

Welcome to the PRSA Educators Academy Research and Posters Session!
Saturday, October 15, 2011

There are eight research paper presentations during two sessions from 4 – 6 p.m. For the research paper session, each paper will be presented in a roundtable setting. Each presenter will discuss their research with the attendees for 12 minutes and then the attendees will rotate to a different table to listen to a new presenter. At the same time, there will be 18 pedagogical posters. Attendees can walk around at their own pace and discuss best teaching practices, research, and strategies with the panelists. At 6 p.m., the Educators Academy reception will begin and everyone is welcome to attend! The top paper award and the David Ferguson Award will be presented. After the conference, the proceedings will be published on the PRSA Educators Academy website.

4 – 5 p.m. Research Session I

Moderator: **Marcia W. DiStaso**, Pennsylvania State University

1. Examining graduate online education and its application to public relations: A deeper look into computer-mediated instructional immediacy, self-efficacy and self-satisfaction
Lisa T. Fall and **Stephanie Kelly**, University of Tennessee
2. Public relations at the micro level: Connecting with customers on Twitter
David Kamerer and **Pamela Morris**, Loyola University Chicago
3. Testing a perceived authenticity index with triangulation research: The Case of Xcaret in Mexico
Juan-Carlos Molleda and **Rajul Jain**, University of Florida *PRSA Top Faculty Paper Award
4. A first look at delivery of multi-country public relations global curricula
Elizabeth Toth, University of Maryland, and **Marianne D. Sison**, RMIT University, Melbourne, Victoria, Australia
5. Assessing the skills needed in the PR curriculum: A survey of educators and practitioners
Jennifer M. Keller, Western Washington University

5 – 6 p.m. Research Session II

Moderator: **Tina McCorkindale**, Appalachian State University

1. Social media in public relations: Tweeting, facebooking, & blogging, oh, my!
Eunseong Kim and **Terri Lynn Johnson**, Eastern Illinois University
2. Public relations influence on media coverage and public perceptions of foreign countries
Suman Lee, Iowa State University and **HyeHyun Hong**, Chung-Ang University, Seoul, Korea
3. The missing minorities: Problems for research and professionalism in public relations
Bey-Ling Sha, San Diego State University and **Natalie T. J. Tindall**, Georgia State University
4. Desirable characteristics of campaigns course pedagogy: Are accepted practices the best practices?
Jonathan R. Slater, SUNY Plattsburgh, **Carolyn White Bartoo**, University of Delaware, and **Gemma Puglisi**, American University
5. Copyright in the digital age: Legal challenges for public relations ‘The rise of the universal publisher’
Frank Walsh, Texas State University – San Marcos

4 – 6 p.m. **Poster Presentations**

1. Facebook as a required text: Best practices for incorporating Facebook into classroom instruction
Alisa Agozzino, Ohio Northern University
2. Entrepreneurship pedagogy in the PR writing classroom: Teaching a PR career option while students gain tactical understanding
Vicki S. Bagwell, Western Kentucky University
3. “What’s your direction?”: Integrating the leadership compass workshop into a public relations course to help students identify the characteristics and implications of their work styles in team-based settings
L. Simone Byrd, Alabama State University
4. Crises occur 24/7: Capturing conversations outside classroom walls
Jane Dailey, Marietta College
5. Teaching the architecture of social media
Gregg Feistman and **Dale Wilcox**, Temple University
6. Learning from Lindsay, Tiger, Brangelina, and Oprah: Celebrities as teaching tools for reputation management in public relations
Arhlene A. Flowers, Ithaca College
7. Bringing case studies to life: Developing media relations and crisis response skills in the undergraduate public relations class
James M. Haney, University of Wisconsin
8. Social media for the social good incorporating reverse mentoring into the classroom
Julie K. Henderson, University of Wisconsin Oshkosh
9. The intersection of theory and practice: PRSSA conference attendance as a public relations course component
Ann D. Jabro, Robert Morris University
10. Tactics for creating the digital press release
David Kamerer, Loyola University Chicago ** Also presenting research from 4-5
11. Teaching crisis communications to undergraduates: Exercises to assist in developing risk analyses, selecting crisis strategies and building crisis plans
Dean Kazoleas, California State University Fullerton
12. Mentoring through social media
Elizabeth D. Kerns, Central Washington University
13. The good, the bad, and the ugly: Advantages and disadvantages of using social media in the classroom
Tina McCorkindale, Appalachian State University
14. Relating nationally affiliated PRSSA student agencies’ key leadership elements to pedagogical approaches
Bonita Dostal Neff and **Alexandria Moulchin**, Valparaiso University
15. Using guest speakers vs. videos to show the “real world” in PR fundamentals courses
Timothy Penning, Grand Valley State University
16. Investigating required online alcohol education in a public relations campaigns class
Lynne M. Sallot, University of Georgia
17. The inequity and injustice of work-life imbalance: Mentoring and teaching advice for public relations practitioners and educators
Natalie T. J. Tindall,** Georgia State University, **Bey-Ling Sha**** and **David M. Dozier**, San Diego State University ** Also presenting research from 5-6
18. Baseline information on what undergraduates know about social media benefits and consequences for their career goals
Elizabeth L. Toth,** **Alison Bassi** and **Yi Ren**, University of Maryland **Also presenting research from 4-5