



Super Saturday
Conference Schedule
October 19, 2019

Schedule at a glance

8 a.m. - 8:20	Breakfast & Registration
8:20 - 8:25	Welcome
8:30 - 9:30	Panels 1 & 2
9:45 - 10:45	Panels 3 & 4
11:00 - 12:00	Panels 5 & 6
12:00 - 1:00	Lunch
1:00 - 2:00	Research session #1
2:15 - 3:15	Research session #2
3:15 - 4:30	Break and return to conference hotel
4:30 - 5:30 pm	Teaching poster session
5:30 - 7:00 pm	Awards Reception

Detailed Schedule

8:00 - 8:20	Registration and Breakfast
8:20 - 8:30	Welcome & Opening Remarks: Dean Mundy, University of Oregon; Noah Arceneaux, San Diego State University

Morning Panel Presentations

8:30 – 9:30

Panel Presentations 1 & 2

Hardy Tower, Room 140: **Digital media analytics: Pedagogical approaches and opportunities for curriculum integration.**

Nicole Lee, North Carolina State University (moderator); Melissa Adams, Appalachian State University; Lisa Low, Texas Tech University Kathleen Stansberry, Elon University.

Hardy Tower, Room 183: **Dissecting Diverse Voices: What Our Students Can Teach Us About Diversity.**

David W. Brown, Temple University (moderator); Jeneen Garcia, Executive Director at PRSSA; Hilary Fussell Sisco, Quinnipiac University; Kim R. Bruce, West Texas A&M University.

9:45 – 10:45

Panel Presentations 3 & 4

Hardy Tower, Room 140: **A Menu of Options . . . How to Meet CEPR ethics course guidelines by 2020.**

Elizabeth L. Toth, University of Maryland (moderator); Denise Sevick Bortree, Penn State University; Marlene Neill, Baylor University; Deborah A. Silverman, SUNY Buffalo State.

Hardy Tower, Room 183: **Bilingual PR Education and Cross-Border Collaboration: A Growing Opportunity in the United States**

Patrick Thelen, San Diego State University (moderator); Denisse Olivas, The University of Texas at El Paso; Maria Amor, VP Havas Formulatín; Amy Schmitz Weiss, San Diego State University ; Juan Carlos Molleda, University of Oregon; Patricia Taylor, CETYS Universidad; Arturo Garcia, Museum of Photographic Arts

11:00 – 12:00

Panel Presentations 5 & 6

Hardy Tower, Room 140: **Becoming a Chief Communications Officer (CCO): Are We Teaching Our Students to Lead?**

Kathy Fitzpatrick, Professor, American University (moderator); Karla Gower, Professor and Director, The Plank Center for Leadership in Public Relations, University of Alabama; Tina McCorkindale, President & CEO, Institute for Public Relations; Antoaneta Vanc, Quinnipiac University.

Hardy Tower, Room 183: **Academic Leadership: Transitioning From Faculty to Administrator.**

Bey-Ling Sha; Dean and Professor, Cal State Fullerton; Rochelle Ford, Dean and Professor; Elon University; Spiro Kiouisis,, Executive Associate Dean and Professor of Public Relations; University of Florida; Juan-Carlos Molleda, Dean and Professor; University of Oregon.

12:00 –1:00

Lunch at San Diego State University, Scripps Cottage – free with registration

Afternoon Research Presentations

1:00-2:00

Research Presentations: Session 1

Hardy Tower, Room 140: Corporate Social Responsibility, Communication & Engagement

Moderator: Ann Jabro, Robert Morris University

- Corporate Political Defiance—A Case study on CEO’s New Motive for Corporate Social Responsibility. *Pamala Proverbs, University of Florida.*
- Public Responses to Nonprofit Social Media Messages: The Roles of Content Features and Cause Involvement. *Weiting Tao, University of Miami, Zongchao Cathy Li., San José State University; Zifei Fay Chen, University of San Francisco; Yi Grace Ji, Virginia Commonwealth University.*
- Social Media, Public Sentiment, and Crisis Communication in Politics: A Twitter Analysis of the 2018 Nashville Mayor Megan Berry Crisis. *Holly Seng; University of Tennessee at Martin; Andrew B. Brown, University of Tennessee at Knoxville; Brandon Boatwright, University of Tennessee at Knoxville.*
- Emerging Brand Employee Engagement via Internal Communication, Leadership and Culture. *Nance McCown, Messiah College.*

2:15 – 3:15

Research Presentations: Session 2

Hardy Tower, Room 140: Technology and Education

Moderator: Regina Luttrell, Syracuse University

- Helper or Distractor? Exploring the Active and Aroused Publics’ Messages through User-generated Content about Organizations and their influences to Organizational Evaluations on a Geosocial Networking Platform-Yelp. *Kyung Jung Han, California State University.*
- Digital Newsrooms in U.S. Museums: Information Subsidiaries in a Shifting Media Landscape. *Melissa A. Johnson, North Carolina State University; Dustin Harris; North Carolina State University.*
- U.S. Students’ Perceptions of International Teaching Assistants in the Public Relations Field. *Tugce Ertem-Eray, University of Oregon.*
- University Student-Run Agencies on the World Wide Web: Presentations of Strategy, Creativity, and Professionalism. *Douglas J. Swanson, California State University, Fullerton; Elise Anguizola Assaf, California State University, Fullerton.*

3:15 – 4:30

BREAK & Return to hotel

Evening Program

4:30 – 5:30

Pedagogical Poster Session, Pacific 21, Marriot Marquis

1. Teaching Crisis Communications to Undergraduates: Instructional Exercises to Assist in the Development of Risk Analyses, Crisis Strategy and Professional Quality Crisis Plans. *Dean Kazoleas, California State University Fullerton*
2. Making Ethics Fun: The video training project. *Leslie Rasmussen, Xavier University.*
3. 9 Tips for Practical PR Writing Pedagogy. *Timothy Penning, Grand Valley State University.*
4. Using the C-SPAN Video Archives to Introduce Undergraduate Research into the Study of PR History. *Ray Begovich, Franklin College.*
5. PR Pathfinder: A First Assignment to Motivate and Retain First Generation College Students. *Jean Kelso Sandlin, California Lutheran University.*
6. Net-Zero Library Energizes Public Relations Students' Knowledge & Practice. *Mary Beth Reese, University of Southern Indiana; Lindsey J. DiTirro, University of Southern Indiana.*
7. Diverse Voices in the History of Public Relations. *Arien Rozelle, St. John Fisher College.*
8. Conversations about Public Relations Ethics. *Deborah Silverman, SUNY Buffalo State.*
9. Building Global PR Professionals From Day One: Using the PR Principles Course to Prepare Students for Success. *Kelly B. Bruhn, Drake University.*
10. Let's Eat Students! How Punctuation Saves the Lives of PR Students!: Teaching Punctuation AP Style with Humor and Interactive Exercises. *Arlene A. Flowers, Ithaca College.*
11. Quantifying an Organizational Narrative: Incorporating Data Visualization in the Public Relations Classroom. *Derek Moscato, Western Washington University.*
12. Using iPads with a student-run firm to enhance learning and client work. *Emily S. Kinsky, West Texas A&M University, Kim R. Bruce, West Texas A&M University.*
13. iReviews: Designing a Responsive Learning Environment. *Carolyn Mae Kim, Biola University.*
14. Opening up to open education: Experimenting with OE practices in a campaigns course. *Heather J. Hether, University of California, Davis.*
15. Student poster presentations: Cultivating critical thinking, communication skills, and classroom community. *Heather J. Hether, University of California, Davis.*
16. Using Public Relations to Support Olympic Sponsorship: It's More Than Fun and Games. *Pauline A. (Polly) Howes, Kennesaw State University.*
17. Combating the Opioid Crisis: University and Community Partnerships with the Public Relations Research and Practice Course. *Terry L. Rentner, Bowling Green State University.*
18. Integrating a Service-Learning Project with Beginner and Intermediate Public Relations Students. *Andrea M. Ferraro, University of Mount Union (Alliance, OH).*

5:30 – 7 pm

Educators Academy Awards Ceremony and Reception, Pacific 21, Marriot Marquis: Hors d'oeuvres and a hosted bar will be available. As part of the reception, the Ferguson Award for support to public relations education will be presented. The winners of the Betsy Ann Plank Graduate Student Research Paper, Top Faculty Research Paper, Top Ethics paper and Top Paper on Diversity and Inclusion will also be recognized.