

Submitters should carefully review the specific details and directions for the Public Relations Division as well as the general requirements contained in AEJMC's Uniform Paper Call, which applies to submissions to all divisions.

Please note that information on how to submit a paper to the Public Relations Division is different from the Uniform Paper Call.



Deadline: April 1

The Public Relations Division invites faculty and students to submit competitive papers related to public relations research or teaching. Papers should test, refine or expand public relations theory or practice; critically review issues relevant to public relations theory and research; or explore methods of effective public relations practice. Teaching papers should test, refine or expand principles or practices associated with public relations pedagogy. Papers employing all methods of inquiry are invited. Papers should include appropriate literature reviews, methodology, findings and discussion.

Authors and co-authors must indicate their faculty or student status by their names on the cover sheet ONLY. Student papers must be authored or coauthored by students only and all student papers must have the word "Student" on the title page and in the running head.

No more than two papers may be submitted by any one author or coauthor in any paper category. The paper categories are open, student papers and teaching papers. At least one author of an accepted faculty paper must attend the convention to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented.

This year the Public Relations Division is accepting papers ONLY by e-mail attachment. All papers must be in MSWord format and attached to an e-mail indicating your AV needs should the paper be accepted. Papers must be no longer

than 25 double-spaced pages of text, plus references and figures. There must be no identifying information on any page of the paper except the cover page. The deadline for submission is 11:59 p.m. EST April 1.

Authors should submit signed reproduction permission forms (via pdf attachment, fax or regular mail) to the appropriate paper chair at the address indicated below.

Open papers, authored and coauthored by faculty, students, practitioners or any combination, as well as student research papers should be e-mailed to *LMZoch@miami.edu*. Lynn M. Zoch can be contacted at the University of Miami, School of Communication, P.O. Box 248127, Coral Gables, FL 33124, 305/284.5209, 284.5216 (fax).

Teaching papers should be e-mailed to: *Kelleher@unc.edu*. Tom Kelleher can be contacted at the University of North Carolina-Chapel Hill, School of Journalism and Mass Communication, CB 3365, Chapel Hill, NC 27599-3365, 919/843.5582, 962.0620 (fax).

AEJMC requires an abstract of no more than 75 words on a separate page.

The title should be printed on the first page of the text and on running heads on each page of text, as well as on the title page. Papers are accepted for peer review on the understanding that they are not already under review for other conventions and that they have been submitted to only one AEJMC group for evaluation. Papers accepted for the AEJMC convention should not have been presented to other conventions or published in scholarly or trade journals prior to presentation at the convention. Authors of accepted papers retain copyright of their papers and are free to submit them for publication after presentation at the convention.

By May 15, authors will be advised whether their paper has been accepted and will receive a copy of reviewer comments. Authors of accepted papers must provide 20 photocopies of their paper for distribution in the paper sales room at the convention. Authors may bring copies with them to the convention, mail them to the convention site or make arrangements to have a copy service in the convention city make the copies.

Please Help – We Need Paper Referees!

I know many of you will be submitting papers for the August conference, and I expect a bonus year. The fact the conference is in San Francisco certainly won't hurt the number of submissions!

Please also help us to review those submissions. The refereeing process can't work without paper readers.

Those who submit competitive faculty research papers in the open category can still help by reading and reviewing teaching or student papers. And Tom Kelleher and I will try to find convention roles for everyone who volunteers to help.

If we have to, we'll come begging, but it would be ever so much easier if you'd volunteer!

Please email me at LMZoch@miami.edu, and I'll compile a list of hard-working and kind-hearted PRD members for Tom and me to share.

- Lynn M. Zoch