

# PUBLIC RELATIONS DIVISION OPERATIONS MANUAL

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- Revised in 2015 by Denise Bortree, Tiffany Gallicano, and Emily Kinsky
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## ABOUT AEJMC

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### FOUNDING

The Association for Education in Journalism (AEJ) was founded in 1912 and is now the Association for Education in Journalism & Mass Communication (AEJMC) with nearly 4,000 members. The Public Relations Division (PRD) was founded in 1965. It is one of the largest divisions in AEJMC and is the largest organization of public relations educators in the world. The current AEJMC constitution and bylaws were adopted in 1990 and revised eight times through 2006. Amendments to the PRD constitution and bylaws were adopted in 1989, and they have been revised several times since.

To be a member of PRD, a practitioner, educator or student must join AEJMC. Memberships are renewed annually. Dues for membership in each division range from \$10 to \$40, in most cases with a reduced rate for students. Based on a recommendation from the PRD leadership at the 2004 convention, the PRD members approved a \$5 increase in dues, which are now \$30 (\$20 for students). Membership dues are divided within the PR Division accounts so that \$14 (the amount Taylor & Francis charges each member for a subscription to the Journal of Public Relations Research) goes into the journal account, and the remaining \$16 goes into the general fund to be divided into grants/awards accounts as needed and to cover conference costs and other promotional and operating expenses.

### STRUCTURE

AEJMC encompasses (a) a board of directors and (b) several committees, (c) two commissions, (d) several divisions and interest groups, (e) the Council of Divisions, (f) affiliate organizations and (g) the Council of Affiliates. Commissions, councils, divisions and interest groups participate in program chipping for the AEJMC convention.

(a) BOARD of DIRECTORS— The 16-member AEJMC board includes the president, president-elect, vice president, past president, and chairs from each of the following committees: Professional Freedom & Responsibility (PF&R), Research, Teaching, Publications, as well as the Council of Divisions chair and vice chair, Council of Affiliates chair, Commission on the Status of Women chair, Commission on the Status of Minorities chair, Association of Schools of Journalism & Mass Communication (ASJMC) president and president-elect, and the AEJMC executive director.

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## AEJMC STAFF:

- Executive Director Jennifer McGill (aejmchq@aol.com) – manages the staff and serves as a liaison to officers; serves as business manager for AEJMC journals.
- Desktop Publisher/Council of Divisions Liaison Felicia Greenlee Brown (aejmcprogram@aol.com) – handles layout and production of the AEJMC conference program. Coordinates Council of Division activities, the conference Job Hub, conference papers with All-Academic and the JMC e-Directory.
- Website Content Manager K. Anthony (aejmcwebsite@aol.com) – edits AEJMC News and ASJMC Administrator; responsible for production of ASJMC Insights; maintains AEJMC and ASJMC Websites.
- Business Manager Belinda Pearson (aejbusinessmgr@aol.com) – manages association finances and convention registration.
- Newsletter Editor/Project Manager Lillian Coleman (aejmcnews@aol.com) – edits association publications, manages special projects and administers association grant programs.
- Membership Coordinator Pamella Price (aejmcmemsub@aol.com) – maintains databases for the association and the publications.
- Conference/Meetings Manager Amanda Caldwell (aejmcmeetings@aol.com) – manages room and AV booking for the convention.
- Public Relations Manager Samantha Higgins (aejmcprr@aol.com) – coordinates media relations, advertising and marketing efforts for AEJMC and ASJMC; maintains the AEJMC blog.
- Receptionist/Office Assistant Janet Harley (aejmcassistant@aol.com) – handles general AEJMC and ASJMC inquiries. Maintains the AEJMC and ASJMC officer database. Assists with conference exhibiting and display advertising in the conference program.

(b) **STANDING COMMITTEES**– The four standing committees (PF&R, Research, Teaching, and Publications) include nine members each. A maximum of one person per school may be appointed to any one committee, and any individual may serve on only one committee at a time. An individual may be appointed to no more than two consecutive 3-year terms, but any member in good standing is eligible for unlimited nonconsecutive terms. Additional appointed standing committees serving the board vary in size and include Membership, Finance, and Nominations and Elections, and Strategic Plan Implementation. Appointed annual committees include News Engagement Day, Equity & Diversity Award, and Scholarsourcing.

(c) **COMMISSIONS**– The Commission on the Status of Women and the Commission on the Status of Minorities.

(d) DIVISIONS and INTEREST GROUPS– Interest groups must have at least 75 dues-paying members by Oct. 1 to form and be recognized by the Board of Directors. Formal status as an interest group generally lasts for 1 to 3 years, though this is renewable by the Board. After an interest group has undergone a successful 5-year assessment and has at least 125 voting members, it can petition to become a division.

(e) COUNCIL OF DIVISIONS (CoD)– To plan the annual meeting’s programs and represent the membership’s diverse interests to the AEJMC Board of Directors, CoD voting members include the head and vice head of each division, interest group, commission and affiliate, plus a CoA representative. From its membership, the CoD elects a vice chair annually at the convention. After serving as vice chair, that person becomes chair. The chair and vice chair participate in the chipping process in the fall and manage convention scheduling.

COUNCIL of AFFILIATES (CoA)– One representative from each affiliate organization is seated on the Council of Affiliates, including representatives of the Community College Journalism Association (CCJA) and the Association of Schools of Journalism & Mass Communication (ASJMC). Members of ASJMC are typically academic unit administrators (chairs, deans and directors).

AEJMC also has close ties with some non-chipping affiliates:

- The World Journalism Education Congress (WJEC) began with preliminary meetings in Toronto (2004) and Singapore (2007). AEJMC is a participant in the coalition that now includes 32 journalism and mass communication academic associations worldwide. Housed at the University of Oklahoma, WJEC is sponsored by the John S. and James L. Knight Foundation and the Ethics & Excellence in Journalism Foundation.
- The independently operating Accrediting Council on Education in Journalism & Mass Communications (ACEJMC) is housed at the University of Kansas under the management of Executive Director Suzanne Shaw. Note there is an “s” on “communications” only for the Accrediting Council – not for AEJMC or ASJMC. The AEJMC Standing Committee on Teaching appoints the AEJMC voting member(s) of ACEJMC.

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## REPORTS AND ASSESSMENTS

The head of each division and interest group is to submit an annual report to AEJMC by about June 15 each year, and a thorough assessment of each division and interest group is conducted every five years (PRD years are 2013, 2018, etc.). Chairs and/or other members of the three AEJMC standing committees (PF&R, Teaching and Research) review the annual reports from the previous five years before meeting with the division’s outgoing head and incoming head during

the pre-conference day of the convention. The primary purpose of the assessment is to ensure that the division is maintaining a balance among the three initiatives (PF&R, Teaching and Research) and to provide suggestions for more efficient and effective operations.

## PUBLIC RELATIONS DIVISION

### ABOUT THE PUBLIC RELATIONS DIVISION

AEJMC's Public Relations Division is the largest organization of public relations educators in the world. Its members represent institutions of higher learning in the United States and about 20 other countries around the world.

The Public Relations Division advances public relations teaching, research, and professional freedom and responsibility through:

- Research paper competitions for faculty and graduate students at its annual convention;
- *Journal of Public Relations Research* and the *Journal of Public Relations Education*;
- A quarterly membership newsletter, *PR Update*;
- Special programs to promote international research by graduate students and diversity among prospective educators;
- Liaisons with professionals in the field;
- Information and facilitation of discussions to advance members' research and teaching through the PRD website and social media channels.

### SENIOR LEADERSHIP

The PRD Executive Committee (informally referred to as the “board”) is comprised of the immediate past head, head, vice head and vice head-elect. A new vice head-elect is chosen each year with a 4-year commitment: (1) vice head-elect, (2) vice head and programming chair, (3) head and (4) immediate past head.

Duties of the Executive Committee include making interim appointments to fill unexpired terms of office and advising officers and committee members in guiding affairs between annual meetings. The head may appoint additional officers and committee members who, along with the chairs of the three standing committees (PF&R, Teaching and Research), serve in ex-officio positions on the board.

The PRD Past Heads Council is an advisory body to the Executive Committee. All past PRD heads are members, and the Council elects its chair during the Past Heads meeting at the AEJMC convention.

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## NOMINATIONS AND ELECTIONS

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### PRD LEADERSHIP

The only position up for election each year is typically that of vice head-elect, who serves one year each as vice head-elect, vice head/programming chair, head and immediate past head.

If for any reason, the current vice head cannot move up to head and/or the current vice head-elect cannot move up to vice head, an election will be held for one or both of those positions.

The PRD head appoints two or more past heads to the Nominating Committee. Typically, the immediate past head chairs the Nominating Committee. A call for nominations should be distributed at least 6 months prior to the annual convention. The Nominating Committee should actively seek nominations, review the credentials of prospective candidates, and identify qualified candidates. Once a candidate has agreed to run, he or she will provide the Nominating Committee with a 500-word biography, a photo, and two references related to his/her PRD volunteerism.

Vice Head-Elect requirement for nominations:

1. PRD member
2. 2 years of committee leadership
3. Strong performance during volunteerism with PRD

Vice Head-Elect preferred criteria

1. Tenured, or equivalent
2. Former chair of the research or teaching committee (to have familiarity with AllAcademic and our paper competition procedures)
3. At least 5 years of experience as a volunteer on at least two PRD committees (to better understand the breadth of the division)

Vice Head-Elect review materials

1. 500-word bio
2. List of AEJMC/AEJMC PRD leadership positions held (include years they were held)
3. Two references related to volunteer work for PRD with the best phone numbers and email addresses for reaching them

### Vice Head-Elect election process

1. The Nomination Committee will narrow candidates based on the criteria and make recommendations to the Executive Committee.
2. If more than one candidate meets all required and preferred criteria, as judged by the Nomination Committee, the top two will be put forward for election.
3. Recommendations from the Executive Committee will be forwarded to the Past Heads Council, which may express support or concerns for nominees.
4. Regardless of the number of nominees, an electronic ballot will be sent to the PRD membership. If there is more than one nominee, a vote will take place and the winner announced. If there is only one nominee, the membership will be asked to acknowledge their support of the nominee.
5. In the event of a tie between two candidates, a decision will be made by the Past Heads Council.
6. The new VHE will be announced via the listserv and welcomed at the PRD business meeting at AEJMC.

This early election allows for the elected Vice Head Elect, Vice Head and Head to attend the AEJMC training sessions.

Terms of office are one year, beginning with the first day following the last day of the annual convention and extending until the last day of the next year's convention, or until a successor has qualified and taken office. Because the AEJMC fiscal year runs October 1-September 30, some duties of the outgoing head may be prescribed by AEJMC as extending for a limited time beyond the annual convention.

### PAST HEADS COUNCIL

The Past Heads Council Chair will coordinate the location of the past heads luncheon. The Chair will communicate with the current Vice Head to find out the best day and time during the conference for the luncheon and communicate with the current Head for items that should be on the agenda for discussion by the past heads.

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### JOURNAL EDITORSHIPS

The Public Relations Division has two AEJMC-recognized publications:

- *Journal of Public Relations Research*
- *Journal of Public Relations Education (formerly Teaching Public Relations Monographs)*

Following the pattern of AEJMC publications (see AEJMC Bylaws, Article IX-Publications), the editor of each PRD journal shall exercise final authority on editorial content, while the Division Head shall serve as the journals' business manager. The editors of the *Journal of Public Relations Research* and *Journal of Public Relations Education* are selected by advisory boards made of PRD members. Composition of advisory boards is indicated below. The terms of office for the editorships are 3 years and can be extended for a second term. The terms begin the first day following the last day of the annual convention and extend until a successor has qualified and taken office.

A four-member advisory board will be comprised of:

1. Two past JPRR editor (preferably including the current editor)
2. Two past heads of the PRD who have not been JPRR editors
3. In the event of a tie, the PRD head at the time of editor selection will serve as a 5<sup>th</sup> member and tie-breaker.

The intent is that this committee composition also apply to the Journal of Public Relations Education, once there is a sufficient pool of past editors to make the system possible.

### **JPRE Editor Appointment Policy**

The Journal Editor will be appointed for a 3-year term by an Advisory Board to consist of the Head of the AEJMC Public Relations Division, prior JPRE/TPR editors, and up to five other members, selected by the PRD Head and prior editors. An editor may serve consecutive terms.

The Editor may appoint Associate Editors to serve for a 1-year term, which may be renewed at the discretion of the Editor. Associate Editors may submit manuscripts for review at the journal.

JPRE editorial board members will be appointed by the journal editor and shall serve for 2 years with reappointment at the discretion of the editor. Board members may submit manuscripts for review at the journal.

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## **OFFICERS**

**HEAD** – presiding officer of PRD and the Executive Committee, adviser to the PRD convention programming chair, and a member of the AEJMC Council of Divisions (CoD). The head shall administer PRD affairs with the advice and consent of the Executive Committee, appoint committee members, direct all business and fiscal matters, including those of its journals, and confer with the Executive Committee on expenditures in excess of \$100.



- TRAINING—Attend training for incoming heads the last morning of the convention before term of office as head.
- APPOINTMENTS— Construct the PRD leadership roster. Consult and advise officers and chairs as needed.
- FINANCES— Monitor PRD finances, review fund requests and submit expense requisitions to AEJMC Business Manager.
- CONVENTION— Consult and advise the vice head/programming chair about the call for proposals, review of proposals, and development of convention activities. Turn in all check requests for awards and orders for award plaques.
- PAPERS— Consult and advise research and teaching chairs with the call for papers, review of papers, and programming of paper presentations at the convention.
- COMMUNICATION— Consult and advise the communication manager, who then supervises the chairs/managers/editors of the website, social media, newsletter and listserv. Provide copy and other content as needed.
- NOMINATIONS and ELECTIONS— Consult and advise the Nominating Committee on the call for nominations, construction of a slate or ballot, and conducting of the annual election to be held prior to or during the AEJMC convention.
- REPORTS and ASSESSMENTS— Write the PRD annual report and submit it to headquarters by the deadline (about June 15), and prepare to participate in the 5-year assessment conducted during the pre-conference day (2008, 2013, 2018, etc.).
- TRANSITION— Attend the outgoing Council of Divisions meeting during the convention. Preside at the outgoing board meeting, annual business meeting and Bill Adams/Edelman luncheon. Introduce the incoming head at the PRD business meeting.

**VICE HEAD** – incoming head, convention programming chair, a member of the AEJMC Council of Divisions (CoD) and the PRD Executive Committee, and presiding officer of PRD in the absence of the head.

- TRAINING and RESOURCES— Attend training for incoming vice heads the last morning of the convention before term of office as vice head.
- CONVENTION— Coordinate the call for panel proposals and review of proposals. Develop a pre-conference program. Negotiate deals with co-sponsoring divisions and interest groups. Notify panel applicants of acceptance/rejection and advise on development of chipped panels. Work with other leaders to secure convention sponsorships (pre-conference, social, etc.). Submit event forms to AEJMC (pre-conference, co-sponsored panels, research presentations, meetings, socials, luncheons, tours, comped speaker registrations). Manage the hour-to-hour implementation of conference programming – be the “go-to” person for PRD convention activities.

- **APPOINTMENTS**– Begin constructing the following year’s leadership roster early in the spring. Key early appointments must be made in advance of travel arrangements so that the incoming head, vice head, vice head-elect, research chair(s), teaching chair(s) and PF&R chair(s) can participate in leadership training on the morning of the last day of the convention. Other appointments may be made after the convention because new volunteers who attend the incoming board meeting at the convention should be considered for appointed positions.
- **REPORTS and ASSESSMENTS**– Assist the head with the annual report, and prepare to participate in the 5-year assessment conducted during the convention (2008, 2013, 2018, etc.).
- **TRANSITION**– Attend the outgoing and incoming Council of Divisions meetings during the convention. Preside at the incoming volunteer meeting. Acknowledge the outgoing head at the PRD business meeting, typically with a personal gift of appreciation from the incoming head to the outgoing head. Attend training for incoming heads the last morning of the convention before term as head.

**VICE HEAD-ELECT** – assistant to the vice head, member of the PRD Executive Committee, Bill Adams/Edelman Luncheon coordinator, and incoming vice head.

- **TRAINING and RESOURCES**– Attend training for incoming vice heads the last morning of the convention before term of office as vice head-elect.
- **CONVENTION**– Participate in reviewing panel proposals and developing convention programming. Assist the vice head as needed in convention management. Represent PRD at the AEJMC New Members Breakfast during the convention.
- **LUNCHEON**– For the Edelman/PRD convention luncheon, confirm sponsorship with Edelman contact and coordinate arrangements with the Edelman contact. Scout the luncheon facility in advance (or ask someone in the local area to do so), and make sure A/V (screen, mic, sound system) and other needs are met. Manage check-in at the luncheon and recruit volunteers to help, including someone to walk the group to the destination. Provide a gift for John Edelman (if he attends) and the speaker from the vice head-elect’s state. The vice head elect may be reimbursed by the division for a speaker gift in the \$40-\$50 range, provided that the division budget is \$5,000 or higher at the start of the year.
- **TRANSITION**– Attend the incoming Council of Divisions meetings during the convention. Attend training for incoming vice heads the last morning of the convention before term as vice head.

**IMMEDIATE PAST HEAD** – an advisory and voting member of the Executive Committee and the Past Heads Council. If possible, the immediate past head should chair the Nominating Committee.

**SECRETARY** –responsible for recording and submitting to the head minutes of all PRD convention business/officer meetings; ex-officio member of the Executive Committee; takes notes during all PRD conference calls.

## **STANDING COMMITTEES**

The Public Relations Division has the following standing committees:

- Research
  - Open Research Chair(s)
  - Teaching / Student Research Chair(s)

**OPEN RESEARCH CHAIR(S)**-- AEJMC requires at least one research chair. The head may appoint one research chair, co-chairs, or a chair and one or more vice chair(s). The research chair position is a 2-year commitment (vice chair in Year 1 and chair in Year 2), and during this time the chair cannot submit to any PRD paper competition.

The preferred criteria for the research chair position are:

- Tenured professor teaching and conducting research in public relations
- Previous experience of handling paper competitions

The duties of the research chair are the following:

- **TRAINING and RESOURCES**–Both the chair and vice chair should attend training for incoming research chairs the last morning of the convention prior to term of office.
- Issue call for papers.
- Recruit as many judges as possible to review papers. Typically about 100 reviewers are needed. (An author can judge papers in any category in which he/she is not competing).
- Monitor submissions for compliance with rules (page limit, paper limit, clean paper, etc.) and notify the authors of any papers out of compliance and, therefore, ineligible for review.
- Make certain that access has been opened to all of the PRD paper categories (research, teaching, student).
- Assign papers to judges and provide them with instructions, particularly in regard to compliance with rules. Report the data to the Executive Committee: top three research

papers, top three teaching papers, top three student papers, and submissions/acceptance numbers for each category.

- Group accepted papers for various presentation sessions and notify authors of presentation times.
- In consultation with the Executive Committee, appoint moderators/discussants to research sessions.
  - Normal appointments would include one moderator and one discussant (respondent) for each panel session (3-4 papers); one moderator and 2-3 discussants for each high-density session (8-10 papers); and one discussant for every 5-7 papers in scholar-to-scholar or another poster forum.
  - Typically, teaching chair(s) serve as moderator/discussant for the presentation of the top teaching papers, and research chair(s) serve as moderator/discussant for the presentation of top research papers.
  - Other moderator/discussant appointments may help other officers/chairs to secure travel funding from their universities.
- Select the top reviewer in each category and notify the head so that a check can be cut and a certificate can be created.
- REPORTS and ASSESSMENTS– Supply the head with data for the annual report.

**TEACHING CHAIR(S)** – AEJMC requires at least one teaching chair. The head may appoint one teaching chair, co-chairs, or a chair and one or more vice chair(s). This role involves more than overseeing the teaching and student paper competitions; the teaching chair is in charge of encouraging excellent teaching practices year-round.

The preferred criteria for this role are the following:

- Tenured professor teaching and conducting research in public relations
- Previous experience of handling paper competitions

The duties and responsibilities for this role include the following:

- TRAINING and RESOURCES– Attend training for incoming teaching chairs the last morning of the convention prior to term of office.
- INITIATIVES– Strive to arrange programming and document member accomplishments in the four areas of:
  - a. Curriculum – The philosophy, design and examination of issues, developments and trends in building curriculum.

- b. Leadership – Organizational efforts to recognize and enhance good teaching, mentoring and ways of thinking about teaching and learning.
  - c. Course Content and Teaching Methods – Examining teaching techniques and strategies.
  - d. Assessment – Weighing the effectiveness of teaching.
- Distribute communications about teaching initiatives via the PRD listserv, newsletter and/or homepage.
  - CONVENTION– Actively encourage and advise members on the submission of teaching-related panel proposals. Report the top three teaching paper and student paper submissions/acceptance data to the head. Serve as moderator/discussant for the presentations of teaching papers and/or student papers at the convention. Encourage authors of the top three teaching papers to submit their manuscripts for priority processing with JPRE.
  - OUT-OF-CONVENTION– Actively encourage members to report out-of-convention teaching accomplishments (papers, presentations, innovations, etc.). Compile and report these accomplishments to the head for the annual report. Encourage pedagogy, in general, and submissions to JPRE.

**PROFESSIONAL FREEDOM & RESPONSIBILITY (PF&R) CHAIR(S)** – AEJMC requires at least one PF&R chair. The head may appoint one PF&R chair, co-chairs, or a chair and one or more vice chair(s).

The duties and responsibilities for this role include the following:

- TRAINING– Attend training for incoming PF&R chairs the last morning of the convention prior to term of office.
- INITIATIVES– Strive to arrange programming and document division accomplishments in the five areas of: (1) free expression; (2) ethics; (3) media criticism and accountability; (4) diversity and inclusion; and (5) public service.
- Distribute communications about PF&R initiatives via the PRD listserv, newsletter and/or homepage.
- CONVENTION– Actively encourage and advise members on the submission of PF&R-related panel proposals.
- OUT-OF-CONVENTION– Actively encourage members to report out-of-convention PF&R accomplishments (papers, presentations, etc.). Compile and report these accomplishments to the head for the annual report.

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## JOURNAL EDITORS

The Public Relations Division has two AEJMC-recognized publications:

- Journal of Public Relations Research
- Journal of Public Relations Education
- Retired journal: Teaching Public Relations *TPR Monographs*

The duties for these editorships of the *Journal of Public Relations Research* and *Journal of Public Relations Education* are the following:

- Coordinate with the review, revision and publication of research articles.
- Compile an annual report by late spring for submission to the head.
- Recruit reviewers.
- Publish journal issues on a regular schedule.

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## COMMUNICATION TEAM

This team is led by the Communication Manager. The subcommittees for this team include:

- Social Media
- Website
- Newsletter
- Listserv

The duties and responsibilities for these subcommittees include the following:

- Must appoint chair/liaison role who will communicate and work together to create a content strategy
- Must abide by the cross promotion policy of the Division (see Appendix)

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## COMMUNICATION MANAGER

- The Communication Manager reports to the Executive Committee.
- Manages the communication channels – PR UPDATE (newsletter), website, social media and listserv.
- Coordinates content across channels.
- Creates strategies for effectively communicating with members.

The Communication Manager has preferably served as PR Update editor, Social Media Chair or Website Chair.

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## PR UPDATE NEWSLETTER TEAM

- Create and post four issues per year of the digital newsletter (*PR Update*).
- Work with the other communication teams and committee chairs to provide membership with relevant information.

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### WEBSITE TEAM

- Appointed web manager and team are responsible for maintaining the PRD website.
- Coordinate technical arrangements and adhere to aejmc.net guidelines.
- Post new messages (including online publications and news alerts) and archive previous communications.

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### SOCIAL MEDIA TEAM

- Develop a sense of community through an AEJMC PRD presence on relevant social media sites.
- Provide social media coverage for AEJMC PRD activities during the conference.
- Participate in a social media planning meeting during the conference and video chats at the start of each semester.
- Coordinate a schedule to assign weekly responsibilities for updating AEJMC PRD channels during the year.
- Measure social media efforts and write recommendations for the following year.

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### PRD LISTSERV MANAGER

- Responsible for maintaining the PRD listserv established by Denise Bortree through the server at Penn State University.
- Add new members as notified by AEJMC.
- Serve as moderator for postings to the list.

**MEMBERSHIP COMMITTEE/TEAM** – The head may appoint one membership chair, co-chairs, or a chair and one or more vice chair(s). The purpose of the Membership Committee is two-fold:

**Current Member Satisfaction & Support:** In this role the membership committee develops benchmarks and information relating to current members of the division. For example the committee may investigate, through survey or interviews:

- Current or future needs of members.
- Overall satisfaction with the division, or satisfaction with specific aspects of the PRD such as leadership, potential for involvement, graduate student support, or other.
- Commitment to the division, or strength of relationship to the division.

- Willingness to serve.
- Other topics as relevant.

In this role the membership committee also provides support to members, for example through the **Mentorship Program** (discussed below) and the provision of newsworthy information to the social media team and newsletter team to bolster value to members.

**New Member Recruitment:** In this role the membership committee seeks to increase the membership of the PRD through a variety of initiatives including:

- Communication with other AEJMC divisions and interest groups.
- Invitations to participate in the Mentorship Program.
- Participation in the AEJMC New Member Breakfast.

## **MEMBERSHIP COMMITTEE VOLUNTEERS**

The Membership Committee has need for many volunteers who work on a variety of membership programs as detailed below:

### **Membership Chair**

- With input from the Committee, sets membership goals for the year.
- Develops membership materials.
- Manages committee volunteers.
- Tries to identify potential new initiatives to retain and recruit members.
- Attends AEJMC New Member Breakfast.
- Tries to identify new members at the AEJMC convention.
- Coordinates liaison efforts both within the division and outside of the division.
- Promotes attendance at the AEJMC convention.

### **Mentorship Program**

The **Mentorship Program** was established by AEJMC in 2012 to encourage divisions to alleviate the stress and confusion of first-time attendees. In 2013, the PRD extended the mentorship program to accommodate mentorship needs of its members at various stages of their careers (for example, members at the third-year review or tenure stage, or members entering the job market). The aim of the PRD is to have the mentorship relationships developed prior to each convention continue between the mentor/mentee pairs as needed, rather than merely a one-time interaction.

Volunteers for this program will:



- Coordinate the extension of invitations to members to participate as either mentors or mentees.
- Determine mentor-mentee matches.
- Communicate these matches to the mentors and mentees.
- Coordinate a mentorship event (e.g., coffee) at the conference for the mentorship pairs to meet.

### **Liaison Program**

Volunteers for this program will:

- Liaise with other PRD committees such as the graduate student liaison team and the research chairs to coordinate best service to members.
- Liaise with other AEJMC divisions, interest groups, and commissions to identify potential new members and build relationships with potential PF&R panels. At this time liaisons work with:
  - Korean American Communication Association
  - Graduate Student Division

### **Identification of Information of Interest or Importance**

The purpose of this program is to identify tips or reasons for membership to be disseminated to members through the communication teams. Volunteers for this program will:

- Identify information of interest to PRD members.
- Create useful tips for members, or reasons for membership.
- Liaise the communication manager for dissemination of this information.

### **Membership Evaluation**

With the Chair, volunteers for this program will:

- Develop evaluative measures of membership satisfaction and commitment.

**PROFESSIONAL LIAISON(S)** – the head may appoint one professional liaison, co-liaisons, or a liaison and one or more associate liaison(s).

The duties and responsibilities for this role include the following:

- INITIATIVES– Seek ways in which the resources of professional associations, firms and practitioners can enhance the activities of PRD and/or the professional development of members.
- CONVENTION–Assist in planning the pre-conference and suggest to the vice head the names of practitioners who might be convention presenters.
- OUT-OF-CONVENTION—Plan Twitter chats with the social media team in partnership with an outside professional organization (e.g., PRSA).

**GRADUATE STUDENT LIAISON(S)** – the head may appoint one graduate student liaison, co-liaisons, or a liaison and one or more associate liaison(s).

The duties and responsibilities for this role include the following:

- INITIATIVES– Set graduate student goals and coordinate outreach and mentoring initiatives. Coordinate efforts with the research chair(s) and membership chair(s) to encourage membership among graduate students. Assist the Roschwalb and Kaiser chairs as needed.
- CONVENTION– Encourage students, particularly those attending universities in the convention’s host city, to participate in convention activities.
- LUNCHEON – Committee coordinates a graduate student luncheon to be held during the annual conference. Chair will recruit the sponsor and organize the RSVP list.

#### **SOCIAL EVENT CHAIR(S)**

- CONVENTION– Organize and coordinate the PRD off-site social at a site in close proximity to the convention hotel. Solicit financial sponsorships and request reservations in order to anticipate crowd size. Coordinate with the communication manager regarding promotional posts for sponsors.

**ROSCHWALB CHAIR(S)** – Students in public relations whose plans include study or research 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 of the Association for Education in Journalism and Mass Communications. This \$250 grant/awards honors the memory of American University Associate Professor Susanne A. Roschwalb, who was active in the Public Relations Division until she died in February 1996 at age 56 from complications related to breast cancer.

The head may appoint one Roschwalb chair, co-chairs, or a chair and one or more vice chair(s).

The duties and responsibilities for this role include the following:

- APPLICATIONS– Encourage students to apply for the Susanne A. Roschwalb grant to offset the cost of travel outside the U.S. to study international public relations topics. Graduate student liaison(s) may assist Roschwalb chair(s) in selecting a recipient and encouraging the recipient to attend the convention.
- Promote the award via the PRD’s communication channels
- Select the student winner.
- Notify the head of the division and the winner.
- Help with fundraising to increase the endowed account, possibly including temporary award partners to increase the award amount (e.g., in 2017, Mass Communication & Society entered a matching funds partnership with PRD to match funds given by PRD to the Roschwalb winner up to \$1,000).

**KAISER CHAIR(S)** – This award honors [Inez Kaiser](#), the first African-American woman to belong to PRSA and to head a PR agency with national clients. The Inez Kaiser Award recipient gets a one-year membership to AEJMC and the Public Relations Division. If the winner already has a membership for this year, the award will extend his or her membership for a year past your current membership.

The head may appoint one Kaiser chair, co-chairs, or a chair and one or more vice chair(s).

The duties and responsibilities for this role include the following:

- APPLICATIONS– Encourage students to apply for the Kaiser Graduate Students of Color Awards, which are intended to enhance the diversity of PRD with one-year memberships in AEJMC and PRD. Graduate student liaison(s) and/or membership chair(s) may assist Kaiser chair(s) in reviewing applications and selecting recipients who intend to attend the convention. Consideration should be given to applicants who have papers accepted for the convention.
- FINANCIAL SUPPORT– Work to raise funds for the Kaiser account. The PRSA Foundation has generously supported the award for several years. Graduate student liaison(s) and/or membership chair(s) may also assist in soliciting sponsors.

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## **SUCCESSION IN COMMITTEE LEADERSHIP AND MEMBERSHIP REQUIREMENT**

A committee vice chair role is a 2-year commitment. The first year is a training position, and the volunteer is titled as a vice chair. With the recommendation of the chair, the vice chair will advance into the chair position during the second year and will train the new vice chair. The only exception for these rotations are positions in which unique talents are required, such as the newsletter editor and website chair. Those leaders have the option of remaining after a year at the discretion of the executive board.

Chairs rotate off after their year of service and have three options:

- Applying for vice head elect (keeping in mind the required and preferred qualifications described in this operations manual)
- Serving as a vice chair or chair of a new committee if a position is open
- Moving to another committee as a committee member to cross train for executive leadership
- Serving on the same committee as a committee member

In March each year, Chairs will respond to an email from the vice head regarding whether the vice chair is interested and has performed satisfactory service to advance into the chair role. If the vice chair is unfit to advance, the vice head may choose to appoint a different chair in consultation with the division head and vice head elect.

Chairs will also ask their committee members if any want to apply for Vice Chair for that committee for the next year. The Chair will then send those applications along with his/her recommendations to the Vice Head. The recommendations from the Chair should be based on years of service and quality of effort. The committee members should be told that there is no obligation for them to move into the Vice Chair role. In the case where none of the current committee members apply for Vice Chair, this position is open for others outside the committee. Based on the recommendations of the Chairs, the Vice Head will select the incoming Vice Chair for each committee.

All Chairs, Vice Chairs and committee members must be members of the Public Relations Division. The chair must be present at the outgoing leadership meeting and the division's business meeting.

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## **AD HOC COMMITTEES AND TASK FORCES**

An ad hoc committee is formed for a specific task or objective, and dissolved after the completion of the task or achievement of the objective. The PRD head has the discretion to appoint ad hoc committees and task forces.

For 2012-2013, the following ad hoc committees and task forces were created:

- Delphi Study
- Fundraising

For 2013-2014, the following ad hoc committees and task forces were created or continued:

- Fundraising
- Publishing Task Force
- PRSA Diversity Grant Writing Team

For 2014-2015, the following ad hoc committee was created:

- 50th Anniversary Committee

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## DIVISION AWARDS

**Doug Newsom Award:** A research award given for competitive papers that address global ethics and global diversity. This award was created to celebrate the 50<sup>th</sup> anniversary of the PRD in 2015. It honors Doug Newsom, who chaired the division 1974-1975.

**Open Research Awards:** Currently sponsored by PRD member, past head and textbook author Dennis Wilcox, these awards are given to the top faculty research papers: \$750 to the first place teaching paper, \$500 to the second place, and \$250 to the third place winner.

**Top Student Papers:** The Plank Center for Leadership in Public Relations gives awards to the top graduate student papers: \$300 for first, \$200 for second, and \$100 for third.

**Teaching Awards:** Currently sponsored by PRD member, past head and textbook author Dennis Wilcox, these awards are given to the top teaching papers: \$750 to the first place teaching paper, \$500 to the second place, and \$250 to the third place winner.

**Poster Awards:** This award is given to the best visual displays in each of the PRD poster sessions. The judging sheet for the poster / visual display judging is below<sup>1</sup>:

### Judging Sheet for AEJMC Poster Session – Public Relations Division

**Number of Poster:** \_\_\_\_\_

**Name of Judge:** \_\_\_\_\_

Rate each poster on a scale from 1 – 5 (1 is poor, 5 is excellent)

Includes an informative abstract                      1        2        3        4        5

Clearly outlines the thesis, method,  
\_\_\_\_\_

<sup>1</sup> This judging sheet was created by the History Division. Lisa Burns, the former chair of the Division, gave the PR Division permission to use and modify this form.

main points, and results of the paper	1	2	3	4	5
Uses visuals, such as photos and charts, effectively	1	2	3	4	5
Presents the information in an engaging manner	1	2	3	4	5
Poster attracts the audience's attention and stimulates conversation	1	2	3	4	5

**TOTAL SCORE (out of 25)** \_\_\_\_\_

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#### IN BRIEF DIVISION TIMELINE

August	Leadership Training
August / September	Leadership roster, fall newsletter, call for panel proposals, negotiations for panels
October-November	Panel submissions due, Call for Convention Papers written; call for submissions for regional conference
November-December	Scheduling of the conference by the CoD chair/vice chair
January	Spring newsletter, Roschwalb call, Kaiser call, call for PRD nominations, research chair conference call training, call for reviewer
February-March	AEJMC nominations

April	Review of papers, Roschwalb and Kaiser awards, voting on Vice Head Elect
May	Programming of papers, summer newsletter
June	Annual report
July	Final convention preparations
August	Convention

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## DETAILED DIVISION TIMELINE

### LAST DAY OF THE CONVENTION

Training sessions for incoming division officers– head, vice head, vice-head elect, research chair(s), teaching chair(s) and PF&R chair(s).

### SEPTEMBER

Leadership roster–Head submits names and contact information for officers and chairs to newsletter editor and website manager for publication.

The web manager posts the new leadership roster and moves the previous roster to the archives.

Fall newsletter– copy deadline about September 1, by e-mail to the communications director/newsletter editor. Typical content includes:

- Call for panel proposals written by the vice head
- Call for out-of-convention teaching accomplishments to be submitted by the teaching chair(s).
- Call for out-of-convention PF&R accomplishments to be submitted by the PF&R chair(s).
- Any planned initiatives in membership recruitment and retention.
- Any planned initiatives by professional liaison(s) and/or graduate student liaison(s).

Newsletter editor sends a proof to the Executive Committee and authors of articles, makes revisions, and submits the final copy to the head to send out via MailChimp and to the web manager for online posting.

The web manager posts the current issue and archives the previous issue. The web manager may also post teasers about the newsletter and call for panel proposals. The communication manager or newsletter editor distributes a listserv notice when the issue is online.

Convention preparations—Teaching and PF&R chairs work with members interested in developing panel proposals that focus on teaching or PF&R. The web manager obtains graphics for the next convention from the AEJMC office, transmits graphics to the communication director/newsletter editor, and creates a page for the next convention with links to the convention hotel, tourism bureaus, etc.

End-of-year reports—Outgoing/immediate past head completes reports as requested by AEJMC.

## **OCTOBER-NOVEMBER**

Convention panel proposals—Panel proposals should be submitted to the vice head/programming chair – submissions deadline hits about October 15. Head and vice head-elect may assist the vice head in reviewing panel proposals.

Vice head types the panel proposals acceptable for possible chipping into the AEJMC uniform template and submits to AEJMC – deadline about November 1. AEJMC will post all proposals online.

Vice head should negotiate as many co-sponsoring agreements as possible with programming chairs from other divisions and interest groups, striving for a mix of teaching and PF&R emphases. Contact information for programming chairs is available through [aejmc.org](http://aejmc.org). As many deals as possible should be made prior to the CoD chipping/scheduling. This often involves agreeing to co-sponsor a proposal submitted to another division in exchange for the other division co-sponsoring a proposal submitted to PRD. **The process can be facilitated if a proposal is submitted to both PRD and another group likely to co-sponsor.**

Call for convention papers— Research chair(s) submit the call to the vice head as early as possible in October. As programming chair, the vice head submits the call to the CoD chair prior to November 1 for review. After making any revisions suggested by the CoD chair, the programming chair submits the call to the communication director, newsletter editor and the web manager. After the web manager posts the call online, the communication director distributes a listserv notice.



AEJMC Scholars Award applications for grants (Emerging Scholars and Senior Scholars) – due October 15: scholars should submit applications to AEJMCHQ@aol.com in competition for several grants.

Paper Call: By November 15, the Research Chairs must file the group's paper call information with Felicia Brown for the January AEJMC newsletter.

## **DECEMBER**

Convention preparations– The vice head confirms Plank sponsorships for top student papers (\$300, \$200, \$100) and Wilcox sponsorships (\$750, \$500, \$250) for top open and teaching awards. Contact Karla Gower at the University of Alabama for The Plank Center sponsorship; an invoice for \$600 should be sent via the AEJMC business manager to Karla.

The vice head-elect confirms Edelman sponsorship for the luncheon. Contact Ann Glynn.

Research Program: Contact the division head or vice head and get the specific program times they scheduled for your groups' research sessions. Determine which Scholar-to-Scholar sessions your group is scheduled for.

## **JANUARY**

Spring newsletter– copy deadline about January 10, by e-mail to the newsletter editor. Typical content includes:

1. Call for convention papers written by the research chair(s) – submissions deadline April 1.
2. Call for paper reviewers written by the research chair(s).
3. A list of previous reviewers should be provided by previous research chair(s).
4. Call for Roschwalb sponsors and applicants written by Roschwalb chair(s) – deadline about April 15.
5. Call for Kaiser sponsors and applicants written by Kaiser chair(s) – deadline about April 15.
6. Call for nominations to be submitted to the PRD Nominating Committee by about May 1.
7. Any planned initiatives in membership recruitment and retention.
8. Any planned initiatives by professional liaison(s) and/or graduate student liaison(s).

Newsletter editor sends a proof to the Executive Committee and authors of articles, makes revisions, and submits the final copy to the web manager for online posting. The communication manager sends the newsletter out to members via MailChimp.

The web manager posts the current issue and archives the previous issue.

The web manager may also post teasers about the newsletter, call for convention papers, Roschwalb calls and Kaiser calls. The call for convention papers should include a link to AEJMC's Uniform Call for Papers.

The communication manager or newsletter editor distributes a listserv notice when the issue is online.

Research training– The CoD chair arranges conference call training for research chairs. Under consideration are a second round of conference call training in February when specific how-to instructions can be given and/or development of webinar training for research chairs.

Research judging: Call for more judges to handle the number of papers you received last year. Have back-ups lined up too in case you get more papers than in the past and for emergency situations when a reviewer cannot complete his/her reviews.

## **FEBRUARY-MARCH**

AEJMC nominations and elections– The Executive Committee and Past Heads Council should encourage qualified candidates from the PRD membership to submit nominations for AEJMC elected positions. They should then encourage members to vote for any PRD members who are on the ballot. Interested candidates should submit a bio and references to the nominations committee. AEJMC should distribute a call for nominations for the position of vice head-elect at least 6 months prior to the convention with a deadline 3 weeks subsequent to the call. The ballot should be distributed (in April or May) at least 3 months prior to the convention with a voting deadline 14 days later.

AEJMC Equity & Diversity Awards – due February 15 -- Academic units are assessed on diversity and equity among faculty.

Convention preparations– Vice head submits convention programming forms for pre-conference activities, any panels for which PRD is the lead sponsor, meetings, social(s), luncheon and off-site tours. The deadline for these forms is usually in March, and the deadline for forms for research sessions will be in early May.

Vice head submits requests for special funding for convention presentations, such as travel/lodging funding for speakers who are not AEJMC members. Vice head-elect should make contact with the Edelman staff person designated by John Edelman to organize the luncheon. Ann Glynn serves as the point person from the Chicago office and will connect you with the staffer closest to the conference site who will help find the restaurant location. Start trying to

get information from Edelman on the keynote speaker and the site in close proximity to the convention hotel. Vice head may assist the professional liaison(s) in securing sponsorship for the social and in selecting a site in close proximity to the convention hotel.

AEJMC will contact the vice head for descriptions of the top two PRD panels for AEJMC pre-convention publicity.

AEJMC will contact the vice head for a DIG report on PRD activities.

AEJMC will contact the vice head about the optional purchase of plaques. We purchase one plaque for each of the top 3 papers in the student, teaching, and open categories. We prepare enough certificates for each of the authors of all top 3 papers and other award winners. This is also the time to submit check requests for winners.

Leadership roster– The Executive Committee may assist the Nominations Committee in recruiting one or more qualified candidates for the position of vice head-elect. As per the bylaws, the election may be conducted online prior to the convention or it may be conducted during the business meeting at the convention. The vice head/incoming head should appoint research chair(s), teaching chair(s) and PF&R chair(s) in time for these incoming officers to make travel arrangements that will allow for them to participate in training the last day of the convention. The expected incoming vice head-elect should also participate in training.

Moderators: The Research Chairs should line up moderators for the PRD paper sessions. That way you will have them ready in May when you file your program copy.

## **MARCH**

Paper Judges: The Research Chairs should follow up with the research paper judges and make sure they are ready to read. Give them a timeline that you will follow so they will know what is expected of them. Also, tell them thanks for the work they will do.

## **APRIL**

Review of convention papers–April 1 is the deadline for all papers. Research chair(s) make sure they have been given access to papers in all three PRD categories (research, teaching, student).

Research chair(s) screen papers for compliance with guidelines. Research chair(s) coordinate with teaching chair(s) to assign papers to reviewers, striving for three papers per reviewer and three reviewers per paper.

Convention preparation– Graduate student liaison(s) may assist Roschwalb chair(s) in reviewing Roschwalb applications and selecting a recipient. Roschwalb chair(s) should notify and

encourage the Roschwalb recipient to attend the convention. Roschwalb chair(s) should also report the name, affiliation and study description of the recipient to the communication manager.

Graduate student liaison(s) and/or membership chair(s) may assist Kaiser chair(s) in reviewing Kaiser applications and selecting as many recipients planning to attend the convention as funded by sponsorships.

Kaiser chair(s) should send the name and bio of the recipient(s) to the communication manager. Kaiser chair(s) should also process the purchase of complimentary AEJMC/PRD memberships for the Kaiser recipients, dependent on the number of applications and winners.

Vice head briefs research chair(s) about the number of available slots in the different research presentation sessions.

Web manager removes messages when deadlines have passed for paper submissions, Roschwalb applications and Kaiser applications.

Online election process is held for vice head elect, if needed.

## **MAY**

Review of convention papers– reviews deadline about May 1. Research chair(s) report to the vice head and the communication director accepted papers, authors, affiliations and assigned presentation slots by about May 8. Strive for an acceptance rate of about 50%.

By May 15, all paper submitters should be notified about the status of their paper submissions. Make sure you send presenters information about the hotel and the conference registration forms.

By May 20, the reviewer comments are now open for reading in All-Academic.

A list of all paper reviewers is due to the Central Office for printing in the conference program.

Research chair(s) should consult with the Executive Committee about the appointment of moderators/discussants. Typically the teaching chair(s) serve as moderator/discussant for presentation of the top teaching papers; research chair(s) serve as moderator/discussant for presentation of the top research papers; and officers and chairs needing to qualify for traveling funding should be considered for other moderator/discussant appointments. A research panel session needs one moderator and one discussant/respondent; authors of papers in a panel session should transmit their documents by email to the moderator and the discussant/respondent in advance of the convention. A high-density session needs a moderator

and two to five discussants. A poster session does not need a moderator, but it needs a discussant for every five to seven papers in the session.

Preference for moderator and discussant positions will go to people based on their research record, as well as their participation as reviewers for PRD and their record of service to the division. Past heads of the division should be considered for these roles as well as others who have made a significant contribution to the division.

Research chair(s) should notify all authors of acceptance/rejection and presentation time slots. Authors should be reminded of presentation requirements, and they should be given presentation format tips. Authors should be instructed to forward their documents via e-mail to moderators/discussants.

Research chair(s) report the top three student papers to the vice head. The vice head should email the authors of the top student papers, notify them that their papers have been accepted, and ask which authors will attend the convention to present their findings. AEJMC currently offers three free student registration for the first author of those top three papers. At least one faculty author of each accepted paper must attend the convention.

**Student authors can send proxies to present. However, Plank Center Awards must go to the top three student papers for which at least one author will attend to present findings and to accept the awards (\$300, \$200, \$100) at the PRD business meeting.**

Vice head should send to the AEJMC office an invoice for \$600, which will be forwarded to Karla Gower at The Plank Center. AEJMC will cut three checks for the awards (or divide them equally for multi-authored papers). The Vice Head or Head can pick up the checks to present at the business meeting. Checks will be payable to each author of the winning papers.

Complimentary registrations– The vice head files the complimentary registrations form with the AEJMC business manager. Three complimentary registrations may be awarded. Typically, the division uses its three free registrations to the first author of the top three student papers.

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**APPENDICES**

Appendix A: [Quick Overview of Officer Roles](#)

Appendix B: [Research Chairs Handbook](#)

Appendix C: [Rubric for Poster Judging](#) (Adapted from the History Division)

Appendix D: [Social Media Cross-Promotion Policy](#)

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## APPENDIX A: QUICK OVERVIEW OF OFFICER ROLES & DUTIES

### Immediate Past Head

- Proofread annual report and newsletter copy as needed.
- Send appropriate sponsorship thank-you notes and letters of acknowledgement to those who served.
- Serve as chair for the Vice Head Elect nominating committee.
- Serve as a resource for Head.

### Head

- Serve as division representative to Council of Divisions and national office.
- Monitor the Division's finances; submit reimbursement requests (e.g., speakers' gifts)
- Create newsletter column and other copy.
- Compile and write the annual report (due June 15).
- Assist with programming and ensure that the Division is meeting its PF&R, Research & Teaching responsibilities.
- Assist with planning auxiliary activities at annual conference (pre-conference sessions, socials, tours, etc.).
- Assist other division and AEJMC officers as needed.
- Create and monitor PRD calendar, in conjunction with Council of Divisions and national calendaring.
- Work to recruit and communicate with sponsors.
- Serve as an information resource for requests.
- Review bylaws and if revisions are needed, conduct the revisions.
- Plan agenda for convention business meeting.
- Share update at past heads' luncheon at AEJMC.
- Make financial report to division.
- Attend Council of Divisions meetings at convention.

### Vice-head (Program Chair)

- Attend incoming vice head training session at the beginning of your term.
- Distribute call for panel proposals through all PRD communication channels (e.g., newsletter, listserv, social media, MailChimp).
- Organize panel submissions as they arrive; answer questions as needed.

- Coordinate selection procedure for programming suggestions (discuss and vote among relevant officers, select the preferred panels to pitch to other division/interest group programming chairs).
- Work with other division program planners for co-sponsorship opportunities.
- Assist head in developing auxiliary activities at annual conference, including the pre-conference session.
- Program panels and secure paper slots for the conference.
- Notify individuals with panels accepted with co-sponsor, not accepted, etc.
- Coordinate collection and reporting of panel titles and panelists and submit to national for printed program.
- Assist panel chairs as needed, and assist with any other scheduled events such as tours, luncheons, socials.
- Coordinate all support details for conference (e.g., AV requests, funding opportunities for panelists, listing professionals for complementary registration).
- Send out division programming information to communication manager and others who may request it.
- Work with vice-head elect to prepare him or her for this role.
- Manage the program (Head will need info for the annual report regarding program).
- Work with Head on annual report due June 15.
- Recruit and appoint appropriate officers and chairs starting in the late spring/early summer (it would be helpful to consult with Executive Board).
- Manage incoming volunteer meeting at the convention.
- Set goals with the Head for the following year, which will be included in the annual report.
- Attend Council of Division meetings (with the Head at the first one and the incoming Vice Head at the final day's meeting) and Division Head training session (at the end of your vice head term).

### **Vice-head elect**

- Attend Council of Divisions training session at conference
- Plan the Bill Adams/Edelman Luncheon (i.e., work with the Edelman contact to find location, plan menu, work with the speaker).
- Provide support materials for division meetings at conference as requested.

Provide feedback as needed regarding Division issues brought up by the Head.

### **Research Chair**



- Attend Council of Divisions Research Chair training session at convention at the beginning of your term.
- Conduct research paper competition (including the promotion of competitions to both faculty)
- Submit competition forms to national (calls for papers, results, etc.)
- Coordinate with vice head on programming the conference.
- Work with research vice chair and any committee members.
- Assist in meeting research goals of division.
- Provide research data for annual report and the business meeting.

### **Teaching Chair**

- Attend Council of Divisions Teaching Chair training session at convention.
- Conduct teaching and student-only research paper competitions. May work with graduate liaisons to reach students.
- Submit competition forms to national as needed.
- Coordinate with vice head on programming the conference.
- Work with teaching vice chair and committee members.
- Assist in meeting teaching goals of division.
- Provide teaching data for annual report and for the business meeting.

### **PF&R Chair**

- Coordinate assignment of newsletter articles covering PF&R issues; make sure all five topics are covered during the year.
- Assist in meeting PF&R goals of division.
- Coordinate in-convention (e.g., off-site tour) and out-of-convention (e.g., News Engagement Day, Semester of Service) activities.
- Provide PF&R report for inclusion in annual report.
- Attend Council of Divisions PF&R Chair training session at convention.

### **Secretary**

- Take notes at the business meeting and outgoing and incoming meeting (for the year elected to serve).
- Submit the condensed version for newsletter (fall).
- Bring the full version of the previous year's minutes to next year's business meeting for approval.

- Take notes during monthly conference calls and send them out to the chairs and volunteers.

### **Elected and Appointed Delegates**

- Serve positions on Executive Committee to provide general counsel
- Other duties assigned as needed by division

### **Membership Chair**

- In coordination with the Executive Board, set membership goals.
- Develop membership materials.
- Attend AEJMC new member breakfast at convention.
- Try to identify new members at convention.
- Coordinate efforts with Graduate Student Liaison, Teaching Chair and Research Chair to promote membership to paper submitters.
- Promote convention especially to peers at universities in the convention's host city.
- Using the listserv, post announcements of benefit to membership.
- Coordinate mentorship program (putting out a call, matching mentor pairs, working with the Plank Center for mentorship coffee at the conference)

### **Professional Liaison**

- Serve as link from division to meet needs of practitioners and professional associations.
- Seek ways in which the resources of professional associations, firms and practitioners can enhance the research, teaching and professional development of division members.
- Promote convention to practitioners and professional associations in the convention's host city.
- Assist with sponsorships as needed.
- Assist as needed to identify professionals to serve on panels.

### **Graduate Student Liaison**

- Determine opportunities to reach graduate students (membership and research paper competition chairs can assist).
- Promote convention to students attending universities in the convention's host city and assist in social activities to involve graduate students during the conference.
- Assist, as needed, in promoting student awards.

### **Inez Kaiser Award Chair**

- Manage Inez Kaiser Awards (solicit sponsors and student applications; coordinate judging and announcement of winners through PRD communication channels)

### **Susanne A. Roschwalb Award Chair**

- Manage Roschwalb Award (solicit sponsors, obtain student applications, coordinate judging, announce winner to Head and Communication Manager)

### **Nominating Committee**

- Manage elections per bylaws (prior to convention, seeking nominations, and managing election of vice-chair elect).

### **PR Update Editor**

- Produce and distribute quarterly newsletters.
- Assist in recruiting copywriters.
- Promote convention.
- Assist in meeting PF&R, Teaching and Research goals through editorial matter.
- Provide newsletter copies as needed to sponsors, etc.
- Assist in other publishing/content creation needs of division.

### ***Journal of Public Relations Research***

- Coordinate with publisher, submitters, judges and authors for quarterly publication.
- Select and work with associate editor of the journal.
- Manage the review process, including recruiting reviewers and delivering feedback to authors in a timely manner.
- Serve as advocate for research in public relations to professionals and fellow academicians.

### **Journal of Public Relations Education**

- Publish issues biannually.
- Select and work with associate editor(s) of the journal.

- Manage the review process, including recruiting reviewers and delivering feedback to authors in a timely manner.
- Serve as advocate for excellence in teaching public relations and the study of best practices for educators.

### **Web Manager**

- Update information as needed; review site regularly for dated material.
- Maintain technical operations of the site.

### **Communication Manager**

- Manage the communication channels – PR Update (newsletter), website, social media and MailChimp.
- Coordinate content across channels.
- Create strategies for effectively communicating with members.

### **ALL OFFICERS**

- Participate/subscribe to PRD Listserv.
- Review at least three papers for the paper competition (except graduate students).
- Provide relevant information to newsletter and annual report.
- Prepare report (oral and/or written) for annual business meeting.
- Attend appropriate PRD meetings (incoming executive, outgoing executive, general business, etc.).

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## APPENDIX B: AEJMC PUBLIC RELATIONS DIVISION RESEARCH HANDBOOK

### Research Chair's Handbook

by Bey-Ling Sha, Ph.D. APR, 2013 Research Chair

updated by Emily Kinsky in 2017

#### Research Chair Job Duties:

- Manage the division's research paper competition
- Mentor the research vice chair and teaching chair/vice chair
- Work with the Division Vice Head to program panels
- Communicate activities/challenges/questions to the Division Head
- Compile competition statistics for report
- **The Research Competition Committee:**
- Research Chair
- Research Vice Chair (next year's chair)
- Teaching Chair
- Teaching Vice Chair
- Division Head
- Possible committee members for open and teaching

#### Top Five Reasons to **\*\*NOT\*\*** be the Research Chair

1. You want people to like you.
2. You don't mind bending rules for your friends.
3. You can't say "no" to people, especially "big name" people whose research you respect.
4. You have not yet earned tenure.
5. Your tenure and/or promotion process involves external reviewers.

#### Getting Reviewers

1. **ASAP:** Prepare "interest survey" to collect information on potential reviewers' areas of interest/expertise.
  - a. Check that the topic areas are current
  - b. Check that the research methods are current
2. Publicize the "interest survey" to potential reviewers

- a. Send email to members-only list on MailChimp (though graduate students are not eligible to serve as reviewers).
  - b. Send a call for reviewers via the AEJMC PRD listserv.
  - c. Post the call in the AEJMC PRD newsletter.
  - d. Ask people to share with other PR colleagues.
  - e. Remind people that they need to sign up EACH YEAR, to reflect people's changing/updated interests/expertise. So, even if they signed up last year, they need to sign up again this year.
  - f. Clearly indicate that completing the "interest survey" is committing to review, although people will not be assigned to review in categories in which they have submitted papers for competition.
  - g. Remind volunteers at the incoming meeting at AEJMC that they are expected to review at least three papers.
3. **When AllAcademic Opens:** Email people from your "interest survey" and ask that they sign up for an AllAcademic account; without doing so, they can't serve as a reviewer.
  4. Designate people in the AllAcademic system to be your reviewers
    - a. Click on "People" tab.
    - b. Enter last name (if you can't find them, email them to remind them to sign up for an AllAcademic account; without doing so, they can't serve as a reviewer)
    - c. Verify last name, first name, and affiliation.
    - d. Click "Add Reviewer" (if nothing happens, then they are already in your reviewer list).
  5. **After Making Paper Assignments:** Verify that the list of reviewers is indeed your list of reviewers
    - a. Click on the "Reviewers" tab.
    - b. Confirm that this list matches your spreadsheet list; rectify discrepancies
    - c. This is the list that AEJMC will use to generate the "paper reviewers" list in the conference program, so it needs to be accurate.
    - d. You should also use this list to send thank-you emails to your reviewers, so that people can have a record of their service.

### **Qualifying Papers for Review (APRIL, Week 1)**

1. Review the call for papers/checklist.
2. Compile list of items for which papers should be disqualified (DQd).
3. Review each manuscript and make sure that each one qualifies for competition.
4. If a manuscript needs to be DQd, capture evidence of the reason for the DQ via screen shots.

5. Print list of paper titles and authors for your records. Share this information with the NCA research chair, so that duplicate submissions to both conferences can be DQd.
6. Keep good records of which papers are DQd and why; you will need this information to compile your competition statistics.
7. Communicate questions/issues/decisions to the research competition committee.
8. Email DQ list to Felicia at AEJMC, so that these papers can be removed from your queue in AllAcademic. (NOTE: The default numbering of papers in the AllAcademic system is alphabetical by paper title, so when papers get deleted from the queue, the numbering gets messed up. This is a good reason to hold off on assigning papers to reviewers until AFTER all the DQd manuscripts have been deleted).

### **Assigning Papers to Reviewers (APRIL, Week 1)**

This is more of an art than a science. Some things to keep in mind:

- AEJMC requires a minimum of three reviewers per paper. In the interest of not screwing up your statistics, it's best to keep to the same number of reviewers for each paper across all papers.
- PRD traditionally has assigned the three reviewers at different academic levels: 1 full professor, 1 associate professor, and 1 assistant professor. Graduate students, no matter how wonderful and brilliant they may be, should NOT be assigned to review papers.
- Consider the diversity of each paper's reviewers beyond academic rank. For example, try to vary among the three reviewers of any paper such characteristics as gender, age, degree affiliation, etc.
- Do your best to avoid conflicts of interest between reviewers and paper authors. Examples of conflicts of interest include: co-authorship on other work, employment on the same faculty, prior relationship such as dissertation chair and advisee, marriage or other personal relationship, etc.
- Reviewers should be assigned papers in areas that they have indicated a willingness to review (this is why we do the "interest survey" with potential reviewers).

### **Assigning Papers in AllAcademic (APRIL, Week 1)**

1. Assign papers to reviewers
  - a. Be on the "Individual Papers" tab.
  - b. Click on the "Assign Reviews" link for the paper.
  - c. Type in last name of reviewer you wish to assign.
  - d. Click on "Assign Reviewer" link when the reviewer's name comes up.
  - e. Repeat to 3 reviewers for the paper.

- f. Review the 3 reviewers that you have assigned; verify that this matches your notes.
  - g. Make sure that the due date is correct.
  - h. Click on button “Save Changes and Return.”
  - i. Repeat until all papers are assigned three reviewers.
2. Check that the “Status” for each paper shows “Pending (0/3)”
  3. Email your reviewers to let them know that papers are ready for their review in AllAcademic.
    - a. You can mass email through the AllAcademic system (this might end up in junk mail).
    - b. You can email the reviewers separately from the system.
  4. Monitor the status of papers in review, sending reminders as needed to ensure that papers are reviewed by the AEJMC deadline of May 1.

### **Checking the Reviews (on-going in April and definitely after reviews due MAY 1)**

- You should scan all the reviews and make sure that they are appropriate. If they are not appropriate, you may need to have some conversations with reviewers about how they can review more appropriately in the future.
- Select the top reviewer for each category (open, teaching, student).

### **Ranking Papers (MAY, Week 1)**

The AllAcademic system has multiple ways by which papers can be ranked: average raw score, average normalized score, and average transformed score. The 2013 paper competition used the **average transformed score** for the following reasons:

- The average raw score is sensitive to differences in the judgment of any individual reviewer; this would inappropriately privilege those papers that happened to get “easy” reviewers.
- The average normalized score uses the z-scores (transformations of an individual reviewer’s raw scores using that individual reviewer’s standard deviation and average per scoring criteria) to fit a given paper into a perfect bell curve from 0 to 100.
- The average transformed score solves for all reviewers’ raw scores using z-scores, as well as standard deviations and averages.

The AllAcademic system provides detailed explanations of each type of score.

Once the research committee has determined how it will rank the papers, you need to set the AllAcademic system to rank by this method. The vice head will let you know how many individual paper slots you will have, and then you can simply count down this list of ranked papers to that number to determine which papers are accepted and which are not accepted. In the AllAcademic system, you need to indicate whether the paper is “accept” or “reject.”



AEJMC requests that all divisions aim for an overall 50% acceptance rate.

After you figure out which papers are accepted and which are not, you can notify the paper authors. Or, you can wait until the scheduling/programming is all done to send one email that includes all information. Be aware that, once you click “accept” paper in the AllAcademic system, this information becomes available to the paper authors.

### **Determining Top Papers (MAY, Week 2)**

The top three papers for each category (open, student, and teaching) are deemed the top papers and scheduled accordingly. In the event that the third-ranked paper is a tie, you could have 4 papers in the top-paper session.

### **Scheduling the Paper Presentations (MAY, Week 2)**

Once the papers are either accepted or not accepted, you need to program the accepted papers into the conference schedule. Besides the top papers (which are scheduled into their own timeslot), the papers are grouped into themes based on paper topic. You typically would have three to five papers per theme. Then, you figure out which papers and themes fit into which of the schedule slots the PRD has (contact the PRD vice head for this information). Some time slots, like the scholar-to-scholar (read: poster) and high-density sessions, can accommodate more than one theme in the same scheduled time slot.

### **Assigning the Respondents (MAY, Week 2)**

Once you have scheduled all the papers that can be accepted in this year’s competition, you need to assign one discussant to each traditional and top paper session. For the scholar-to-scholar and high-density sessions, you can break up the large group of papers into smaller themes and assign one discussant per theme. Assignment of respondent (moderators and discussants) should take into account the following:

- Expertise of the respondent in the assigned topic area.
- Availability of the respondent for the scheduled presentation date/time.
- Contribution of the respondent as a paper reviewer this year and in other ways to PRD.
- “Draw” of the respondent as a well-known or senior scholar in the assigned topic area.

Moderators/discussants should NOT be assigned for the following reasons:

- They emailed you out of the blue and offered their services, even though you have no idea who they are.
- They desperately need to be listed on the program so that their institution will fund their conference trip.
- They are your colleague/friend/spouse/parent/child/love interest.

- They happen to be available during the scheduled presentation date/time, but otherwise have no interest in or history of support for the PRD.

**By May 15, you should notify all authors of their presentation date/time, as well as of their discussant and that individual's contact information. This would be a good time to verify people's affiliations for the program listing, as well as to confirm their understanding that both AEJMC and the PRD require authors of accepted papers to show up and actually present their work.**

### **Filling Out Programming Paperwork (MAY, Week 2)**

So, you're done with the paper competition, paper acceptances, and paper scheduling. You think your work is finished? BWAHAHAHAHA. NO! You are not yet done with your duties.

Now, you have to complete the "Conference Program Copy Form" for AEJMC. This includes information on the session title, each author and his/her affiliation, the paper title, and the discussant and his/her affiliation. Also, the paperwork requires a PRD contact person for each session, which basically means that you or another member of the research committee needs to be available all summer long, in case something comes up and AEJMC has a question.

**This paperwork is due to AEJMC by May 15, although the world won't end if you are a little late.**

**Compiling Your Report** (needed by the Head for the annual report due June 15 and to be presented at the August conference)

Your report needs to include the following information for each paper competition:

- Number of papers submitted
- Number of papers DQd
- Number of papers accepted for presentation
- Paper acceptance rate
  - % of qualified papers accepted for presentation
  - % of submitted papers accepted for presentation
- Number of reviewers

### **Other Duties**

- Submit program information to the PRD newsletter chair (May)
- Prepare call for papers for next year's conference

Bey-Ling Sha, August 2013 (updated by Emily Kinsky, July 2017)



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**APPENDIX C: RUBRIC FOR THE POSTER AWARDS**
**Judging Sheet for AEJMC Poster Session – Public Relations Division**
**Number of Poster:** \_\_\_\_\_

**Name of Judge:** \_\_\_\_\_

Rate each poster on a scale from 1 – 5 (1 is poor, 5 is excellent)

Includes an informative abstract	1	2	3	4	5
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Clearly outlines the thesis, method, main points, and results of the paper	1	2	3	4	5
---	---	---	---	---	---

Uses visuals, such as photos and charts, effectively	1	2	3	4	5
---	---	---	---	---	---

Presents the information in an engaging manner	1	2	3	4	5
---	---	---	---	---	---

Poster attracts the audience's attention and stimulates conversation	1	2	3	4	5
---	---	---	---	---	---

**TOTAL SCORE**


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**APPENDIX D: CROSS-PROMOTION POLICY**
**Donors**

We look for opportunities to promote the initiatives of our donors, and we build their initiatives into our editorial calendars. When promoting donors' content, we explain that the organization is a donor to our division (except for Twitter promotion due to space limitations).

At this time, we have the following annual donors:

#### **The Arthur W. Page Center for Integrity in Public Communication**

- Sponsorship: Our pre-conference
- Opportunities: Annual grant, teaching and research resources, other content tweeted by the Page Center

#### **Plank Center for Leadership in Public Relations**

- Sponsorship: Top paper awards for graduate students and mentorship coffee
- Opportunities: Fellowship for educators program, mentoring awards gala, other content tweeted by the Plank Center

#### **Dennis Wilcox**

- Sponsorship: Top paper awards for open research and teaching
- Opportunities: Spotlight or social media feature, promotion of any new editions of his textbook

#### **Edelman**

- Sponsorship: Bill Adams/Edelman luncheon
- Opportunities: Edelman Trust Barometer Report, infographics, e-books, videos, other content pinned and tweeted by Edelman

We also have donors who provide in-kind contributions, such as books for trivia game prizes. We will promote donated books through our social media channels.

#### **Other Public Relations Organizations**

To enable the cross-promotion of items of interest to our members, we consider requests to promote content from other organizations, provided that this promotion comprises no more than 10% of our annual content.

In turn, we request that organizations we help reciprocate by promoting some of our content during the same school year that doesn't necessarily involve the conference, such as promoting a call for papers for a special issue of the *Journal of Public Relations Research*.

Organizations that would like to request content promotion can reach out to the communication manager.

We do not promote content from other academic public relations organizations unless a request is made that fits our policy.

For outside requests, we clearly label the source of the information and add clarifying language when we anticipate confusion about whether an initiative is an AEJMC effort, which could happen with the promotion of a new journal or related items.

Examples of items that would be of particular interest include the following:

- Grant opportunities
- Publishing opportunities, such as calls for papers for a journal or edited book
- New publications

Due to concerns from our members, we will not promote other organizations' conference opportunities at this time unless they become donors to our division.

When we turn down requests, we can remind people that they are welcome to post as individuals to our fan page and to the hashtag shared by the academic public relations community, #prprofs, on Instagram, Pinterest, and Twitter.