



## Guide to Membership

### Getting Started

#### What is the Public Relations Division of AEJMC?

AEJMC's Public Relations Division is the largest organization of public relations educators in the world. Its 500+ members represent institutions of higher learning in the United States and about two dozen countries around the world.

#### What does the Division do?

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

- research paper competitions for faculty and graduate students at the AEJMC annual convention
- sponsorship of the *Journal of Public Relations Research*
- publication of a monograph series related to teaching public relations, *Teaching Public Relations*, a quarterly membership newsletter
- special programs to promote international research by graduate students and to promote diversity among prospective educators
- regular updates via social media
- liaison with professionals in the field

#### What do I get as a member of the Division?

As a member of the Division, you will receive our publications: the *Journal of Public Relations Research*, *Teaching Public Relations* monographs, and the PRD newsletter. You will also have the opportunity to volunteer for roles within the division, including leadership positions, and to attend and participate in the division's membership meeting held at the AEJMC annual convention each August. Finally, you get to meet and share time with a wonderful, approachable, and friendly group of professionals at all stages of their careers!

## Communication

### Is the Division on social media?

The Public Relations Division has a social media team that shares content via Facebook, Twitter, Pinterest, Instagram, Storify, and LinkedIn. The team provides valuable content to help PRD members in the classroom and with their research. In October 2013, the team led the first PRD Twitter chat using #PRProfChat as the hashtag, modeled after the successful #PRStudChat. After the online discussion, the social media team made a Storify to share the highlights. To see the whole Storify, go to [http://storify.com/AEJMC\\_PRD/first-ever-prprofchat-a-success](http://storify.com/AEJMC_PRD/first-ever-prprofchat-a-success)

### How do I contact the PRD officers or Committee chairs?

Contact information for officers is available at <http://www.aejmc.us/PR/officers.html>. Committee chair information is available in the November PRD newsletter, which can be found at <http://www.aejmc.us/PR/letter.htm>.

## Mentoring

### Are mentors available for new members?

The PRD offers a mentorship program for new members, graduate students, and professors at all stages of the tenure process. Requests for participation in the mentor program generally coincide with the AEJMC annual conference. Notices for the program are included in the May PRD newsletter and also via PRD social media. Those interested can also communicate with the Membership Chair at any time for more information. Requests are also solicited for those interested in participating as a mentor.

## Panel Submissions

### How do I submit a panel?

Panels provide the opportunity to cooperate with other divisions and generate interesting, multi-disciplinary sessions. Unfortunately, proposals are needed much earlier than papers, usually by the end of September. If you had a great idea last year that just didn't make it, try again. Consider revising and updating the proposal, follow the steps listed below and submit your panel proposal to the programming chair. Below are steps to guide the development of a panel proposal:

#### **First – Get an Idea**

The wider the appeal of the proposed panel topic, the better its chances. Teaching and PF&R chairs will help develop teaching and PF&R topics.

#### **Second – Get a co-sponsor**

Each division or interest group has a limited number of slots for the conference. To increase the number of programs PRD can offer, it is important that we work with other groups to jointly sponsor panels of interest to members of both groups. Thus, your proposal has a greater chance of making it into the final

program if you identify a co-sponsor. Further, the co-sponsor should agree to be listed and to cooperate in the production of the panel. To find the programming chairs for different divisions, go to [www.aejmc.org](http://www.aejmc.org). Pull down “About” to “Groups” and then to “Divisions” or “Interest Groups.” For each division or interest group, click on “current officers” and look for the programming chair. The proposal MUST be submitted to both PRD and the co-sponsor.

### **Third – Be Flexible**

Given the importance of cosponsors, don't pack the panel proposal with PRD members. The co-sponsor will likely want to have some of their members on the panel. Remember that it is often necessary to modify and merge proposals.

### **Fourth – Submit Electronically**

A proposal should be submitted to the PRD Programming Chair by the required deadline (usually September 30) and must include the following:

1. Panel Type (Research, Teaching or PF&R)
2. Potential Co-Sponsors (contact information for the proposed co-sponsoring division or interest group)
3. Proposed Panel Title (don't make it so limited to public relations that no other group will want to cosponsor)
4. Panel Description/Summary (500-1000 words)
5. Proposed Moderator
6. Possible Panelists (should be about five – don't overload with PRD members--Need the name, affiliation and contact information for the possible panelists)
7. Panel Contact (name, affiliation and contact info of the person proposing the panel)

### **I've submitted a panel. Now what?**

Members who propose panels will be notified in December about panels that have been programmed.

### **My panel was accepted. What do I need to do now?**

You need to prepare your presentation and make sure that the panelists you proposed are able to present at the conference. If not, you will need to find a replacement. Everyone on the panel should prepare their presentations and submit to the discussant by the required deadline.

## **Paper Submissions**

### **How do I submit a paper?**

The Call for Papers for the AEJMC annual conference is usually sent in mid-December with a deadline of April 1<sup>st</sup>. AEJMC members receive the call in their AEJMC newsletter and the late Fall PRD newsletter also usually contains information specific to the PRD call for papers. Submitters should carefully review the specific details and directions for the Public Relations Division, as well as the general requirements contained in the AEJMC Uniform Paper Call.

**Submission Categories:** A paper may be submitted in one of the three PRD categories: (1) open, (2) student or (3) teaching. Submission limitations: No more than two papers may be submitted by any one

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

**Authorship:** When submitting co-authored papers, permission to submit the paper should be sought and obtained from all authors on the paper. Paper authorship cannot be added, deleted, or changed subsequent to submission of the paper. **Author Identification:** All authors and co-authors, their institutional affiliations and contact information must be included WHEN REGISTERING on the online system. If there are three coauthors, for example, information about all three must be included in the registration. Student papers must be authored or co-authored by students ONLY (no faculty coauthors), and all student papers must have the word "STUDENT" on the title page and in the running head. Author-identifying information MUST NOT appear anywhere in the attached paper file. Identifying information includes (1) listing of authors' names and/or affiliations, (2) references to authors' previous work in a way that reveals authorship of the current work, and (3) links to authors' websites, e-mail addresses, or social media accounts. Inclusion of identifying information will result in automatic disqualification of the paper. It is the responsibility of the paper author(s) to verify that no identifying information is contained in the paper text or in the document file properties. Please follow the directions for removing your identifying information from the properties. This will need to be done each time you submit your paper to AllAcademic.

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

**Paper Formatting:** A paper cannot exceed 30 pages, period. The 30 pages of the submitted paper shall include the title page, abstract, appendices (including figures and tables), and references/citations; no exceptions. Papers must be typed in a 12-point font, using Times New Roman, Times, or Arial font. Paper text must be formatted with double line spacing with 1-inch margins on all sides of the document; references may be single spaced, with a double space between citation entries. All papers must contain continuous page numbers; if multiple files are merged for the paper, then the author must ensure that the page numbers are continuous and do not repeat or start over from page 1. Because of past conversion issues with the AllAcademic system that resulted in papers being longer than the established requirement, all papers must be submitted in PDF format. For those using the newest version of Microsoft Word, you can save your paper as a PDF file using the "Save As" function. For those not using this version, you may use a free web service, such as [www.freepdfconvert.com](http://www.freepdfconvert.com). Failure to follow these

formatting guidelines will result in an automatic disqualification of the paper. Examples of paper formats can be found at <http://www.aejmc.us/PR/conventions.html>

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

### I've submitted the paper. Now what?

**Check your Submission.** Once you have submitted a paper through AllAcademic you will receive a notice that verifies your submission. You should go back into the system and download your paper to make sure you have uploaded it correctly as a PDF and that you do not exceed the maximum number of pages for the Division.

**Review Process.** Your paper will be sent to two or three PRD members to review. These members will not have submitted to your category, for example, professors who have submitted to the Open category of PRD cannot review in that category but they may review student submissions or teaching category submissions. Each paper is reviewed in ten categories on a scale of 1-5 and reviewers are encouraged to provide constructive comments to authors. These reviews are generally available to authors at the end of May.

**Acceptance Notices.** The PRD Research Chair should notify you of your paper status by May 15.

### My paper was accepted. What is a poster session?

**Poster sessions** are also called Scholar-to-Scholar sessions. If you are selected for this type of session you will be grouped with others from your Division in a large room separated by rows of two-sided presentation boards. Each participant has an allocated position where the poster should be pinned and displayed. Presenters should consider bringing a one sheet summary of their research to distribute during such sessions and should maintain a presence by their poster to discuss with those who stop by. These sessions are in no way inferior to traditional paper presentation or high-density presentation formats. Each Division is requested by AEJMC to allocate their best papers among all three types of session and all papers, regardless of presentation format, are read by a discussant that should provide relevant critiques to the authors. For suggestions on how to prepare a good poster, please refer to AEJMC's paper presenter FAQ section at <http://www.aejmc.org/home/2013/01/paper-presenter-faqs/#5>.

### My paper was accepted. What is a high-density session?

**High-density sessions** allow more presenters to participate in a session. Such sessions may include 6-10 presenters. The format for high-density sessions varies by division but generally each presenter is given up to four minutes to present a summary of their research after which they return to a round table while the remaining presenters give their summary presentations. When all presenters have provided their summary the discussant will invite attendees to join presenters at their round tables for discussion. After a set time, the discussant will invite attendees to move to another table for discussion with a different presenter, or to remain where they are if they prefer to do so. Presenters should prepare one-sheet summaries for their round-tables.

## Awards

### I am a graduate student. Are there award opportunities?

**Roschwalb Grant Program** provides financial support for graduate students conducting research in international public relations.

**Inez Kaiser Graduate Student of Color Awards** underwrite the cost of membership in the Public Relations Division for promising minority students.

**Research Paper Competition** provides a forum for promising graduate and undergraduate students to present original research and to compete for cash prizes at the PRD's annual convention. Students may participate in both the Plank Center Student Award category and the Dennis Wilcox PRD Teaching category, each of which provides cash prizes. See specific convention pages for more information.

### How do I submit a nomination for an award?

Nomination information is provided in the PRD newsletter and is also available at <http://www.aejmc.us/PR/students.html>.

### Can I self-nominate for an award?

It depends on the award. Please refer to each award's nomination requirements.

### I'm a professor. Are there any awards for me?

**SuPRstar Awards.** Awarded to PRD members in recognition of Teaching and PF&R (Professional Freedom & Responsibility) accomplishments outside of the convention. This could include such activities as a special teaching contract, presentations on teaching at other conferences, and/or presentations or projects on ethics or diversity. It might also include any awards received for Teaching or PF&R initiatives.

**Dennis Wilcox Public Relations Research paper awards.** Awards given to top three PRD faculty papers (both open and teaching) at the AEJMC annual conference. All faculty papers accepted by the PRD are eligible for the competition.

## Volunteer Opportunities

### What kind of volunteer opportunities are available in this Division?

There are many opportunities to volunteer for the Public Relations Division. Volunteers support membership, write and produce the newsletter, monitor and produce content for social media, liaise with other divisions and many other tasks.

### Are volunteer opportunities available for graduate students?

Yes, there are opportunities for graduate students. You should contact the president of the division to express an interest in volunteering and then attend the division meeting during the AEJMC conference.

### How much time will volunteering take?

Each position requires a different time commitment. You should think about your availability and keep it in mind when discussing potential volunteer opportunities with the president.

## Leadership

### What leadership opportunities are available in the Division?

All PRD members are eligible for leadership in the division. Generally, volunteers begin at the committee level and rise up to chair the committee, and then they may move forward to officer positions. Requests for nominations for officer positions are sent via the newsletter and email each spring.