



2021 Call for Research Papers, Panels, and Teaching Abstracts

THE PRSA EDUCATORS ACADEMY "SUPER SATURDAY"
in conjunction with the
2021 PRSA INTERNATIONAL CONFERENCE
Oct. 16, 2021

PRSA's Educators Academy invites public relations educators, graduate students, and professionals to submit competitive research papers, teaching abstracts, and panel session proposals for presentation during "Super Saturday" of the 2021 PRSA International Conference in Orlando, FL on October 16, 2021.

All submissions are due by midnight Eastern time on Sunday, June 27, 2021. Please submit one copy of each entry as a Word document to Jensen Moore, 2021 Educators Academy Research Chair, via email (PRSAEducators@gmail.com). You will receive a submission confirmation receipt via email.

Those who submit entries will be notified of the reviewers' decisions by no later than July 31, 2021. Authors of accepted submissions must agree to present their work in Orlando, FL on Oct. 16, 2021.

NOTE: To attend, you must register and pay a fee of either \$85 for non-speakers or \$60 for speakers. This fee is for Super Saturday only and does not cover registration for the full PRSA or PRSSA International Conference.

RESEARCH PAPER CALL

Research papers should test, refine, or expand public relations practice, research, or theory; or critically review issues relevant to public relations theory or research. Papers employing all methods of inquiry are invited. At least one author must be a member of the PRSA Educators Academy.

Each presenter will give a 12- to 15-minute presentation of his or her research, followed by a question and answer session with the audience. Following the conference, authors may have their papers included in non-copyrighted conference proceedings, which will be available on the Educators Academy website. Top research papers will also receive expedited review in [Public Relations Journal](#).

Award Competitions

All non-student entries will automatically be considered for the \$500 PRSA Top Research Paper Award. Collaboration is permitted. In addition, awards will be given for top ethics paper \$500, sponsored by the Arthur W. Page Center, and top diversity and inclusion paper \$500, sponsored by American University. * Only one author is required to present the study in Orlando.

Graduate student submissions will automatically be considered for the Betsy Plank \$1,000 Graduate Research Competition Award. Collaboration is permitted but limited to graduate students.* Only one author is required to present the study in Orlando. Please identify as "student(s)" on the title page.

**Please note, for co-authored papers, the award check is made out to the first author.
Winners will be required to submit a W-9.*

Instructions for Submitting Research Papers

- Research papers must not exceed 25 double-spaced pages in 12-point font (including references and tables). Papers should include appropriate literature reviews, methodology descriptions, findings, and discussions. Any paper longer than 25-pages will be disqualified and not assigned for review.
- Research papers may not be under review simultaneously with any other conference; and/or any potential publication, including refereed journals, book chapters, etc.
- When submitting, the author(s) must provide two documents:
 1. A separate title page with the paper's title, author(s), affiliation(s), title(s), phone number(s), and email address(es). All authors and co-authors must be listed. No authors will be added after acceptance. On the title page please identify if entering a "student submission."
 2. A blinded paper. The paper and paper properties must not reveal the authors' names or affiliations for the peer review. Author-identifying information on any pages will be grounds for immediate disqualification.
- In the subject of your email, please indicate if you are submitting a research paper, and if you are a student.

TEACHING ABSTRACTS POSTER SESSION CALL

This poster session will showcase best practices in education and/or provide examples of successful educational approaches, projects, and programs. Abstracts should refine, test, or present best practices or research related to public relations pedagogy. Authors are limited to only two abstract submissions (only one will be accepted).

Instructions for Submitting Teaching Abstracts

- Total submission should not exceed five pages and may not be under review simultaneously with any other conference and/or any potential publication.
- Submissions will be non-blind peer reviewed. All accepted submissions will be included in non-copyrighted conference proceedings, which will be available on the Educators Academy website.
- When submitting, the author(s) must provide two documents:
 1. A title page with author name(s), affiliation(s), and email address(es).
 2. A one-page description of teaching idea include rationale for assignment, student learning goals, connection to PR Theory or practice, and evidence of student learning outcomes or assessment of student learning.
 3. Assignment details and any necessary instructions or examples.
- Further instructions for the poster sessions will be provided, following acceptance notification.

PANEL PROPOSAL CALL

Panel session proposals should address topics that benefit educators. Past panels have focused on such topics as integrating ethics into the curriculum, helping students obtain internships, incorporating mobile apps in the classroom, and developing online portfolios.

Instructions for Submitting Panel Session Proposals

- Proposals should include a title, the names of up to three panelists with their affiliations, the moderator's name and affiliation, and a brief description of the panel (100 to 150 words).
- The name and contact information of the panel organizer should be clearly identified.
- Submissions will be non-blind peer reviewed.

IMPORTANT DATES

June 27, 2021: Submissions due by midnight Central Standard Time

July 31, 2021: Acceptance notification

For additional information or inquiries regarding submissions, please contact Jensen Moore (jensenmoore@ou.edu or 225.402.8334) or LaShonda Eaddy (leaddy@smu.edu or 214.768.0305).