

PR UPDATE

The newsletter for AEJMC's Public Relations Division

Volume 59, No. 3 | July 2025



Pre-Conference Issue

Photo by Natalie Chaney | Unsplash

PR UPDATE

Vol. 59, No. 3; July 2025

Division Leadership

Head

Christopher McCollough

Kennesaw State

Vice-Head

Ioana Coman

Texas Tech

Vice-Head Elect

Virginia Harrison

Clemson

Immediate Past Head

Christopher Wilson

Brigham Young

PR UPDATE Staff

Editor

Jeffrey Ranta

Coastal Carolina

Associate Editors

Lois Boynton

UNC-Chapel Hill

Laura Lemon

Alabama

Chelsea Woods

Virginia Tech

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

Please send all inquiries
and contributions
to jranta@coastal.edu

editor's note:

Jeffrey Ranta

Coastal Carolina



A message from the editor

Hello PRD members,

I hope this newsletter finds you well and happy.

This issue features a great deal of the work that you all have accomplished leading over the summer and in the hectic days last May. Big thanks to all of us who were able to review all of your excellent work, and congratulations to all of our division award winners. Your work continues to inspire and inform our practice.

Having said that if you are like me, a little bit of downtime has been a welcome relief from the hectic spring semester pace, but I am kind of itching to get back to work soon.

Here at Coastal Carolina University, and I am sure at other campuses across the country and overseas, we are welcoming some new colleagues. Speaking for me, CCU's new PR/Strategic Communication major will be offerings some added classes and activities to our curricula and student experience. It ought to be very interesting and excellent time over the coming semesters.

I am also looking forward to the many papers and panels you all will be presenting in San Francisco in August. I always leave the annual conference challenged and inspired. I hope your experiences are the same.

It has been my privilege and pleasure to help tell your great stories with this newsletter and I hope you all will continue to contribute to this publication and thank you for all you do.

Jeffrey Ranta

Share your achievements!

- Publications or books you have published
- New or innovative teaching/instruction you have piloted
- Examples of unique or exceptional service
- Presentations or other prestigious achievements

Please email Jeffrey Ranta (jranta@coastal.edu) the following information:

1. Name, position/title, and organization
2. What you did (include title(s) in APA style; relevant dates; other information
3. Your contact information
4. A photo or examples of your work if you wish



Photo by Patrick Robert Doyle | Unsplash

From the Division Head	<u>4</u>	Committee & Journal Updates	<u>22</u>
PRD announces 2025 election results	<u>8</u>	From the Teaching Committee:	
Conference Preview	<u>9</u>	Teaching tip	<u>22</u>
Shaping the future of PR together: 2025 Division highlights in San Francisco	<u>9</u>	Announcing the 2025 Susanne A. Roschwalb International Research Grant awardee	<u>24</u>
2025 Public Relations Division paper award winners	<u>12</u>	<i>JP</i> RE special issue call for papers: "Elevating PR: Insights and Trends in Graduate Education"	<u>24</u>
2025 PRD annual social in San Francisco	<u>14</u>	What's on my coffee table?	<u>25</u>
Mark your calendars: Dan Edelman and Bill Adams Panel	<u>16</u>	Virtual conference re-cap: AI in PR	<u>26</u>
A note from Edelman	<u>16</u>	Tributes	<u>27</u>
AEJMC graduate student paper call	<u>17</u>	A tribute to Dr. Pamela Bourland-Davis	<u>27</u>
AEJMC 2025 award winners	<u>17</u>	Honoring Dr. Pamela Bourland-Davis: A legacy of leadership, mentorship, and heart	<u>28</u>
2025 Public Relations Division paper reviewers	<u>20</u>	Member Shout-Outs	<u>29</u>
		Other News & Notes	<u>30</u>
		On the Job Market Update	<u>34</u>



Building bridges in San Francisco in 2025: PRD Leadership's efforts in putting on AEJMC 2025

Christopher J. McCollough

Kennesaw State

After a “long, strange trip” of an academic year, we are a month from descending on San Francisco to come together, to learn from each other’s work, to build community, and to improve our discipline together. As the fog lifts from the 2024-2025 academic year, and I find myself transitioning into a new role and a new institution, this is a great time to reflect on what has changed, the great work of some committed colleagues who helped this division provide its annual offerings this year, and to turn our focus to the week we will have together in the Bay.

I will briefly note that we have some great events coming up next month and take a moment to reflect on and thank our leadership and committees for their support of PRD efforts, and this issue will present previews of the program ahead, as well as information about how each of us can be involved every day on site. Additionally, we will hear from some of our hardworking committees about the fruits of their labor.

Our Conference, At a Glance

I will begin with a brief note about some great programming ahead:

- Our Wednesday afternoon preconference, sponsored once again by our friends at the Arthur W. Page Center for Integrity in Public Communication, will bring together Page Scholars, Contributors from the Plank Center for Leadership, the Commission on Public Relations Education, as well as members of our own PRD DEI Committee to address the myriad of emerging challenges we face as professionals, educators, and scholars.

- Six co-sponsored panels. We have a great mix of collaborators, including the Commission on the Status of Minorities, Media Ethics, Media History, International Communication, and the Internships and Careers Interest Group.
- Refereed research sessions.
- Our Edelman and Adams panel, which will serve the mission to bridge the gap between industry and academy to its largest AEJMC audience yet.
- The Plank Center Mentorship Coffee Hour
- Our annual Graduate student research showcase
- Our annual Graduate student luncheon
- The PF & R off-site tour
- Our PRD Social

You will here more specifics about our conference sessions from **Ioana Coman** (Texas Tech), who is doing an incredible job putting together our program and preconference, bringing a diverse mix of offerings and broadening our horizons with some innovative panel offerings.

We will also maintain our running PRD programming page on the Community website: [Conference - Public Relations Division](#). We will soon update the site to lay out the conference program and make any additions right up until conference. At present, you are looking at our 2025 call. I will also be sending out daily emails to the listserv at conference breaking down the day’s events for the membership, and our social team will

A message from the Division Head

continued from previous page

be providing daily updates and some live tweets from panels and events throughout the week.

Also, we are bringing the Annual Business Meeting back to AEJMC in seat, and it will be held on **Saturday, August 9, from 6:30 – 7:30 p.m. on site.**

This is an association-wide move and will take us back to something familiar as we will stack our Top Papers Panel in from the business meeting and hold our annual social immediately following the business meeting. For those serving with JPRE and JPRR, please look to your Editorial leadership for updates on virtual meetings ahead of the conference.

Reflection and Thanks

Our PRD Leadership group has done an excellent job facilitating our annual slate this year and should be commended for a bringing together a great mix of programming and services to the membership. Several key members will offer some updates throughout discussing the great work they have done this year that will be a key part of the conference.

Some highlights for me include:

- Our Virtual Conference Committee, under the leadership of **Patrick Merle** (Florida State) recruited, reviewed, and programmed a great mix of pedagogical, research, and topical panels across 3 days this past February and March. This is a particularly significant year, because we moved to make the Virtual Conference a permanent part of our program moving forward and integrated the Virtual Committee as part of our larger Research Committee. Given the popularity of the event, and the value it brings our larger membership, it was time to move it from an ad hoc committee to a part of our leadership. I want to thank **Richard Waters** (University of San Francisco) for his early

work in launching the event, and **Geah Pressgrove** (West Virginia University) for her dedication and consistency in sustaining and making the case over several years that the Virtual Conference should be a permanent part of our offering the membership.

- The Membership Committee did a great job conducting our biennial membership survey, and have been actively working throughout the year on programming to support the division.
- Our Teaching Committee continues in its revamped role, offering great resources and supplemental programming to the division. In April, the committee put on an exceptional virtual panel geared towards supporting Adjuncts in the Public Relations Classroom, a cross-section of our discipline who is often overlooked that are critical to routine academic operations at large and small programs alike.
- Our PF&R Committee continues in its efforts to serve the five pillars, expanding our Semester of Service content to profile eight colleagues doing exceptional work in connecting their students and curriculum with the community and industry, in addition to the work ahead in managing our virtual Day of Service and On-Site programming at AEJMC.

I will close my last newsletter as the head of the division by continuing a practice I have watched my predecessors engage in by thanking those who made this past year a strong one in the division. There is a dedicated group who makes a point of being available to help us show out in a way most divisions cannot or will not put forward. After spending several virtual calls connecting with peer division heads, it was clear to me just how special the work and output of this

A message from the Division Head

continued from previous page

division is at AEJMC, and why we continue to be one of its strongest divisions. It is a community effort, and so, I will take a moment to highlight some of its stars:

- **Ioana Coman** (Texas Tech) and **Virginia Harrison** (Clemson) have been engaged, thoughtful, and attentive to the work throughout this year. We are in for a great program and preconference thanks to Ioana, and Virginia's work in making some essential changes to our Edelman and Adams event, both in programming format and ad hoc development work, has been essential. They have been trusted counsel, great devil's advocates and sounding boards, and will be exceptional in their upcoming roles in leading the PRD in 2025-2026.
- Several key members of our Past Heads Council were essential in supporting some core functions that emerged this year. **Chuck Lubbers** (University of South Dakota) and **Chris Wilson** (Brigham Young) were both trusted advisors on process elements throughout the year. **Bey Ling Sha** (Texas Tech), **Linda Aldoor** (American University), and **Colleen Connelly-Ahearn** (Penn State) were all essential in helping me in our review and reaffirmation of Sung-Un Yang as our JPRR Editor. **Pamela Bourland-Davis** (Georgia Southern) was a source of weekly support, as she had been for most of the past 13 years of my career. **Holly Overton** (Penn State) was an incredible peer to me during our shared time in PRD leadership, and she does not know how much her occasional, unsolicited notes of support helped during some challenging phases this year. I also want to thank **Emily Kinsky** (West Texas A&M) for stepping up in the pinch as our Past Heads Council Liaison.
- **Chris Wilson** (Brigham Young) also deserves credit for conducting a clean process in helping us recruit and put forward our latest Vice Head-Elect, **Luke Capizzo** (Michigan State).
- Our dynamic duo of **April Yue** (Boston) and **Jiun-Yi "Jenny" Tsai** (Oklahoma) deserve top marks for their work in quarterbacking a strong research committee, including **Janice Lee** (LSU) on special competitions, **Patrick Merle** (Florida State) on the Virtual Conference, and **Minhee Choi** (Texas Tech) on the Teaching and GIFTS competition. The group has delivered a strong group of refereed panels, strong papers, and we will all benefit from their efforts.
- **Kim Marks Malone** (Memphis) has carried forward the strong work of the Teaching Committee this year, and the division's membership benefits from their resources and program offerings this year.
- The indomitable **Adrienne Wallace** (Grand Valley State) continues to be a force for the division a decade in, as she led our PF&R committee, with strong support from **Fay Chen** (Georgia) and **Geah Pressgrove** (West Virginia University). They and the team delivered throughout the year and promise to offer some great options to us in San Francisco.
- Our membership committee, led by **Tugce Ertem Eray** (NC State) and **Ejae Lee** (Boston) performed admirably in producing our membership survey and working on our upcoming mentorship programming at AEJMC.
- **Jeff Ranta** (Coastal) and **Chelsea Woods** (Virginia Tech) have my sincere thanks for their consistent efforts in producing our newsletter,

A message from the Division Head

continued from previous page

and my apologies for any delays on preliminary deadlines.

- **Erika Schneider** (Syracuse) continues to lead our social media team and makes our efforts to be connected with the membership and public facing seamless and professional. I too want to thank her for her efforts in efficiently making web updates on our Community page, upon request.
- **Sun Young Lee** (Maryland) and **Rosalynn Vasquez** (Suffolk) performed admirably in leading our Diversity, Equity, and Inclusion committee during these challenging times. Their continuing efforts helped us deliver a broader body of programming and resources, and to recognize colleagues producing some exceptional scholarship in this essential area of our discipline. For Sun Young, this is a second consecutive year of exemplary service in the role.
- **Xi Liu** (Syracuse) and **Feiyun Deng** (Alabama) have been invaluable on our Grad Student Liaison Committee, with the continued support of faculty advisor **Christen Buckley** (Florida). We look forward to the annual brown bag and thank them for putting on the annual luncheon for our student members.
- **Sarah Aghazadeh** (American) is doing some great work in studying how we can help the Writing Support Group to build on its early work in supporting scholars in our division, and we appreciate their contributions to our community.
- **Juan Liu** (Towson) and **Nur Uysal** (DePaul) did a great job in leading our Kaiser committee in recruiting and reviewing a solid pool of candidates for our annual Student of Color Award.

- **Nur Uysal** (DePaul) and **Janice Lee** (LSU) worked with our Roschwalb Grant committee tirelessly on recruiting and promotion, pulling a **RECORD 37 APPLICANTS** for the grant program. It was a banner year in our efforts on behalf of students and international scholars.
- I would be remiss if I didn't take a point of personal privilege to personally thank **Nur Uysal** (DePaul) for her efforts on several of our executive committees this year. Of her own volition, she made herself a presence in support of much of what we do in the PRD, and I can't thank her enough for her diligence, contribution, and versatility in supporting our division's mission. She was everywhere, folks!

Finally, I want to take a minute to thank our current group of charitable contributors, providing major sponsorships in advance of the program. There are still opportunities to contribute, and I will be happy to work with you to help facilitate them in the weeks ahead of AEJMC 25:

- **Arthur W. Page Center for Integrity in Public Communication** – Preconference Sponsor
- **The Plank Center for Leadership in Public Relations at the University of Alabama** – Mentorship Coffee Hour Sponsor
- **Grady College of Journalism & Mass Communication at the University of Georgia** – Graduate Student Luncheon Sponsor
- **Edelman** – Edelman and Adams Panel Sponsor
- **Dennis L. Wilcox** – Top Open and Teaching Paper Awards Sponsor

A message from the Division Head

continued from previous page

- **The Museum of Public Relations** – Public Relations History Award Sponsor, Gold PRD Social Sponsor
- **The Mass Communication & Society Division** – Joint sponsor of the Inez Kaiser Graduate Students of Color Award
- **The Institute for Public Relations** – Diamond PRD Social Sponsor
- **Tombras School of Advertising and Public Relations, University of Tennessee** – Diamond PRD Social Sponsor
- **Journal of Public Relations Research (through Taylor & Francis)** – Platinum PRD Social Sponsor
- **The Hubbard School of Journalism and Mass Communication** – Platinum PRD Social Sponsor
- **Department of Advertising and Public Relations in the Grady College** – Gold PRD Social Sponsor
- **Journal of Public Relations Education** – Gold PRD Social Sponsor
- **Natalie Tindall (University of Texas) and Amber Hutchins (Kennesaw State University)** – Gold PRD Social Sponsor
- **Lois Boynton** – Silver Level PRD Social Sponsor

In 2018, I stepped into executive leadership with my colleague and friend, Brigitta Brunner, on the teaching committee, and began to learn about just how much the Public Relations Division does for its members, for AEJMC, and for the discipline. The diverse mix of partnerships, opportunities, and resources are daunting, and really merit taking a step back and acknowledging how deep the relationships run, and the impact of the

organization. Our membership is strong, engaged, and I thank each of you for being a part of this community.

In our 60th year as a division, we remain AEJMC's second-largest division, and it is because of the efforts of this group and our contributors that colleagues in the field continue to engage with us, making us a diverse, strong group of scholars, educators, and professionals.

It has been one of the rare honors and privileges to give back and serve the division that has helped me achieve so much and progress in my own career while doing so over these past eight years. I look forward to a few days with all of you on the left coast, and bringing this “long, strange trip” to a reaffirming, successful close.

With Warm Regards and Sincere Thanks,

Chris McCollough

PRD announces 2025 election results



Luke Capizzo of Michigan State University will become the Vice Head-Elect this fall with a term beginning October 1, 2025.

He will join incoming Head Ioana Coman of Texas Tech University and incoming Vice-Head Virginia Harrison of Clemson University.

Shaping the future of PR together: 2025 Division highlights in San Francisco

By Ioana A. Coman, Texas Tech

The Public Relations Division is bringing a powerhouse of programming to AEJMC's 2025 conference in San Francisco. With a lineup that spans timely research, innovative teaching, professional engagement, a reimagined more accessible Edelman session and community-building events, PRD once again proves it's a home for thoughtful, inclusive and forward-thinking engagement. Whether you are attending your first AEJMC (welcome ☺) or your nth, there is truly something meaningful for everyone in this year's program starting from Wednesday's afternoon's preconference through Sunday's final session.

And as always putting together such a strong program takes a lot of dedicated work, months of planning, and collaboration! So: *a big shoutout and thank you to the leadership, especially the Teaching, Research, PF&R Committees, all our volunteers, reviewers, and contributing members!*

Below you can find a daily snapshot to help you plan and engage with colleagues this August – we hope to see you all there.

Preconference Programming and Meetings

This year, AEJMC returned to the face-to-face business meetings. Our Business Meeting will take place right before our social, on **Saturday August 9, 6:30 – 7:30 p.m. PT.**

For members of our JPRR, JPRE Editorial Boards and Past Heads meetings will remain on Zoom ahead of the conference and members of each board should check their leadership's notice on meeting details.

Like every year, our programming starts the week

before the conference with the **Virtual Community Giveback** organized by the PF&R committee. This year's initiative offers a unique opportunity to support three innovative women-founded startups, [Balm Health](#), [Cove](#), and [Inspirame](#) - based in Northern California and inspired by the region's entrepreneurial spirit. The virtual communication consulting roundtable will take place on **Friday, July 25, from 1 to 3 p.m. EDT.**

Wednesday, August 6

The week kicks off with our in-person preconference, **“Principled Leadership in Public Relations: Turning Barriers into Opportunities for Teaching, Research, and Practice”** sponsored by The Arthur W. Page Center for Integrity in Public Communication. We are continuing the collaboration established last year between the leadership of the Page and Plank Centers, as well as members of the Commission on Public Relations Education and our division's DEI committee. In a time marked by polarization, DEI pushback, and evolving ethical demands, these sessions explore how public relations professionals, educators, and scholars can lead with integrity and vision, turning barriers into opportunities, positioning the discipline as a force for good in both theory and practice. That is the challenge taken up by three panels of distinguished scholars, practitioners, and educators, and a hands-on workshop focusing on data-informed best practices for the classroom and beyond. If you are wondering how to deal with the current challenges faced while navigating the complexities of such topics in your teaching, research, grant applications, you are interested in insights from industry leaders and hands-on tips, then this preconference may be great place to be engaged and hopefully inspired!

Shaping the future of PR together

continued from previous page

The preconference is scheduled for **1 to 5 p.m. PT on site** and requires pre-registration here on the conference registration form (<https://aejmc.users.membersuite.com/events/1db0a187-0078-c5b9-d882-0b47d77b0a51/details>).

Thursday, August 7

Opening day for AEJMC offers a full body of programming, as well as some annual business sessions of note. We open strong with two sessions during the **8:30 a.m. PT block** as **The Plank Center** holds its **Annual Mentorship Coffee**, which is by invitation to those who signed up for this year's mentorship program. At the same time, we have our first co-sponsored teaching panel session, focused on ethics education in journalism, public relations and advertising.

Next, we open our competitive research program with our first poster session of the conference, topics include **AI, Technology & Innovation in Strategic Communication, CSR, CSA and Organizational Ethics, Crisis Communication and Reputation Management**.

We continue with our refereed research paper sessions on **Advancement in Crisis Communication and CSR research (noon to 1.15 p.m. PT)** and **Issue Management and Social Advocacy for Various Contexts** including our **PR History Award** winner (1.45 – 3 p.m. PT).

Friday, August 8

Friday, we start strong, at **9.45 a.m. PT**, with our **Top Student Papers** refereed research session, followed at **11.30 a.m. PT** by our first research panel session,

titled **Tracing the Evolution of Public Relations in Africa: Colonial Roots to Contemporary Practice**, and co-sponsored by the International Communication Division.

Next, we host our PFR Panel Session titled **Leaving Leadership: Why, When and How** co-sponsored by the Commission on the Status of Minorities. Presided/moderated by Bey-Ling Sha, Ph.D., APR, Fellow PRSA, Dean, College of Media and Communication, Texas Tech University this panel brings together trail-blazing women of color (WOC) leaders in public relations to tackle a less discussed yet essential topic when it comes to service and leadership.

We finish the day strong with the **Dan Edelman and Bill Adams Panel at 3 p.m. PT**. This year's topic is "*How and When Organizations Should Address Mis/Disinformation: Understanding a Multifaceted Threat*" and the panel is co-sponsored by the media ethics division. Details about the Edelman panel were announced on June 18 via the listserv and shared on our social media. *There is NO wait list this year*: all attendees are welcome! If you are interested in attending, **join the email list** here: <https://forms.gle/sxCv2eJLJvXNTL919>. We hope to see you there to help us inaugurate this new Edelman type of event which is more accessible for our all our members.

Saturday, August 9

We start the day bright and early at **8 a.m. PT** with our highly engaging **Top Teaching Papers and GIFTS High Density Session**, followed at **9.45 a.m. PT** by a strong poster session on the topics of **Influencers, Media & Strategic Messaging, Employee Communication, Leadership & Internal Relations, History, Institutions & Legitimacy and Diversity, Equity & Inclusion in PR**.

Shaping the future of PR together

continued from previous page

Next, we explore a timely topic with our teaching panel session titled “**Why are Companies Firing Gen Z Employees? Workforce Strategies and Solutions for PR’s Next Generation,**” co-sponsored by Internships and Careers Interest Group.

At **4.45 p.m. PT** we welcome you to come join us to celebrate the best in open and special competitions at our **Top Papers: DEI in Public Relations Competition; Open Competition** session. Get a coffee or a snack as the day is far from over!

At **6.30 p.m. PT** we have our *business session*, and then at **7.45 p.m. PT** we hope to see you all at our **off-site social** at The Harlequin (across the street from the conference hotel). You can [pre-register now with AEJMC](#) or **at the door**. For our paper award winners, registration will be covered to encourage them to come join us as we celebrate another strong conference, as well as their accomplishments.

Sunday, August 10

And here we are – on the last day, join us at **9.45 a.m. PT** for our packed **GIFTS High Density Session**, followed at **11.30 a.m. PT** by the last teaching panel, co-sponsored by the History Division, titled “**Essential Change: Adding Diverse Role Models to Public Relations History**” and concluding this year’s AEJMC PRD programming.

For a quick look at our PRD events and activities, visit our division’s conference web page: <https://community.aejmc.org/publicrelationsdivision/events/conference> We will be updating the web page in the weeks ahead to reflect the program. We will also provide daily bulletins on the listserv about key events on each conference day, on site. Check the AEJMC conference site for the official conference program. If you have questions about programming, please email me at ioana.coman@ttu.edu

We look forward to seeing you in San Francisco.



Photo by Jared Craig | Unsplash

Congratulations to the 2025 Public Relations Division paper award winners

Top Open Competition Papers

Presentations scheduled for Saturday, August 9,
4:45 to 6 p.m.

First Place:

Addressing the Trust Gap through Symbiotic Virtual
Influencer Collaborations and Organizational
Vulnerability in Social Advocacy
Leping You, Miami
Fanjue Liu, Shanghai Jiao Tong

Second Place:

Enhancing Workplace Wellbeing Among Female
Remote Workers: The Role of Ethics-of-Care
Leadership Communication and Peer Emotional
Support
Dongquing Xu, Minnesota
Xiao Liang, Tasnia Alam, and Weiting Tao,
Miami
Yeunjae Lee, Colorado State

Third Place (Tie):

Framing Sustainability Messaging: Brand
Relationships and Purchase Intentions
David Painter and Lauren Velasquez,
Rollins

Public Relations Practitioners' Expectations for
Graduate Education
Marlene Neill, Baylor
Patrick Merle, Florida State
Anni Qiang, Baylor

Top Teaching Papers

Presentations scheduled for Saturday, August 9,
8 to 9:15 a.m.

First Place:

Intervention in PR Education for Digital
Competence
Erika Schneider, Syracuse

Second Place:

Cultivating Leadership Potential: How an Agency
Model Shapes Student Leadership Practice and
Perspectives
Breann Murphy and Teddi Joyce,
Jacksonville State

Third Place:

Do Public Relations Graduates Exhibit Work Ready
Intelligence?
Pamela Bourland-Davis, Georgia Southern
Elizabeth Toth, Maryland
Charles Lubbers, South Dakota
Hua Jiang, Syracuse

Top Great Ideas for Teaching Students (GIFTs)

Presentations scheduled for Saturday, August 9,
8 to 9:15 a.m.

First Place:

Bluesky: The Growth and Governance Challenge
Arien Rozelle, Syracuse

2024 Public Relations Division paper award winners

continued from previous page

Second Place:

Scaffolding Approach to Enhance Digital Competency in PR Students Through Sequential “Learning-Practicum” Modules in the Classroom
Taeyoung Kim, Loyola University Chicago

Third Place:

The PESO Model in Politics: A Group Exercise on Senator Earned and Shared Media Strategies
Josh Bramlett, Alabama

DEI Award

Presentation scheduled for Saturday, August 9, 4:45 to 6 p.m.

Whose voices are published? Public relations scholarship by race, place, and gender in 30 years of journal publications
María Len-Ríos, Minnesota
Rosalynn Vasquez, Suffolk
Rita Tang, Minnesota

History Award

Presentation scheduled for Thursday, August 7, 1:45 to 3 p.m.

Centering Historical Student Activism and the Role of Place in Issues Management for Higher Education
Stephanie Madden, Penn State
Luke Capizzo, Michigan State
Michael Steudeman, Penn State

Top Student Papers

Presentations scheduled for Friday, August 8, 9:45 to 11 a.m.

First Place:

The Confidence Trap in PR Academia: Barriers and Solutions for Female Professors
Kailey Thompson, Brigham Young

Second Place:

Global Perspectives on Content Creators’ Apologies and Image-Repair Strategies: Implications for Misinformation Across Platforms
Hyacinth Bangero, Madison Clatt, Jisha Jacob, and Faiswal Kasirye, Bowling Green State

Third Place:

Organizational Readiness for Workplace Silence: Understanding Employee Doubt and Doubt-triggered Internal Risks and Crises
River Gracey, Georgia

View the complete AEJMC 2025 preliminary program online:

<https://community.aejmc.org/conference/schedule/program>

We hope you are able to participate in #AEJMC25.

2025 PRD annual social in San Francisco

We have a great PRD Social venue set up immediately following our Division Business and Awards Meeting on Saturday night!

Thanks to the proactive efforts of our colleague, Amanda Weed, we have locked in on an external venue for this year's PRD social which is off site. The venue is The Harlequin: <https://www.harlequinsf.com/>, and their staff worked well with us on a solid menu and reserving a viable space for our annual festivities.

Annually, we rely on the support of our generous sponsors, be they members or institutional partners, to help defray the cost of our PRD social, and to help keep costs minimal at the door for our membership.

In the meantime, if you would like to donate you can use the link below and select "PRD Social Event" in the dropdown menu. Any and all donations are welcome. <https://bit.ly/3wg3zb5>

The tiers for our PRD Social sponsors are provided below. I want to take a moment to thank those who have already contributed to our social, as they were proactive in helping us ensure this is as close to a cost-neutral event as possible.

Sponsorships are open to any individual or organization interested in PR research and education. You can email Chris McCollough for more information at cmccol20@kennesaw.edu.

DIAMOND level (\$1,000)

Early Contributors:

- **The Institute for Public Relations**
- **The Tombras School of Advertising and Public Relations, College of Communication and Information, University of Tennessee**
- **The Journal of Public Relations Research (via Taylor and Francis)**

Benefits:

- Named on event signage
- One dedicated recognition slide in sponsor slideshow (name and logo)
- Recognition from division head on PRD listserv (2)
- Recognition in PR Update (division newsletter) (1)
- Personal thank you announced by division head at the event
- Recognition from PRD social media via Facebook or X (Twitter) mentions (2)
- Distribution of org's branded materials at the event (e.g., brochures, business cards)

PLATINUM level (\$500)

Early Contributors:

- **Hubbard School of Journalism and Mass Communication, The University of Minnesota**

Benefits:

- Named on event signage
- One dedicated recognition slide in sponsor slideshow (name and logo)
- Recognition from division head on PRD listserv (1)
- Recognition in PR Update (division newsletter) (1)
- Personal thank you announced by division head at the event
- Recognition from PRD social media via Facebook or X (Twitter) mentions (1)
- Distribution of org's branded materials at the event (e.g., brochures, business cards)

2025 PRD Annual Social in San Francisco

continued from previous page

GOLD level (\$250)

Early Contributors:

- **Journal of Public Relations Education**
- **Museum of PR History**
- **Department of Advertising and Public Relations, Grady College, University of Georgia**
- **Natalie Tindall, University of Texas/Amber Hutchins, Kennesaw State University**

Benefits:

- Named on event signage
- One dedicated recognition slide in sponsor slideshow (name and logo)
- Recognition from division head on PRD listserv (1)
- Recognition in PR Update (division newsletter) (1)
- Recognition from PRD social media via Facebook or X (Twitter) mentions (1)

SILVER level (\$100)

Early Contributors:

- **Lois Boynton, University of North Carolina - Chapel Hill (retired)**

Benefits:

- Available to both organizations and individuals
- Named on event signage
- One dedicated recognition slide in sponsor slideshow
- Recognition from PRD social media via Facebook or X (Twitter) mentions (1)

Other ways to pitch in:

We also have a long tradition of raffling colleague's recently published texts as door prizes and providing alternative means for providing congratulatory messages for PRD members. Coordinating these efforts this year are Amanda Weed (aweed2@kennesaw.edu) and Queenie Li (queenie.li@miami.edu). Please feel free to connect with either of them about sponsoring a message or providing raffle door prizes for the membership.

Once again, thank you for your consideration and support of the division. We're looking forward to seeing all of you in San Francisco in August.

Important Conference Links

Visit the [conference website](#) and browse for **ALL THE INFO**, with updates often!

[Conference Registration](#)

Regular, Associate Rate: \$335.00

Student, Retiree Rate: \$200.00

*****Must be an AEJMC member
at the time of registration*****



Photo by Joshua Sortino | Unsplash

Mark your calendars: Dan Edelman and Bill Adams Panel on Aug. 8 at 3 p.m.

By **Virginia Harrison**, Clemson

At this year's AEJMC conference, join us for the Dan Edelman and Bill Adams Panel on Aug. 8 at 3 p.m. local time.



2024 Edelman luncheon

We have worked closely with Edelman to ensure the event serves the partnership's original goal of bridging the gap between industry and the academy. Therefore, our panel will be open to all conference attendees to ensure greater accessibility to the event for PRD members.

Edelman is generously sponsoring the panel, featuring their expert on Counter Disinformation, as well as some of our strongest thought leaders in Mis/Disinformation in media and public relations. They will be speaking on the PF&R panel theme of

“How and When Organizations Should Address Mis/Disinformation: Understanding a Multifaceted Threat.”

The panel will be at 3 p.m. (conference time) on Friday, Aug. 8. Our guest contributors are:

- Simon Paterson, MBE, US Head of Counter Disinformation, Edelman
- Yan Jin, Ph.D., C. Richard Yarbrough Professor in Crisis Communication Leadership and Professor of Public Relations, University of Georgia
- Regina Luttrell, Ph.D., Senior Associate Dean and Associate Professor of Public Relations, Syracuse University
- Chad Painter, Ph.D., Associate Professor and Chair of the Department of Communication, University of Dayton

Keep an eye out for an RSVP notice on the listserv and PRD socials, and we look forward to seeing you there!

Please contact Virginia Harrison, Vice Head Elect, with any questions: vsharri@clemson.edu.

A note from Edelman

By **Caelyn Elwin Moore**, Edelman U.S.

This year marks 20 years of a powerful partnership between Edelman and AEJMC, one grounded in a shared mission: to prepare the next generation of communications professionals with the skills, curiosity, and critical thinking our evolving industry demands.

Through the Edelman-AEJMC lecture series, we've

worked to bridge the gap between the classroom and the boardroom, connecting leading educators with practicing professionals to spark dialogue on emerging trends, ethical challenges, and the evolving role of communications in business and society.

We're proud to support this dynamic exchange of ideas and to continue building a pipeline of future-ready talent.

AEJMC graduate student paper call

By AEJMC PRD Graduate Student Liaison Committee

As the AEJMC Conference approaches, the PRD Graduate Student Liaison Committee warmly invites you to sign up for the **2025 AEJMC Student Research Showcase!**

What is the program about?

This showcase provides graduate students with an opportunity to present their research, teaching, and related academic experiences—designed to help them prepare for the job market. Following the presentations, there will be approximately 30 minutes for open discussion between the presenters and attending faculty.

Who can participate?

Doctoral candidates who will be on the academic job market during the 2025–2026 cycle are encouraged

to present. Faculty and graduate student attendees are also welcome to join as audience members for networking and discussion.

Sign up here: <https://shorturl.at/NDi4L>

When is the deadline?

The registration deadline is July 20, 2025.

When is the event taking place?

The showcase will take place on **Thursday, August 7, from 10 a.m. to noon** during the 2025 AEJMC Conference. More details will be shared with participants as the date approaches.

If you have any questions about the program, feel free to contact Xi Liu (xliu123@syr.edu) or Feiyun Deng (fdeng2@crimson.ua.edu).

We look forward to your participation!

AEJMC 2025 award winners

AEJMC is proud to recognize outstanding achievements of some of our members at the conference. View the list of AEJMC award recipients expected at the AEJMC 2025 Conference in San Francisco, CA.

Standing Committee on Research Awards

Eleanor Blum Distinguished Service to Research Award

Shelly Rodgers, Missouri

Paul J. Deutschmann Award for Excellence in Research

Mary Beth Oliver, Pennsylvania State

AEJMC-Knudson Latin America Prize

- The Brazil Chronicles, Stephen G. Bloom, University of Iowa (University of Missouri Press)
- Media and Politics in Post-Authoritarian Mexico: The Continuing Struggle for Democracy, Martin Echeverria and Ruben Arnaldo Gonzalez, Benemérita Universidad Autónoma de Puebla, Mexico (Palgrave-Mcmillan)

Nafziger-White-Salwen Dissertation Award

Ayala Panievsky, City St George's, University of London

AEJMC 2025 Award Winners

continued from previous page

Tankard Book Award

- Winner: *Racializing Objectivity: How the White Southern Press Used Journalism Standards to Defend Jim Crow*, by Gwyneth Mellinger (University of Massachusetts Press, 2024)
- Finalist: *Capturing News, Capturing Democracy: Trump and the Voice of America*, by Kate Wright, Martin Scott, and Mel Bunce (Oxford University Press, 2024)
- Finalist: *Podcast Journalism: The Promise and Perils of Audio Reporting*, by David Dowling (Columbia University Press, 2024)

Standing Committee on Profession Freedom & Responsibility Awards

AEJMC Equity & Diversity Award

College of Journalism and Mass Communications,
University of Nebraska–Lincoln

AEJMC First Amendment Award

- Erasmus Baxter, Freelance Journalist
- Asia Fields, ProPublica
- Julia Furukawa, New Hampshire Public Radio

Krieghbaum Mid-Career Award

Jessica Willoughby, Washington State

Dorothy Bowles Award for Outstanding Public Service

Geah Pressgrove, West Virginia

Standing Committee on Teaching Awards

Best Practices in Teaching Award

- First Place: Jason Porter, South Carolina for Your AI Podcast Study Buddy
- Second Place: Adam Peruta and Milton Santiago, Syracuse for Empowering Students to Critically Engage with AI in Political Messaging
- Third Place: Brett Oppegaard, Hawai'i for Journalistic Gains Through GenAI: Journalism Watchdogs Webtool Leads to Improvements in Hawaiian Language Integration in Local News and Prompts University Policy Commitments
- Honorable Mention: George L. Daniels, Alabama for "Elevating Diversity Writing Instruction in the Age of Artificial Intelligence"
- Honorable Mention: Stephanie Swindle Thomas, Pennsylvania State for "The Future is Now: Emerging Tech Emerges in Public Relations Curriculum and Career Preparedness"

Association Awards

Baskett Mosse Award for Faculty Development (An AEJMC and ACEJMC Award)

Sang Jung (Sang) Kim, Iowa

Lillian Lodge Kopenhaver Outstanding Early-Career Woman Scholar Award (A Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University and the AEJMC Commission on the Status of Women Award)

Rana Arafat, City St. George's University of London

AEJMC 2025 Award Winners

continued from previous page

Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education (A Minorities and Communication Division and Commission on the Status of Minorities Award)

Jessica Retis, Arizona

Association Grants

AEJMC 2025 Senior Scholar (An AEJMC Program)

- Jon Bekken, Albright
- Melissa R. Gotlieb and Bryan McLaughlin, Texas Tech

AEJMC 2025 Emerging Scholar (An AEJMC Program)

- Alison Burns, Maryland
- Sisi Hu and Ginger Blackstone, Arkansas, Fayetteville

The NED Research Grant to Support Innovative News Audience & News Engagement Studies (A News Engagement Day/AEJMC Program)

- Finalist: Processing Election Emotions Through Ritualistic Podcast Use: Listeners' Uses, Needs, and Perceptions, submitted by Elia Powers, Towson
- Finalist: What's News to You? Engaging Rural Youth in Local News Conversations and Prioritization, submitted by Rosemary Avance and Andrew M. Abernathy, Oklahoma State
- Finalist: Who is Entrusted to Use Generative AI, and for What? A Conjoint Experiment on News Audiences' Evaluations of Journalists, submitted by Ruta Kaskelėviciute, University of Vienna and Melanie Hirsch, University of Klagenfurt, Austria

Urban Communication Foundation/ AEJMC Awards

Gene Burd Award for Research in Urban Journalism Studies (An Urban Communication Foundation and AEJMC Award)

- Newly Paul, North Texas
- Mezabahnur ("Meza") Masum, North Texas

Gene Burd Award for Excellence in Urban Journalism (An Urban Communication Foundation and AEJMC Award)

Meera K, Oorvani Foundation

Scripps Howard Fund/AEJMC Awards 2024 Scripps Howard Fund Journalism & Mass Communication Administrator of the Year Award [Awarded in 2025] (A Scripps Howard Fund and AEJMC Award)

Marie Hardin, Pennsylvania State

2024 Scripps Howard Fund Journalism & Mass Communication Teacher of the Year Award [Awarded in 2025] (A Scripps Howard Fund and AEJMC Award)

Mark Horvit, Missouri

Kappa Tau Alpha/AEJMC Awards Frank Luther Mott/Kappa Tau Alpha Research Award (A Kappa Tau Alpha Award)

Margot Susca, American University for "Hedged: How Private Investment Funds Helped Destroy American Newspapers and Undermine Democracy"

2025 Public Relations Division paper reviewers

We are grateful for our volunteer reviewers who make our annual research competition possible!

Reviewers for the 2025 Annual Research Competition (Open, Teaching, Student, and Special Competitions Categories):

Melissa Adams, Appalachian State University
Mariam Alkazemi, Virginia Commonwealth University
Alejandro Álvarez-Nobell, University of Malaga
Giselle Auger, Rhode Island College
Lauren Bayliss, Georgia Southern University
Uyanga Bazaa, Mississippi State University
Nandini Bhalla, Texas State University
Courtney Boman, University of Alabama
Pamela Bourland-Davis, Georgia Southern University
Josh Bramlett, University of Alabama
Christen Buckley, University of Florida
Kristie Byrum, Commonwealth University of Pennsylvania
Luke Capizzo, Michigan State University
Bugil Chang, University of Tennessee
Worapron Chanthapan, California State University, Long Beach
Sera Choi, Grand Valley State University
Eunji (Angie) Chung, Auburn University
Caitlin Cieslik-Miskimen, University of Idaho
Steve Collins, Oklahoma State University
Ioana Coman, Texas Tech University
George Daniels, University of Alabama
Ganga Dhanesh, University of Maryland
Marcia DiStaso, University of Florida
Chuqing Dong, Michigan State University
Betsy Emmons, University of Nebraska-Lincoln
Nicholas Eng, University of Georgia

Tugce Ertem Eray, North Carolina State University
Joshua Foust, Syracuse University
Sarah Geegan, University of Kentucky
Virginia Harrison, Clemson University
Cara Hawkins-Jedlicka, Washington State University
Mu He, Drake University
Kristen Heflin, Kennesaw State University
Terri Hernandez, Mississippi State University
Erica Hilton, Methodist University
Cheng Hong, California State University, Sacramento
Pauline Howes, Kennesaw State University
Vincent Lei Huang, Hong Kong Baptist University
Xiaofeng Jia, Bowling Green State University
Ran Ju, Mount Royal University
Ji Young Kim, University of Hawaii at Manoa
Nahyun Kim, Drexel University
Taeyoung Kim, Loyola University Chicago
Yungwook Kim, Ewha Womans University
Solyee Kim, Howard University
Joon Kim, University of Rhode Island
Katie Haejung Kim, University of Tennessee, Knoxville
Nana Kwame Osei Fordjour, University of Maryland, College Park
R.J. Lambert, Medical University of South Carolina
Maggie Lan, Beijing Normal University–Hong Kong Baptist University United International College (UIC), Zhuhai
Ejae Lee, Boston University

2025 Public Relations Division Paper Reviewers

continued from previous page

María Len-Ríos, University of Minnesota
Queenie Li, University of Miami
Juan Liu, Towson University
Charles Lubbers, University of South Dakota
Yuanwei Lyu, Marian University
Sarah Maben, Texas Christian University
Kim Marks Malone, University of Memphis
Lindsay McCluskey, SUNY Oswego
Chris McCollough, Jacksonville State University
Brooke McKeever, University of Alabama
Patrick Merle, Florida State University
Renee Mitson, The University of North Carolina at Chapel Hill
Jordan Morehouse, University of Colorado Boulder
Breann Murphy, Jacksonville State University
Sorin Nastasia, Southern Illinois University Edwardsville
James Ndone, Coastal Carolina University
Noel Nutsugah, University of Media, Arts and Communication
Julie O'Neil, Texas Christian University
Jeyoung Oh, University of Michigan
Holly Overton, Penn State University
Hunter Overton, Penn State University
Tyler Page, University of Connecticut
Hyojung Park, Louisiana State University
Keonyoung Park, Hong Kong Baptist University
Mildred Perreault, University of South Florida
Katie Place, Quinnipiac University
Ken Plowman, Brigham Young University
Jeannette Porter, University of Missouri
Geah Pressgrove, West Virginia University
Yan Qu, University of Maryland
Danielle Julita Quichocho, University of Dayton

Jeffrey Ranta, Coastal Carolina University
Wanda Reyes-Velazquez, University of Puerto Rico
Hyejoon Rim, The Chinese University of Hong Kong
Moumita Roy, Louisiana State University
Erika Schneider, Syracuse University
Ghada Seif, Abu Dhabi University
Trent Seltzer, Texas Tech University
Bey-Ling Sha, Texas Tech University
Stephanie Smith, Virginia Tech
Sarah Smith-Frigerio, The University of Tampa
Baobao Song, Virginia Commonwealth University
Kate Stewart, Jacksonville State University
Ruoyu Sun, University of Georgia
Joseph B. Treaster, University of Miami
Nur Uysal, DePaul University
Michail Vafeiadis, Auburn University
Rosalynn Vasquez, Suffolk University
Anastasia Vishnevskaya, Texas Tech University
Adrienne Wallace, Grand Valley State University
Jane Weathered, University of Southern Indiana
Amanda Weed, Kennesaw State University
Christopher Wilson, Brigham Young University
Chelsea Woods, Virginia Tech
Dongqing Xu, University of Minnesota
Hao Xu, The University of Melbourne
Jeongwon Yang, University of Miami
Su Lin Yeo, Singapore Management University
Yang Yi, University of Utah
Bora Yook, Fairfield University
Leping You, Miami University
Wen Zhao, Fairfield University
Jun Zhang, Middle Tennessee State University
Alvin Zhou, University of Minnesota

From the Teaching Committee: Teaching tip

By **Debra Berthard-Caplick**, Kennesaw State

Think back to your most memorable classes as an undergraduate in college – those classes and professors that you remember to this day. Were they the ones with the most intense level of information? There's a good chance the answer is "no." Most likely, the ones you remember were the ones that were the most lively and interesting, engaging the class while delivering valuable content wrapped in entertainment. There's no requirement that pedagogy needs to be dull and boring to be effective. With a generation of students who've never known life without the internet, and don't know that the "M" in MTV stands for music, incorporating a bit of an infotainment approach can ease the delivery and improve retention.

This approach is simply a variation of experiential learning. By consciously considering the entertainment element of engaging with students and planning for class discussions and assignments accordingly, you can avoid the dreaded silent classroom, with students staring at you, glassy eyed, or worse, scrolling the internet on their phones instead of engaging in the content. As Cathy Davidson and Christina Katopodis state in their 2022 book, *The New College Classroom* (Harvard University Press), "It's soul-crushing." We've all been there: standing in front of the room talking at students, and desperately trying to elicit a response, any response, from the class. And that's the issue: we fall into talking "at" students instead of talking "with" them.

I ran across *The New College Classroom* as a PR professional-turned adjunct instructor when I hit a prolonged dry spell with a class that just refused to come to life. I assumed that not having the academic background of the regular professors that I was doing something wrong and out of desperation turned to the internet for answers. The authors, Cathy Davidson

and Christina Katopodis, draw from areas such as cognitive neuroscience, conflict negotiation theory and management coaching to explain how to draw students into the spirit of learning in a course, and reduce the strain on both faculty and students in reaching success in the classroom.

The authors begin with a telling fact: a study of 12,000 classrooms found that instructors spent approximately 89 percent of the class period speaking. Even more striking: lecture-focused classrooms were almost as common in classes described as seminars and discussion classes as they were in actual lecture courses. They conclude that when things aren't going well in what is supposed to be a discussion, we tend to fall back on lecturing, despite a growing body of scholarship that indicates active learning improves student performance from test scores to knowledge retention.

Lectures can be entertaining and educational — I will never forget the American Civil War delivered by Dr. Patrick Folk of McKendree University in 15 minutes: "You had two million guys in blue bowling shirts, and almost a million guys in gray bowling shirts... you get the idea. It was fun, it was unconventional, and IT WORKED, because nearly 40 years later, I still remember it.

Active learning is a tool we need to utilize more. It allows a student to go beyond just acquiring knowledge to using knowledge to solve real world problems and learn how make decisions once they move into their careers. Since implementing some of the things I've learned since reading this book, I've found it easier to instill the applied skills that simply lecturing can't.

It's more than just changing up the way you present the material in class. It involves thinking about the way

Teaching tip

continued from previous page

things tie together: class discussion, readings, exams and assignments.

Davidson and Katopodis discuss the concept of “course cocreation,” suggesting that students should actively participate in a course’s design. If they have a stake in the course’s design they invest more energy, thought and attention to the class. Although I haven’t yet attempted to go this far, consider setting the minimum requirements for an assignment and letting the student see where it takes them. As an example, in my introductory PR Principles course, I ask students to interview four people about their knowledge of the profession of public relations. I provide them with some starter questions:

- What do you think public relations is?
- What do public relations professionals do?
- Is it important for organizations to use public relations?
- Is it an ethical profession?

I then ask them to write a reflection on what they learned about their future profession...but I also warn them I’m going to be asking about what they found the first class day after the reflection is due. I start off by asking them if they found anything weird or unusual about the answers, and by taking that approach, it gets the discussion rolling. This isn’t a typical reflection about an academic topic, but instead taps into their emotional reaction to the people they talk to. In the years since I started this, by the end of the class period students are vying with each other to share the weirdest responses and what they think of them. This is a simple but effective way to introduce the students to their future profession, by asking them to see it through others’ eyes. It ties the content from the in-class meeting to the external reflection. And by taking

note on the comments students make about the answers they received, it’s possible to incorporate what is learned about students’ reactions into subsequent topics covered in class, particularly when we cover ethics and crisis communications.

Another idea that originated in trying to get students engaged involves poker chips and a remote-control presentation mouse. There’s never enough time or brain power to memorize the names of all the students in a class, especially the larger ones. And once a good discussion is rolling along the last thing you want to do is interrupt the flow, especially if you use participation points as part of students’ grades. When students sign in to class, I have them pick up a poker chip from a bag and write the chip’s number next to their name. Then as I ask questions and they answer, or offer substantive comments to other students, I wander the room, while still interacting with the students’ responses, thanks to the mouse, and pick up the poker chip from the students who participate and slip them into my pocket. This way I can record participation points when I get back to my room without interrupting their discussion. Not only do I routinely get close to 75% participation, but I can tell by the number of chips collected when a topic isn’t doing as well as it could, and I can revise my approach for the next time.

By approaching things with an eye on the element of “infotainment,” students begin to learn almost without realizing they are doing so, because they are more actively engaged with the content, and everyone’s stress levels come down just a bit because they’re not just sitting there enduring the hour till class is over. After all, who doesn’t want a little bit of fun in their lives?

Reference: *The New College Classroom*, Davidson, C. and Katopodis, C. (2022) Harvard University Press.

Announcing the 2025 Susanne A. Roschwalb International Research Grant awardee

Committee Chair: **Nur Uysal**, DePaul
Committee Members: **Janice Lee**, Louisiana State; **Moonhee Cho**, Tennessee; **Hao Xu**, University of Melbourne, Australia

The 2025 Susanne A. Roschwalb International Research Grant selection process was our most competitive yet, with a record-breaking 37 applications—a significant increase from last year’s seven. The remarkable depth, quality, and global scope of submissions made for a rigorous and inspiring review process.

After careful deliberation, the committee is pleased to announce that Sarah Whitmarsh, a Roy H. Park Doctoral Fellow at the UNC Hussman School of Journalism and Media, has been selected as this year’s awardee.

Sarah’s research centers on policy and advocacy communication, with a dissertation that explores the power-shifting movement and efforts to decolonize philanthropy and international aid. Her work examines how development institutions are responding to calls for localization (the transfer of funding and decision-making power to community-led organizations) by unpacking the historical and structural legacies of global aid.

Prior to her doctoral studies, Sarah spent nearly 15 years in the international development and global health sector, including her most recent role with the William H. Gates Institute for Population and Reproductive Health at Johns Hopkins University. She holds a B.S. in Microbiology from the University of Georgia and an M.A. in Mass Communication from UNC-Chapel Hill, specializing in medical journalism.

We congratulate Sarah on this well-deserved honor and

look forward to the insights her research will bring to international and advocacy communication.

About the Award

The award was established in 1996 to honor the memory of Susanne A. Roschwalb, an Associate Professor at American University, public relations practitioner, and active member of the AEJMC Public Relations Division until her death in 1996 at age 56 from complications related to breast cancer.

This award is designed to fund study or research that explores public relations and its interaction with society in international contexts.

Journal of Public Relations Education

“Elevating PR: Insights and Trends in Graduate Education”

Special Issue Call for Papers

Invites research articles, teaching briefs, scholarly and critical essays, and case studies. The guest editors are especially interested in articles that explore BOTH the challenges and opportunities for PR pedagogy focusing on **graduate-level education in the PR classroom**.

Guest Editors

Emily S. Kinsky, West Texas A&M University

Charles Lubbers, University of South Dakota

Adrienne A. Wallace, Grand Valley State University



Timeline

- Manuscript Due Date: Aug. 7, 2025
- Notifications of Review Results: August 2025
- Deadline for R&R submission: Sept. 30, 2025
- Anticipated Publication: January 2026 JPRES 12(1)

What's on my coffee table?

By **Jeff Ranta**, Coastal Carolina

- *Heart First For Emerging Leaders: What Exceptional Leaders Do In Extraordinary Times*
- David Grossman, 2024
- Little Brown Dog Publishing
- ISBN 798218971496



This issue of PR Update, I am reviewing an excellent book on authentic leadership by David Grossman whom you may remember was a guest at last year's PRD social at our AEJMC conference.

This 310 page, 10-chapter book with a section entitled final thought. Other intriguing chapter titles include Lead Yourself First, Show Your Human Side, Know Your Audience and Their Needs and, my favorite, Be Respectfully Authentic.

In terms of material, the text is suitable for an intensive communication workshops or short duration classes like a study abroad or a Maymester or Summer 1 course. It also would be exceptional additional reading for any professional communication-related course.

In addition to the 10 chapters, the book is peppered with 20 changemaker columns from accomplished professional communicators giving advice on how to lead in your communication practices. Some of the titles of these columns include Following the Four V's: Vulnerable, Voracious, Vocal and Visible; Foster a Genuine "Employee First" Culture; Bring People With You; Even in the Toughest of Times, Paint a Picture of What's Possible; Glad To Be Here; Talk to People Like Real People; To Truly Lead, Take Action and Be Part of the Solution; Lean In To Listen and Learn. These short, two-page essays are tied in to the themed chapters and discuss everything from personal

attitudes as a leader to how a leader can become more effective in their leadership of others.

The book is an easy read. The information flows well and it is written in a prescriptive method with many lists and tips. The layout is colorful and contains a mixture of photos, infographics and text that moves the reader along in a friendly, engaging way.

As compared to the texts I primarily use in my graduate communications leadership courses, this book is less information dense, but it does cover/reinforce the basics that every effective communicator should know. The format is a half-size paperback, but the layout contains a wonderful assortment of photos, illustrations and a wonderful use of color. From a comprehension/retention perspective, each chapter contains a review quiz for students to use as a review.

As for my takeaway for this text, here are three favorite topics:

1. When discussing the journey to authenticity in leadership, the text recommends three things to take on your journey: 1. Your Curiosity. 2. Embrace who you are. 3. Focus on What You can Control.
2. When discussing how to connect with those you are leading/mentoring the six things you should do are: 1. Have Regular Check-ins on the Calendar. 2. Find out and remember what your employees are passionate about. 3. Demonstrate you Know the Little Things that Matter to Them. 4. Remember their birthdays. 5. Interact with them as people, as colleagues. 6. Say Thank You and Share Specific Appreciative Feedback.
3. When practicing Active Listening, 8 steps to review include in your practice: 1. Approach each Dialogue with the Goal to Learn Something. 2. Stop Talking and Focus Closely on the Speaker. 3. Open and Guide the Conversation. 4. Drill Down

What's on my coffee table?

continued from previous page

to the Details. 5. Summarize What you Hear and Ask Questions to Check your Understanding. 6. Encourage With Positive Feedback 7. Listen for Total Meaning. 8. Pay Attention to your Responses.

To conclude, I would like to quote the author from the preface: “Rather I think it is important for leaders to be brave enough to lead with their heart AND their head. You might even think about it as leading with your heart IN your head.” Which the author defined as 1. Heart first does not mean choosing our heart over our heads. It’s about marring the heard with the head to be an extraordinary leader. 2. Heart first is about championing empathy, humanity and authenticity to build stronger, trusting relationships. The approach has major benefits for organizations too—improving

engagement, retention, and business results. 3. When leaders lead with heart, the help people be their best selves, bring a greater sense of meaning to every member of their team, and inspire others to achieve so much more for themselves and well as their organization.

Heart First for Emerging Leaders is available through Amazon, eBay or from the author’s own resource page the Grossman Group: <https://www.yourthoughtpartner.com> where he has other leadership resources you can also take advantage of.

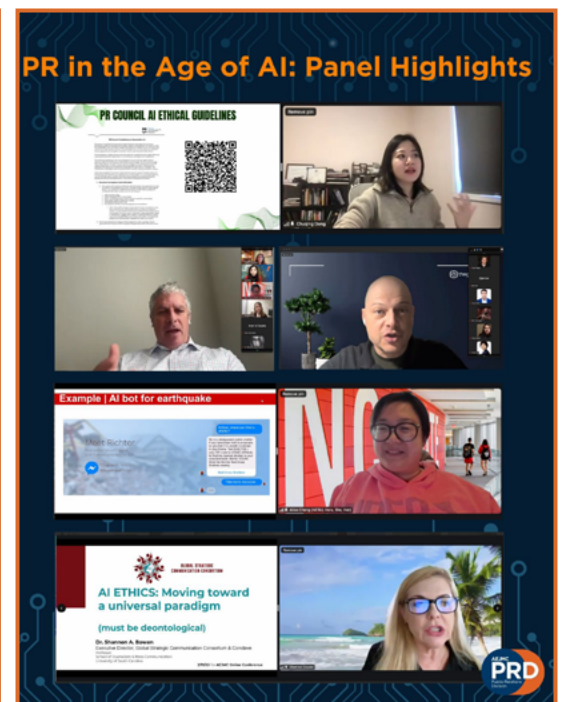
Your book reviews wanted: Have a book or a web site or a blog that is inspiring to you in your teaching or research? Please feel free to send it our way with picture of graphic support. Email your review to jrant@coastal.edu, Attn.: What’s On My Coffee Table.

Virtual Conference recap: AI in PR

Originally posted on PRD Social Media

We hosted two great panels shared thoughts on AI in PR. The first panel, led by moderator Jae-Hwa Shin, was titled “Public Relations in the Age of Artificial Intelligence: Role of AI in Today’s Public Relations and Strategic Communication.”

Check out these highlights and [this link](#) to access a few resources shared during Session #2!



A tribute to Dr. Pamela Bourland-Davis

By **Haley Higgs**, JPRE Assistant Editor Social/Design/Web, Georgia Southern



Dr. Pamela Bourland-Davis

Dr. Pamela G. Bourland-Davis lived a life rich with purpose, passion, and unwavering dedication. In all she did, Pam carried a spirit of servitude throughout her life's journey, leaving an indelible mark on Georgia Southern University, the field of public relations, and the countless individuals privileged enough to know her.

Her academic accomplishments were extraordinary, earning degrees in communication with a focus on public relations, culminating in a doctorate of philosophy. But beyond her credentials, Pam was a leader, mentor, and guiding light to her students and colleagues. As a faculty member for over 40 years and Chair of the Department of Communication Arts for 19 of those years, she shaped the future of communication education, setting standards that elevated the department and the profession itself. As a proud Georgia Southern alumna, Pam truly embodied the characteristics of Eagle Nation. When storms of any kind come, most birds seek shelter, but the eagle only flies higher, soaring above the storm. That was Pam, no matter what she faced, with grace, humility, and tenacity, she soared above the obstacles that came her way. Her service extended far beyond campus, though, including leading organizations, editing academic journals, and earning national recognition for her dedication to the field of communication and public relations.

Yet, for all her accolades, Pam's greatest joy was her family. The love she shared with her husband, Cleve, and especially her son, Ridge, was immeasurable. Whether cheering from the sidelines at Ridge's baseball games, exploring the wonders of Italy

together, or simply enjoying a quiet dinner at home, Pam embraced every moment she was given. Even in the mundane of life, Pam always entered into situations, experiences, and meetings with the mindset of "what can I take from this to improve myself." And, if you had the opportunity to "do" life with Pam, it is a mindset that she avidly tried to get you to adopt, too.

Pam also had an unparalleled gift for seeing value in people, in places, and in things. No one and nothing was ever a lost cause to Pam. She always saw the value and potential in people, which they couldn't see in themselves. However, she didn't stop there. She would then help them cultivate those talents and potentials through mentoring, signing them up for a committee or nominating them for a position, and then would sit back to watch them bloom, as she cheered from the sidelines.

Mentoring was a great passion of hers, as she always looked to improve the world and people around her through never settling and always continuing to strive to be better. But for some, that relationship went beyond mentoring into a cherished friendship. Pam loved big and laughed often. Her joy was contagious, and her cooking was next level. To be in the classroom, conference room, or convention center with Pam was one thing, but to be in the kitchen with her was another. She was genuine in all she did and with all she met, but surrounded by dear family and friends, good food, and no schedule, that's where you truly saw her. Her summers in Montepulciano truly reflected that with her teaching during the day and hosting parties with her husband at night. Pam loved a good dinner party, and she welcomed everyone with open arms and an empty plate. To her, everything and everyone had a story, and she cherished each and every story she was fortunate enough to discover.

Pam embodied kindness, compassion, and wit, leaving behind not just a legacy in academia but in all the lives she touched. As we celebrate her remarkable life, let us

(continued on next page) 27

A Tribute to Dr. Pamela Bourland-Davis

continued from previous page

honor her by carrying forward her passion for learning, her belief in people, and her unwavering standard of excellence. In her words and in her actions, Pam made

the world a little brighter—and because of her, we all shine a little more.

Honoring Dr. Pamela Bourland-Davis: A legacy of leadership, mentorship, and heart

Originally published by the *Journal of Public Relations Education*

We are deeply saddened to share the news of the passing of [Dr. Pamela Bourland-Davis](#), a beloved educator, tireless leader, and cherished member of the public relations academic community. Her sudden departure leaves a void that will be felt across the many professional circles she so actively enriched.

Dr. Bourland-Davis's career is a testament to the powerful combination of intellectual rigor and compassionate mentorship. At [Georgia Southern University](#), where she chaired the Department of Communication for 19 years, Pam was known not only for her administrative strength but for the enduring support she offered to colleagues and students alike. She led with both vision and heart.

Nationally, her influence was equally significant. She served as a past editor of this journal and held leadership roles in practically every scholarly association, including Head of the [Public Relations Division of AEJMC \(2000-2001\)](#) and the Southern States Communication Association (SSCA), where she served as [President in 2020](#). Her thoughtful contributions to the [Commission on Public Relations Education \(CPRE\)](#) helped shape the [standards that guide our field](#) – she was just stepping into the [Vice-Chair role at CPRE](#) to galvanize these efforts. In recent years, her commitment to service and education was formally recognized with honors from both SSCA and [NCA](#).

However, what many of us will remember most about Pam is the way she quietly but consistently cultivated community and, oh, ever-so-gently nudged people into leadership roles. She saw capacity in us that we did not even see in ourselves. Pam welcomed collaboration, mentored emerging scholars with patience and encouragement, and brought warmth and wisdom to every room she entered – okay, okay, and a little bit of good old-fashioned southern sass too.

In an academic world that can often feel fragmented or competitive, she built bridges. She looked for opportunities to include, to guide, and to affirm. Pam never pulled the ladder up behind her; she always had a hand on your back, reassuring you that you really could do it too. Her legacy is not only found in publications, awards, or committee work, but in the many individuals whose professional paths she influenced and whose personal lives she enriched.

As we mourn her loss, we also celebrate her impact. Dr. Bourland-Davis embodied the values of generosity, excellence, and service that define the very best in our field. May we carry her example forward by supporting one another with the same authenticity, humility, and grace that she gave so freely.

We extend our heartfelt condolences to her family, friends, and the wide-reaching academic network that will miss her dearly.

Member shout-outs



Bey-Ling Sha
Texas Tech

On February 1, Bey-Ling Sha began her appointment as dean of the College of Media and Communication at Texas Tech University.

In March 2025, Dr. Sha completed the American Association of State Colleges and Universities' Millennium Leadership Initiative, "designed to diversify and enrich the American college presidency." She was competitively selected for this prestigious leadership development program, along with 29 other higher education leaders for the 2024-2025 cohort.



Chris McCollough
Kennesaw State

On July 1, Chris McCollough was appointed Director of the School of Communication and Media at Kennesaw State University. In this role McCollough will provide leadership for faculty and staff

and oversee the school's academic programs and budget. While working in collaboration with SOCM's faculty, staff, and the dean, McCollough will support and enhance research, creative activities, student success, and community engagement as it aligns with the university's strategic plan. In addition to his role as SOCM's director, he will apply his experience fundraising and growing resources with an eye toward potentially generating support for creating new research and programmatic opportunities within the school.

McCollough leaves Jacksonville State University, where he helped establish and served as the inaugural Ayers Family Endowed Chair of Journalism and Mass Communication in its Department of Communication. During his tenure at Jacksonville State, he revitalized the unit's relationships with industry, the community, and its alumni, and helped its talented faculty secure full reaffirmation in 2023.

Share your achievements!

- Publications or books you have published
- New or innovative teaching/instruction you have piloted
- Examples of unique or exceptional service
- Presentations or other prestigious achievements

Please email Jeffrey Ranta (jrant@coastal.edu) the following information:

1. Name, position/title, and organization
2. What you did (include title(s) in APA style; relevant dates; other information)
3. Your contact information
4. A photo or examples of your work if you wish

Call for chapter proposals: *Trump's Presidency and America's Reputation: A Global Perspective*

Editor: Alexander V. Laskin, Ph.D., Quinnipiac

Chapter Proposals Due: August 1, 2025

We invite chapter proposals for an edited volume titled *Trump's Presidency and America's Reputation: A Global Perspective*. This scholarly collection will explore how Donald Trump's presidency shapes global perceptions of the United States, with a focus on strategic communication, public diplomacy, reputation management, and international media and business narratives.

This handbook seeks to provide a comprehensive, multidisciplinary analysis of the United States of America's international image during the Trump administration. Contributions will examine how Trump's leadership, policies, and rhetoric can influence diplomatic relations, public opinion, business environment, and media portrayals across different regions of the world.

We welcome proposals focusing on specific countries or regions, thematic issues, or comparative perspectives. Suggested topics include but are not limited to:

- **Country-specific analyses** (e.g., Germany, Mexico, China, Australia)
- **Media representation** of Trump in international outlets
- **Public opinion trends** and polling data on U.S. leadership

- **Diplomatic and public diplomacy shifts** under the Trump administration
- **Comparative studies** of U.S. reputation under Trump vs. previous administrations
- **Impact of "America First" policies** on business, trade, and global cooperation
- **Role of social media** in shaping international perceptions

Each proposal should include:

- **Title** of the proposed chapter
- **Abstract** (500 words) outlining the chapter's focus and its contribution
- **Brief author bio** (200 words), including institutional affiliation and relevant publications
- **Preliminary bibliography** (optional but encouraged)

Chapters can be grounded in research and/or theoretical frameworks from fields such as political sciences, strategic communication, public diplomacy, public relations, international relations, international business, reputation management, marketing, or media studies.

Please email your proposal as a 1-2 page PDF document to ALaskin@gmail.com by **August 1, 2025**. If accepted, the full chapters will be due by December 1, 2025. The book is expected to be published in Fall 2026. Any questions, do not hesitate to reach out.

***Public Relations Review* special issue: Innovations in Methods to Advance Theory Building in Public Relations Research**

Guest Editors:

- **Laura Lemon**, The University of Alabama, Tuscaloosa, Alabama, United States of America, lemon@apr.ua.edu
- **Jordan Morehouse**, University of Colorado Boulder, Boulder, Colorado, United States of America, Jordan.Morehouse@colorado.edu

Abstracts Due: October 1, 2025

Full Paper Deadline: January 1, 2026

As public relations research continues to evolve, scholars are embracing innovative methods to examine relationships, persuasion, and influence in increasingly meaningful and sophisticated ways. Technological advancements are not only expanding the range of available tools, but also transforming—and at times challenging—traditional methodological approaches, with important implications for theory building in public relations.

For example, bibliometric network analysis has emerged as a popular method for tracing the development of theories or concepts over time (e.g., Ki et al., 2023; Morehouse & Saffer, 2018). Likewise, Iannacone (2024) has introduced a qualitative adaptation of egocentric network analysis (traditionally a quantitative approach) demonstrating how this shift can result in rich insights into the perceptions, characteristics, and influences within social networks—insights that can enhance both theory and practice. Britt et al. (2024) similarly offered a valuable overview of how public relations researchers can mine social media data to generate novel insights from large data sets. Furthermore, Zhou and van der Meer (2024) argued that computational research, which relies on machine learning, should be established as its own empirical method with a distinct framework.

While these examples reflect a growing focus on methodological innovation within the discipline, continued dialogue is essential to advance the conversation about how new approaches can drive theoretical development. This special section seeks to bring together public relations scholars who are pushing methodological boundaries in public relations—those whose work leverages technological tools, computational methods, and creative approaches to both qualitative and quantitative techniques—to shape the future of public relations research.

Special issue information:

This special section of *Public Relations Review* invites public relations scholars and professionals to explore innovative methodological approaches in public relations research, with a focus on how these advancements in methods are shaping the field and advancing theory. Submissions may examine topics such as the ethical complexities in digital data collection, the balance between computational efficiency and conceptual depth, integrating creative qualitative and quantitative approaches, and the methodological opportunities that exist with AI and machine learning. Contributors should offer insights into emerging techniques and collaborative opportunities that can advance public relations scholarship. The primary emphasis should be placed on theoretical contributions as well as ethical and practical considerations involved in utilizing these methodologies. The goal of this special section is to inspire scholars to embrace methodological innovation while maintaining theoretical and ethical rigor to advance theory building.

Rather than serving as procedural guides or methodological reviews, accepted papers will present thoughtful arguments about how methodological

(continued on next page) 31

Public Relations Review special issue

continued from previous page

choices shape theory building in public relations. One way to approach the submission is to develop a conceptual paper that discusses how methods are used in public relations to advance theory building. Another option might be to use the method, present data, and explain how this advances theory building. Topics to consider include but are not limited to:

- Methodological contributions related to critical and cultural public relations theories
- How AI, machine learning, and other innovations in technology present challenges and opportunities
- Ethical frameworks for big data collection and analysis
- New methods that have not been utilized in public relations research
- Latest advancements in computational methods
- Using conceptual work to advance theory building
- Innovations in longitudinal or network-based research design
- Consideration for arts-based or other creative research in ethnography
- Innovations in qualitative data collection and analysis approaches
- Reflection on sample populations and whose voices are absent from the conversation

Manuscripts following any research traditions (empirical, theoretical, conceptual, and/or critical) and methodological approaches (quantitative, qualitative, mixed, and/or computational) are welcomed and encouraged.

Manuscript submission information:

Abstracts should be sent to the guest editors **Laura Lemon** (lemon@apr.ua.edu) AND **Jordan Morehouse** (Jordan.Morehouse@colorado.edu) no later than **October 1, 2025**. One email to both guest editors is sufficient. The abstract should be 1,500 words or less and **must** include the following

brief sections: introduction, theoretical framework, overview of method, opportunities and limitations of method, extending featured theory with proposed method, suggestions for future research, conclusion.

Deadline for full papers is **January 1, 2026**.

Manuscripts should be around 6,000-8,000 words and **must** use the same heading format as the abstract. Specifically, the following sections need to be included: introduction, theoretical framework, overview of method, opportunities and limitations of method, extending featured theory with proposed method, suggestions for future research, conclusion.

The journal's submission platform ([Editorial Manager®](#)) will be available from 1 July 2025 for receiving submissions to this Special Issue. Please select the article type of "**VSI: Public Relations and Methods**" when submitting your manuscript online. Both the Guide for Authors and the submission portal could be found on the Journal Homepage here: <https://www.sciencedirect.com/journal/public-relations-review>

References:

- Britt, B. C., Hayes, J. L., Holiday, S., & Lyu, Y. (2024). Social Media Data Mining in Public Relations Research. *Journal of Public Relations Research*, 1–47. <https://doi.org/10.1080/1062726X.2024.2421563>
- Iannaccone, J. I. (2024). Mapping social networks: A qualitative approach to networked public relations scholarship. *Public Relations Review*, 50(4). <https://doi.org/10.1016/j.pubrev.2024.10247>
- Ki, E. J., Ertem-Eray, T., & Hayden, G. (2023). A bibliometric analysis of relationship management as a scholarly field from 1997 to 2022. *Public Relations Review*, 49(1). <https://doi.org/10.1016/j.pubrev.2023.102286>
- Morehouse, J., & Saffer, A. J. (2018). A bibliometric analysis of dialogue and digital dialogic research: mapping the knowledge construction and invisible colleges in public relations research. *Journal of Public Relations Research*, 30(3), 65–82. <https://doi.org/10.1080/1062726X.2018.1498343>
- Zhou, A., & van der Meer, G. L. A. T. (2024). Computational strategic communication in a data-driven world. *Public Relations Review*, 50(5), 1–8. <https://doi.org/10.1016/j.pubrev.2024.102496>
- Keywords:** public relations, methods, innovations, technology, critical, qualitative, quantitative

***Journal of Communication Management* special issue: Artificial Intelligence and Communication Management**

Guest Editors: Dr. Alice/Yang Cheng (North Carolina State University) and Dr. April Yue (Boston University)

- **Manuscript submission deadline:** February 1, 2026
- **Final acceptance date:** November 1, 2026

We are pleased to invite submissions for a forthcoming **special issue** of the *Journal of Communication Management* titled: “**Artificial Intelligence and Communication Management**”

This special issue seeks to explore the integration of **artificial intelligence (AI) in communication management and public relations**. We encourage contributions from a wide range of disciplines, including **communication, public relations, marketing, media studies, and AI ethics**.

The goal of this issue is to examine both the **opportunities and challenges** that AI presents to contemporary communication practices, offering

actionable insights for scholars and practitioners navigating this evolving landscape.

We welcome theoretical, empirical, and practice-oriented submissions.

For more information and submission guidelines, please visit the official call here:

<https://www.emeraldgrouppublishing.com/calls-for-papers/artificial-intelligence-and-communication-management>

If you have any questions or would like to discuss your potential submission, feel free to reach out to the guest editors:

- **Dr. Alice/Yang Cheng** – North Carolina State University: ycheng20@ncsu.edu
- **Dr. April Yue** – Boston University: apriyue@bu.edu

We look forward to your contributions and to advancing a timely dialogue on AI’s transformative role in communication management.

on the job market update

Following are some select positions being advertised for employment. If you have positions you wish to share inviting new colleagues to join your institution, please feel free to forward them to jranta@coastal.edu for publication in our next newsletter.

Assistant Professor (Tenure Track) of Journalism and Mass Communication - Public Relations

University of Oklahoma Norman Campus, Gaylord College of Journalism and Mass Communication
The Gaylord College of Journalism and Mass Communication at the University of Oklahoma seeks 2 outstanding candidates to fill tenure-track Assistant Professor positions in public relations, beginning Spring or Fall 2026.

The appointment is 40% teaching, 40% research, and 20% service (40-40-20). The selected candidate will have a promising research agenda aligned with the OU Research Strategic Framework (<https://www.ou.edu/research-norman/strategic-framework>) and teach public relations and elective undergraduate and graduate-level classes.

The candidate should be ABD or have completed a Ph.D. in public relations or a related area, at the time of appointment. Professional experience in public relations or a related field is highly desired.

Applications for the search will be reviewed beginning Sept. 1, and will be accepted until the position is filled. Applicants should provide a cover letter, curriculum vitae, one-page research statement, one-page teaching plan, and names, addresses, phone numbers, and emails of at least three references. Contact the search committee chair Dr. Jensen Moore (jensenmoore@ou.edu) with any questions.

All submissions must go through Interfolio.

Position 1 -- IEO Search #634 <https://apply.interfolio.com/168362>

Position 2 -- IEO Search #635 <https://apply.interfolio.com/168363>

University of Arizona, Tucson, Assistant Professor of Practice (2 Positions)

<https://community.aejmc.org/job-portal/university-of-arizona>

The Department of Communication, University of Arizona (<https://comm.arizona.edu/>), invites applications for two career-track assistant professor of practice positions in public relations for its new PR major and existing PR minor. The preferred start date is Fall 2025 but Spring 2026 will be considered. The ideal candidate will be able to teach both introductory and advanced PR classes, such as PR Research, PR Writing, Social Media Strategy and PR Campaigns. Successful candidates will have training and experience in the instruction of public relations. Applicants must have a Master's degree in PR or related discipline.

Required materials: CV, cover letter, a statement of teaching philosophy, which must include evidence of teaching effectiveness.

Contact: Carolyn Smith Casertano, committee chair, carolynsmith@arizona.edu

on the job market update

Instructor of Advertising & PR and Director of Creative Services at the University of Alabama

The Department of Advertising & Public Relations at the University of Alabama invites applications for an Instructor to join our nationally ranked program. This position requires a combination of real-world graphic design, strategic communication and publication experience, as well as classroom instruction. Instruction will make up 50% of this position, or two courses per semester, with the other 50% being spent on design work in the Office of Communication and Advancement.

To apply, go to <https://facultyjobs.ua.edu> and provide cover letter highlighting how you meet the minimum qualifications below, CV or resume, link to digital portfolio of relevant creative work samples

Review of applications will begin July 15, 2025, and applications will be accepted until the position is filled. Questions regarding the search should be directed to the search chair, Caleb Walters, at jcwalters@ua.edu

Minimum Qualifications:

- Bachelor's degree in graphic design, advertising, public relations or closely related field completed by start date PLUS a minimum of five years of industry experience in art direction, creative services or production design
- Extensive understanding of design principles and production processes for digital and traditional media
- Demonstrated success in teaching and/or mentoring
- Strong project and time management skills to manage multiple projects simultaneously and meet deadlines

Preferred Qualifications (considered after all minimum qualifications are met):

- Master's degree in graphic design, advertising, public relations or closely related field
- Proven track record of developing and executing creative strategies
- Record of teaching effectiveness, with experience in teaching relevant undergraduate courses
- Experience working in large-scale signage and wayfinding
- Industry experience working with large regional and national clients
- Demonstrated success in supervising and mentoring direct reports or students

Click [here](#) to apply.

on the job market update

Hong Kong Baptist University

Professor / Associate Professor / Assistant Professor in Public Relations or Advertising

<https://community.aejmc.org/job-portal/hong-kong-baptist-university>

The Department of Communication Studies at Hong Kong Baptist University invites applications for full-time positions at the ranks of Professor, Associate Professor, or Assistant Professor in public relations or advertising.

Requirements:

- A PhD degree in communication or related discipline;
- A strong publication record in high-impact international refereed journals; and
- Substantial tertiary teaching experience.

Preference will be given to candidates with industry experience in strategic communication and/or expertise in any of the following areas: stakeholder psychology and engagement, organizational agility, AI applications in public relations, AI-powered advertising, computational advertising, and data analytics for advertising. Candidates with local experience are also highly valued.

The initial appointment will be offered on a fixed-term contract for up to three years, commencing in September 2025 or on a mutually agreed date. Re-appointments thereafter will be subject to performance and mutual agreement.

Applicants are invited to submit their applications at the HKBU e-Recruitment System ([here](#)) with samples of publications, preferably three best ones out of their most recent publications/works. The appointee should also request two referees to send in confidential letters of reference, with Job Identification number (24250141), directly to the Human Resources Office (Email: recruit@hkbu.edu.hk).

on the job market update

Michigan State University

The Department of Advertising + Public Relations in the College of Communication Arts & Sciences at Michigan State University is hiring two positions: (1) Assistant Professor in Advertising or Public Relations and (2) Associate Professor in Advertising or Public Relations.

Assistant Professor in Advertising or Public Relations: <https://careers.msu.edu/jobs/assistant-professor-tenure-system-east-lansing-michigan-united-states-ea027a27-65ac-4aea-8fac-a9597c8f4b33>

Qualified applicants should have a Ph.D. in Communication, Mass Communication, Mass Media, Information and Media, Advertising, Public Relations, Strategic Communication, or a related field, showing evidence of, or potential for, external funding; the ability to teach core and elective courses in public relations; and a commitment to mentoring undergraduate and graduate students.

Applicants should submit a cover letter, CV, names and contact information of three references at <https://comartsci.msu.edu/departments/advertising-public-relations>, posting #1056502.

Application review begins 10/16/2025.

Refer questions to chair Juan Mundel, mundelju@msu.edu

Additional information at <https://careers.msu.edu/jobs/assistant-professor-tenure-system-east-lansing-michigan-united-states-ea027a27-65ac-4aea-8fac-a9597c8f4b33>

Associate Professor in Advertising or Public Relations: <https://careers.msu.edu/jobs/associate-professor-tenure-system-east-lansing-michigan-united-states-5cb12a33-6010-4412-afcc-46d42b1b85b2>

Qualified applicants should have a Ph.D. in communication, mass communication, mass media, information and media, advertising, public relations, strategic communication, or a related field, with evidence of external funding; the ability to teach core and elective courses in advertising; and a commitment to mentoring undergraduate and graduate students.

Applicants should submit a cover letter, CV, names and contact information of three references at <https://comartsci.msu.edu/departments/advertising-public-relations> for posting #1056501.

Application review begins 10/16/2025.

Refer questions to chair Juan Mundel, mundelju@msu.edu

Additional information at <https://careers.msu.edu/jobs/associate-professor-tenure-system-east-lansing-michigan-united-states-5cb12a33-6010-4412-afcc-46d42b1b85b2>