

Thursday, March 29
1415 Willey (4th Floor)
12:30-1:45 p.m.

A Proud History and a Threatened Future: An Intra-Disciplinary Examination of the Cultural Articulations of the United States Postal Service

Sponsor: Public Relations
Chair: **Brian Sowa**, Eastern Illinois University
Participants:

“Hey Wait a Minute Mr. Postman: Popular Mediated Culture’s Changing Articulations of the Postal Carrier and the Purpose of the USPS”

Scott Walus, Eastern Illinois University

“Public Relations and History: The Strategic Use Of USPS’s Past within Present Discourses about its Default”

Claudia I. Janssen, Eastern Illinois University

“The Rhetoric of USPS: Examining the Discourse of Information Exchange through Citizens’ Social Networking”

Jeff Delbert, University of Missouri

“Unmailable Materials: Privacy, Morality, and Postal Legislation”

Carrie Wilson-Brown, Eastern Illinois University

“Stamping Populations: Postage and the Construction of Otherness”

Samantha Szczur, Eastern Illinois University

Currently, the United States Postal Service is facing both financial default and an identity crisis. This intra-disciplinary panel embraces the theme of the convention by utilizing multiple approaches within the Communication discipline to study the shared cultural memories of this single organization. The USPS has a rich history emanating from both within the organization as well as throughout popular culture. Each source provides an additional vantage point for understanding its past, its potential, and its threatened futures.

Thursday, March 29
1615 Willey (4th Floor)
3:30-4:45 p.m.

**Using social media to “Connect” in PR Campaigns:
Using Social media to “Unite” our Clients with Target Publics**

Sponsor: Public Relations
Chair: **Alisa Agozzino**, Ohio Northern University
Participants:

Alisa Agozzino, Ohio Northern University
Bill Baldrez, Webbed Marketing
Madison Bender, Lake County Visitors Bureau
Kelsey Giesler, Ohio Hi-Point Career Center
Bill Sledzik, Kent State University

Social media has come to the forefront of public relations research within the past few years. As an umbrella term that encompasses a variety of social interaction technologies, social media depends on the communication exchange between people (two-way communication) as the discussion and integration of words build shared meaning. From research to measurement and evaluation, panelists from a variety of industries will cover best practices of incorporating social media tools into public relations campaigns.

Friday, March 30
2115 Willey (4th Floor)
8:00-9:15 a.m.

Crisis Communication & Ethical Dilemmas in Public Relations

Sponsor: Public Relations
Chair: **Corey B. Davis**, University of Wisconsin-Whitewater
Respondent: **Michelle M. Maresh**, Texas A&M University-Corpus Christi
Participants:

“Big Trouble for the Big Three: The Appropriateness and Effectiveness of the Big Three Automakers’ Image Repair Strategies”

Lindsay B. Anderson, Purdue University

“An Experimental Examination of the Role of Corrective Action in Image Restoration: The Case of a Campus Shooting”

Amanda K. Goddard, Western Michigan University

Patric R. Spence, Western Michigan University

Kenneth A. Lachlan, University of Massachusetts-Boston

J. J. McIntyre, University of Central Arkansas

“Revisiting the Rhetorical Situation and Genre in Crisis Communication”

Claudia I. Janssen, Eastern Illinois University

“Doing a Bad, Bad Thing: A Case Study of When a Client Asks a PR Firm to Act Unethically”

Rod Carveth, Goodwin College

Friday, March 30
2415 Willey (4th Floor)
2:30-3:45 p.m.

**Sports, Fans, and Public Relations:
Importance of Fandom to Sports Teams and Public Relations**

Sponsor: Public Relations
Chair: **Danielle Coombs**, Kent State University
Respondent: **Paul Haridakis**, Kent State University
Participants:

Maja Bajac-Carter, Texas Woman's University
Melanie Eyerman, Thundertech, formerly of the Cleveland Browns
Richard Jensen, Ashland University
Norma Jones, Kent State University
Mark Szczepanik, Creative Director at Liggett Stashower

From national professional leagues to college and high school teams, sports fans can be highly identified with their sporting organization. In this panel we seek to discuss fandom across a variety of sports, as well as from both scholarly and professional perspectives. Who are fans? Why are they fans? Why are they important to organizations and public relations? How do fans become superfans or more closely identified with their organization?

Saturday, March 31
3215 Willey (4th Floor)
9:30-10:45 a.m.

New Advances in Public Relations Theory

Sponsor: Public Relations
Chair: **Cheryl Skiba-Jones**, Trine University & Ivy Tech Community College
Respondent: **J. J. McIntyre**, University of Central Arkansas
Participants:

“Corporate Branding: Integrated Marketing Communication and Stakeholder Interactions”

Brian C. Sowa, Eastern Illinois University

“Expanding Public Relations Pedagogy: Small Business, Entrepreneurship, and the Introduction to PR Course”

Jeffrey Brand, Millikin University

“A Sense of Belonging: New Technologies’ Effect on Recruitment Practices of Graduate Programs”

Elizabeth Dorrance Hall, Purdue University

Emily Simmons, College of Charleston

“Community Colleges Connect to Some Prospective Student Requests for Information”

David A. Shadinger, Northwest Missouri State University

Saturday, March 31
3515 Willey (4th Floor)
2:00-3:15 p.m.

Top Papers in Public Relations

Sponsor: Public Relations
Chair: **Corey B. Davis**, University of Wisconsin-Whitewater
Respondent: **Donald P. Jones**, Trine University
Participants:

“Menu Foods Pet Food Recall: Social Media at the Intersection of Emotion in Crisis” (Top Paper)

Laura Farrell, North Dakota State University
Stella Opendi Sasanya, North Dakota State University
Robert S. Littlefield, North Dakota State University

“Critical Analysis of NFL PLAY 60 Campaign” (Top Student Paper, DEBUT PAPER)

Lauren Oliver, Western Kentucky University

“Organizational and Supervisory Apology Effectiveness: Training for Apology-Giving in Organizational Contexts”

Ryan S. Bisel, University of Oklahoma
Amber S. Messersmith, University of Nebraska-Kearney

“Trust as Performance: Conceptualizing How Public Relations Builds Trust”

Matthew J. Gill, Eastern Illinois University

Saturday, March 31
3515 Willey (4th Floor)
3:30-4:45 p.m.

Public Relations Interest Group Business Meeting

Chair: **Corey B. Davis**, University of Wisconsin-Whitewater
Secretary: **Rebekah Watson**, Grace College