

PR UPDATE

The newsletter for AEJMC's Public Relations Division
Volume 54, No. 2 | July 2019



Pre-Conference Issue

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PR UPDATE

Vol. 54, No. 2; July 2019

Division Leadership

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Time vs. To-Do Lists

We are all friends here and I can share openly with you, right? Right...so here goes.

Earlier this week I was feeling pretty overwhelmed. My summer has been busy with teaching classes, research projects and trying to do all the things that I never have time to do during the school year. One afternoon, after a particularly long morning of grading, I put my head in my hands and in an exasperated (and admittedly dramatic) way, sighed heavily and said "there is just not enough time."

I'm sure many of you are nodding along and have had your similar dramatic moment of a longer to-do list than time available to finish it. But what really bothered me about it this time is that it's summer - not the middle of the fall or spring semester. In our jobs, we work at a break-neck pace nine months out of the year and summer should be a time that we slow down and not play referee in the epic battle between time and our to-do list.

I'm at the halfway point of my summer break and I've decided to hit the reset button on my summer schedule. And I'm here to encourage my fellow PRD members to do the same. Look at the to-do list again and see what is the most important and what can wait. Add in those summer afternoons where you sneak off to a matinee movie or go to Starbucks without your laptop. Read this special conference-preview issue of PR Update at the pool. Make taking time for yourself a priority on your to-do list. Let's make some fun summer memories that we can share with each other when we meet in Toronto. Now go and enjoy the rest of the summer!

PR UPDATE is published three times a year. You can find past issues [here](#).

Please send all inquiries and contributions to brandi1@vt.edu



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a message from the Division Head

Giselle A. Auger

Rhode Island College

It's Summer and it's time to Recharge

Summer is here! Outside perception of academics is that we are now on vacation, hanging out at the beach, gardening or doing other leisure activities we enjoy. While that is true and I hope that all of you, especially our graduate students, are taking time to enjoy leisure, the fact is that most of us work in the summer. It's the time when we go to conferences in interesting places like the World Journalism Education conference in Paris, or ICA, BLED, or AEJMC. It is the time when we prepare our classes for the fall, complete presentations for conferences and manuscripts for journals. It is the time we have away from students but it is not really time away from work. That said, I urge all of you to really step away from the desk. Step away from your work email. Step away from lit reviews, coding, surveys and data. Just step away, at least for a little while.

The end of June is here and I realized just yesterday that despite my summer classes ending just last week I felt guilty for taking a day off Wednesday. I did nothing. I did not complete this column. I did not organize the tools in the garage. I did not remove the mildew from the back steps. I read on my swing in the yard and then I went on my walk, took a bath and watched TV. And that was perfectly okay. Everyone needs time to re-charge, even for just one day. More is better, but sometimes taking one day for yourself helps. We perform better, think more clearly and have more patience when we are well rested physically and emotionally. We generate new ideas when we step outside our usual routines, take a different road home or meet someone new. So, take the time you need to recharge. Take time for yourselves this summer.

We have some wonderful planning in place for Toronto and throughout this issue of the newsletter, you can find all the information you need to plan your conference itinerary. Special thanks go to:

- **Lois Boynton** and the **University of North Carolina** for being a platinum sponsor for our PRD Social at the Waterfall Gardens.
- **Karla Gower** and the **Plank Center for Leadership in Public Relations** for their continued support of the PRD and the top student paper research awards.
- **Dennis Wilcox** for funding the top open papers and the top teaching paper awards.
- **Shelley Spector** and the **Museum of Public Relations** for funding the history award.

Toronto is a lovely, vibrant city and, while conference activities can absorb every minute I hope that you make the time to get out of the hotel. Just like we need to use summer to recharge, we should clear our heads from 'too much' conference. Get out of the hotel. Go to a museum. Take a walk. Have a drink in a bar that is not located in the hotel. Talk to someone you don't already know. Have fun!

In closing let me say that it has been a pleasure to serve the PRD for the last decade and I look forward to finding new ways to serve and support the division in the future.

Giselle



committee updates

Photo by Juan Davila on Unsplash

Call for Virtual Conference Panels

By Geah Pressgrove, West Virginia University

Don't you think we should meet more than once a year? We do, too! Recognizing the dual challenges created by ever tightening travel budgets and accelerated changes in our field, the AEJMC Public Relations Division is proud to announce our third virtual conference.

How do I submit a panel?

We are looking for panels that are timely, thought provoking and likely to stimulate discussion among our members. Here are a few steps to get you on your way to submitting an effective panel proposal.

Have a great idea?

The wider the appeal of the proposed panel topic, the better its chances. We are seeking a diverse scope of topics that represents the challenges, advances and best practices for our field. The Division is accepting panels in the area of research, teaching, and PF&R. Panels should last no more than 75 minutes, and they can take on a range of approaches—full attendee discussions, presentations from panelists followed by Q&A, interactive sessions using webinar tools. Unlike conference panels at the traditional conference, you are only bound by your creativity with the virtual discussions. Panels that represent new areas of public relations are highly encouraged so that we increase the diversity of thought in our discipline.

Collaborate!

Submit a proposal with no more than five people who confirm that they will participate. Panelists can be academics or practitioners, or both! Panels provide

the opportunity to share a multi-faceted perspective on a topic. Develop relationships with your peers in our own division and connect with industry professionals. Collaborate to develop a proposal that provides deep insights and useful information for our members.

Members who propose panels will be notified in October about panels that have been selected. We will have a practice run with the Zoom software prior to the virtual conference panels so that people can become familiar with the functions and how to present. Proposals are due Friday, August 30 to Geah Pressgrove via email (geah.pressgrove@mail.wvu.edu).



Can free expression be inclusive?

By Lois Boynton, UNC-Chapel Hill

As [Thomas Paine](#) wrote [the lack of gender-neutral language notwithstanding], “these are times that try men’s souls:”

A 2-year investigation by [Plain View Project](#) led Philadelphia to put 72 police officers on leave for posting “inflammatory, offensive and racist social media posts.”

The [National Communication Association](#) is embroiled in a painful controversy based on concerns that its Distinguished Scholars program selection process is burdened by systemic, implicit racism.

There’s growing evidence that “[hate groups](#) ... recruit [high school] students online” with scintillating and compelling arguments like “it’s about pride, not prejudice.”

YouTube, which [updated its hate speech policy 30 times in 2018](#), made more changes after critics chastised them for not proactively removing racist and homophobic videos posted by right-wing commentator Steven Crowder.

The [Anti-Defamation League](#) confirmed 319 instances of white supremacist fliers found at more than 200 colleges and universities in 2018, up nine percent from the previous year. Most were the work of Identity Evropa, the same group involved in the violent, deadly demonstrations in Charlottesville, Virginia in 2017.

Clearly, the First Amendment legally protects some pretty disgusting, hateful and scary expressions.

As public relations researchers and professionals, we know the impact that fear can have, sometimes used for [good](#), and other times, as a way to [manipulate, intimidate and incite hate](#). We also know the significance of [perceptions](#) – our stakeholders (colleagues, students, administrators, alumni, donors) may not believe our “good” intentions. And, we know the impact of [power](#)

[dynamics](#) and [unequal distributions of power](#), as well as the [value of building relationships to reflect commitment](#). Knowing is a good start, but we must dodge the temptations emanating from the paralysis of analysis.

Some arguments (knowledge-based and otherwise) [pit free expression against inclusion](#); thankfully, most college students don’t perceive it as an either-or situation. Both, they have said in [2017](#) and [2019](#) Knight Foundation research, are essential.

College students like [Salma Abdelrahman](#) believe,

“Framing the protection of free speech rights and the promotion of an inclusive and welcoming society as mutually exclusive, and opposed to one another, is a false binary.... By presenting the protection of freedom of speech and the promotion of a welcoming college environment as mutually exclusive, we limit the potential for creative solutions from college administrators and students that do both simultaneously.”

We see plenty of documented attempts to balance free expression and inclusivity. There are proponents of [safe spaces and others for free speech zones](#). Some debate the pros and cons of campus speech laws, now [enacted by 15 states](#), with another 37 bills under consideration by state legislators, according to the [Student Affairs Administrators in Higher Education](#). Other options tap down to the classroom level to debate whether to include [trigger warnings in course syllabi](#).

But what am I, as a privileged white, middle-class, middle age(ish) woman, saying and doing? Do I understand and appreciate reactions by students of color when someone like [sociologist Charles Murray visits Harvard](#) to discuss his position that “black and brown people are genetically intellectually inferior to white and Asian people?” Do I get how my privilege can blind my understanding of what those without privilege face? Consider the thoughtful

Can free expression be inclusive?

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words of Purdue doctoral student [Ulyssa Hester](#):

“While free speech policies are considered neutral and fair by the universities that employ them, a neutral approach to free speech within the social context of the United States ignores power, privilege and the presence of White supremacy in our social institutions, including institutions of higher education. ... [P]eople with privileged identities who benefit from the oppression of marginalized people should not be allowed to determine what is crossing the line into threatening or hostile territory. ... It stands as unethical for privileged people to determine how much trauma marginalized people should endure before intervening, especially while the privileged people maintain their power.”

Wow. If you're like me, you may want to read that again. I also encourage you to read about “[deep civility](#),” what Dr. Ashley N. Woodson, assistant professor of education at the University of Missouri, defines as “the strategies we use to communicate that someone’s presence, history, and interests matter.” She continues:

“Dialogue around the future of open expression on higher education campuses requires us to think beyond surface

expressions of civility. ... Our inability to sustain deep civility leaves members of historically marginalized, underrepresented, and misrepresented communities particularly vulnerable. This persistent vulnerability understandably erodes trust in the institutions and assemblies that structure access to meaningful inclusion in cultural and intellectual life. We have witnessed what the consequences of the absence of this trust and regard can look like to young people who feel silenced on college campuses.”

What does that look like in action? For [Dr. Woodson](#), “Deep civility requires a consistent and developing awareness of realities that are not our own.”

Her university created the [Faculty Institute for Inclusive Teaching](#) that [challenges each cohort](#) “to ask difficult questions, and to engage in difficult conversations. More importantly, we are required to pursue difficult and often uncomfortable solutions.”

What if each of us required ourselves to “pursue difficult and often uncomfortable solutions,” starting now? Are you in? •

JPRE Inaugural Editorial Board

The Journal of Public Relations Education is pleased to announce its inaugural editorial review board. Twenty-five experts in PR pedagogy have joined the board and will meet for the first time at AEJMC in Toronto. JPRE is pleased to partner with the Commission on Public Relations Education with five official representatives on the board.

The next issue of JPRE will be launched after AEJMC and will feature the top five GIFTs, as last year, in addition to four research articles. In addition, watch for a special issue this fall!



Thank You to Our Paper Reviewers

By Lucinda Austin, UNC-Chapel Hill

This year 114 people gave of their time and expertise to review papers across all competitions (Teaching, Student, Open, and Doug Newsom/History Award). Each volunteer reviewed an average of three papers. By the numbers, we had 58 reviewers for papers in the Student and Teaching competitions, 79 reviewers for the Open competition and six for the Newsom and History award competitions. Again, a big thanks to all of you who took time out of your busy schedules to review and provide feedback on these papers. We couldn't do it without you!

Alan Abitol	Lina Gomez-Vasquez	Stephanie Mahin	Stephanie Smith
Melissa Adams	Karla Gower	Diana Martinelli	Cylor Spaulding
Adamu Abbas Adamu	Kyung Jung Han	Lindsay McCluskey	Burton St. John
Linda Aldoory	Linda Hon	Nance McCown	Kathleen Stansberry
Giselle Auger	Nell Horowitz	Brooke McKeever	Jessalyn Strauss
Lauren Auverset	Pauline Howes	Derek Moscato	Matthew Taylor
Lauren Bayliss	Melissa Janoske	Adrienne Muldrow	Esi Thompson
Denise Bortree	Hyun Ju Jeong	Cayce Myers	Natalie Tindall
Pamela Bourland-Davis	Melissa Johnson	Bonita Neff	Michail Vafeiadis
Lois Boynton	Jungmi Jun	Lan Ni	Matthew VanDyke
Sandra Braun	Amanda Kennedy	Nicole O'Donnell	Jennifer Vardeman
Pamela Brubaker	Dane Kiambi	Toluwani Oloke	Adrienne Wallace
Kelli Burns	Jeesun Kim	Janis Page	Yuan Wang
Moonhee Cho	Young Kim	Tyler Page	Brandi Watkins
Surin Chung	Emily S. Kinsky	Young Eun Park	Tom Watson
Ioana Coman	Arunima Krishna	Timothy Penn	Canadace White
Colleen Connolly-Ahern	Claudia Labarca	Katie Place	Laura Willis
Patricia Curtin	Cheryl Lambert	Kenneth Plowman	Brenda Wilson
Marcia DiStaso	R.J. Lambert	Geah Pressgrove	Christopher Wilson
LaShonda Eaddy	Hyunmin Lee	Matthew Ragas	Heidi Wilson
Husain Ebrahim	Nicole Lee	Jeffrey Ranta	John Wirtz
Betsy Emmons	Suman Lee	Wanda Reyes-Velázquez	Chelsea Woods
Michele Ewing	Yeunjae Lee	Camille Reyes	Don Wright
Denise Ferguson	Laura Lemon	Hyegoon Rim	Anli Xiao
Melanie Formentin	Maria Len-Rios	Jennifer Robinette	Sifan Xu
Julia Daisy Fraustino	Jo-Yun Li	Arien Rozelle	Weiwu Zhang
Tiffany Gallicano	Jiangmeng Liu	Karen Russell	Jianchuan Zhou
Nathan Gilkerson	Charles Lubbers	Jae-Hwa Shin	
Tamara Gillis	Stephanie Madden	Diana Sisson	

AEJMC 2019

conference

preview

AUG. 7-10



Photo by Maarten van den Heuvel on Unsplash

With the 2019 AEJMC conference quickly approaching, use this special pre-conference issue as a guide for everything you need to prepare for the conference and your trip to Toronto. In this section you will find information about all the PRD events, panels and research presentations to add to your conference calendar. We've also included a comprehensive guide to Toronto to help you get the most out of the city during your stay. There is also an infographic with helpful reminders for international travel.

There are several ways to get involved with the conference including signing up to be part of the PRD Mentoring Program and attending the PRD Social and Division Business Meeting. This year we will continue our annual Bill Adams/Edelman Luncheon and Offsite Tour at Ripley's Museum of Canada. You can also get involved online by following our hashtags #PRProfs and #AEJMC19 and following our social media accounts: Twitter: AEJMC_PRD • Instagram: @AEJMCPRD • Facebook: AEJMCPRD

See you in Toronto!

Conference Schedule at a Glance

By Dustin Supa, Boston University

The Public Relations Division schedule for the 2019 annual conference is set – and we’ve got some really exciting events and panels that you will definitely want to consider. We will start with our pre-conference on Tuesday, Aug. 6 from 1 to 5 pm. Our session is co-sponsored with the Mass Communication and Society Division, entitled “**Got Big Data?: Computational Methods in Research, the Classroom, and Ethical Storytelling.**” Our pre-conference is sponsored again this year by the **Arthur W. Page Center for Integrity in Public Communication**. Many thanks to past-head Denise Bortree for her continued support of our pre-conference. Registration for this very hands-on workshop is limited to 25 people – so register early!

As always, the rest of the conference will provide many opportunities for networking and education. On Wednesday morning at 7 a.m., the Commission on Public Relations Education is hosting an open meeting titled “**Ethics, Writing, Online, Diversity and Inclusion Best Practices: Reports from the Work Groups.**” This will be a great chance to hear about incorporating these areas into your curriculum.

Immediately following that session, we are holding our **Top Papers** session at 8:15 a.m. We’ve changed it up a bit this year. The top papers session will include the top paper from each of our competitions, including the open research, teaching, student, Newsom, History and GIFT. We are all looking forward to hearing this year’s winning submissions.

We will wrap up our Wednesday morning with a panel presentation: “**The Influence of Sports in Advocacy and Community Building – Perspectives in Research and Practice**” at 10 a.m. This panel includes a Pulitzer-prize winning sports journalist, a representative from Adidas, and faculty who will talk about the role of sports in community building.

After you’ve taken some time for a break or to attend some other sessions, PRD will get right back into it at 3:15 p.m. with a panel, co-sponsored with Media Ethics, titled “**Public Relations, the Media, and the Ethical Implications for Political Discourse.**” This panel will examine current hot topics – and their relationship to past events – in political discourse and the goings-on of Washington.

Immediately following that session, we are launching our inaugural **Graduate Student Research and Teaching Showcase** at 5 p.m. This session will include graduate students from the Public Relations Division giving brief overviews of their research agenda and teaching interests. Are you a senior faculty who is looking for a job candidate (maybe you missed the deadline for this year’s job hub) – or do you just want to meet with our next group of colleagues? This showcase also includes networking time. This may be a great chance to meet your next faculty member!

If you are interested in volunteering for service to the Public Relations Division, then on Thursday you will want to attend the **Outgoing and Incoming Executive Committee** meeting at 7 a.m. This will give you an opportunity to meet with the executive team and learn about opportunities in the PRD. We will follow that up with our annual **Business Meeting** at 8:15 a.m. We have a lot of topics to cover and some votes that we will be taking, so be sure to be there. We are also working to livestream the meeting on social media, so if you can’t make it Toronto, we hope that you will still join us.

After our business meeting, we are very excited to present a panel that pays homage to our host country, “**The State of Canadian Public Relations – Practice and Education**” at 10 a.m. This is a great opportunity to hear from practitioners and educators from Canada on the similarities and differences that exist between Canada and other countries.

Conference Schedule

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After this panel at 11:45 a.m., we are co-sponsoring a panel with Media Ethics titled “**Empowering Women in PR: Breaking through Ethical and Leadership Challenges**” which will feature research sponsored by the **Plank Center for Leadership in Public Relations** and the **Arthur W. Page Center**. This panel will provide insights on how female communication professionals navigate barriers to advance their own leadership roles, and the profession as a whole.

At 1:30 p.m., we will be launching our first-ever co-sponsored panel with the Media Management, Economics and Entrepreneurship Division on “**Managing and Earning Media through New Tech: Applications of A.I., Robotics and Automation for Media Practitioners.**”

In the afternoon, we will reconvene at 3:15 p.m. for a panel with the Advertising Division entitled “**Reflecting on Integration – Challenges in Research and Practice.**” As professional communication becomes more and more integrated, the panelists will explore the impact on the fields and in conducting research on integration.

Afterwards at 5 p.m., we hope that you will join us for our **High Density Research Session**, which will feature even more top papers and GIFTS in an interactive format. This will give attendees the opportunity to take a deeper dive into the ideas that our researchers and educators have to share.

It’s a busy day on Thursday, and while the evening is free from PRD activities, you will want to rest up for Friday morning meetings (**JPRE Editorial Board**), mentor meet-ups (**Mentorship Coffee** sponsored by the **Plank Center for Public Relations**) and brunch (on **Graduate Students**) sponsored by some of our teams before the annual **Bill Adams/Edelman Luncheon** sponsored by Edelman Public Relations. You will want to sign up for these events ahead of time!

From 3 to 4:30 p.m., make it over to the **Scholar-to-Scholar** session to visit and view 40 research papers across 11 thematic divisions. A feast for the mind!

After you’ve become saturated with knowledge, plan on attending this year’s offsite tour and really get soaked! We will meet up in the lobby at 5:30 p.m. and head over to **Ripley’s Aquarium of Canada** in order to hear about their efforts in communication and also to tour the exhibits on display.

We will close out our Friday with our annual **PRD Social** sponsored by **The Hoffman Agency** at 8:15 p.m. back at the hotel. This location is spectacular (and an easy walk back to your room afterwards!).

The last day of the conference is a light one for the PRD, but an early one if you are attending the **JPRR Editorial Board** meeting at 7 a.m.

We will wrap up our conference (and the whole conference) with our final panel at 12:45 p.m. on “**The Production, Influence and Impact of Owned Content – Perspectives on the Practice**” which we are co-sponsoring with the magazine division. Our last panel will explore the confluence of content marketing and influencers, two key concerns for public relations.

So, there it is folks – our conference in a nutshell. Check with the AEJMC site for the complete conference program. We are trying some new things this year, but have also tried to maintain some free time for you to explore Toronto and also some of the great content from the other divisions. We are really looking forward to seeing you in Canada! •

PRD Grad Student Events Help Build Networks, Focus Scholarship

By Rosalyn Vasquez, Virginia Harrison & Luke Capizzo
Co-chairs, PRD Graduate Committee

Join Public Relations Division graduate students for three informative, fun events in Toronto at the 2019 conference to learn more about the division, prepare for a career in academia, and network with other PR grad students and faculty.

New for 2019: Grad Student Research Showcase Wednesday, Aug. 7, 5:00-6:30 p.m.

Are you a grad student heading toward the public relations academic job market this fall or in the next few years? The Grad Student Research Showcase is designed to give you the opportunity to share your work with top faculty and build new relationships within the PRD. Concise presentations will allow students to put their research and teaching interests on display as well as provide time to network with top faculty from a variety of institutions. Division leaders created this opportunity to highlight the work of graduate students and build new connections among faculty and students.

[Click here](#) to apply for the showcase. All self-identifying public relations graduate students are welcome, with preference given to PRD members and Ph.D. candidates.

Grad Student Brunch

Friday, Aug. 9, 9:30-11 a.m.

Batch

75 Victoria St, Toronto, ON M5C 2B1, Canada

Sponsored by the [Department of Public Relations, College](#)

[of Media and Communication, Texas Tech University](#)

Theme: Finding Your Niche

As PRD graduate students move closer to the job market, many struggle to answer the question of where and how they will fit in. From prospective universities and departments to the broader space of public relations and communication scholarship, the opportunities are endless. A faculty panel, representing a variety of universities, career stages, Ph.D. programs, and research areas within the field, will help students to answer these and other questions. Brunch provided.

[RSVP here](#) for the Grad Student Brunch.

Graduate Student Social

Wednesday, Aug. 7, 6:45-8:30 p.m.

Quinn's Steakhouse & Irish Bar
96 Richmond St. W, Toronto, ON

Sponsored by the [Department of Public Relations and College of Journalism and Communications, University of Florida](#), and the [Bellisario College of Communications, Penn State University](#).

Join fellow grad students from across PRD to unwind, share stories, and maybe find some research partners! The student-only atmosphere will allow for stress-free conversation and mingling. Appetizers and a round of drinks will be provided.

[RSVP here](#) for the Graduate Student Social. •

Mark Your Calendar for these Special PRD Social Events

PF&R Sips, Snacks & Scholars Wednesday, Aug. 7, 12:30 - 2:30 p.m.

Put faces to those names! All are welcome to join PR scholars for an informal gathering in the “food court” at the [Assembly Chef’s Hall](#). Find out what’s happening with research and teaching in PR and the five pillars of PF&R. Purchase a sip and a snack, and come mingle with folks specializing in Diversity & Inclusion, Ethics, Free Expression, Media Criticism & Accountability, and Public Service. Come and go as you please. Peruse some of the city’s best fare, including award-winning global cuisines and espresso experiences from 17 of Toronto’s top chefs and three on-site coffee establishments. Special discounts provided by the [Public Interest Communication \(PIC\) Research Laboratory](#) at the WVU Media Innovation Center. No RSVP necessary; discounts while supplies last. Contact Julia Daisy Fraustino (jdfraustino@mail.wvu.edu) or Stephanie Mahin (stephanie_mahin@unc.edu) for more information.

Mentorship Coffee Break Friday, Aug. 9, 8:15 - 9:45 a.m.

[The Plank Center for Leadership in Public Relations](#) will once again sponsor a Coffee Mentoring Break for Public Relations Division members participating in the 2019-2020 mentorship program at this year’s AEJMC Annual Convention in Toronto.

This is the third year that the Plank Center has sponsored this event and they have generously offered to continue their support through the 2021 convention. According to Karla Gower, director of the Plank Center, “Our research tells that mentors and role models exert the greatest influence on beliefs about excellent public relations leadership. Those beliefs are then reflected in the classroom, impacting the generation of PR leaders.”

The event brings mentors/mentees together to meet in person at the beginning of their program. This year’s coffee break is set for Friday, Aug. 9, 8:15-9:45 a.m., in the Cedar Room of the

Sheraton Centre Toronto Hotel. Mentor/mentee pairs will be notified before the conference and asked to RSVP.

Bill Adams/Edelman Luncheon Friday, Aug. 9, noon to 1:30 p.m.

Join us on Friday, Aug. 9 from noon to 1:30 p.m. for the 2019 Edelman Luncheon at “[Les 3 Brasseurs](#)” restaurant and brewery. Attendees will enjoy a hot plated lunch and learn how brands earn, strengthen and protect relationships. The keynote speaker is Edelman’s Executive Vice President and National Practice Lead for Brand Marketing, [Jennifer Meehan](#), who will discuss Edelman’s 2019 hot-off-the-press [Earned Brand](#) study. After the luncheon, attendees can take a free brewery tour at Les 3 Brasseurs. You must [RSVP](#) to attend this event. Contact Katie Place (Katie.place@quinnipiac.edu) for more information.

PRD Offsite Tour - Ripley’s Aquarium of Canada Friday, Aug. 9, 5:30 to 8 p.m.

Join us for a behind the scenes tour of the [Ripley’s Aquarium of Canada](#), the first new attraction in Toronto in 25 years and one of Ripley’s largest attractions in an urban market. The communications team will provide a case study reviewing communication challenges and successes for their opening, as well as how they developed partnerships with other destinations in the area. Further, they will discuss how they manage the Ripley’s corporate brand as a unique Toronto destination (that is not affiliated with Believe It or Not, nor wax museums). As part of the discussion they will differentiate the role corporate plays, as well as how they work with outside consultants, engage staff internally and much more. Participants are invited to stay after our event to tour the exhibits and enjoy jazz and a cash bar. You must [RSVP](#) to attend this event. Contact Geah Pressgrove (geah.pressgrove@mail.wvu.edu) for more information. •

PRD 2019 Social Presented by the Hoffman Agency

By Nell C. Horowitz, California State Polytechnic University - Pomona
and Amanda Kennedy, St. Mary's University

The Social Event Committee (SEC) is delighted to announce this year's PRD Annual Social, made possible by The Hoffman Agency and many other generous sponsors, will be held on-site at the [Sheraton Centre Toronto Hotel](#) in the picturesque and renowned outdoor Waterfall Garden. Please join us Friday, Aug. 9, from 8:15 to 9:45 p.m. for local fare, an open bar, our popular book raffle, and fantastic company!

VENUE. The Waterfall Garden is conveniently located at the conference hotel in the hypaethral courtyard. The outdoor space features a beautiful landscape and a three-level waterfall. What better setting to enjoy the last night of the conference than among the company of your fellow PRD members and friends surrounded by lush greenery, fresh air and the soothing ambience of waterfalls!

GUESTS. Please note that **pre-registration for this event is required**, and spots are limited! This year's tickets will be sold on a first-come, first-served basis and are \$10 per person. RSVPs and payments can be sent to Nell Horowitz (nhorowitz@cpp.edu), SEC co-chair, via Venmo (@Nell-Horowitz) or Paypal ([PayPal.Me/nellhorowitz](https://www.paypal.com/venmo/nellhorowitz)). Please be mindful that your spot(s) will not be guaranteed until payment is received.

SPONSORS. This event would not be possible without generous sponsors, such as yourselves. Please help support our event by becoming a sponsor! We have many levels of sponsorship for individuals, groups, and organizations, ranging from \$50 to \$500+. A big shout out and many thanks to "Early Bird" 2019 sponsors who already pledged their support for the division and social in Toronto:

- The Hoffman Agency (Title Sponsor)

- U of MN, Hubbard School of J&MC (Platinum)
- School of Media and Journalism at UNC–Chapel Hill (Platinum)
- University of South Carolina School of Journalism and Mass Communications (Platinum)
- Quinnipiac University Department of Strategic Communication (Silver)
- Elizabeth L. Toth, Ph.D., Professor, University of Maryland (Silver)
- WVU Reed College of Media (Silver)
- Lois Boynton (Silver)

For more details or to sponsor our event, please contact SEC Chair Amanda Kennedy (akennedy4@stmarytx.edu).

BOOK RAFFLE: The book raffle has become a popular tradition and attraction at our annual socials. If you or someone you know has a new, recent, or soon-to-be published book related to PR, consider donating one or more copies to our raffle! Contact Julia Fraustino (jdfracustino@mail.wvu.edu) for more details or to donate your own book or suggest another.

Each year, SEC members work tirelessly to plan a truly meaningful event, an occasion for PRD members to unwind and catch up with old friends, network and meet new colleagues spanning industry and academe, and cultivate lasting relationships and memories that keep them coming back year after year—and the open bar doesn't hurt! 2019 promises to be no different. We hope you'll join us at the Waterfall Garden in Toronto to celebrate our accomplishments, melt away conference stress, and ring in a new academic year against a waterfall backdrop at the PRD 2019 Social, brought to you by The Hoffman Agency! •

Toronto on Your Time

By Lois Boynton, UNC-Chapel Hill

Although the conference always gives us plenty to do, don't forget to take advantage of all our host city provides. Toronto is the largest city in Canada and known for its multiculturalism – from food and arts to festivals and sports. Here are some ideas for your time-outs.

Our hotel, the Sheraton Centre Toronto, is strategically located around the financial, entertainment and fashion districts, and near the Lake Ontario waterfront. You don't always need a car – consider the nearby subway or PATH covered walkway. Here's a [Toronto map](#) with 55 places to go.

We'll be steps from [Nathan Phillips Square](#), which hosts concerts, art exhibits, a farmers' market and reflecting pool. Check out the [Bollywood Film Fair](#) that runs Aug. 7-13. If you'd like to clear your head, take a walk in the [Toronto public labyrinth](#), next to Nathan Phillips Square.

One of the top spots (literally) is [CN Tower](#), the tallest tower in the western hemisphere; it provides transmission for television, AM/FM radio, and cell service. Reach four observation areas via the high-speed glass elevators that travel about 1,400 feet in 58 seconds. On a clear day, you can see up to 100 miles away ... Niagara Falls, even. My palms are sweating already!

For those who prefer terra firma, the [Canadian Broadcasting Centre](#) may be more to your liking. Although its museum closed a couple of years ago, you may enjoy the Barbara Frum Atrium, named for one of its journalists.

Just for Giggles

What do Tina Fey, Keegan-Michael Key, Bill Murray, Mike Myers, Gilda Radner and Amy Sedaris have in common? They're alumni of [The Second City](#), the comedy club powerhouse that marks its 60th anniversary as the training ground for some of the great comedy minds. Located less than a mile from our hotel, it features three

shows while we're in Toronto: *She the People* (Aug. 9-11), *Walking on Bombshells* (Aug. 7-11), and the family friendly *Second City Improv Showdown* (Aug. 7, 8, 10, 11). Ticket prices range from \$18 to \$33.



Photo by [Second City](#)

[Yuk Yuk's](#) stand-up comedy club is a few blocks from the hotel, where you may guffaw along with comic and comedy writer [Sean Kent](#), who has appeared on Showtime, Comedy Central and A&E. His shows are Aug. 7-10. Tickets are \$9-\$19.

Play Ball!

After finishing up a road series, the Toronto Blue Jays host the New York Yankees at [Rogers Centre](#), Aug. 8-11. Nose-bleed seats start at about \$30.

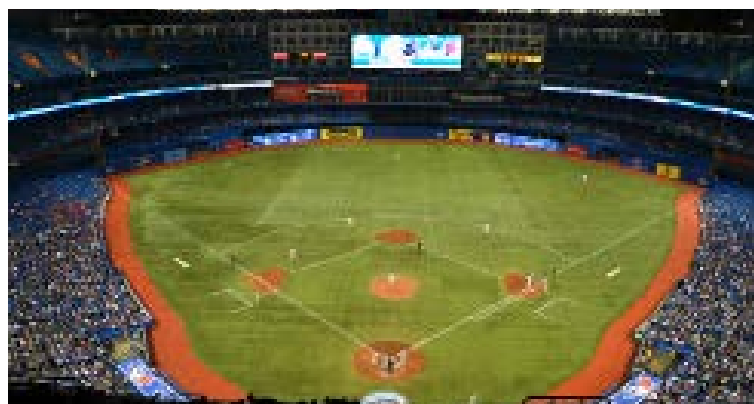


Photo by Roger's Center (Flickr Photo)

Toronto on Your Time

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Or, branch out and catch a professional rugby match as the hometown [Toronto Wolfpack](#) take on the York City Nights on Aug. 10 at nearby Allan A. Lamport Stadium. Tickets are \$30.

Although hockey season is over, you can still get your Stanley Cup fix with a visit to the [Hockey Hall of Fame](#) on nearby Yonge Street. In addition to visiting the museum's collection of noteworthy memorabilia, you may go up against animated players, show off your play-by-play game-calling skills, or watch a 3D documentary. Admission is \$20; seniors and kids get a discount.



Photo by [Wikimedia Commons](#)

Museums and Galleries

The popular [Art Gallery of Ontario](#) is home to one of the largest collections of art in North America. General admission is \$25, but it pays to be young-ish: those 18-25 get in free.

[Campbell House Museum](#), about 1/10th of a mile from the hotel, is an early 19th century home built by the first Chief Justice of Upper Canada, William Campbell. In addition to collections from the time period, the museum is also a gathering space for community conversations and performances. Admission is \$10; \$6 for seniors.

Aga Khan Museum will help you celebrate Apollo 11's 50th anniversary with the exhibit "[The Moon: A Voyage Through Time](#)." This exhibit, located about 9 miles from the hotel, charts the human fascination with the moon and how it has affected our religious beliefs, art and science. Cost is \$20; get the gang together and it's \$15 each for 10 or more people.

Food, Glorious Food...

A city like Toronto offers a cornucopia of cuisine. See Toronto Now provides recommendations and reviews for your food adventures. [Search the site](#) by type of cuisine, as well.

If you want to keep it simple, visit [Assembly Chef's Hall](#), called a "grown up food court," for various palates – seafood, barbeque, fried chicken, contemporary Canadian comfort food, vegetarian and vegan, plus ethnic favorites: Italian, Mexican, Asian, Mediterranean. It also houses dessert and coffee as well as beer and wine bars.

What a Zoo!

Take public transportation or drive to the [Toronto Zoo](#) with its 5,000+ animals representing both hemispheres. In addition to some familiar names like the wood bison and Sumatran tiger, check out the Blue Poison Dart Frog from South America and the Red Claw Yabby, Australia's version of a freshwater crayfish. World Lion Weekend is Aug. 10-11, with proceeds supporting Ewaso Lions, a Kenyan conservation organization.



Photo by [Wikimedia Commons](#)

Toronto on Your Time

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Slightly closer to the hotel is [Ripley's Aquarium of Canada](#). Check out the sharks and eels in Dangerous Lagoons, or Curious Creatures like the Peacock Mantis Shrimp and Polka-dot Batfish. And, (Ripley's) believe it or not, there's even a critter known as the Sarcastic Fringehead (no, that's not my nickname). AEJMC members can get a 30% off discount using the code **AEJMC30**.

Island hopping, anyone?

Take public transportation to the Lake Ontario waterfront for a short ferry ride to the [Toronto Islands](#). Boats leave from the Jack Layton Ferry Terminal; most go to Centre Island to enjoy beaches, biking, kayaking or just a leisurely walk.

And all that Jazz...

[The Rex Jazz and Blues Bar](#), with the tagline "Where Jazz Lives," hosts 80 shows a month to satisfy a broad range of music styles – blues, jazzy swing, boogie-woogie, R&B and ballads. Enjoy the music, a pint and affordable pub fare at the Rextaurant.

If dancing is more your thing, visit Withrow Park for [Dusk Dances'](#) outdoor dance festival. Arrive at 7 p.m. to hone your square-dancing skills. The dance performances begin at 7:30 p.m. The pay-what-you-can event has a suggested price of \$15 per person.

And, last but not least, [Rocky Mountain Chocolate Factory in Toronto Eaton Centre](#). Need I say more?? •



Photo by [@rexhoteltoronto](#) (Instagram)

International Travel Tips

Check travel requirements. Some visitors may require an eTA.

Make copies of travel documents. Keep a copy and give the other to a friend at home.

Ask your health insurance provider about coverage or available options.

Inform your bank that you're traveling and ask about foreign transaction fees.

Consider getting Canadian dollars before leaving as a precaution.

ATMs are often the cheapest and most convenient way to get local currency.

Avoid roaming fees or no service at all! Contact your cell phone carrier about international plans.

There's an app for everything! Research apps that will locate local deals, keep track of your itinerary, and offer free calling options.

Register with and record the contact info for the closest Embassy.

Pack medicine and a change of clothes in your carry on bag – just in case!

Check airline baggage rules, which may differ for international flights.