

# PR UPDATE

The newsletter for AEJMC's Public Relations Division

Volume 55, No. 2 | January 2021



## Post-Conference Issue

Photo by Aaron Burden on Unsplash

# PR UPDATE

Vol. 55, No. 2; January 2021

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## Challenges and Hope

A new year means hope, renewal and an opportunity for new beginnings. After 2020, the chance to begin anew is welcome, especially as we begin another pandemic semester.

As academics, we've juggled an incredible amount of challenges professionally and personally. We've faced new challenges in the classroom, conducting research and serving our institutions as well as our professional organizations like PRD. Many of us also taught our children, managed family issues and tried to keep ourselves healthy. We persevered.

Last fall, I told my students that my semester theme was grace, respect and patience. I had hoped it would be reciprocal and it was, many times over. It resonated with undergraduate and graduate students alike and will continue to be my theme this spring too.

That appreciation also extends to you as members of Public Relations Division and especially the leadership and the members of the PR Update team - Lois, Melanie, Laura, Kim, Mary, Andrew and Chelsea. They have been such a tremendous help writing, revising stories and proofreading the newsletter. It's truly a team effort and this wouldn't be possible without them.

This is a hybrid issue that includes post-conference news, new initiatives and resources to support our members. For many of us, 2020 was a pioneering time, whether it was teaching in a new format, conducting research in a virtual environment or putting on our virtual conference sessions, thank you to everyone who worked so hard to make this past year as positive as possible.

Here's to an amazing 2021!

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

Please send all inquiries and contributions to  
[Debbie.Davis@ttu.edu](mailto:Debbie.Davis@ttu.edu)



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## A message from the Division Head

**Katie R. Place**

Quinnipiac University

## New Year, New Goals for the PR Division

Dear Public Relations Division Members,

The 2020/2021 school year has been unlike any other, as we adapted our teaching to reflect online or hybrid formats in response to COVID-19 and guided our students to understand how public relations can facilitate justice, equity, and inclusion during these times of social unrest and change. As Patagonia stated this summer: We Have Work To Do. Likewise, the PR Division has been working diligently to provide relevant programming and support to meet our members' teaching and research needs - and to honor our newly adopted diversity statement:

*The Public Relations Division champions every individual, inclusive of age, class, ethnicity, gender identity, nationality, neurodiversity, physical ability, race, religion, sexual orientation, and socio-economic status. We are committed to advancing scholarship and teaching that eradicates social and racial injustice in order to foster a more equitable community for public relations scholars, students, and professionals.*

A warm welcome goes to our 2020/2021 PRD committee leaders who are already implementing initiatives or hard at work with programming for the year ahead, including Hyejoon Rim (Research Committee Chair), Melissa Janoske-McLean (Teaching Committee Chair), LaShonda Eaddy (Professional Freedom & Responsibility Chair), Melanie Formentin (Membership Committee), Tugce Ertem Eray & Cen April Yue (Graduate Committee Co-Chairs), Richard Waters & Geah Pressgrove (Virtual Conference Co-Chairs), Adrienne Wallace (Social Media

Chair), and Debbie Davis (Newsletter Chair). Please reach out to them to share your ideas, to volunteer, or for support!

Additionally, three new committees and initiatives have been developed to better serve our membership:

*Diversity, Equity & Inclusion (DEI) Committee:* After a tremendous vote of support by our membership in August, we have developed the Diversity, Equity & Inclusion (DEI) Committee, which will oversee and champion such efforts throughout our entire division. I'm grateful for the leadership of the committee co-chairs Mia Long Anderson and Ioana Coman, alongside the robust support of 10+ committee members! Over the coming year, we can look forward to the DEI Committee developing partnership opportunities with historically black colleges and universities (HBCUs), conducting an internal equity audit, and managing our new paper competition addressing race and ethnicity in public relations.

*Fundraising Committee:* Additionally, with a vote of support by our membership in August, the PR Division will begin to raise additional funds to sponsor DEI initiatives and scholarship opportunities. We will also look for creative and innovative ways to fundraise for the overall fiscal health of the PRD. I'm grateful for Julia Daisy Fraustino and Amanda Kennedy, who have stepped up to co-chair this new committee alongside their work as chairs of the Social Committee.

*Online Writing Support Group:* I'm also thrilled to

# New Year, New Goals

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announce that the Online Writing Support Group is now underway. This initiative is to create a private writing community on Facebook for PRD members to connect over research ideas and gain mentoring, accountability, and support! Huge thanks go to Geah Pressgrove, Stephanie Madden and Melissa Janoske-McLean who have stepped up to serve as group moderators.

*What's on the horizon?* In the coming months, we look forward to ongoing opportunities for our members to connect and share insights via virtual conference panel presentations, social media chats, competitions, and service engagements. Both the Teaching and PF&R Committees will be hosting upcoming Twitter chats for our members – and please continue to look out for #TeachingTipsTuesday across our PRD social media channels! Soon, please consider submitting your teaching best practices to our annual Great Ideas for Teaching (GIFT) competition. Submissions are due to the Teaching Committee by Feb. 19, 2021.

Additionally, our Virtual Conference Committee has put together an incredible lineup of virtual panels for January and February that emphasize our division's commitment to creating community, championing diversity, and sharing innovative or creative ideas. Lastly, we have some fundraising initiatives that will launch in February and carry on throughout the spring.

Again, the months ahead will bring opportunities for innovation, change, and equity to our Public Relations Division. Together, we are working to fulfill the goals to a) champion diversity, equity, and inclusion, b) cultivate community among our PR Division Membership – through new programming and mentoring opportunities, c) support a more diverse spectrum of public relations theoretical and methodological scholarship, and d) advance members' growth as educators and scholars.

Best wishes for a fantastic year!

Warmly,  
Katie

## PRD SOCIAL

Social Media Committee

Chair: Adrienne Wallace, GVSU

Vice-Chair: Matthew Taylor, MTSU



### TWITTER

Find/Follow us: [twitter.com/ajmcd\\_prd](https://twitter.com/ajmcd_prd)  
What we post: live tweet events, RT our faves, cover everything PRD for the conference, strong meme & gif game. Follow: #PRProfs  
*Snark level: cheeky to sassy*

### FACEBOOK

Find/Like us: [facebook.com/AEJMCPRD](https://facebook.com/AEJMCPRD)  
What we post: events, research, teaching ideas, committee profiles, pictures of dogs and probably someone's kids too.  
*Snark level: barely keeping it together*



### INSTAGRAM

Find/Follow us: [instagram.com/aejmcpd](https://instagram.com/aejmcpd)  
What we post: inspo, events, quote tiles, pretty things, pictures of dogs & kids, aspirational vacation photos of time off we never get.  
*Snark level: LOL OMG SRSLY? HALP!*



### OUR COMMITTEE

*We're fun, it's true.*

@AdriWall  
@MPTaylorProf  
@Bhalla\_Nandini  
@TLDelrosso

@Pratiti\_Diddi  
@AghazadehSarah  
@chris10buckley  
Carlina DiRusso

### NEW THIS YEAR

Match-Making for Research Collaborators  
"Rejected" Panels & GIFTS Rehomed  
Grad Student IG Takeovers  
A Day in the Life of...  
Pets of PRD  
#PRDundies

[www.aejmc.us/PRD](http://www.aejmc.us/PRD)





# committee updates

Photo by Hide Obara on Unsplash

## 2021 Virtual Conference Panels Announced

By Kim Marks Malone, Memphis

PRD kicks off its fourth virtual conference in late January featuring 10 panels on teaching, research and professional freedom and responsibility.

The sessions cover thought-provoking topics that aren't typically seen at the AEJMC conference, giving academics and practitioners the opportunity to connect remotely and discuss new topics that reflect the challenges, advances and best practices in the fast-paced field of public relations.

Nineteen proposals were submitted for this year's conference and 10 were selected, a 53% acceptance rate.

The 2021 Virtual Conference Panels are:

- 1) "Unbounding CSR in the Classroom" on Friday, Jan. 22 at Noon ET / 9 a.m. PT.
- 2) "Artificial Intelligence and Public Relations: Ethics, Opportunities, and Failures" on Monday, Jan. 25 at 4 p.m. ET / 1 p.m. PT. .
- 3) "Sharing the Gifts of Pedagogy Research: Insights and Best Practices about the Science of Teaching" on Thursday, Jan. 28 at 2 p.m. ET / 11 a.m. PT.
- 4) "Thriving in 'The New Normal': Student-Centered Practices, Instructional Design, and Tools of Hybrid and Online Learning Environment" on Thursday, Feb. 4 at Noon ET / 9 a.m. PT.

5) "Hospital Public Relations in the Time of COVID-19" on Friday, Feb. 5 at 11 a.m. ET / 8 a.m. PT.

6) "Job Opportunities Outside Academia for PR Graduates" on Thursday, Feb. 11 at 4 p.m. ET / 1 p.m. PT.

7) "Police, Public Relations and Gatekeeping" on Friday, Feb. 12 at 11:30 a.m. ET / 8:30 a.m. PT.

8) "Decolonizing the History Chapter: Teaching & Researching Inclusive PR History" on Friday, Feb. 19 at 3 p.m. ET / 12 p.m. PT.

9) "The Image of the Public Relations Practitioner in Popular Culture" on Friday, Feb. 26 at 3 p.m. ET / Noon PT.

10) "PR for Positive Social Change: Public Interest Communication Research, Teaching, and Practice" on Wednesday, March 3 at 1 p.m. ET / 10 a.m. PT.

You can register by signing up [here](#).

Panels will be recorded and archived via Zoom recordings; however, content will only be shared with those who have registered for the panel. So please register if you're interested in the content but have a conflict with your schedule.

## Filling the Dry Well Through DEI

By Lois Boynton, UNC-Chapel Hill

It may be the PR Division's newest committee, but its members have identified opportunities for improving diversity, equity and inclusion in the academy and profession.

"There's so much to cover regarding diversity in our field. It's a dry well and we need a lot of water," explained committee chair Candace Parrish, an assistant professor at Sacred Heart College. "The challenge is to be as focused and inclusive as we can," Parrish said.

Parrish is leading a two-prong approach this year in support of the practice and academia through collaborations with [Institute for Public Relations](#), [Plank Center for Leadership in Public Relations](#) and [Glen M. Broom Center for Professional Development in Public Relations](#). True to the foundations of public relations, Parrish's goal is to focus on the strategic direction for the Division's DEI efforts, not just tactics.

A key element is getting more connected with HBCUs and encouraging research and professional collaborations. Division members would benefit from understanding the challenges that minority faculty and students face at these institutions, particularly when resources and funding are stretched thin. "It makes it hard for [HBCU faculty] to engage with us," she explained.

Resources such as the [Inez Kaiser Graduate Students of Color Awards](#) are helpful but more is needed to open research and professional doors.

PRD also has the opportunity to guide the profession in its DEI efforts. "There's a lack of African Americans in public relations, but if HBCUs graduate the best, where are they?" asked Parrish, pointing to the need to also connect with Latinx and indigenous programs.

"Our field gets more credibility the more we stick together and work together," she added.

Among the ideas in the works are bias training for manuscript reviewers and a 2021 AEJMC conference panel on the experiences of public relations professors at HBCUs. A goal is to provide funding for these panelists to attend.

Parrish leads the committee with vice co-chairs Mia Long Anderson and Ioana Coman, and vice chair elect Lindsay McClusky. Committee members are George Daniels, Erica Cizek, April Cen Yue, Luke Capizzo, Nneka Logan, Jasmine Roberts, Deb Silverman, Adrienne Muldrow, Adrienne Wallace, Nandini Bhalla, Solyee Kim and Janice Jeonghyun Lee.

### Looking to diversify your syllabus?

The Broom Center can help:

[Resources for adding diversity into your classroom](#)

[Mass Communication research by Black scholars](#)



## PRD Membership: Starting Mentoring Relationships on the Right Foot

By Melanie Formentin, Towson

January is National Mentoring Month. Mentors are valued because of their ability to provide advice, help others improve, offer encouragement, and give insight into personal and professional experiences. And the Public Relations Division (PRD) has some of the best mentors around.

Although this year's Mentoring Coffee Break turned into a "Bring Your Own Coffee" via Zoom, the Membership Committee was delighted to host a significant number of this year's 27 mentoring pairs. This year's program marks the second consecutive year with more than 25 mentoring pairs represented in the division.

As the PRD mentoring program grows, so do opportunities to think about how to make the most of mentoring partnerships. In particular, the membership committee encourages mentees to think about best ways to strengthen and make the most out of their relationships.

Tips for Mentees:

- Reach out to your mentor if you have questions: You are not bothering them! Your mentor volunteered to support you and is happy to work with you.
- Be responsive: And if your mentor reaches out to you, don't forget to respond. Because they are volunteering their time, a quick response shows you value their time and advice.
- Establish clear goals: Think about why you sought a mentor. It could be because you're on the job market and seeking application feedback or it could be that you're a parent on the tenure-track and are seeking advice on work-life balance. The goals are up to you!
- Set up how and when you want to meet: Many

mentees get a lot out of their relationships by talking with their mentors once per semester. Others like to check in once a month. Some prefer to meet via Zoom, while others are so tired of Zoom that phone calls or email are preferred. Communicate what you prefer and work with your mentor to iron out the details.

- Don't hesitate to share life experiences: Although we often think of mentoring as a tool to strengthen our professional knowledge related to teaching, research, and service, some of the most valuable mentoring focuses on strengthening who you are as a person. But...
- Have reasonable expectations: Remember that your mentor is not an academic advisor or life coach. They can't pick classes for you, for example! Respect that this is still a professional relationship that should be given room to evolve.
- Ask questions about questions: Finally, you may meet your mentor and find your brain empties of all questions, or maybe you don't know what questions you ask in the first place. Your mentor has been there before! Ask them what types of advice they've sought in the past or about meaningful advice they've received. You'll probably start an unexpected but impactful conversation!

As the membership committee continues to support the mentoring program through the year, know that we're happy to support PRD members who have general questions about mentoring best practices. And keep an eye on the PRD social media channels throughout the year for more tips and resources for great mentoring and leadership practices.



## Join the PRD Writing Group

By Mary Norman, Texas Tech

AEJMC Public Relations Division Writing Support Group is accepting new members to connect over research ideas, share research insights, and provide mentoring, accountability and support. Interested parties can join the community by completing this [Google Form](#) and/or connecting with the new [Facebook](#) writing community.

The writing group offers:

- Weekly check-ins and goal setting within the Facebook community

- Safe space to ask for help with challenges, share insights and seek collaborators
- An opportunity to request someone review a section of any original manuscript
- Monthly accountability/support calls
- Will remain open to the needs of members

The writing community is being coordinated by [Melissa Janoske McLean](#) (University of Memphis), [Stephanie Madden](#) (Penn State) and [Geah Pressgrove](#) (West Virginia University).

## Journal of Public Relations Research

The selection process is underway for a new Editor-in-chief of the Journal of Public Relations Research to serve from 2022-24.

Meanwhile, members of the Journal's 2020 editorial board were required to re-commit the importance of professional conduct by reviewers and to emphasize the importance of professionalism and equity in the continuing elevation of research standards and expectations.

In another innovation this fall, Editor-in-chief Bey-Ling Sha launched a series of "Evenings with the Editor" to share information about the Journal and answer questions from the community.

The first session drew about 50 participants eager to learn "tips on submitting your research to the Journal of Public Relations Research." Then in September, 11 scholars "pitched" their research projects or manuscripts-in-progress to Dr. Sha, who provided on-site feedback on enhancing their work for submission to JPRR.

Thanks to the following "pitchers" for their participation in this fun event: Holly Overton, Luke Capizzo, Chris Yim, Stephanie Madden, Lindsay McCluskey, Teri Del Rosso, Chuqing Dong, Jenny Tsai, Lauren Bayliss, Stephanie Mahin, and Tom Kelleher.

## Journal of Public Relations Education

As 2021 begins, Pam Bourland-Davis (Georgia Southern) assumes the role of editor-in-chief for *The Journal of Public Relations Education*. She takes over from Emily Kinsky (West Texas A & M) whose accomplishments include JPRE's recent membership in the Commission on Public Relations Education.

In December, JPRE launched a special issue on ethics education in partnership with the Arthur W. Page Center for Integrity in Public Communication. The third issue of 2020 was also the second with international author input, which has been a goal as the journal seeks SCOPUS indexing. Special thanks

to LaShonda Eaddy and Brandi Watkins for their quick layout work! Other special issues will be announced and published in 2021.

A big thanks to the 2020 Editorial Team:  
Emily S. Kinsky, editor in chief  
Tiffany Gallicano, senior associate editor  
Melissa Janoske McLean, associate editor  
Kelly Vibber, associate editor  
LaShonda Eaddy, associate editor/web manager  
Chuck Lubbers, reviews editor



# conference recap

Photo by Tim Foster on Unsplash

## 2020 Virtual Conference

By Andrew Stoner, CSU-Sacramento

The 2020 “virtual” AEJMC conference once scheduled for San Francisco, again attracted a large number of faculty and student papers for consideration, the online nature of the conference notwithstanding.

Holly Overton (South Carolina), research chair, and Christopher McCullough (Jacksonville State), teaching chair, reported 103 faculty papers were submitted, and 26 student papers were received. Among the faculty papers, 52 (or 50 percent) of the total submissions were accepted, while 10 (or 38 percent) of the student papers were submitted.

Drs. Overton and McCullough indicated that the reviews of this year’s pool of papers was exceptionally strong although the acceptance rate for the student papers was down slightly from 2019. The division expresses its thanks to the 90 judges – reviewers who read and rated the papers submitted (averaging just under four papers or abstracts per judge).

In addition, the PRD hosted a special call for Great Ideas for Teaching submissions with 12 received in total, and six accepted.

	Submissions	Acceptance
PRD Students	26	10

“I would like to thank all of our presenters, reviewers, moderators/discussants, and attendees, whose contributions made the research competition a success,” Overton said. “This was an extraordinary year for the research competition, with a moved paper deadline, the addition of extended abstracts, and our volunteers working tirelessly to work through several challenges. I am so grateful to the research and teaching competition committees for their endless dedication to commitment to serving the division.”

McCullough added, “The PRD research competition is among some of the largest competitions in AEJMC. I am pleased with the theoretical and methodological diversity that was showcased in this year’s research competition. Our paper sessions were exceptionally well attended, and the research and teaching presentations were an excellent representation of scholarship and pedagogy.”

The breakdown for the faculty and student paper submissions by category follows:

	Submissions	Acceptance
PRD Open Competition	92	48
PRD Teaching	7	3
PRD Newsom Award	4	1
PRD History Award	0	0

## PRD Call for GIFT Submissions: Present Your Teaching Ideas at the 2021 AEJMC

The AEJMC Public Relations Division Leadership is pleased to announce a call for teaching submissions at the 2021 AEJMC National Conference in New Orleans (with potential for virtual or hybrid alternatives). These submissions are for a short-form teaching ideas competition modeled after AEJMC's Great Ideas for Teaching (GIFT) format.

The PRD will also host a high-density session for the top full-length teaching papers at the conference. During the second half of this high-density session, the top GIFT ideas will be showcased and highlighted via roundtable discussions. Additional GIFTs may also be presented at a second high-density session or possibly at a poster session; this depends on both the quality of work submitted and on PRD's programming capabilities.

GIFT submissions should be successful, class-tested assignments or activities tied to class learning objectives for public relations theory or practice. Submissions may stem from traditional and nontraditional classroom settings, including teaching outside of the classroom and online teaching. Given the racial injustices and events of 2020, plus the addition of the Diversity, Equity, and Inclusion committee to PRD this year, we are also expressly looking for GIFTs that address those areas in the classroom.

GIFT submissions should include:

- 1) a title page with title, author name(s), and author contact information
- 2) a one-page, single-spaced description of the teaching idea including the following section headers in bold: the rationale for the assignment, student learning goals, the connection to public relations theory and/or practice, and, if available, any evidence of student learning outcomes or assessment of student learning
- 3) the assignment and any or necessary instructions examples (with section header in bold)

Please combine all elements into one full submission document, saved as either a pdf or docx file.

The one-page description and corresponding assignment should have all identifying author information removed for a blind, peer-review process. As with other AEJMC PRD submissions, this GIFT submission must not be under consideration for presentation or publication elsewhere at the time of submission. Incomplete or incorrect submissions and those submitted to other venues simultaneously will be disqualified from consideration.

Five top GIFT submissions will be selected for presentation at the conference. Authors of winning submissions will be notified in March 2021. Winning submissions will also be published in the Journal of Public Relations Education and featured on the AEJMC PRD website. Submissions earning honorable mention may also be featured at the AEJMC PRD Poster Session, on the AEJMC PRD website, in social media, or in the division newsletter, with the authors' permission.

### LOGISTICS:

Submissions are due by 5 p.m. Central on Friday, February 19 - submitted via email to [melissa.janoske@gmail.com](mailto:melissa.janoske@gmail.com) with a subject line of PRD GIFT submission.

Questions? Ask Melissa Janoske McLean ([melissa.janoske@gmail.com](mailto:melissa.janoske@gmail.com)) or Pamela Brubaker ([pamela\\_brubaker@byu.edu](mailto:pamela_brubaker@byu.edu)), Teaching Committee Chair and Vice Chair.

### IMPORTANT DATES:

- Feb. 19, 2021: Submissions due by 5 p.m. Central
- March 19, 2021: Acceptance notification
- Aug. 4-7, 2021: Top GIFTs presented as a high density session during the AEJMC conference.



# Pedagogically Thinking in an Era of COVID-19

By Joseph Stabb, Oswego State University of New York

The year 2020 will be remembered by everyone regardless of the industry that you work in or where you live in the world. Like most other industries, education and teaching has continually changed. Some have rewritten entire courses for delivery in multiple modalities. These changes have been drastic for many professors, administrators, and students.

The most powerful example of pedagogy is where students and professors produce work and learning together. In public relations, specifically, we use real-world examples. Most professors hope to become more of a mentor, helping the students achieve the learning objectives for course and degree completion. There are many proven, evidence-based practices that can be implemented in any modality to assist your students in being successful.

Motivation is directly linked to successful online course completion. Instructors can enhance student motivation in online classes through evidence-based, motivating strategies (Nilson & Goodson, 2018). Well-designed activities promote interaction among students and as public relations professors we can create activities that connect with real-world scenarios. Providing students with an opportunity to apply what they are learning to real-world problems, cases, or scenarios helps them understand the relevance of course content to their lives and possible career choices. Good examples of real-world scenarios can be found in the case studies and winners of the annual PRSA Silver and Bronze Anvil awards.

Inspirational messages and providing words of encouragement can increase motivation, persistence, and completion rates (Nilson & Goodson, 2018). These messages can contribute to a welcoming environment, recognizing students' accomplishments, encouraging persistence, and providing helpful information. I would caution not to send too many emails, but to find a variety of channels to connect with and interact with your students. This could be a combination of emails, social media interaction, maybe via LinkedIn, or within your colleges student affairs management system (ie: Starfish). This could even be as simple as automated feedback in an

online quiz that includes a congratulatory message when a question is answered correctly.

Micro-lectures are an instructional strategy for online learning. The short, structured format helps focus and maintain student attention, efficiently provides students with content, and allows students to re-watch the lecture (Scagnoli, 2012). These videos are designed to provide effective explanations of a single key concept. The format helps students to focus and engage with the content. Also, videos that also show the instructor can be an effective way to help create a sense of instructor presence and help online students feel more connected (Boettcher & Conrad, 2016; Nilson & Goodson, 2018; Scagnoli, 2012). An example would be to create micro-lectures in public relations writing to explain different written tactics (ie: press release, op-ed, or social media post).

As public relations educators, especially in an online modality, we are mentors conveying knowledge and guiding the students through the learning process. Incorporating some simple techniques like motivating assignments, encouraging messages, and structured, finite content can significantly add to the student experience and the students' knowledge consumption and retention.

## References

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# New Remote Certificate in Principles of Public Relations Exam Options Available

By John Forde, Mississippi State

Setting yourself apart from dozens (or often hundreds) of other job candidates is a challenge. As your students approach graduation (or if they just graduated), adding the Certificate in Principles of Public Relations to their resumes is the advantage they need to secure the positions they want.

Offered through the Universal Accreditation Board (UAB), the Certificate in Principles of Public Relations is an entry-level certificate designed to demonstrate a fundamental level of knowledge for graduates entering the public relations profession. Students must take a preparatory class (either from your school or online) and then the computer-based Examination. We're excited to announce that students have the choice now of continuing to take the exam in person or choose to complete it remotely online, with both options still coordinated by Prometric.

The Universal Accreditation Board (UAB), which consists of nine participating public relations professional organizations, administers several programs to promote lifelong learning in the public relations profession.

To qualify for the Certificate examination, students must:

- Be within six months of graduation (before or after) from an accredited college or university whose degree is in public relations or a related area of study;

## PR Museum Press Publishes Laurie Biography

The PR Museum Press recently published the first-ever biography of Marilyn Laurie, the nation's first woman CCO. "Marilyn: A Woman in Charge," written by her successor, Dick Martin, is proving to be an enjoyable way to teach and learn crisis communications, leadership, ethics and diversity. From the perspective of the only "woman in the room" at a then mostly-male

- And be members of the Public Relations Student Society of America or student member of another UAB Participating Organization, such as the Florida Public Relations Association or the Southern Public Relations Federation;
- And take a formal, university-approved course of study specifically designated for Certificate preparation, which may include the online course listed above.

The program costs \$150 (\$25 application fee plus \$125 examination fee). This does not include any tuition or fees that may be charged by individual universities for their courses. Universities must complete the following for participating in the Certificate program:

1. Designate a faculty coordinator.
2. Complete and return the University Commitment Form to Kathy Mulvihill.
3. Organize a formal, university-approved course of study specifically designated for Certificate preparation, which may include the online course listed above.
4. Verify eligibility of all applicants.

For questions about the Certificate, please contact Kathy Mulvihill at [kathy.mulvihill@prsa.org](mailto:kathy.mulvihill@prsa.org) or visit <http://www.praccreditation.org/apply/certificate/>.

company (AT&T), students get a first-hand account of what it was like leading communications during the most tumultuous times in AT&T's history. There is also a [free discussion guide](#) available for download, as well as an [excerpt](#) from the book (a chapter called "Network Down").

Student discounts are available.

## Promotions and Appointments

Melody Fisher was promoted to associate professor and coordinator for the public relations concentration in the Department of Communication at Mississippi State University.

Melissa L. Janoske McLean received tenure and promotion to associate professor in the Department of Journalism and Strategic Media at the University of Memphis. She was also named the new Dean's Fellow for Research in the College of Communication and Fine Arts. This is an administrative role that allows her to support faculty in their research goals, including grant funding and community engagement projects.

Emily Kinsky is the new chair of the West Texas A&M Department of Communications.

Joe Stabb was elected as Vice President of the board of directors for the Oswego Opere Theater, Inc.

Jen Vardeman was appointed as Interim Director of the Valenti School of Communication at the University of Houston for the 2020-2021 academic year.

## Books

Karen Miller Russell's book has been published. "Promoting Monopoly" is part of the AEJMC/Peter Lang Scholarsourcing series.

Tim Penning has recently self-published two books for PR classes: "Corporate Communications Writing" and "Public Relations Management".

The second edition of Janis Teruggi Page and Lawrence J. Parnell's book has been published. "Introduction to Public Relations: Strategic, Digital, and Socially Responsible Communication - Second Edition" presents a comprehensive introduction to the field of public relations with a focus on new media and social responsibility.

Katerina Tsetsura and Dean Kruckeberg co-edited "Strategic Communications in Russia: Public Relations and Advertising. Published by Taylor & Francis, this book explores the scholarly inquiry, professional education, and practice of Russian public relations and advertising in multiple contexts. It examines significant parts of what can be encompassed under the umbrella of strategic communications, including public relations and advertising, rather than investigating all areas of communication in Russia.

## Journal Articles

Cheng, Y., & Jiang, H. AI-Powered mental health chatbots: Examining users' motivations, active communicative action and engagement after mass-shooting disasters. *Journal of Contingencies and Crisis Management*. 2020; 28: 339– 354. <https://doi.org/10.1111/1468-5973.12319>

Cheng, Y., & Chen, Z. (2020). The Influence of Presumed Fake News Influence: Examining Public Support for Corporate Corrective Response, Media Literacy Interventions, and Governmental Regulation. *Mass Communication and Society*, (23)5, 705-729. <https://doi.org/10.1080/15205436.2020.1750656>

Janoske McLean, M., & Vibber, K. (2020). Remembering the King: Elvis' Death Week and the practice of public relations. *Public Relations Inquiry*. <https://doi.org/10.1177/2046147X20929670>

Pressgrove, G., Barra, C., & Janoske, M. (2020). Using STOPS to predict prosocial behavioral intentions: Disentangling the effects of passive and active communicative action. *Public Relations Review*, 46(4). <https://doi.org/10.1016/j.pubrev.2020.101956>

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