectively. All of these panels had great response and turnout from our membership, so we're going to keep this going with another virtual conference in late January/February 2019. Be on the lookout for calls for participation!

Finally, I want to encourage each of you to sign up for the AEJMC Fun Run this summer during the conference. Last year we had our first "Fun Run" in Chicago with proceeds going to an AEJMC scholarship fund for graduate student travel. The AEJMC Standing Committee on Research is awarding those funds this year. I'm hopeful that we'll be able to raise even more money for graduate students for the 2019 conference. Registration for the **"Fun Run" is only \$15**, and you'll get a nice shiny finisher medal to wear around the conference or hang up in your office after the conference to show that you participated and were part of a growing group that's attending the conference to learn about research and teaching strategies but is also leaving the conference hotel to explore the host city and have a bit of fun. If you have any questions, don't hesitate to ask me!



Have a good one,
Richard

Thank you to our 130 paper reviewers

Open Category and Awards

Linda Aldoory
Giselle Auger
Lauren Auverset
Thomas Bivins
Lois Boynton
Sharee Broussard
Pamela Brubaker
Brigitta Brunner
Joseph Cabosky
Michael Cacciatore
Sungwon Chung
Deborah Davis
LaShonda Eaddy
Heidi Hatfield Edwards
Betsy Emmons
Michele Ewing
Melanie Formentin
Julia Daisy Fraustino
Lina Gomez
Marcie Hinton
Nell Horowitz
Polly Howes
Amber Hutchins
Ann Debra Jabro
Melissa Janoske
Christal Johnson
Hyunmee Kang
Jack Karlis
Amanda Kennedy
Yungwook Kim
Eunyoung Kim
Soojin Kim
Emily Kinsky
Christie Kleinmann
Matthew Kushin
Jacqueline Lambiase
Meg Lamme
Jeremy Langett
Nicole Lee
Laura Lemon
Jiangmen Liu
Charles Lubbers
Sarah Maben
Stephanie Madden
Michelle Maresh-Fuehrer
Diana Martinelli
Lindsay McCluskey
Nance McCown
Derek Moscato
Dean Mundy
Cayce Myers

Sorin Nastasia
Lan Ni
Klive (Soo-Kwang) Oh
Janis Page
David Painter
Frank Parcels
Candace Parrish
Tim Penning
Angela Pratt
Matt Ragas



Azmat Rasul
Karen Russell
Jae-Hwa Shin
Brian Smith
Cylor Spaulding
Kathleen Stansberry
Kevin Stoker
Leysan Storie
Juliette Storr
Dustin Supa
Douglas Swanson
Esi Thompson
Natalie Tindall
Juliana Maria Trammel
Matthew VanDyke
Kelly Vibber
Justin Walden
Adrienne Wallace
Yuan Wang
Richard Waters
Tom Watson
Laura Willis
Christopher Wilson

John Wirtz
Don Wright
Lan Ye
Weiwu Zhang
Yue Zheng

Student Competition

Alan Abitbol
Denise Bortree
Nicholas Browning
Zifei Chen
Moonhee Cho
Erica Ciszek
Hua Jiang
Melissa Johnson
Young Kim
Arunima Krishna
Sun Young Lee
Suman Lee
Hyunmin Lee
Zongchao Cathy Li
Stephanie Mahin
Christopher McCollough
Brooke McKeever
Juan Meng
Marlene Neill
Holly Overton
Donnalyne Pompper
Geah Pressgrove
Hyejoon Rim
Hilary Fussell-Sisco
Diana Sisson
Stephanie Smith
Richard Waters
Brandi Watkins
Chelsea Woods

Teaching Competition

Alan Abitbol
Hua Jiang
Hyunmin Lee
Yi Luo
Brooke McKeever
Juan Meng
Kenneth Plowman
Hilary Fussell-Sisco
Stephanie Smith
Richard Waters
Brandi Watkins
Chelsea Woods



Call for Applications: Susanne A. Roschwalb Grant for International Study and Research

We are still accepting applications for this year's Susanne A. Roschwalb Grant for International Study and Research.

This year's award is sponsored by the Public Relations and Mass Communication & Society divisions of AEJMC, and supported by American University in honor of Susanne Roschwalb. All applications must be received by June 1st, 2018 11:59 p.m. PST.

The application form can be found [here](#).

Students in public relations or mass communication programs whose plans include study or research of public relations and how the field interacts with society outside the United States are encouraged to apply for the Susanne A. Roschwalb Grant for International Study and Research, awarded annually by the Public Relations Division since 1996 and currently matched by the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication in a 3-year trial partnership.

The grant is intended to offset a portion of the cost of travel associated with international study involving research of public relations topics. The deadline for receipt of applications generally occurs in May for international study or research during the following academic year.

For more information, please contact [Kelly Vibber](#).

MENTORING PAIRS REMINDER:

The Membership Committee is seeking applications from both members seeking a mentor and members who are willing to serve as a mentor during the 2018-2019 school year. Applications are due by May 31, 2018. Specific forms are available for each role. Those forms are available [here](#).

The pairs will be announced prior to the AEJMC 2018 conference and a networking opportunity will be provided for the mentoring pairs at the conference. Attendance at the conference is not a requirement to participate in the mentoring program.

Mentees typically seek advice related to teaching, research, job searches, and the tenure process. Both applicants have the opportunity to specify the time commitment they are willing to make and that is considered in the matching process. If you have any questions, please contact Marlene Neill at Marlene_Neill@baylor.edu or 254-710-6322.



Seeking Sponsors: PR-D.C. Social

The PRD Annual Social is an evening for members and others to network, catch up with friends, and meet new colleagues. Book raffles, door prizes, and trivia add to the fun, along with delicious local food and drink.

This year's social event will be held from 7-9 p.m., Tues. Aug. 7, 2018, at the National Union Building.

BUT... we need your help! Please consider becoming a valued sponsor at one of the following levels:

TITLE LEVEL/MAIN EVENT SPONSOR (\$2,500+)

- * Named on event signage
- * One dedicated recognition slide in sponsor slideshow
- * One customized bonus slide in sponsor slideshow
- * Recognition from division head on PRD listserv (2)
- * Recognition in PR Update (division newsletter) (1)
- * Free ad space in PR Update (division newsletter) (1)
- * Thank you announced by division head at the event
- * Thanks from PRD social media via FB or Twitter (2)
- * Distribution of org's branded materials at the event
- * On-site product demonstration and/or special display rights (as relevant) at the event
- * complimentary event admission for 2 representatives)
- * Named event sponsor on all promoted materials

DIAMOND LEVEL (\$1,000)

- * Named on event signage
- * One dedicated recognition slide in sponsor slideshow
- * Recognition from division head on PRD listserv (2)
- * Recognition in PR Update (division newsletter) (1)
- * Thank you announced by division head at the event
- * Thanks from PRD social media via FB or Twitter (2)
- * Distribution of org's branded materials at the event

PLATINUM LEVEL (\$500-1,499)

- * Named on event signage
- * Recognition slide in sponsor slideshow
- * Recognition from division head on PRD listserv
- * Recognition in PR Update (division newsletter)
- * Personal thank you announced at the event
- * Mentions on PRD social media channels
- * Distribution of your branded materials at the event

GOLD LEVEL (\$300)

- * Named on event signage
- * Recognition slide in sponsor slideshow
- * Recognition from division head on PRD listserv
- * Recognition in PR Update (division newsletter)
- * Mentions on PRD social media channels

SILVER LEVEL (\$100)

- * Named on event signage
- * Recognition slide in sponsor slideshow
- * Mentions on PRD social media channels

BRONZE LEVEL (\$25)

- * One dedicated recognition on a shared slide in sponsor slideshow

FINAL NOTE! All title, diamond, and platinum-level sponsors may purchase additional slides for \$100 each... to be customized/tailored to the sponsor's needs (e.g., a job opening, a new colleague, etc.).

Questions or Interest?

Contact [Holly Overton](#) Or [Brooke Fowler](#)



...and speaking of social opportunities in D.C.

Stay tuned for details in the next issue regarding additional networking / social opportunities, including...

- * Edelman Luncheon
- * Graduate Student Luncheon

- * **PF&R Offsite Tour to Ketchum for 25 people on Thursday, Aug. 9 from 2-4:30 (more details to follow!)**





Announcing our AEJMC 2018 Panel Lineup

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

The PRD received excellent panel suggestions this year; it was difficult to select from among them. We tried to balance topics of interest to our membership while keeping in mind those topics that were covered in the past five years. The following panels were selected in addition to a debate panel with the Law and Policy Division. Those details are forthcoming.

Monday, August 6: 10:00 to 11:30

What's New in Strategic Communication? Advancing Innovation in Public Relations and Advertising | Education ADV & PRD

This panel will discuss the findings and implications of a new report by the [JMC Innovation Project](#), which assessed the scope and status of innovation in U.S. schools of colleges of journalism, media and communication (JMC). Panelists will share examples of innovative initiatives in strategic communication at large and small programs across the country.

- Moderator: Allan Richards, Florida International
- Kathy Fitzpatrick, American
- Jami Fullerton, Oklahoma State
- Alice Kendrick, Southern Methodist
- Paula Weissman, American

Monday, August 6: 11:45 to 1:15

Natural disasters and publics: Strategic crisis communication in the wake of Hurricanes Harvey and Irma | PRD & SHER

Industry experts and academics will explore communication before, during, and after natural disasters Hurricanes Harvey and Irma. These natural disasters resulted in record urban catastrophes and also brought forth some new contexts through which to understand crisis communication. Communicators must understand how to send meaningful messages to different publics. Also, how do different publics perceive the different social media platforms as credible? This panel questions existing theoretical and empirical boundaries by proposing new theories that examine social media, crisis, and publics.

- Moderator: Jen Vardeman-Winter, Houston
- Dr. Gina M. Eosco, National Oceanic and Atmospheric Administration (NOAA)
- Krista Rouse, The Weather Company
- Scott McBride, Coast Guard Public Affairs Officer
- Lucinda Austin, UNC Chapel Hill
- Brian Houston, Missouri
- Kim Golombisky, South Florida



...our AEJMC 2018 Panel Lineup (cont'd)

Tuesday, August 7 | 8:15 to 9:45

Research at the Intersections of Public Relations and Health: Paths for Publishing and Research Opportunities | PRD & ICIG

This panel will discuss how young scholars and those interested in the area of health research and public relations can define their research agendas. The panel will discuss important questions about how to decide where to submit this type of research, the differences between the different health and PR journals, and how to consider whether it is valuable and worth it to seek outside research funding.

- Moderator, María E. Len-Ríos, Georgia
- Rachel Young, Iowa
- Erica Weintraub Austin, Washington State University
- Brooke Weberling McKeever, South Carolina
- John C. Besley, Michigan State
- Bey-Ling Sha, San Diego State

Tuesday, August 7 | 11:45 to 1:15

Taking a Knee for Social Justice: Opportunities and Challenges for Talking about Race in the Applied Communication Classroom | PRD & CCSD

With the increased national conversations around race and related issues, students are coming into the classroom interested in engaging in social justice. This panel addresses how professors in applied disciplines such as public relations and journalism can best teach about and discuss issues of race from a social justice perspective.

- Moderator: Stephanie Madden, Penn State
- Stephanie Mahin, UNC Chapel Hill
- Nathian Rodriguez, San Diego State
- Melissa Janoske, Memphis
- Meredith Clark, Virginia
- Kathleen McElroy, Texas at Austin

Thursday, August 9 | 10:00 to 11:30

The University Student-Run Public Relations Agency: Opportunities and Challenges for Academic Programs Large and Small | PRD & Small Programs Interest Group (SPIG)

This panel will focus on opportunities and challenges presented by the student-run agency, and how an agency offers outstanding teaching and learning opportunities for programs both large and small.

- Moderator: Doug Swanson, Cal. State, Fullerton
- John Hanc, NY Institute of Technology
- Carolyn Mae Kim, Biola University
- Jeffrey Ranta South Carolina
- Janet Rose, Kansas
- Jason M. Shepard, Cal. State, Fullerton
- Amy Struthers, Nebraska-Lincoln



...2018 Success Stories

By [Lois Boynton](#), UNC Chapel Hill

Students and faculty contributed innumerable hours of expertise during this year's PRD Semester of Service. Here's a taste of the pro bono work accomplished in fewer than 4 months:

PRSSA Chapters were busy: There were **84 PRSSA Bateman competition submissions** to support [With Purpose](#), a nonprofit promoting youth-led advocacy for more-effective pediatric oncology treatments. **Messiah College's** chapter ran a campus-wide campaign for the National Association of Blind Students to create awareness around abilities rather than limitations. **Samford** students conducted a coat drive. **Grand Valley State's** chapter participated in the national Create-a-thon, crafting PR campaigns for 5 nonprofits in 24 hours. **Cal State-Fullerton's** chapter assisted Orange County PRSA Gives Back, where PR pros help area nonprofits with communications. **University of Nebraska-Lincoln's** chapter participated in the National Organ Donor Awareness Campaign competition, and **University of Hawaii-Manoa's** chapter held a holiday drive for Helping Hands Hawaii.

PR Campaign classes also provided invaluable community support:

- * **Samford** students created campaigns for East 59 Vintage and Cahaba Dog Park nonprofits.
- * **Kansas** students developed IMC plans for the Harry S. Truman Library and Museum.
- * **Messiah College** developed and implemented plans for Someone To Tell It To, a compassionate-listening nonprofit.

- * **West Virginia** students created campaigns for Shriners International, Mason Dixon Historical Park, Hostetler Foundation Family Resource Center and Get Moving! Inc.
- * **Towson** students developed plans for Patapsco Valley State Park and Towson U. Wellness Center.
- * **Cal State-Fullerton** students planned and staged the 40th anniversary COMM WEEK networking event and publicity for Newport Beach Film Festival's 50,000 fans.
- * **Oregon** teams created plans to increase awareness about Student Health Center's free healthy lifestyle programs.
- * **San Francisco** students designed and implemented plans for after-school program Mission Graduates and digital literacy organization Community Technology Network.
- * **High Point** seniors became event planners for Heal Our Heroes.

Students tackled **serious community needs:**

- * **Metropolitan State of Denver** students partnered with the Leukemia and Lymphoma Society and Metro Caring hunger-relief organization to develop crisis management plans.
- * **Appalachian State** students helped community organizations develop crisis plans.
- * **High Point** grad students developed GoFor10 to encourage faculty and staff to exercise
- * **UNC-Chapel Hill** MA students created tactics for Carolina Donor Services' organ and tissue donation registration
- * **Robert Morris** Environmental Communication students created a "Love Mother Earth Day" campaign.



Penn State students traveled to Costa Rica to create social media campaigns for two NGOs – MarViva, a sustainable ocean organization, and nonprofit news organization La Vo de Guanacaste

Semester of Service Recap Continued

Of course, **service-learning** is key to PR curriculum, which provided **another opportunity to give back** to local communities:

- * **TCU** students wrote a brand manifesto for a pay-what-you-can nonprofit restaurant and organized its 10th annual TCU Nonprofit Communicator's Conference to provide professional development in the DFW region.
- * Four PR writing sections at **UNC-Chapel Hill** helped 18 nonprofits improve their brands
- * **West Virginia** writing classes worked with 20 community organizations, from American Red Cross to WVU Peer Advocates.
- * Students at **University of Hawaii-Manoa** field-tested audio-described brochures distributed by the National Park Service at 40 parks nationwide.

Student agencies offered pro bono expertise:

- * **Ascension 336 (High Point)** assisted 7 nonprofits
- * **Roxo (TCU)** created work for 6 organizations
- * **PRSSA Agency 2550 (Hawaii-Manoa)** crafted promotions for Pacific and Asian Affairs Council.

And this **work did not go unnoticed**:

- * **Grand Valley State GrandPR agency** won GVSU's Impact Organization of the Year, PRSSA advisor Adrienne Wallace was selected Advisor of the Year, and **GVSU** awarded its first scholarship to a PR student dedicated to community service.

- * **Oregon's** PRSSA chapter won second place in the Betsy Plank Competition with an Edit-A-Thon to commemorate Plank's PR and PRSSA leadership.

Lastly, let's not forget **faculty public service**:

- * **Michelle Baum, Metropolitan State University of Denver**, joined Colorado PRSA chapter's board.
- * Pamela G. Bourland-Davis, **Georgia Southern University**, was elected 2nd VP of Southern States Communication Association and moves into the VP role to plan the 2019 spring conference.
- * **Oregon's** Donnalyn Pompper delivered the keynote address, "Internal Public Relations: Modeling Diversity as Social Responsibility," at the Universidade Federal de Goiás.
- * The Susan G. Koman Tissue Bank funded co-authored research by **Oregon's** Autumn Shafer to ascertain how to motivate Asian and Asian-American women to donate breast tissue that assists in breast cancer research.

...and those are just the activities we heard about! Thanks for reinforcing the value of public service, semester after semester. Looking forward to 2019!





Reflecting on our Teaching: Some Ideas for Personal & Student Growth

By [Katie Place](#), Quinnipiac University

As the end of the school year draws near, many of us reflect on our teaching. Reflection holds tremendous potential to enrich our own personal growth and commitment to teaching. According to Ignatian pedagogy, reflection encourages “teaching that is personalized and learner-active and whose aim is not merely the assimilation of subject-matter but the development of the person” (Jesuit Institute, 2014). We may encourage our students to reflect on their work continuously through in-class discussion, reflection essays, or informal conversations. But how do we as professors take time to reflect on teaching?

One approach is keeping a journal or blog about the teaching process throughout the term, and return to it at the end of the school year. Doing so offers an effective means of recording issues or questions that arose during class, documenting what assignments went well (or flopped), and reflecting on one’s teaching generally. Journaling may come in especially handy with a new prep. PRD member Lucinda Austin shared, for example, “I write down ideas for activities for future classes, including ways to make assignment instructions as clear and helpful as possible for students or ways to simplify grading and course prep.”

Reflecting upon course evaluations also is key to understanding students’ perceptions of the course and your instruction. It’s tempting to check course evaluations as soon as they are available, but Teaching Committee Vice Chair Brigitta Brunner recommends waiting a few weeks. This way, “the emotion of the semester has some time to dissipate, and I can read my evaluations with a clear mind and more objectivity.” Similarly, many of us have students write reflection essays on their classroom experiences and key takeaways. The summer offers an apt time for us to return to those reflections to gauge success on learning outcomes and how to adjust course material.

Third, it’s important to reflect on how social media and technology trends influence our teaching and students’ preparedness to enter the public relations industry. Karen Freberg, for example, shared that she asks her students on the last day of class to predict what trends will be relevant in the future. The students share and vote on which trends they support. She cautions, though, “tools may change, but understanding human behavior and the power of stories does not.” Additionally, we as educators may want to reflect upon our teaching and if it addresses disparities in the digital divide. Technology remains inaccessible to diverse publics, related to income statuses, education, or physical/mental ability.



Reflecting on our teaching, continued

In that same regard, it's imperative to reflect upon how discriminatory practices or discourses are reiterated in the classroom or in the public relations industry. We must address our students' or our own biases or (un?)willingness to speak up regarding issues of inequality. Erica Cizek, for example, shared that she engages in reflective discussions with her students about what happens when public relations professionals do not have a seat at the table. She added, "This semester I had two female students of color share with me stories from their internships where white women tainted their experiences of the field, leaving them feeling snubbed by peers and let down by management. This has resulted in them questioning their careers as women of color in PR and strategic communication," Cizek said.

Lastly, it's important to reflect on our experiential learning initiatives. We may wish to think about how to we might better adapt course content to mirror industry practices or learning outcomes, implement assessment exercises and address student engagement and work quality. As teaching committee member Christopher McCullough explained, reflection "permits me to evaluate community impact of the student service-learning course projects, which have value to me

as a civic and community engagement scholar. It also lets me refine what kind of partnerships are most successful for all parties involved."

Ultimately, reflection on the teaching experience can contribute to personal and professional growth on a variety of levels. As McCullough explains, "self-reflection and collecting data for the analysis of teaching and learning has opened a whole other door for scholarship in public relations. In a sense, self-reflection is making me a better educator, scholar, and public servant."

Have any great reflection ideas for the PRD Teaching Committee?

Please feel free to share them with us via [PRDteaching@gmail.com!](mailto:PRDteaching@gmail.com)

Reference:
<http://jesuitinstitute.org/Pages/IgnatianPedagogy.htm>



Fast Forward: Foundations and Future State, Educators and Practitioners

The **Commission on Public Relations Education** has released “Fast Forward: Foundations and Future State, Educators and Practitioners,” a major report that reflects the research-based recommendations from 60 Commission members who conducted research, formulated observations and developed more than 80 recommendations to enhance public relations education. The report’s often repeated core words – writing, ethics, diversity, global, technology, faculty, research, liberal arts, and practitioner-educator dialogue – roll up to describe a need for momentum, carefully grounded in the roots of the profession. Download the report at www.CommissionPRed.org.

Key take-aways:

- * **Speed** is essential. PR education must move, be nimble, and adapt. “Half of what we do now didn’t exist ten years ago.”
- * **Writing**, for all platforms, is the core competency that must be improved.
- * **Ethics** is now more than ever a commitment that begins in the classroom, with **a required ethics course added** to the existing five CPRE-recommended required courses (principles, research, writing, internships, and campaigns).
- * **Diversity** is essential, and it must begin on campus and in the classroom, not just as a business strategy, but because it is the right thing to do.

- * Core qualifications are a **liberal arts education**, and courses that cover topics including strategic communication, measurement and evaluation, social media, publicity/media relations, and content creation.
- * Foundations remain **research, theory, and required paid internships** for real-time learning. Also, undergraduates must acquire a **global perspective** in the classroom and pursue activities outside the classroom such as student-run media, public relations agencies and PRSSA.
- * **Change is everywhere**: New technology is both used and taught in the classroom. New online programs must produce the same level of learning as in the classroom. Today’s strong faculty models draw from faculty who have professional experience.
- * The critical factor to achieve the Report’s recommendations is **ongoing dialogue and partnership among practitioners and educators** so that industry needs can be translated into curricula and experiential learning.



Educators Academy

Call for Research Papers, Panel Proposals and Teaching Abstracts

The PRSA Educators Academy invites your research papers, panel proposals and teaching abstracts for the 2018 Super Saturday, to be held Saturday, October 6 in conjunction with PRSA International Conference in Austin.

Please follow this [link to the full Super Saturday Call](#) for details on submission guidelines.

We're also happy to announce two new* awards, which means this year, for the first time, we will give FOUR research awards:

Top Faculty Paper Award, sponsored by PRSA

Betsy Plank Top Graduate Student Award

***The Page Ethics Award**, for the best paper focused on ethics

***The American University School of Communication Diversity & Inclusion Award**

Thank you to University of Texas, Austin, for hosting us and helping with transportation to and from the conference hotel.



The University of Texas at Austin
Stan Richards School of Advertising & Public Relations
Moody College of Communication

IMPORTANT DATES

Submission Deadline: June 3

Acceptance Notification: July 3

Super Saturday in Austin: October 6



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